

# business plan

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# executive summary

## beautiful websites

The web industry in Singapore is vibrant, but the need for designers skilled in both the design craft, standards-based technical tools and with experience in communication is growing at an even faster rate. The goal of Deepcalm Pte Ltd is not only to bring to Singapore some of the knowledge and technical craftsmanship of the web scene in Europe, but also to help raise an overall awareness of how properly executed web design can help any business communicate with clients and other businesses.

Beautiful websites are accessible & elegant, allowing users to do what they need to, without getting in the way. To do this we liberally apply common sense alongside technical expertise to make sure websites are as useful as they can be.

The most important thing in any project is to understand the needs of the client and rather than blindly offer what they think they need or what you want to sell; deliver what the end users **really need**.

deepcalm combines big-company experience with small company attention to detail and flexibility. Our focus is on producing work of the highest quality, using our understanding of technology and people to build the right website for every one of our client's users.

## the future

The firm will initially be modestly sized and specialize predominantly in web design. It is however a part of a large network of skilled contemporaries located all over the world and a growing network in Singapore. This allows the firm to undertake projects of any size.

Deepcalm Pte Ltd is confident that it will in the near future be leading the development of online media and web design in Singapore.

# our approach

## services

We provide consulting, design and development to small-medium enterprises in order to help them better use their online presence.

### **Simple, elegant, usable websites.**

Websites are only useful if people are easily able to use them. In order for this to happen, simplicity is the most important 'feature' of any online system. The typical website production in Singaporean and other SE Asian markets is often cluttered and hamstrung by businesses looking inward, rather than out at their customers.

### **User Focus**

It's also important to reflect the needs of the users, not the structure of other websites or the business in planning the website; concise, focussed 'less' can often be more.

### **Web Applications**

Alongside our direct client website work, we will undertake projects to provide web applications and services direct to end users, making ourselves a firm that makes products as well as designing things for other people.

## the market

### **The Internet**

The Internet is permeating everyday life in ways we could not have conceived even five years ago and bringing people from across the world in close daily contact. Where better to engage in this growth than a fast-moving, melting-pot of a city like Singapore? We will also provide service to other countries thus promoting Singapore as a good place to do business and on the cutting edge of web design.

### **Startup Culture**

There are a few successful startup companies in Singapore, <http://wego.com> <http://gothere.sg> but I feel that given the high educational standards that there is a surprising lack of sophistication in the online world in Singapore. I feel that by nurturing the young technical talent in Singapore another tremendous wave of entrepreneurship will come through in the next few years.

### **Technical Excellence**

A large number of the web design firms in Singapore are Flash-based, and whilst this might be fine for promotional websites and marketing for the vast majority of websites it should form only a small part of the online strategy. Deepcalm brings a knowledge in accessible elegant web design based on progressive enhancement and web standards. An area that, although having its champions, is sadly under-represented in Singapore.

# organisation

Initially the firm will be one individual, Andy Croll, but we hope to expand the number of employees with the volume and complexity of the work that we undertake, using both freelance web designers and within the first couple of years employees.

## **marketing**

A mixture of word-of-mouth, online advertising and in person networking will provide the vast majority of the web-design contracts. Additionally, immersing ourselves in the web networks within Singapore, such as the Singapore Ruby Brigade and the local Web Standards Group will provide opportunities for both web design jobs and influence the local web scene.

## **technology**

We will use open-source, standards based technologies to deliver our solutions to clients, so apart from a laptop and supporting software for each employee the capital outlay to start up the business is small.

## **location**

Initially the business will be run from home, there is no need to burden an Internet-based startup with the overhead costs of an office. Meetings with potential clients will occur at their premises or in coffee shops.

# people

## andy croll

Originally from the UK and now living in Singapore, Andy reignited his career in the web design in 2007 after spending four years helping blue-chip clients achieve their business goals in his role as an Accenture Consultant.

Since returning to the web clients have included wego.com, Microsoft, Yahoo, Asiarooms and YellowPages SEA as well as clubs and small businesses. Further work can be seen in the portfolio at <http://deepcalm.com/websites>.

Andy will be the CEO and project lead for Deepcalm Pte Ltd.

### what clients say

Passionate and creative, Andy thrives on challenge and delivers some of the most amazing and exacting front-end work it's been my privilege to see. If you're looking to build a modern site which works for everyone, everywhere and need someone with both the design and tech skills to conceive and execute it, Andy's your man. *Gary Theis, CTO wego.com*

The great thing about engaging Andy is that he "gets it"! He understands that you are busy, you are not a technician or designer, have limited time and a limited budget. He really works with you, listens and then influences and advises, pushes when he needs to and takes flexibility to a new level. He was in Manila, London and Singapore while building the TalentQuest site and always available and accessible.

Andy brought creative and practical ideas and had the commercial savvy to understand the business/consumer community we will be reaching out to with our site. I have a website that exceeds my expectations, has received great feedback, was completed in a little over a month and on budget. It is great to know Andy is there and I have no doubt he can do far more if asked! *Tim Way, Director TalentQuest Asia*

## selected singapore associates

### Cheah Chu Yeow

The technical lead at wego.com, Chu Yeow is a published author (Firefox Secrets - Sitepoint) and a Ruby on Rails expert and frequent committer to the open source project.

### Jussi Edlund

Originally from Sweden, now based in Singapore. Jussi graduated in Graphic Design at Bergths School of Communication in 2004 – one of the most highly regarded design colleges in Sweden. For almost seven years during and after his time in education, Jussi managed his own company. Since 2006, Jussi has – with partner Patrick Sundqvist – run the firm Supershapes, an internationally recognized design agency. He recently helped with the redesign of <http://gothere.sg>, a Singaporean start up company.

# proposed finances

<b>YEAR ONE</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
<b>INCOME</b>					
Local Client Work	\$ 5	\$ 5	\$ 5	\$ 5	\$ 20
International Client Work	\$ 1	\$ 1	\$ 1	\$ 1	\$ 4
				<i>TOTAL</i>	\$ 24
<b>OUTGOINGS</b>					
Salary	\$ 1	\$ 1	\$ 1	\$ 1	\$ 4
Equipment	\$ 1	\$ 1	\$ 1	\$ 1	\$ 4
Misc	\$ 1	\$ 1	\$ 1	\$ 1	\$ 4
				<i>TOTAL</i>	\$ 12
<b>PROFIT</b>					<b>\$12.00</b>

<b>YEAR TWO</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
<b>INCOME</b>					
Local Client Work	\$ 10	\$ 10	\$ 10	\$ 10	\$ 40
International Client Work	\$ 1	\$ 1	\$ 1	\$ 1	\$ 4
				<i>TOTAL</i>	\$ 44
<b>OUTGOINGS</b>					
Salary	\$ 2	\$ 2	\$ 2	\$ 2	\$ 8
Equipment	\$ 2	\$ 2	\$ 2	\$ 2	\$ 8
Misc	\$ 1	\$ 1	\$ 1	\$ 1	\$ 4
				<i>TOTAL</i>	\$ 20
<b>PROFIT</b>					<b>\$24.00</b>