

# UBC START-UP WEBSITE DEVELOPMENT PACKAGES

- > Need to establish your online presence?
- > Ready to support your next phase of growth?

JNCD IS OFFERING WEB DEVELOPMENT SERVICES FOR UBC START-UPS IN PARTNERSHIP WITH ENTREPRENEURSHIP@UBC AND THE UNIVERSITY INDUSTRY-LIAISON OFFICE. TWO WEB DEVELOPMENT PACKAGES ARE AVAILABLE TO SUPPORT YOUR VENTURE'S PROMOTIONAL REQUIREMENTS.

Establish your online presence quickly and easily with the **Pre-launch Package**.

Embark on your next phase of expansion with the **Growth Package**.

## Pre-Launch Package

### Need to establish your online presence?

The Pre-Launch Package is for new ventures in the early stages of formation. It is designed to establish an online presence quickly and easily. A pre-launch presence serves as the primary destination where you can direct stakeholders (investors, clients, media, etc.) and communicate your unique value proposition.

*The Pre-Launch Package includes:*

#### Initial online identity

- Development and application of a preliminary wordmark.
- Graphic and photo treatments to represent your venture.

#### Web page and social media presence

- Domain registration and social media profile creation.\*
- Uniquely designed and hosted landing page for your business.
- Focused introduction to your business and value proposition.  
Clear call-to-action to support promotional goals - e.g., join our mailing list, request more info, follow us on Twitter, etc.
- Integration with Google Analytics to track site visits and performance of initial outreach efforts.

*\* Site hosting and domain registration costs are additional.*

**= \$1,250**

# 2

## Growth Package

### Ready to support your next phase of growth?

The Growth Package is ideally suited for companies that have an initial online presence, and are ready to enter their next phase of growth. Build an integrated online presence, increase awareness of your business, and support further expansion with a robust site.

*The Growth Package includes:*

#### Online branding

- Positioning to provide market differentiation and introduce your start-up to audiences.
- Online brand identity to bring consistent recognition across digital and print platforms (assumes application of existing logomark).
- Customized application of corporate signature to maximize impact within the online channel. Elements to include user interface, typography system, colour palette, graphic and photo treatments.

#### Website and social media presence

- Fully branded website backed by a content management system for easy site updates.
- Integration of social media profiles into your web presence.
- Templates to create customizable landing pages with focused messaging. Ideal for event announcements, product launches and registration forms.
- Integration with Google Analytics to produce website metrics and measure online performance.
- Development of a branded, e-newsletter mailing system for ongoing mail-outs.
- Development of an e-news announcement to support website launch.
- Access to digital media coaching at a discounted rate (one-on-one support to help businesses leverage their website and social media channels).

**= \$5,500**

### **Questions? Require further information?**

Contact us to learn more about these web packages and discover how an effective site can build positive value for your new venture.

#### **JNCD John Ngan Communication Design**

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