

QBS-Comm

Marketing Communications Proposal Evaluation and Selection Tool (Canada)

Hire the best-qualified firms at fair and competitive prices, instead of lesser qualified firms at artificially low prices.



Advisors:

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www.QBSCanada.ca

Company Summary

An assessment tool incorporating a unique selection algorithm used by procurement departments/business owners/clients to evaluate expertise of professional services providers in the communications sector such as ad agencies, PR firms, illustrators, video production firms, writers, digital media, social media, and graphic design firms.

Executive Summary

Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive and founder of QBS Canada.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior healthcare IT professional.
- Other - TBD

Customer Problem

- Professionals such as ad agencies, PR firms, illustrators, video production firms, writers, digital media, social media, and graphic design firms are often hired by winning a low-bid RFP (Request for Proposal) process, generally considered to be an ineffective way to hire experts.
- Best-practice around the world for this type of vendor selection is to avoid price-based decisions and select the most qualified firm using Qualifications-Based Selection (QBS).
- QBS can significantly reduce cost-overruns and schedule overruns, while also increasing the quality and satisfaction with the final marketing campaign or communications product.
- Our app allows clients and procurement staff to easily source and assess which firm has the highest degree of relevant expertise and qualifications and easily and painlessly replacing the price-based RFP process with an expertise-based QBS process.

Product/Services

- Cloud software, including web applications for vendors
- Web dashboards for clients – VPs/directors of marketing, business owners, and procurement staff

Target Market

- Private sector vendors of ad agencies, PR firms, illustrators, video production firms, writers, digital media, social media, and graphic design firms and related professions

- There are millions independent communications professionals and firms in North America with a significant percentage being self-employed and responsible for generating new business for their own small firm

Business Model

- Monthly (recurring) fee for vendors to be listed in the software
- Free for buyers of marketing communications services

Customers/Users

- Paying Customers: Vendors of marketing communications and related professional services
- Free Users: Government communications departments and private sector company owners and managers as well as institutional procurement departments.

Sales and Marketing Strategy

- Sell directly to marketing communications professional and their clients especially those self-employed
- Trade shows, speaking and writing strategy, webinars on professional services sales techniques
- Earned and social media strategy

Competitors

- RFP360, Sourceit, Direct RFP, Merx, government bid boards

Competitive Advantage

- Simple and intuitive to use, does not require training
- Stand-alone functionality, does not have to integrate with procurement or ERP systems
- Significantly reduces procurement cost for business owners, while also reducing procurement time
- Focused exclusively on vendors relevant to the marketing communications sector

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 576,000	\$ 2,976,000	\$ 7,776,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 473,368	\$ 865,107	\$ 915,107
OpX	\$ 6,500	\$ 6,500	\$ 65,500	\$ 75,500	\$ 75,500
Total Expenses	\$ 124,000	\$ 124,000	\$ 631,368	\$ 1,033,107	\$ 1,083,107
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 126,000	\$ 2,000	-\$ 53,368	\$ 1,889,526	\$ 8,582,419

Based on \$1,200 annual fee with 8,100 subscribers by year 5 (discounted 20% for reseller commission).

Licensed Technology/Product

- Cloud software

Technology/Product – Current Status

- Proof of Concept/R&D (TRL3)