

# webinthebox®

The independence you want. The support you need



## WEBINTHEBOX® - GET INVOLVED AS A FRANCHISEE

A Webinthebox® Franchise is a way that you can use your business acumen, contacts and people skills to create a thriving web design business without any specialist technical knowledge. You do the things you are good at and we support you. Today, running a business with no web presence is becoming as unthinkable as not being in the phone book a few years ago.

The internet is fast becoming the world's first choice when looking for information, businesses and potential suppliers. You can be a part of this huge growth industry. Webinthebox® is specifically aimed at small to medium businesses, which account for over half the UK's economy.

Food for thought:

- Internet use in Europe has increased 263.5% since year 2000
- Internet penetration is still only 47.7%, so there is plenty of room for growth
- Further growth approaching 30% is predicted by the year 2010
- Europe has over 382 million internet users - nearly 1.5 times the USA internet population
- Every 24hrs, 0.5M new sites are registered, some 150,000 sites expire and 170,000 are transferred. There is constant change generating business opportunities
- A Webinthebox® franchise cost just £27,000 + VAT to start up. This includes your first 100 sites.
- On past performance, each basic Webinthebox® site sale will generate £250 to £1200 gross profit from net sales values between £495 and £1500

## WEBINTHEBOX® FRANCHISES - THE OPPORTUNITY

Since 2004 the Webinthebox® product has been under development and there is much more to come. We are now in a position to look for new channels to the small to medium business market, which is growing healthily and seems set to continue in that growth for a good time to come.

### AREN'T TIMES SUPPOSED TO BE HARD AT THE MOMENT?

Yes, they are. Everywhere you look there is a newspaper headline predicting financial gloom, doom and disaster. What they don't tell you in the papers is that we are not in the business of giving up in this country. As long as there are people there will be markets, and as long as there are markets there will be entrepreneurs working hard to make a living in them. What is happening is that the people in business are looking more closely at value than ever before. As a business person yourself, we probably don't need to tell you that.

In advertising and promotion terms this is driving a realisation that the internet, quite apart from being the first place that many people are currently looking is a very economical place to put your message. There is huge capacity available, set up costs are not high and the annual renewals are certainly a lot less expensive than conventional directories and local or national press advertising.

### WHAT'S SO DIFFERENT ABOUT WEBINTHEBOX®?

Where can we begin? Compared to any other DIY or low cost website on the market, its capacity is huge. Without getting too technical, there are 20+ pre-formatted pages for purposes like galleries, guestbooks, product catalogues and newsletters, along with an additional 10 pages that can be turned to any purpose your customer desires. This is expandable without limit and each page can contain the contents of a novel as well as images and headers.

Size isn't everything though. The real power of Webinthebox® is the built-in content management system that allows users to keep their content up to date, change the appearance of their site and manage the enquiries that come in. Even users with very little computer experience can maintain a site for themselves. On the subject of enquiries, Webinthebox® comes as standard with a built in email page for quick contacts, or a fully customisable enquiry form. These are not just links to your e-mail client either, the pages place information into the site database and send an email confirmation. Built in security measures keep out spambots and make sure that only genuine humans contact your customers.

And if that is not enough, the architecture of every Webinthebox® site is designed with search engines in mind just as much as the human visitors. You can be sure that your customers will get their sites found when you have gone to all the trouble of selling it to and setting it up for them.

### DO I NEED TO BE A TECHNICAL WHIZZ-KID?

Absolutely not! The ideal profile of a Webinthebox® franchisee is someone who has been in business or sales and marketing and relishes the challenge of working with people to help them achieve their own business objectives. In short it is about business and people, not about bits and bytes. Franchise applications from IT professionals are rejected immediately. This may seem a bit harsh, but it is our way of keeping the differentiator that we enjoy, Webinthebox® is sold by people to people.

### HOW DOES ALL THE TECHNICAL STUFF HAPPEN THEN?

So glad you asked. When you take on a Webinthebox® franchise, your server is set up with 100 empty websites just waiting for words and pictures to make them complete. When your customer gives you the go-ahead for their site, you just fill in one form online to allocate a particular site to their domain. We do the rest. From registering or transferring the domain, dealing with changes of ownership and setting up mailboxes and admin users, you don't have to worry about a thing. Within our organisation there will be a backup computer dedicated just to your server. This will extract the database files once a day and download the entire contents of your customers folder. This computer is then backed up daily to a remote hard drive on our site, with a backup to removable media held off site as a safety net. This means not only that your customers' information is safe, but also that even if they make changes that they later regret, their site can be backed up to a daily snapshot going back to previous content.

### CAN I MAKE MONEY FROM WEBINTHEBOX®?

As with all franchises, what you get out is related very closely to what you put in. Experience with pilot projects suggests that the first 100 sites should be sold within the first 8-9 months, providing an expected minimum profit of £23000. That is just based on the most basic possible sale. With a little extra work on each site, this figure should be doubled. On your second and subsequent servers, margins go up as there is no franchise set up cost involved. Sales also accelerate owing to word of mouth referrals



## WEBINTHEBOX®

### GET INVOLVED

Web presences have been no problem for large companies over the years, with money and resources to utilise, but now every business needs to have a professional website. That is where Webinthebox® comes in. With a very low initial cost, site owners can decide how much content management they want to do for themselves and how much they want done for them. Even the smallest business can now have a professional web presence that is powerful, flexible and easy to keep up to date.

As a Webinthebox® franchisee, you will benefit from a generous margin on the original sale, then gain additional profitable work setting up and supporting websites for your customers. There are optional extras to upsell and each new site represents an ongoing revenue stream through annual hosting renewals.

Working with Webinthebox® feels great too. You will be making a real difference to the business of all your customers and the variety is endless. Boredom is never an issue with a Webinthebox® franchise.



#### GETTING STARTED

When your franchisee application is approved, we want you to get up and earning as fast as possible. Everything starts with your franchisee training, and while you are on the intensive 5-day course, your first server is being set up. The help doesn't end there though, we are always available to get you through the tricky bits.



#### PROFIT OPPORTUNITIES

From day one in the field you will have 100 websites ready to sell. On the most basic sale you will retain a margin of about £250, but that is just the beginning. You can add options, sell your time to upload initial content, create graphics, photographs and more. For customers that require a custom layout, we handle the design, you pick up the sale at a generous margin.



#### GROWING YOUR BUSINESS

Webinthebox® is modular so as your customer base grows, you simply add new servers, each containing 100 fresh new websites just waiting for owners and their content. Initial setup of a Webinthebox® site takes only a few minutes, and there is a healthy market. As your customer base grows, word of mouth referrals accelerate. We rarely find any need to advertise.



## THE WEBINTHEBOX® DIFFERENCE

There are many DIY websites available but Webinthebox® has one extremely important difference - the people that sell it. Webinthebox® is only ever sold face to face, which is highly important in the marketplace for which it is designed. It is

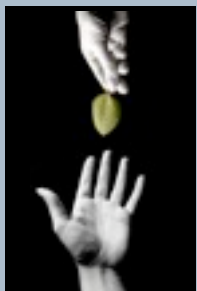
precisely because our customers are small businesses with little or no IT experience that this human contact is the vital first step. No Webinthebox® customer is palmed off with a FAQ page when they want information or help. They can call a real person instead and that real person can sell them the services that they need.



Tools



Training



Support



Independence

### THE WEBINTHEBOX® FRANCHISE

#### WHAT IS INCLUDED

Ready made business with all the products, training and promotional materials that you will need to start earning right away

Your first dedicated server with 100 latent websites ready to go

Modular franchise, simply add new servers containing 100 new sites as required

Full training to help you recognise and profit from the wealth of opportunities that your new web design business will bring

Supported seminars for site sales and user training, help with local promotions and advertising

Distribution of qualified sales leads from your area from targeted advertising and promotional activities

Access to the Affiliatenet web page for sales referrals and leads from Webinthebox® affiliates

Enrolment and first year's membership to your local BNI (Business Networking International) chapter.

Ongoing revenue stream from hosting and option renewals

Future profit opportunities from updates and site maintenance

The right to use the Webinthebox® name in your business, advertising and promotions

Apple Macintosh computer system with all the editing and admin tools you will need

Copy of current version iCaramba! database

Freedom to profit from support sales, either from your own portfolio or resell our own services

Introductions to recommended sources of business finance

#### THE WEBINTHEBOX® HOSTING PLEDGE:

- We will never host more than 100 sites per server
- We will never host non-Webinthebox® sites on our servers
- We will never place Webinthebox® sites on other shared servers
- We will never issue server access codes to any non-Webinthebox® employee

To apply for the Webinthebox® franchise in your area, simply complete the attached application form and return it to us with your cheque for £50 processing and admin fee to get the ball rolling.

#### iCaramba! Ltd

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