

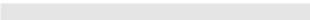
LoudOffice.com

The Friday Forum Website Proposal



*Submitted by:
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<http://www.TheFridayForum.com>



ABOUT LOUDOFFICE.COM

LoudOffice.com was founded in 1994 and initially focused on graphical user interfaces and CD ROM products. LoudOffice.com occupies 3,500 square feet of office space at 150 Market Street in Lynn, Massachusetts and currently has a staff of six established employees and nine interns. LoudOffice.com's current client list includes the following companies

- CMG Information Systems
- Texas Instruments
- Cyber Sports Live
- Golf Day
- Woodworkers Warehouse
- Jay Kakas
- Satch Sanders
- Interactive Data Corporation
- Trend Lines
- Post Tools
- Creative Software
- Talk America
- Kabbalah Research Centre
- Proverreal
- Jungle Apparel
- Alpha Software
- Olivetti
- MarkeTVision
- Itzhak Perlman
- Aspen Technology
- Chaners Publishing
- Butterworth-Heinaman
- Hartford Insurance
- ProSource
- Course Technology

In addition, LoudOffice.com has a number of other clients who have either purchased the company's products or for whom we provide a variety of consulting and training services. To date the company has created over 100 web sites for corporate and other clients, and currently hosts over 150 different web sites.

SERVICES OFFERED BY LOUDOFFICE.COM

Web Site Development

LoudOffice.com builds successful corporate web sites from the ground up, assuring you continuity of design and content, as well as ease of navigation. A well developed, well-positioned, correctly-marketed web site can pull in an audience ranging from several thousand to several million visitors per day. A high-volume web site can present you with significant potential for marketing and profit opportunities which is not just limited to web site sales income, but also advertising and partnering opportunities.

Each web site we create is programmed to generate detailed reports on who is accessing the web site. Information includes number of unique visitors, time spent on the site, page(s) viewed, email address of the user, which site the user came from and which site the user left to go to. You can access these reports

24 hours a day through the World Wide Web. Additional marketing information is available to you through the use of online feedback forms that can be directly emailed to our users or kept on file in a database for statistical analysis, the use of user-response marketing

Hosting

LoudOffice.com owns and operates a high-speed network server (computer) which is wired directly into the fiber-optic backbone of the Internet. This server provides LoudOffice.com with the opportunity to offer you a “home” for your web sites—a service known as hosting. You would most likely not be able to justify the purchase of such a powerful network computer on your own. This sharing arrangement, which is the basis for the hosting service provided by LoudOffice.com, provides you with all the benefits of owning such a computer at only a fraction of the cost.

In addition, since we have direct control over the server, we can easily offer you enhanced audio and video programming on your individual site. As the distinction between the Internet and TV continues to blur, our ability to provide these enhanced services may allow you the opportunity to truly tailor your specific marketing message and broadcast that to a worldwide audience, whether the form of that be an online workout session, general health or fitness session, or online infomercial.

eCommerce

LoudOffice.com can provide you with the latest in eCommerce solutions including the ability to create an online store complete with shopping cart software, credit card approval, customer tracking and support, and online advertising. This store can be deployed on a small or massive scale, meaning you will have the ability to “get your toes wet” with a smaller Internet presence before “diving in” with a full eCommerce initiative. In addition to online store and shopping cart technology, we can also build special applications such as online donation forms, fundraising online auctions, etc.

Search Engine Positioning Service

Another area of concern on the Internet is that of search engine placement. It is imperative that any company that relies on Internet traffic to help drive profits or donations receive favorable positioning on Internet search engines to ensure that individuals who wish to find your site are able to locate them on the World Wide Web using common-language keywords.

LoudOffice.com has recently developed a business unit dedicated to assisting web site owners achieve favorable positioning on Internet search engines. Our newest initiative, named "Solutions Now!", will assist you in analyzing your web site positioning and effecting changes aimed at not only improving your site's current positioning, but also maintaining that positioning through regular monthly maintenance.

Website Leasing Service

We have launched an exclusive joint venture with Smart Leasing & Funding Resources, a company located in Hingham, MA, to offer you the ability to lease a site through LoudOffice.com rather than having to come up with the capital investment required to build an Internet presence up front. Smart Leasing will pay LoudOffice.com in full upon site completion, and you will make payments to Smart Leasing directly. The result for you is dramatic: you will be able to have the site built be and able to fund it through regular lease payments rather than a large capital outlay – this gives you the ability to match the lease payment to your Internet funds flow rather than come up with it all up front.

Internet Advertising

LoudOffice.com is able to use the synergy of its position as a superior web site developer to cross-advertise our clients' sites. For example The New England Surfcaster (<http://www.surfcaster.com/>) is a web site which is wholly owned by LoudOffice.com and gets over 5000 hits each day. LoudOffice.com is currently able to market that traffic potential to related web sites, including current and prospective web site customers, and outside web sites. We can also utilize outside advertising resources (such as banner ads, affiliate programs, etc.) to "cross-advertise" our customers' web sites on popular sites such as this.

The main area of Internet advertising that we would focus on for your site is banner advertising services. Our visual arts department is able to create attractive banner advertisements in-house that can be placed on traditional (search engines, high-traffic web sites, etc.) and non-traditional (smaller niche/specialty web sites, etc.) advertising mediums in an effort to increase web traffic to your web site.

PROPOSAL FOR WEBSITE TO BE CREATED

LoudOffice.com proposes to establish an effective Internet initiative designed to assist you in your current marketing efforts through the following measures:

- We will assist you in defining the objectives of your Internet initiative and develop strategies aimed at meeting those objectives.
- We will help you analyze the current market for online philanthropy, decide on a positioning strategy for your site, and develop a marketing plan designed to promote your web site to current and prospective donors who can benefit from your organization.
- We will assist you in creating awareness of your organization through an integrated Internet presence including an Internet web site, target email campaigns, threaded discussion groups (online bulletin boards), member intranet, development of reciprocal links with appropriate organizations, establishment of link and/or banner exchanges (if applicable), and development of online contacts with applicable organizations.
- We will assist you in the development and implementation of an effective Internet publicity campaign for your organization. This will rely on the following sources: Internet press releases and site announcements as well as non-Internet press releases and site announcements, placement of cost-effective internet advertising and listings, search engine and directory listings, and announcements and/or postings to appropriate usenet newsgroups and list servers.
- We will be available to assist you in strategizing and developing potential joint ventures (JVs) with complimenting companies and organizations within your immediate area and nationwide. Ideas for JVs would include fundraisers (both online and off), charity auctions, membership drives, etc.

The proposed website will consist of as many pages, subdivided into as many sections, as required to fully, thoroughly, and accurately represent your organization to potential and existing members. The exact nature, size, and content of each section will be determined during initial design meetings between LoudOffice.com, your organization, and any applicable third parties. An architectural diagrams for the web site is attached.

LOUDOFFICE.COM' CREATIVE CONCEPT FOR THE FRIDAY FORUM

Thinking from the perspective of current and potential members as well as potential donors, LoudOffice.com will build a web site that will reflect the design standards of the Internet community while promoting an organizational brand image consistent with your other marketing efforts. The site will be branded throughout with your logo, organizational colors, etc, and will offer consistent navigation that leads the visitor through all key focus areas of your site.

Website Structure

The structure of the web site will be:

- **Introduction Page** – the introduction page will be clear, well organized and generate a positive first impression. It will feature your logo, organizational colors, and any other brand-enhancing designs, and offer a very brief outline of the nature of your organization. It can also serve to announce current happenings and site updates.
- **Mission Page** – the purpose of this page is clear, to allow you to communicate the mission of The Friday Forum to web site visitors. The placement is purposeful, you want it to be one of the first pages site visitors view upon entering your site.
- **Speaker Series** - this section will explain what your speaker series is, when your next session is, and what previous sessions have occurred. Links from this page will include the biographies of speakers and the company/organization they represent, as well as additional pages that give maps and directions for attendees and allow for online signup.
- **Upcoming Events** - this section will contain non-speaker series events. This will include both those events organized by The Friday Forum as well as relevant outside events. Submenus can contain specific information for each event as well as relevant links for the people, companies, and organizations involved.
- **Join Our Mailing List** - intended for non-members, this will allow you to communicate with them in order to keep them abreast of happenings at The Friday Forum, as well as market to them in order to increase membership or solicit donations.
- **Becoming a Member** - this section will describe what membership is in The Friday Forum entails, as well as information on how to become a member.
- **Newsletter** - this will be an abridged or even completely different version of the members' newsletter, available free. A link archives of the newsletter will also be included.
- **Members Area** - this is the "meat and potatoes" of your website and will require a valid member password for entrance. Pages in this section will include:
 - *Member Biographies*
 - *Member Newsletter*
 - *Member Directory with Search Function*
 - *Member Bulletin Boards (Discussion, Jobs, Events, etc.)*
 - *Member Chat Rooms*
- **Board of Directors** - this section allows you to give information on your current (and former) Board of Directors. This section will contain biographies of your Board members with pictures and a 'personal message' section. It can also be searchable if you desire.

- **Contact Us** - this section would allow you to give specific contact information to site visitors. It should clearly display physical addresses, mail addresses, phone numbers, email addresses, and contact people as needed. We can also incorporate an online signup sheet that would be emailed to an appropriate contact person.
- **Links of Interest** - this will be a 'recommended links' page that allows you to refer website visitors to pages outside of The Friday Forum web site. You can use this section to announce web sites that compliment your organization, provide services to The Friday Forum, or would be of general interest to your web site visitors.
- **Press Releases** - if you maintain a regular PR department and wish to announce and/or archive your organizations' press releases, this section will allow you to do so. It can also contain relevant press releases from sites outside of yours that pertain to your organization or philanthropic goals.
- **What's New** - this page gives updates to web site visitors. It will contain a chronological archive with links to pages both within and outside of your own site.
- **Frequently Asked Questions (FAQ)** - This could be delineated into specific sections and will cover what you believe to be the most frequently asked questions regarding your organization, your mission, and your members. It can be in a Q&A format with applicable links noted as necessary. The goal of a section like this is that it gets 'bookmarked' by a website visitor and is used as a constant source of reference.

Each of these sections will be clearly defined in a site navigation system that will remain constant throughout the entire site, as well as LoudOffice.comng accessible from an online site map. These categories are merely suggestions, and can be tailored to meet your exact marketing message.

Search Engines

The site will be built with Meta Tags on all public pages so that the site can be easily found by all search engines. The site will also be submitted to the major general search engines, as well as those in applicable industries, so that the search engines may classify it. If you so desire, LoudOffice.com will review current strategies toward maximum exposure on search engines, and revise your site accordingly to yield the most cost and time efficient results.

Banner Campaign

One suggestion could be that when your site is launched, a banner advertisement campaign be undertaken. These banner advertisements would be featured on major search engines as well as web sites that serve related market segments. An example would be a paid advertisement on Yahoo! or Google.com that appears when a user enters a specific search term (i.e. "philanthropic organizations"). Upon agreement, LoudOffice.com will analyze and develop an Internet marketing strategy and provide advice on Internet advertising. If it is decided that a banner advertisement campaign should be launched, we can do so by developing and placing applicable Internet advertisements.

Hosting and Maintenance

The site to be created will be hosted on the LoudOffice.com server that is physically located at the offices of Shore.net, one block away from the LoudOffice.com corporate headquarters. This state-of-the-art network features multi-homed T3 connections and 24 hour / 7 day a week system administration. This will also allow us to quickly make changes to your web site, as well as be able to enhance your site with the latest in audio / video technology.

LoudOffice.com personnel will also be available to perform maintenance on the site as needed. This would include all website updates, web site demographic tracking, as well as technical support. LoudOffice.com technical personnel will be available for 5 free hours of technical support in the first two months after the site is launched in order to resolve issues beyond the technical scope of your staff.

PRICING OF WEB SITE

Pricing for Web Site Development

There is no exact model that can be used to price out a web site job to the penny, and we are not normally personally and professionally inclined to give a bottom line figure without first knowing the exact scope, size, graphical need, and technical content of the web site. Each site is built from scratch, and each has different pages and requirements, and the price we quote may limit us in what technologies and components we offer on your individual site. Therefore, we propose to use the following pricing structure for web site development. These rates are for the time spent by LoudOffice.com personnel only, and do not include any outside charges which LoudOffice.com may incur (the price of which will be passed on at cost).

1. Per Hour Pricing - This would be for unlimited pages, unlimited images, etc. Prices are per hour, billed in 1/4-hour increments and include all aspects of site planning, design, and programming. These prices are guaranteed for the length of time it requires LoudOffice.com to develop the site, but does not include post-deployment charges (such as for site redesign, additions, etc.). The amount charged hourly depends upon the function / LoudOffice.com Staff member performing the work on The Friday Forum web site. Hourly charges are as follows:

LoudOffice.com Function	Hourly Rate
Project Manager / Design Work	\$75
Programming / Database	\$75
HTML	\$75
Graphics	\$65
Search Engine Placement	\$50
Other Functions (Clerical, data entry, etc.)	\$20-75 (Varies depending upon duty)

2. Flat Rate Pricing - If flat rate pricing is desired, the LoudOffice.com Project manager will meet with you in order to design the exact specifications of the project for your web site. This would include an estimation of all component pieces (number of pages, photos that need to be digitized, programming requirements, etc.). This time will be billed at \$50 per hour with a 4 hour minimum (including the time it takes to develop the estimate) and an exact budget will be proposed by LoudOffice.com. Any work that is performed on the site that is not included on the initial estimate will be billed at the

amounts indicated above. Approval for this work will be obtained from you in advance of the work LoudOffice.comng performed.

Hosting

The site will be hosted on the LoudOffice.com's server at a cost of \$49.95 per month. Included in this price are the following features:

Feature	Description
Hard Disk Sotrage	50 MB
Monthly Transfer	300 MB
POP3 Email Accounts	3
Email Forwarding	Unlimited
Access to Raw Log Files	√
Microsoft FrontPage Support	FrontPage98™ / 2000™ extensions
CGI Bin	Available
Technical Support	24 hr. technical support via email Daily tape backups
Server Connection	Multiple T3 connections
Webtrends™ Site Statistics	√
Microsoft Access Support	√
Active Server Pages	√
Included in all hosting packages is a Standard 30-day money back guarantee!	

If your site requires a secure server connection, then you will need to upgrade to our eCommerce package for \$50 more per month. The eCommerce package includes unlimited POP3 Email addresses, a secure server connection, increased disk storage (200 MB) and monthly transfer (600 MB) rates , as well as access to our Real Audio server. Additionally, this price does not include Internic registration fees (\$70 up front for the first two years and \$35 each renewal year per domain name) as well as the one time web site domain and server set up fee (\$55 per domain).

Monthly Updates

If you wish for LoudOffice.com to perform regular updates to your web site, then those updates will be billed at the same hourly rates mentioned above. These rates are good for one year from the date of web

site completion, and subject to change after that time. Additionally, you may pre-purchase a web site update package consisting of 20 hours of web site update time, usable over the first year of site deployment, for \$1,000. This is a nonrefundable amount due at the time of final billing.

Payment Terms

A deposit will be required in advance of work LoudOffice.comng performed on the web site. The amount of the deposit will be \$2,000 under the hourly pricing option or 50% of the web site estimate if flat pricing is desired, plus all domain name registration fees. The balance will be due upon site completion and approval. For hosting, we will collect any applicable service charges in addition to the first month hosting fee upon site completion and approval. Both parties must approve any deviation to this schedule in writing.

TIMEFRAME

Considering the scope of the work to be performed, the timeline for the entire project would be approximately 4-6 weeks from the time our proposal is accepted and an agreement is executed. However, if the client desires to have a portion of the site (i.e. Introduction Page, Mission Page, Speaker Series, Become a Member, and Join our Mailing List) active earlier (say in preparation of the October 29th luncheon), then LoudOffice.com can accommodate an early deployment of these web site areas. However, the client understands that LoudOffice.com cannot completely guarantee that visitors will not be able to access member areas, and may be exposed to unverified links, non working email, incomplete pages, etc. However, LoudOffice.com will endeavor to make these areas inaccessible to web site visitors.

CONCLUSION

This proposal is valid for 30 days. If this proposal is acceptable to The Friday Forum, please notify Donald Chase at your earliest convenience via email at donald@loudoffice.com. At that point, we can discuss exact website specifications, timelines, and financial requirements.

We are looking forward to working with you, Bob, and helping The Friday Forum achieve a recognizable and successful Internet presence. If you should have any questions at any time, please feel free to contact either Nancy Bertwell (nancy@ination.com) or Donald Chase (donald@beckles.com) directly.

Respectfully Submitted, March 18, 2001,

Donald Chase & Nancy Bertwell
LoudOffice.com