



# MAKE IT SOCIAL MAKE IT PRIVATE

**New Concepts**

# CONCEPT 1

**GOAL** Disable the need for a bookkeeper, create an easy tool for entrepreneurs to maintain their own accounting

## digitizing physical archives

*bills & receipts*

*contracts*

*work log*

*tax declarations*

*tracking driving distance*  
*VAT deduction*

**ACTIONS** browse/search archive  
modify and add to the archive (WYSIWYG)  
use archive to file tax reports



## CONCEPT 2

**GOAL** Disable the need for a graphics designer, create an easy tool for entrepreneurs to create their own company style / branding

### Creating a personal style

*email header / footer*

*business cards*

*presentation templates*

*contract templates*

*letter templates*

*portfolio*

*customized folders*

*envelopes*

**ACTIONS** Create / modify personal style (WYSIWYG)



# WYSIWYG

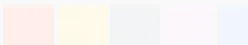
*What you see is what you get!*

## Examples of WYSIWYG editing:

Prezi.com

select a color

Tumblr.com



Dreamweaver "design tab"

CLEAR 

### STEP 1: PICK YOUR COLORS

12 o'clock insert:



3 o'clock insert:



6 o'clock insert:



9 o'clock insert:



Grip color:



### STEP 2: REVIEW SELECTIONS

### STEP 3: PRINT MY RACQUET

