



"Be Sharp with your eCommunication"

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## **Introduction**

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eSharp Services Inc. has been formed as a business to focus on the four main fundamental areas of, consulting, training, marketing and multi-media development. We specialize in helping our clients first identify and map out their marketing or training objectives and then provide the knowledge and experience to fulfill every part of the plan. We strive to work with our clients in a way that fits into their business plan, budgets and over all resources. We can do every piece from the ground up or utilize existing resources & relationships to ultimately be a one-stop shop for all services in our four areas of competency.

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## **Our Mission**

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The mission at eSharp Services is to help our clients be “sharp” with their “eCommunication”.

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## **Key Staff Members**

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eSharp Services has assembled a powerful team with over 25 years of sales & marketing experience and with over 30 years of training and instructional design. eSharp Services management has been solely focused on the development and success of this business model for more than 3 ½ years. Initially as part of a larger online media and technology company, now as a separate corporation. With the current team, eSharp Services has the ability to help clients throughout the full cycle of each project without relying on outside sources.

**Clyde Sedgwick** – President. Clyde brings 15 years of experience in consulting, sales, training, instructional design, content development, management, business modeling, strategic planning, budgeting and operations. While in the training and communications industry his entire career, for the past 2½ years he was a Vice President in Homestore.com (the worlds largest home related company on the internet) and headed up the eSharp Division. Clyde has engineered marketing and eLearning programs for some major companies over his career. The list is long but consists of AOL (American Online) Bank One, US Treasury, Champion Homes (largest homebuilder in America), North American Van Lines, Bekins Van Lines and the American Bankers Association.

**Cameron Davis** – VP Sales & Marketing. Cameron brings 7 years of experience in sales, forecasting, media strategy building, program management and advertising theory. Growing up on a farm in Arizona, Cameron learned the horse business from his father’s 1000-acre horse ranch. Cameron has ridden racehorses, trained cutting and halter horses and was once and active member of the AQHA (American Quarter Horse Association). His direct background is in marketing, effective communication programs, Ad Layout, Market strategy and Media placement. Cameron was part of the team that developed the marketing strategy behind the Phoenix Coyotes, (Professional Hockey Team) he has developed numerous online marketing programs for such clients as Brinks Home Security Systems, True Value Hardware, Carsdirect.com and Pella Windows. At Homestore.com, Cameron was the Sales Manager for the strategic business development side of the company. Later with Homestore he was promoted to the Director of sales for the eSharp Division.

**Scott Calvin** - VP Design and Development. Scott brings 11 years of experience in training, instructional design, development, management, and voice talent. Scott’s main duties are to run the development department and provide direction and supervision to the design team. His skills with customer interaction and process modeling have proven to be vital for mapping out marketing ideas and layouts. He worked for Charles Schwab as a Manager of a team of 18 brokers and also as a training manager. After Charles Schwab, he worked at the American Funds Group as a training manager. Within Homestore.com Scott was the Director of multi-media and development for the eSharp group.

**Jared Ballard** - Art Director – Jared has been the lead designer for many high profile companies in the industry of hospitality, audio, and residential construction. Jared has effectively organized and maintained all phases throughout the design and production stages for such companies as Marriott, Starwood, Nintendo, and Nike. With over 10 years of senior leadership in and around the graphic design industry, Jared adds a creative flare for each marketing project that he and his team of developers work on.

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## Services We Offer

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- **Consulting** - We help plan and layout out your objectives, goals and ideas in a way that makes sense to the industry. We offer you insight in to the horse industry to help you see how to effectively target this audience and prove out a suitable ROI.
- **Website Creation** - We develop a product call Database-Driven websites. The idea is to create a website that is easy to update by you and your staff so that you do not have to employ a Webmaster. Making changes to your site are instant and can be made through the use of online forms by anyone in your company. No HTML skills are required. This gives you great flexibility because it allows you to update it frequently and use this medium for what it was intended to do and that is be a source of information to the world. The last thing you want with your website is the inability to make changes.
- **Electronic Marketing** – Whether online, through email or as a self-running presentation at a trade show, interactive electronic marketing presentations can be very powerful to attract and engage a prospective customer base.
- **CD ROM Brochures / Business Cards** – Interactive presentations can now be created to run from a CD ROM the size and shape of a standard business card. This new marketing technology is very powerful for direct mail pieces, as “take aways” at trade shows or other in-person interaction when a potential customer will need to walk away before making a buying decision. These presentations are designed with the latest multi-media technology that make them interactive (user drives presentation where they want to go) and can directly connect to existing online content or forms for immediate response and tracking.
- **Video DVDs** – DVDs now allow you to show case all of your stallions on one marketing tool. A DVD allows you to engage your audience with crystal clear video, additional information and best of all the ability to go where they want to go. With a VHS tape you have to watch it from front to back, with a DVD you simply navigate where you want to go. Meaning your audience will be able to see the stallion/horses they want to see right away.
- **Streaming Video for websites** – Today you can do so much more with your website than in the past. eSharp has developed a new technology that allows your potential customers to see video on your horse from your website. Due to different dialup speeds and inconsistencies that exist in the horse market it is very important that you create video that will work for everyone that wants to view it. We understand this and can help you leap to the front with video as your competitive advantage.
- **Graphic Design and Layout for Print production**- With the ever increasing “Clutter” that is in print mediums these day it is important to make your print stand out and achieve a suitable ROI. ESharp has the skills to create unique print designs that will stand out in the crowd.

## EquineDisc CD ROM (For Personal Computers)

These interactive digital brochures are extremely affordable. In fact, for many groups they can be purchased at a fraction of the cost of printed material. Pricing will vary by quantity.

We work with our clients to build products and solutions that most importantly meet the desired goals for the particular marketing effort, but also fit into budgets or other constraints that affect the program. We start with a free consultation to understand the goals and discuss the options for a particular brochure program. We create programs that tie into other marketing efforts and become part of an over all marketing strategy. Each project will be quoted to the needs of a given engagement.



Outwest Stallion Station Farm and stallion CD



Farm and Stallion CD



Midwest Stallion Station ~ David Boggs 12 Stallion CD



Wayne Newton's Aramus Arabian Ranch CD

## Price

The EquineDisc CD ranges from \$1,500 on the low side up to \$5,500 for a CD ROM will all the bells and whistles.

## EquineDisc DVD Creation

Superior picture quality – The EquineDisc DVD technology offers more than twice the resolution of a VHS video picture and eliminates static and snow. DVD Video offers pictures that are twice as sharp and clear as VHS. DVD video has up to 500 lines of horizontal resolution, compared to only 240 lines of horizontal resolution for VHS. This all equates to a sharper and more impressive presentation on your stallion or farm.

**Multiple Aspect Ratios** - Most DVD titles feature both the traditional full-screen television format and also the widescreen or letterbox format, which presents movies in the same aspect ratio as shown in theaters.

**Informational Features** - With the EquineDisc DVD Technology you simply go where you want to go. You can click on video, stallion facts and figures, pedigrees, and offspring.

**Scene Access** - Because DVDs are not tape-based; you can instantly access any specific scene in the movie. You no longer have to rewind or fast-forward through an entire movie to find your favorite scene.

**High durability** - a DVD can be played repeatedly without wear and tear and without any degradation to image quality. Backward compatibility with audio CDs - you can play music CDs on your DVD player

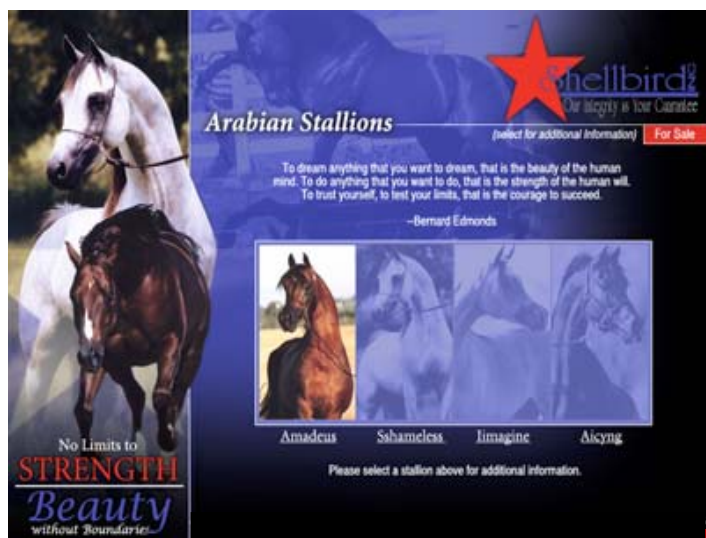
**Authoring** - Authoring is the process of combining video, audio, and still images to create a finished DVD. This is where we build interactive menus that link the user to your content in a logical and flexible way. During the editing process, one or more of our team members create the multimedia elements for your Video DVD, including animation sequences, graphics, backgrounds etc. All of these graphics, animations, videos and sounds are then woven together into a stand-alone multimedia product that is entertaining and informative.

**Mastering** - Your final master is then pressed onto a gold CD-ROM for viewing and testing. If changes are necessary, further amendments to the original are made, and another master gold disc is prepared ready for pressing.

**Replication** - Once a DVD has been authored and tested, it can be duplicated. Replication is done on direct molding plants.

## Pricing

Development on the EquineDisc DVD ranges from \$1,200 on the low side up to \$5000 depending on the level of customization and how many horses you want to be on the DVD. Pricing also is effected by the amount of DVDs you want to order.



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## Web Design

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We believe that web development should not be a canned product, and each client has unique and individual needs. We work with our clients to understand their goals, audience types, challenges and budgets to craft a web plan that fits into “today’s” plans while planning for tomorrow’s opportunities.

We can build simple sites that are clean and effective for simply information dissemination, sites that provide for easy updates to content through database driven forms, to full eCommerce sites that provide key resources that fit into our clients business strategy.

We have the ability to create unique designs that make your marketing jump out and get noticed. With over 15 years of experience in design and training, we focus on providing content that is effective for a particular goal and audience. We target the three primary learning styles of adults and build pages and designs that are not only attractive and eye catching but more importantly functional.

[www.aldunning.com](http://www.aldunning.com)

[www.outwest.com](http://www.outwest.com)

[www.ranchoosorio.com](http://www.ranchoosorio.com)

[www.ehoofprints.com](http://www.ehoofprints.com)

[www.tcssranch.com](http://www.tcssranch.com)

[www.blakeranchqhp.com](http://www.blakeranchqhp.com)

[www.dunnsarena.com](http://www.dunnsarena.com)

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## Samples:

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Product information, market differentiation, and training.

[www.aldunning.com](http://www.aldunning.com)



Site to promote farm, stallions, sale horses and breeding

[www.ranchoosorio.com](http://www.ranchoosorio.com)



Massive website for a Large Equine Center.

[www.dunnsarena.com](http://www.dunnsarena.com)



Site that promotes the farm, stallions, sale horses and breeding.

[www.dunnsarena.com](http://www.dunnsarena.com)

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## Price

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Depending on the amount of customization, the ability to make changes to your own site and the amount of content (information, pictures, pedigrees etc) a websites range from \$2,000 on the low side up to as high as \$8,000.00 for a very custom site with all of the bells and whistles.

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## Web site Administration

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With the invention of a product called the Database website, we now have the ability to create websites that are very easy to change and update and you don't have to have a Webmaster on staff anymore to make changes for you. The process is very easy...it is a little more costly to develop...but the return on investment is huge because you will save thousands of dollars in changes and updates down the road.

You will be able to update pictures, information, ad a horse, ad a pedigree, add and change your "For Sale" list all in a matter of minutes. Here is how you do it!

## Administration Site

This is how you make changes to your site



The image shows a screenshot of a web form titled "Account Login". The form has a black header with the title in yellow. Below the header is a blue bar with the instruction "Please enter your Username and Password below." in white. The form contains two input fields: "Username:" with the value "XXXXXXXX" and "Password:" with the value "Michelle". At the bottom of the form are two buttons: "Login" (highlighted with a green border) and "Reset" (highlighted with a red border).

The first page that you come to is the Admin Home Page. You log on so this way your site is password protected and can't be altered.

# Horses Admin Page

The screenshot shows a web interface for horse administration. It features three main sections: Stallion/Horse Administration, Ranch Tour Administration, and Horse Training Administration. Each section has a set of control buttons. The 'Add Horse' button in the first section is highlighted with a green border, and an orange arrow points from it to the 'Edit Horse' button. The 'Edit Horse' button is highlighted with a yellow border. The 'Remove Horse' button is highlighted with a red border. In the Ranch Tour and Horse Training sections, the dropdown menu is highlighted with a blue border, 'Go to Page' with a green border, and 'Add Page' with a red border. At the bottom, the 'Logout of the Administration' button is highlighted with a blue border.

**Stallion/Horse Administration**

Add Horse Edit Horse Remove Horse

**Ranch Tour Administration**

Ranch Tours - 1 Go to Page Add Page

**Horse Training Administration**

Horse Training - 1 Go to Page Add Page

Logout of the Administration

To make changes to a horse you simple click on the “edit horse button”.

## Edit Horse Page

### Edit Livestock

Please Click the Horse You Wish to Edit

Livestock	Type
<a href="#">Cajun's Moonshine</a>	3yr
<a href="#">Jac Be Sailing</a>	3yr
<a href="#">Jack's Crazy Cutter</a>	2yr
<a href="#">Roosters First</a>	3yr
<a href="#">The Black Stallion</a>	Weenlings/Yearlings
<a href="#">This Chic Smokes</a>	2yr

[Back to the Administration Page](#)

Click on the individual horse that you want to make changes to.

## Edit Horse

**Livestock Title:**

**Subtitle:**

**Livestock Breed:**

**Title Image:**

**Livestock Image:**

**Livestock Image 2:**

**Livestock Image 3:**

**Thumbnail:**

**PDF File:**

**Contract:**

**Livestock Specs:** Bay Stallion DOB 5-20-1985  
SCID Clear"/>

**Description of Livestock:**

On this page you can update the following,

1. Name
2. Subtitle
3. Age
4. Pictures
5. Contract
6. Individual information

When you have all the changes made you simply click on the "Update" button below and the changes are live around the world instantly.

This way you have control over your website. You can do all of the changes in house. If you ever have trouble or need help we something we will continue to give support and if you want we will even make the changes each month for you at a minimal monthly fee.

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## Streaming Website Video

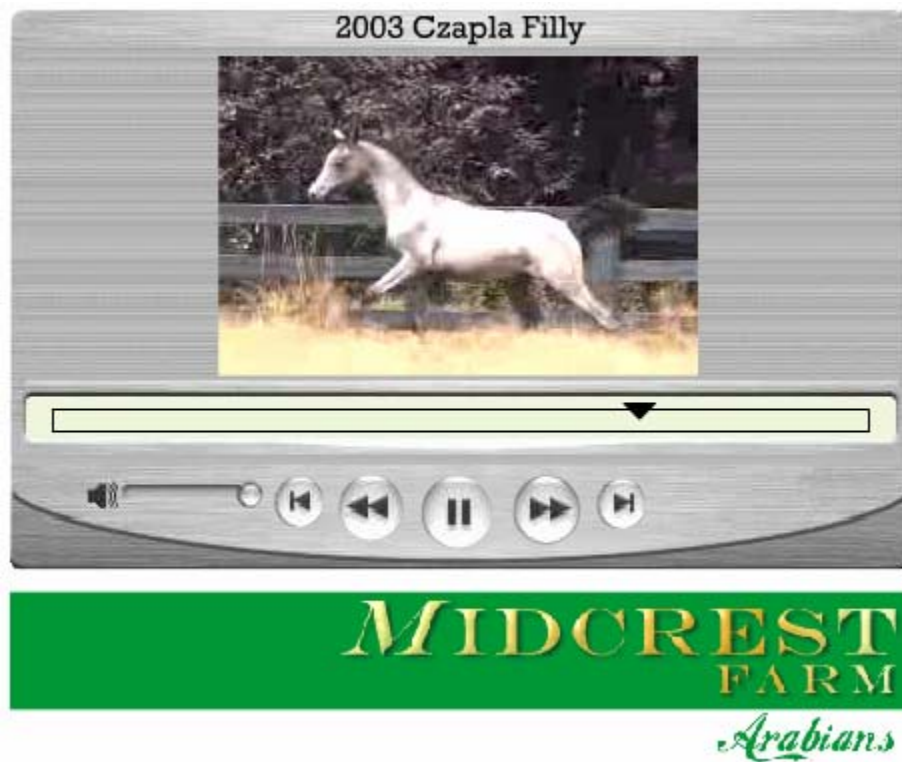
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Streaming video allows your website to broadcast video and audio to your users over everyday Internet connections. It reduces the long waits normally associated with Internet video, by streaming the video in the best quality available to each user's Internet connection.

Users on high-speed broadband connections can enjoy a high quality streaming video version while users on dialup modem connections will view a lower quality webcast.

We can provide services during all stages of the delivery of your streaming videos including:

- ~ Video Production
- ~ Encoding & Optimization
- ~ Website Integration
- ~ Streaming video hosting



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## Price

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If supplied with exact footage for use the cost is \$200 for your first video clip and then \$125 for each additional clip.\*

If you would like for us to extract the video from existing videotapes and create a 30 second clip with music and or voice over the costs will start at \$225 and go up.\*

\*Multiple horse discounts do apply.

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## Print Brochure, Layout, Visual Branding & Custom Graphics

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### Custom Graphics

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Quoted for free - price determined by needs.

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### Visual Branding / Identities

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Visual Identities are the first impression to the public and should be one of our clients' strongest assets. eSharp will provide an attractive identity that suits our client and speaks to their targeted market. In e-sharps identity package our client will receive:

Custom Identity - we take information on market, strategy, colors, desired image, usage and theme to create a unique logo and brand for a given strategy

CD containing Identity as Grey Scale and CMYK for the highest quality available.

Provided in both web and print formats (jpg, tiff, bmp, psd, eps)

Provided as both a vector and a raster image.

Provided with the pantone color labels that allow our clients to begin branding the colors on their prints and web media.

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### Price

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Price will vary by design and is subject to the amount of customization that is needed. Print Ads and flyers rang from \$300 - \$400 per page. Cost for printing the project will be quoted, depending on the amount of materials needed.

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**Logo Samples:**

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**Price**

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Logo creation ranges from \$225 for text based logos to \$400 for custom picture logos.

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**Presentation Folders:**

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Folders are the promotional packaging that is often chosen because they're practical, cost-effective, familiar to users, and lend themselves to a broad range of design options and content. From press kits to proposals, employee literature to leave-behind introductions, there is just nothing like a folder.

The basic two-pocket folder that we all recognize can become an intricate part of many groups marketing image. There are many die-cut options to choose from, everything from basic designs to being able to insert your Multi-Media CD in a specially made pouch. Presentation folders come in all forms of finishes to suit your needs.



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**Price**

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Custom folder creations start at \$350 and go up to \$500 depending on the amount of customization that is needed. Cost for printing the project will be quoted, depending on the amount of materials needed.