



Your Web Sherpa – Executive Summary

- **Prospect Generation**
 - Generate leads based upon your criteria
 - Start building a relationship, and becoming invaluable, before you generate revenue
- **Marketing and Sales**
 - Increase visibility and market exposure
 - Re-enforce brand identity
 - Reduce fulfillment and print costs for marketing or technical materials
 - Discover what people want and need before you develop and release
- **Customer Support**
 - Deliver vital information
 - Offer instant updates
 - Lower your labor cost
 - Enable customers to provide instant feedback
- **Education**
 - Define Industry
 - Define Business
 - Define characteristics of “Good” Clients – your value

Flack Ventures, Inc. (FVI) has released a new service for clients who are seeking help with their web site creation, development, and growth - **Your Web Sherpa**.

Web Site effectiveness requires a new and deeper level of awareness and understanding of how marketing, technology, and processes are integrated into a practical and manageable program. This integration is essential for the web site to succeed in its role. We consider the web site to be a valued employee – one of your most important team members. If it doesn’t achieve goals set for it, a change is in order.

Your Web Sherpa is a full-service, holistic approach to end-to-end web site management – from conception to release to continuous management and improvement. We will be providing the Client Engagement Management (primary contact), Vendor Management (on behalf of our clients), and Project Management (for the good of the whole). We work within the core competencies of Flack Ventures which are: Business Development, Strategic Planning, Business Process Engineering, Project Management, and on-going care and growth planning.

To provide the necessary technical expertise required to fulfill the client requirements, Your Web Sherpa strategically partners with exceptional technical resources and companies. We personally choose people who are responsive, thoughtful, proactive, realistic, honest, and available.

Our Clients Value Us - Our clients value our ability to listen attentively, grasp their underlying business goals and identify the real business issues. They like the fact that we speak plain English and that we match our expertise to their stated needs.

Strategic Business Advisors - We provide exceptional business, project and process management services. While our specialty is start-up company engagements, we also offer individuals and SMB coaching and tactical execution.

By adopting and adapting industry best practices and methodologies into our clients’ environments, our highly qualified team delivers outstanding strategic results, bolstered by our proven tactical skills.

Tactical Business Implementers - We offer the capability to establish, enhance, and maintain a robust business development infrastructure.

Every client, no matter what their size, also benefits from our strategic expertise as we expand their ability to manage efficiently and cost effectively within today’s fast-changing business environment.

FLACK VENTURES

We deliver innovative and complete strategies to complex business matters. We take the time to understand business needs—using information, systems, and experience to create, implement and manage valued services.

DEVELOPMENT SOLUTIONS INITIATIVE

We provide construction management services to public agencies and private firms.

WORKFORCE SOLUTIONS

We enable companies and organizations to focus on attracting and retaining their talent pool by developing strategies that drive and enhance organizational performance and business results.

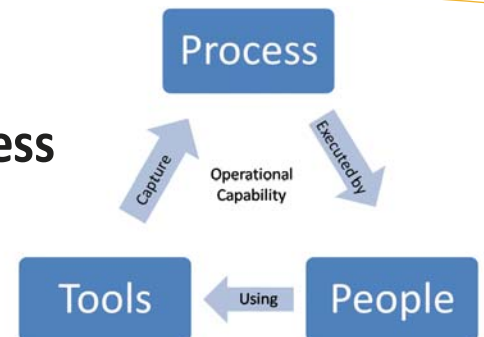
PHILANTHROPIC ACADEMY

We work to meet the unique needs of individuals who are interested in supporting or creating a nonprofit. We also work with nonprofit organizations to support their individual missions.

For more information on any of our services please visit us on the Web at:

www.flackventures.com

Business Engagement Process



Flack Ventures values the individuality of our clients. We take pride in customizing our services and solutions to meet the needs of their organizations. Our Business Engagement Process (BEP) is a comprehensive lifecycle approach with an intensive emphasis on obtaining information from all levels of the organization.

Phase I

Information Gathering and Business Assessment

Our assessment process, critical to ensuring quality program development, is based on business value, client requirements, planning, and accurate cost assumptions. A dedicated Engagement Manager will perform the needs assessment on three levels: organizational, task, and human capital.

Phase II

Program Design and Development of the Work Engagement Plan

Based on the needs assessment data we will:

- Design a comprehensive, cost-effective program that meets or exceeds the business and strategic goals;
- Customize the design of the programs, systems, and training where appropriate and recommend strategies that support sustainability;
- Develop a Work Engagement Plan that includes timeframes, costs, deliverables, roles and responsibilities, and expected outcomes.

Phase III

Implementation of the Work Engagement Plan

Using the information from Phase I and II we will:

- Implement the Work Engagement Plan;
- Develop success metrics over the duration of engagement;
- Evaluate success metrics to benchmark the success of the initiative;
- Conduct an engagement review and report on lessons learned;
- Develop a plan for on-going evaluation and monitoring of the process to assist with continuous improvement.

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