

- Who and what is Scorchsoft?
- Customers and market.
- Our Journey
- The future (what next)
- Sneak peak

Who are Scorchsoft

- Started May 2010
- 3 (soon to be 4-6) full time staff.
- Based on Hagley Road, Birmingham
(Soon to be Jewellery Quarter)
- Growing year on year.

What do Scorchsoft do?

- **Complex web applications & bespoke.**
(Databases and PHP. e.g. Lorentz / Chance 2 Dance)
- **High Quality CMS Websites.**
Attractive, Informative, Delivering Results.
(FM Business School, Lee Stafford Academies)
- **Supporting Services.**
Email, web hosting, support, responsive (mobile) sites,

Our Value Proposition

Making complex web projects simple

How?

- Collaboration
- Project management & resourcing
- Simplifying jargon
- Sales support & strategic input
- Flexible and transparent
- Honesty & ongoing relationship

Our Customers / Market

Direct Customers

- Not sector specific - businesses with marketing budget.
- Normally 5 – 50 staff.
- See expenditure as an investment

Channel Partners

- Graphic designers, web agencies, marketing consultants.
- Project fulfilment
- Sales process & strategic support.



Our Journey

- **2010:** Registered - May, Graduated - July, First job – Oct
 - Lesson: Marketing & getting the ball rolling.
 - BSEEN supported this period (Mentoring, Cash)
- **Nov 2011:** First Employee
 - Lesson: Training, business process, management.
 - BSEEN: Clive (mentor) support in decision process.

Our Journey (continued)

- **May 2012:** Business plan & loan.
 - BSEEN: Clive Booth support through process.
- **July 2012:** Second Employee
 - Lesson: ~~Micro-management~~ and more business process.
- **Today:** Growth aspirations and marketing drive.
New processes for new team structure.

What next?

- Recruitment & my role continuing to change.
- Refreshed brand and value proposition(s) push.
- Marketing to new channels with our new site.
- New repeated marketing & sales process.
- Maintenance of existing customer relationships.
- Marketing of new products to existing customers.
- Marketing Services.
- Process, productivity, resilience.

Our New Image

Desktop


Client Login | Mailing List Subscribe | Q

Making complex web projects simple
About Services Portfolio Blog Contact Us



Mobile websites for a mobile market

The web is going mobile. 40% of the adult population have Smartphones and 68% use them to surf the web (and growing!).

We can enable you to:

- Make an existing site mobile friendly.
- Communicate efficiently.
- Ensure effective call to action placement.

[Find out more](#)

Ch
br

Responsive Mobile Websites

Is your business set up to make the most of Smartphone and Tablet use?

25% of your website visitors are likely to be from mobile devices such as smart phones and tablets. To avoid losing these visitors and potential customers it is important that access to your integrated online presence, your website, emails and newsletters, is possible from any device.

[Find out more](#)

Latest News & Resources

[Building performing channels using leading practices and web solutions](#)

Ensuring sales people and partner channels are fully enabled and operating within a structured, motivational and




Web Design and




Our Portfolio

Mobile



MENU



Responsive Mobile Sites

The world is going mobile. Optimising your site design for mobile devices improves user experience and better positions your key marketing messages and calls to action.


Mobile (Responsive) Websites

Design & Development


Supporting Services

Online Tools/Systems


Marketing Services



Content Managed Websites



Bespoke Web Solutions



New office, BIG BRANDING




Advice

- When a start-up: approach is key on a limited budget. Design process needs to be costly. Premium themes = much cheaper.
- Don't always assume you will have time (you lose it fast!)
- Plan before making big investments (Cash is king)
- Align everything with your value proposition.
- Have sight of you own personal direction & motivations.
- Margins matter and the way you see them will change as you grow.

Questions?


 andrew@scorchsoft.com

 0121 4690009

 www.scorchsoft.com

 facebook.com/scorchsoft

 twitter.com/scorchsoft

 [linkedin.com/in/
andrewleeward](https://linkedin.com/in/andrewleeward)