

A PICTURE SAYS MORE ...



Cartoon-style one pagers make complex business ideas easier to understand.

Opportunities

A relatively inexpensive service to set up, which should do well in most countries. For a creative, business-savvy team of visually (and analytically) gifted professionals, this could be a great full-time or extra service to offer to the business community. Start-up costs are low, imagination rules. Would work as an additional service for existing consulting firms and agencies as well. XPLANE currently seems pretty much US-focused, so the global market is wide-open.

Cartoon-style one pagers make complex ideas easier to understand

Whether you're selling a new idea or proposal to a client or to your superiors, the risk of getting an answer that rhymes with 'GO' is as big as your proposal is bulky. So how to get the 'VP of No' hooked on your brilliant product improvement or expansion strategy? US-based XPLANE develops visual stories that help decision makers understand complex ideas. Propositions are brought back to their essence (as they well should be!) and visualised in cartoon-style one pagers. Recognizing XPLANE's powerful imagery, business magazine Business 2.0 regularly relies on the company's XPLANATIONS™ to visualize and summarize articles.

Opportunities

A relatively inexpensive service to set up, which should do well in most countries. For a creative, business-savvy team of visually (and analytically) gifted professionals, this could be a great full-time or extra service to offer to the business community. Start-up costs are low, imagination rules. Would work as an additional service for existing consulting firms and agencies as well. XPLANE currently seems pretty much US-focused, so the global market is wide-open.

3rd November 2002

Website: www.xplane.com/