



everyday empire

Price List - May 2013

bring your digital ideas to life!

Everyday Empire brings to life what only you thought was possible. Whether it's a new idea for a mobile app, website or an existing business, we take you through our start-up process and help you launch a world-class digital product.

Everyday Empire provides direction when you have that winning digital idea, but are unsure of how to begin or where to go next.

We support you throughout the entire process so that you won't get lost along the way. It can be complicated, but we'll make it easy for you...



You've got it. A brilliant idea. You have a million thoughts running through your mind. What's the first step?

Everyday Empire assists with articulating your idea and assesses your idea to evaluate its chance of success. We recommend starting with our Idea Brief to start your thought process.

Deliverable	Description	Price (exc GST)
Idea Brief	<ul style="list-style-type: none"> • 1 page questionnaire for you to complete • Assists you to articulate and explain your concept • Provokes thought around potential issues surrounding your concept • Highlights gaps in your concept that require further investigation 	Free download
One-on-One Consultation	<ul style="list-style-type: none"> • Opportunity to openly discuss your concept and current position • Verbal feedback on the concept and your approach • Quickly highlight next steps • Conducted over Skype 	\$75 for 30 minutes
Concept Evaluation	<ul style="list-style-type: none"> • 2 page assessment report that dives deep into your concept • Identifies the commercial feasibility of your idea • Identifies and addresses flaws in the initial concept • Provides feedback on your concept at the very start 	\$300
Concept Research	<ul style="list-style-type: none"> • Research into broad competitor landscape • Define the value proposition of your concept • Identify your key points of difference against competitors • Compile a brief report (up to 4 pages) with the findings 	\$500
Concept Workshop	<ul style="list-style-type: none"> • 3 hour workshop with 2 consultants to articulate target markets, consumer problem, specific features and revenue streams • Provide an opportunity report with findings, recommendation and development cost estimates based on the features / requirements 	\$2000 (up to 20 hours)



We help you to identify your strategic pathway to achieving your ultimate future business success.

Everyday Empire will focus on your idea's success by documenting your customers needs, your competitors, how you will derive revenue and determine your competitive advantage.

Deliverable	Description	Price (exc GST)
Business Checklist	<ul style="list-style-type: none"> • 1 page checklist that gets the business side of things started • Understand your obligations/requirements when starting a business 	Free download
Customer & Market Analysis	<ul style="list-style-type: none"> • Conduct research with candidates in the industry • Assess the needs of the customer from their perspective • Obtain market specific data to understand market size • Compile a brief report (up to 4 pages) with the findings 	\$500
Financial Forecasting	<ul style="list-style-type: none"> • Develop a 5 year financial forecast including financial statements • Assess alternative revenue models and streams • Recommendations on cash flow and financial viability • Includes 1 hour workshop to explain the financials and assumptions 	\$800 (up to 8 hours)
Investor Pitch Presentation	<ul style="list-style-type: none"> • Summarises all aspects of your start-up concept • Compelling content and presentation design for up to 20 slides • Focuses on clear and concise content for high impact delivery • Includes 2 x 1 hour sessions to review and update the presentation 	\$1800 (up to 16 hours)
Business Plan / Proposal	<ul style="list-style-type: none"> • Customised Business Plan including: Business profiling, Vision, Mission and Values, Product/Service Information, Pricing, Competitor Overview, Market Overview, Team Skills, Financial Plan • Up to 15 pages 	\$2000



Everyday Empire has a network of highly skilled technical experts ready to bring your digital idea to life. By aligning you with the most suited tech team, we'll ensure that you get what you need taking into considering your budget, timelines and vision for your concept.

Ensuring you have the best suited technical team for your idea ensures to improve productivity, communication and deliver a world-class digital product for your start-up

Deliverable	Description	Price (exc GST)
Wireframes	<ul style="list-style-type: none"> • User Experience (UX) design wireframes for key screens • Outline key user flows and main user journeys • Highlights most important user interactions • Up to 10 wireframes 	\$1500 (up to 12 hours)
User Stories / Journeys	<ul style="list-style-type: none"> • Define the concept requirements with user stories • Describe key user journeys and activities • Advantageous for obtaining accurate development estimate • Up to 5 pages 	\$1800
Business Specifications	<ul style="list-style-type: none"> • Define the project scope and highlight what is out of scope • Define all concept features / functionality in detail • Describe various user group considerations / needs • Up to 20 pages 	\$2500
Estimates and Quotes	<ul style="list-style-type: none"> • Referrals to leading digital suppliers / agencies • Assistance with managing the tending process • Obtain accurate costing to bring your digital idea to life • Note: documents above are essential to obtain accurate estimates 	Quoted per project
Project Planning / Management	<ul style="list-style-type: none"> • Plan and schedule a project to flow efficiency • Manage an existing digital project or tech start-up • Experience working across large and small organisations • Prince 2 certified and GradDip IT Project Management 	Quoted per project



Your idea is now a digital product ready for sale. Our network of promotion, marketing and social media talent will implement your Go-To-Market Strategy using the most appropriate channels.

Everyday Empire will ensure you have the best chance at reaching your target audience effectively and that your product’s message is successfully conveyed.

Deliverable	Description	Price (exc GST)
Marketing Plan	<ul style="list-style-type: none"> • Provided by a specialist agency to best suit your business needs • Formulate a customised marketing plan covering market and opportunity analysis, objectives, strategic and tactical plans • Works to your budget for effective marketing exposure 	Priced on application
SEO / SEM Campaign	<ul style="list-style-type: none"> • Provided by a specialist agency to best suit your business needs • Target local, national or global areas to generate more customers • Search Engine Optimisation search results ranking campaign • Search Engine Marketing pay per click Adwords campaign 	
Social Media Strategy	<ul style="list-style-type: none"> • Provided by a specialist agency to best suit your business needs • Audit: competitors, current subject matter, best practices • Strategy: channel strategy, content themes, benchmarks • Roll-out: tone of voice, management processes, reporting 	
Capital Raising	<ul style="list-style-type: none"> • Advise on crowd sourcing, angel investment and venture capital • Collate investor contacts list suited to your business • Review investor pitch presentation documents • Partake in investor pitch presentations 	
Digital Strategy	<ul style="list-style-type: none"> • Define the digital objectives of your business • Assess your audience and where you can engage with them • Analyse competitor digital assets and perform gap analysis • Create exciting digital customer engagement campaigns / tactics 	

Everyday Empire understands that not all clients can fit the same process model; one fit model does not fit all.

We're flexible and can consult or tailor a package to you to cater for your specific digital needs. We work with our clients to help them reach their digital objectives.

Thank you!

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