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| Information | |
| **Date** | 3/18/14 |
| **Customer contact** | Daren DeShon |
| **Customer phone** | 760-812-0245 |
| **Due Date** | March 7, 2014 |
| **URL** | [www.REALCLIQ.com](http://www.realcliq.com) |
| **Web host** | [www.asmallorange.com](http://www.asmallorange.com) |
| **Email addresses** | [contact.us@REALCLIQ.com](mailto:contact.us@realcliq.com)  [daren.deshon@REALCLIQ.com](mailto:daren.deshon@realcliq.com)  [monica.deshon@REALCLIQ.com](mailto:monica.deshon@realcliq.com) |

1. Pages
   1. Home Page
      1. Describes the business
   2. Services
      1. Provides additional information on services
   3. Contact Us Page
      1. Email form
2. Value proposition
   1. Customer problem to be solved
      1. Problems
         1. Work that needs to be done but the budget/commitment isn’t there to hire full-time employees.
         2. Obamacare give companies incentives to be under 50 employees.
      2. How does your solution fix the problem?
      3. Is the problem urgent?
   2. Remote solutions
      1. Project management can be handled in a virtual environment.
   3. Specialized in Project Management for research and production labs.
   4. Personalized service from a specialized provider.
3. Tagline
   1. “Enhancing your team”
4. Differentiation/Niche
   1. Research and Production Labs
      1. Incl. pharmaceutical, petro-chemical, government, and universities/colleges.
5. Aesthetics I like for web site
   1. Clean
   2. White space
   3. Not busy at all
6. Goal of the web site
   1. Provide customer information.
   2. I don’t see the web site driving traffic. I see it more as a reference after we’ve made customer contact. More of a lookup once I’ve made contact.
7. Will the content change regularly?
   1. I would like the ability to easily change/update content.
   2. The changes would be minimal. Maybe a small change once a month (at most). Probably once every few months.
8. Audience - Who is going to be going to the web site?
   1. Business to business customers.
      1. It is informational
   2. Web site is not:
      1. Not for placing orders.
      2. For driving business.
9. Images
   1. Professional images of scientists/software tech/project management.
10. Video
    1. None.
11. PDFs
    1. None
12. Colors
    1. REALCLIQ Blue
       1. Hex
          1. 0D1E7D
             1. Additional colors for web site:

Analagous - 0d567d (teal?) and 340d7d (purple)

Tetratic - 0d7d6c (greenish)

* + 1. CMYK
       1. C – 100, M – 80, Y- 0, K – 10
    2. RGB
       1. R – 14, G – 30, B - 125

1. Logo artwork
   1.   
   2. Logo font is “Georgiquas” by Benoît Sjöholm
2. General
   1. Include contact information on each page.
   2. Do not need any web site optimization. This is a reference/lookup site after we’ve made potential customer contact.
3. Web sites I like (I would like to look like a pharma web site)
   1. [www.apple.com](http://www.apple.com)
   2. <http://www.nike.com/us/en_us/>
   3. <http://www.bayer.com/>
   4. <https://www.medimmune.com/>
   5. [www.lumosity.com](http://www.lumosity.com)
   6. <http://www.pacira.com/index.php>
   7. <http://www.basf.com/group/corporate/en/>
4. Competitor Web Sites
   1. <http://www.aerotek.com/> (we will not have job listings)
   2. <http://www.stephenjames.com/>
   3. <http://www.modis.com/> (I do not like this web site)
5. Content
   1. Home Page
      1. REALCLIQ specializes in offering contract professionals primarily to companies in pharmaceutical lab environments. We look for the top people and companies to work with. Whether you are looking for a position, or looking for a contractor, you have come to the right place. We work hard to put great team members together with great teams.
   2. Services Offered
      1. Client Companies
         1. REALCLIQ provides contract professionals in:
            1. Project Management

REALCLIQ offers professional project managers that can work remotely or onsite. They can be contract, contract to hire, or temporary workers.

* + - * 1. Chromatography instrument and sotware training.

REALCLIQ offers Agilent Informatics software training through contract employees.

* + - * 1. Laboratory positions

REALCLIQ has a vast network of laboratory and laboratory contacts to find your next flexible team member for your lab from Lab Technicians to Lab Management.

* + - 1. Contract employee management
         1. REALCLIQ offers contract service so your company only has to pay REALCLIQ invoices to use our independent contractors.
    1. Seeking Positions (contract, contract to hire, temporary, permanent)
       1. Overall
          1. REALCLIQ is focused on contractors for enhancing teams, but we also work in contract for hire, temporary, and permanent positions as well.
       2. Focus areas
          1. Project Managers
          2. Chromatography instrument and sotware training.
          3. Laboratory technicians
  1. Contact Us
     1. You can reach REALCLIQ at their corporate headquarters at:
        1. 760-812-0245.
        2. 3553 Rock Ridge Road, Carlsbad, CA 92010
        3. Email: contact.us@REALCLIQ.com