LedVation.com website design document (Draft)

1. I am looking for an edgy visually stunning website with great content and navigation. If you do not possess these skills do not waste your time or mine.
2. I am willing to pay additional $$ if the scope goes beyond this document
3. Price paid here must include migration to a hosting service like [www.bluehost.com](http://www.bluehost.com) (I will provide credentials to upload final site)
4. Supplied vector Logo for website—feel free to make it better if you want
5. Supplied digital business card for contact information, please note phone number should be 248-629-0875 not 248-231-2053
6. Website should work for all modern browsers and not to use FLASH in any way. The device should be mobile friendly as well.

Sections:

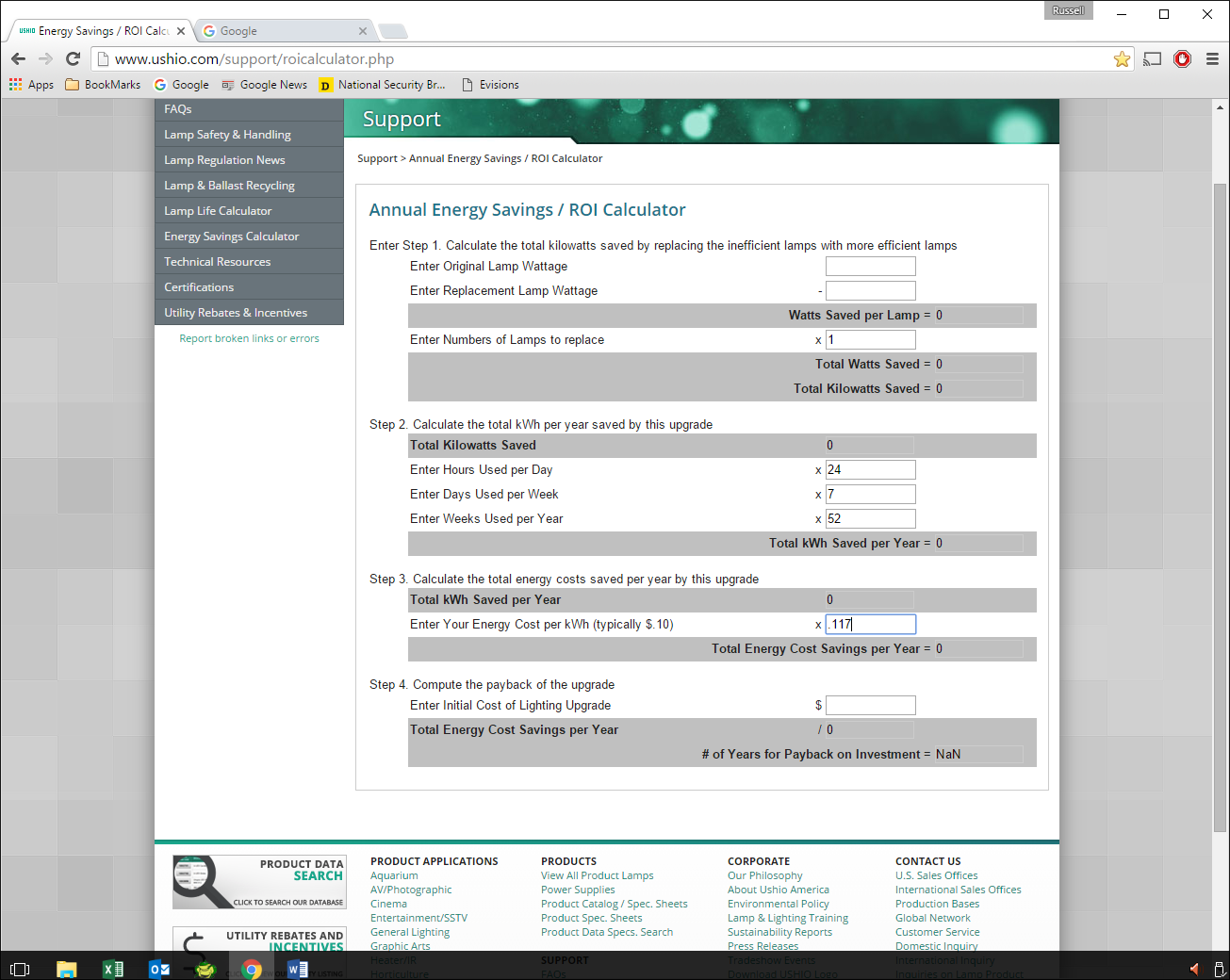
**What we do!**

LED Innovations provides commercial LED lighting and retrofit services for buildings and users with an average monthly electric bill in excess of $400 per month in the Detroit metro area. Generally we save our customers 30-50% of their total electric monthly bill. We specialize in four key areas which set us apart from the competition.

1. **Purchasing Power:** We deal directly with over 30 LED manufacturers in China. Our bulbs are usually 50% of our competition’s price and usually carry longer warranties. We import direct no middle parties to increase the costs to our clients.
2. **Rebates:** We work with Detroit Edison directly for each job and fill out all necessary paperwork to facilitate the highest possible rebate for your installation. Generally speaking DTE pays for about 70%-120% of the bulb cost for our installations! Generally speaking our clients can get all new LED lighting in their building(s) cheaper than if they replaced
3. **Labor Rates:** When retrofitting or converting to LED’s you can involve us in as little or as much as you want; many sites we act just as consultants and bulb suppliers. If you want us to retrofit your fixtures our rates again are substantially less than the competition.
4. **Knowledge:** LED Technology has changed substantially in the last few years. Ten percent of our business is removing

**Savings Calculator!**

Please create a dynamic version of the below ROI Calculator. Please use some sort of animation for the values (sliders) HTML5?? and I put in the default values the slider should be set initially to. Would be awesome if the final output was a graph with the breakeven date marked with a vertical line.



**Past Clients!**

This section will bring up something like a 8 column spreadsheet with the following values. Not sure of the format of this but I will need to add/delete entries via an administrator password to site (WordPress or something not sure)

1. Description of Project/Client
2. Image of building or structure
3. Total cost of project
4. Total DTE rebates
5. Picture of Check from DTE
6. ROI in Months
7. 10 Year Savings from project
8. Thumbnail pics of client site