



DRIVE
PERFORMANCE
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REPUTATION

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TRUE

MARKET

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SAIT INVESTMENT MANAGEMENT TRUST WEBSITE PROPOSAL

Contents

-  Executive Summary
-  Website Process
-  Timelines & Costs



EXECUTIVE SUMMARY

We're here to serve you.

Your goals, your business and your success.
That means that if there's **anything** in here which you feel doesn't line up with what you need, just let us know.

EXISTING ISSUES

This project is designed to solve the following issues:

- The SAIT Investment Management Trust needs an online presence to showcase the program and how it prepares students through real world experience
- This project also requires a flexible team – shaping the scope around students who can carry out the work and build learning opportunities throughout
- This website needs to be fully maintained by students after launch – creating a site which *doesn't rely* on True Market will be very important

OPPORTUNITIES TO CAPITALIZE ON

This project allows us to see significant ROI from the following opportunities:

- By developing an online presence for the program, this makes funding and donation requests easier, increases applications to the program, and demonstrates student experience as they apply for jobs.
- The website will also act as a reference point for the sophistication of SAIT's programs when compared with U of C and other colleges/universities – and we'd like SAIT to stand out as the best.
- Just like the finished product, the *development* of this website is a learning opportunity. Rather than simply building your site, we'd like to teach students a little about marketing and web development along the way.

PROJECT OBJECTIVES

- 1** Advise students in designing the website to provide transparency in the fund and how contributions are having a measurable impact.
- 2** Guide students in creating a website that guides prospective students through the content and into applying for the program (funnelling them into action).
- 3** Coach students in the development of the website, teaching some of the tactics behind effective marketing content, design and development.

WHY CHOOSE TRUE MARKET?

There are several key advantages that True Market brings to this project:

- **CLIENTS ARE FAMILY** – *We also went to SAIT, but this goes even deeper than that*
Both Greg Hatch and Matthew Wright (owners) are SAIT Alumni, but even beyond this, True Market is *absolutely dedicated* to providing our clients with the maximum possible benefit from our work. We have a strong belief that we excel only when our clients excel, and are fully committed to your success.
- **CROSS-CHANNEL EXPERTISE** – *You need more than pretty pictures to sell a program*
It's your brand strategy that matters – through your content, your site structure, and your brand promise. We look at the full picture, develop strategies around the *entire* user journey and utilize market studies and data at every step along the way.
- **TRANSPARENCY** – *We don't hide a thing*
The most significant growth you can bring your program is through understanding what actions truly make a difference. We're here to make sure you understand your marketing tactics, know the risks/rewards, and come out with the best results for your team.
- **WE GIVE BACK** – *Over 1/3 of profits are donated every year*
From the very beginning True Market was designed as a vehicle through which we could support charities and help make the world a better place for everyone. It's one of our biggest reasons for being, and always will be.

The True Market team is committed to developing a strong and lasting relationship with your team and to doing our part to realize the project objectives listed above. Thank you for giving us the opportunity to earn your business.

Sincerely,
Greg Hatch
403-437-3833





WEBSITE CONTENT & PLANNING PROCESS

The first phase of the project will be guiding SAIT students in planning what the website will showcase, outlining the pages, sections and written content within the site.

In this process we'll be walking through the following steps:

1. Meeting – True Market will guide a review of the project goals, stages and help identify who/how everyone will be involved. This includes:
 - a. Confirming the site map (what pages are in the site) and intent for each page
 - b. Assigning our student content writer(s) and the dates we'd like to different pages complete by
 - c. Identifying how accountability to these dates and deadlines will be performed by the project's student leadership
 - d. Identify the technical requirements of the site and ask the student dev team to start putting together their plan
2. Review – as each webpage of content is completed, the SAIT Investment Management team will provide feedback alongside guidance/coaching from True Market's Content Strategist
 - a. Approvals – when complete, this content will be passed into the design stage





WEBSITE DESIGN PROCESS

The second stage we'll walk through is the design process. This tells the development team what they'll be building from a visual standpoint. Depending on the developers this can mean a lot of design work, or very little.

In this process we'll be walking through the following steps:

1. Meeting – Walk through a meeting to confirm everything is on track and review the development plan (created by the student dev team) for tech used, who's building what, etc. Alongside this, we'll confirm with the student dev team what mockups they'll need in order to build these pages.
 - a. Desktop pages which need to be mocked up
 - b. Mobile views which need to be mocked up
 - c. Individual components which need to be mocked up
 - d. Photos that need to be selected (those that aren't already in a mockup)

Based on these needs, all design tasks will be assigned to students and completion dates set.

2. Review – as each page is completed, True Market's Lead Designer and the SAIT Investment Management team will provide feedback, guiding the design and changes needed.
 - a. Approvals – when complete, these pages will be passed into the development stage





WEBSITE DEVELOPMENT PROCESS

In the third stage we'll walk through the development process. This is where the team actually starts building the site.

In this process we'll be walking through the following steps:

1. Meeting – Run through a meeting to confirm everything is on track and confirm the student dev team is confident they can build this. Based on the students involved all dev tasks will be assigned and completion dates set.

Possible dev process:

- a. Create the 'Universal page template' which will be used on most pages (desktop view only)
 - i. Navigation bar
 - ii. Footer
 - b. Setup the CMS functionality
 - c. Create the pages which utilize the universal template
 - d. Create the home page and any other pages which aren't using the universal template
 - i. Build out the website form(s) and any other unique elements
 - e. Populate all website content
 - f. Testing
2. Review – as each stage is completed, True Market will provide feedback and coaching, guiding any changes recommended
 - a. Approvals
 3. Staging – Once everything is complete True Market will guide the student dev team in setting up a staging site, for full review by the SAIT Investment Management team
 - a. Approvals
 4. Launch – Upon approval, True Market will guide the student dev team in launching the site to the hosting (and domain) designated by SAIT.
 5. After launch True Market will guide students in the post-launch checklists including things like:
 - a. Setup of Google Analytics
 - b. Registering the site with Google
 - c. Checking the site for errors
 - d. Etc.

PROPOSED INVESTMENT

This project will be structured as 32 hours of coaching, guidance and advisory services provided by True Market. While SAIT students are completing all work, True Market will be alongside them in planning, reviewing and teaching through this work.

Project Sum **\$4,000 + GST**

PAYMENT MILESTONES

Payments to be made on milestone basis:

1. 1/2 – Project Kickoff
2. 1/2 – Project Completion and Client approval (on staging site)

MAKING THE MOST OUT OF THIS EXPERIENCE

- Educate your team on a *Marketing approach* to content writing – how to create content that increases user response and emotional connection
 - Educate your ICT software development students on what a live development looks like – and give them the knowledge to do it themselves
 - Equip SAIT students to fully build and launch a live website
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NEXT STEPS

1. Finalize proposal
2. Contract, initial invoice & confirm start date
3. **Project Launch**