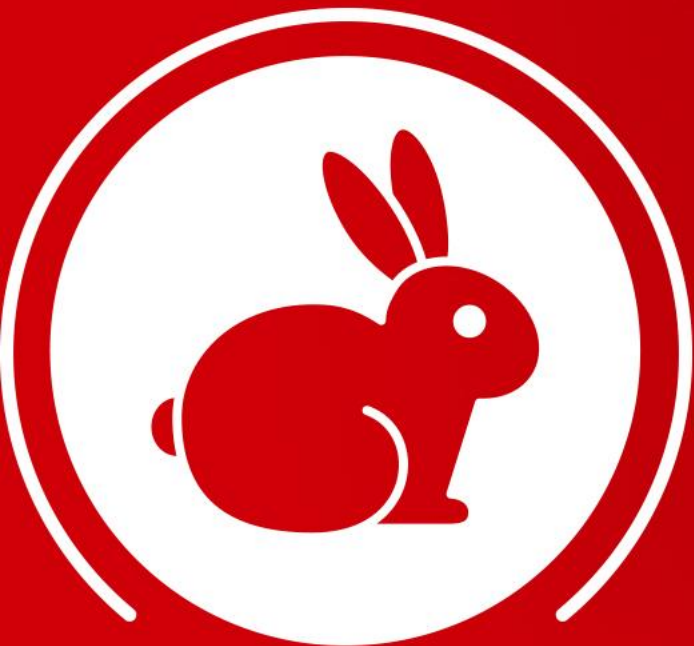




# Edge Illusions

By Andre Millwood



# OUR HISTORY



## What is Edge Illusions?

Edge Illusions was conceptualized and registered in the Fall of 2015 by three key individuals as founders, Andre Millwood, Akino Rose and Delroy Murray. These were three friends from the University of Technology, Jamaica who respectively covered all the facets of IT that was provided to them at Utech and VDTI (Heart Trust Institute ). It began as a full service consultancy niche-ing in the realms of IT and Multimedia.







# History

We have worked with several companies and brands towards the success of their unique goals. Whether it was working with Sagicor Investments on conceptualizing and developing their native app for their investment value proposition or if it was to work with Lifespan Spring Water on the creative and execution of their now annual “Dash and Win” Giveaway promotion.





# History

We pride ourselves on providing expertise and value in execution primarily through our methodology of consultancy. Our clients are not just individuals instructing us on what they want, but are our partners in relating their goals and their needs with which we provide ideas for solutions.

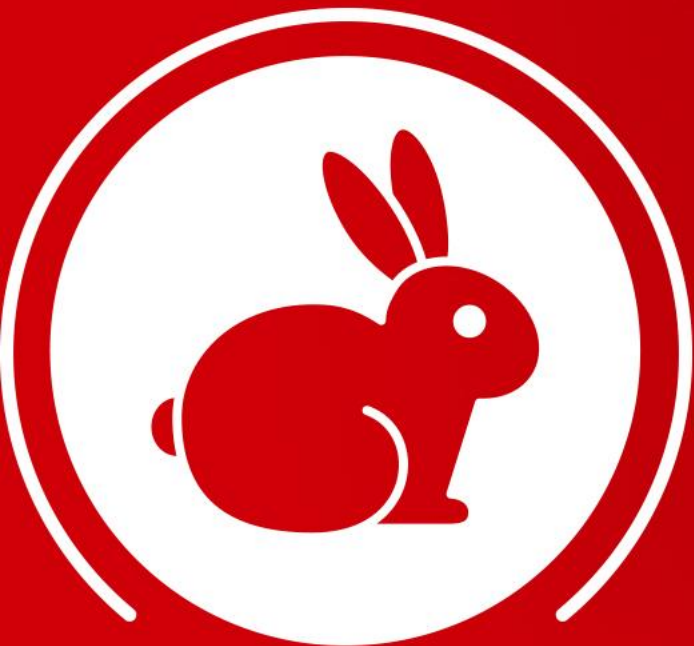




# History

Over the years Edge Illusions has learned from bouts of fund-raising and as well as the years of boot-strapping to finance 100% of its endeavors through client servicing and bringing value to the market. The mandate at 2018 was to return to the original roots of having all value propositions that were valuable to the market (based purely on interest from clients or buyers) under the one parent brand (Edge Illusions ). To briefly state Edge Illusions has multiple Intellectual Properties, Brands, Platforms, Art Designs, Methods of Executions that would apply to several markets, Entertainment, Health and Wellness, Creative Industry, Fashion.





# OUR VALUE PROPOSITION(S)



# What we will do for you.

Edge has a suite of services in the IT and Technical Services Department. The Listed below are ones we have assessed to provide key Value to you as a client and as a partner. See categories as follows:

**CCTV Network and Security Consultation** ✓

**Implementation of Active Directory** ✓

**Server Visualizaion** ✓

**ICT Security and Development** ✓

**Database Management and Creation** ✓

**Cable Layout** ✓

**Server Design and Setup** ✓

**Network Infrastructure** ✓

**Email Server Management** ✓

**+++ More** ✓





# What we will do for you.

Edge has a suite of services in the Marketing and Creative Department. The Listed below are ones we have assessed to provide key Value to you as a client and as a partner. See categories as follows:

**Social Media Management and Marketing**



**PR Strategy and Mgmt**



**Digital Marketing**



**Influencer Marketing**



**Content Marketing and Creation**



**Augmented Reality**



**Business Development and Design**



**Photography and Videography**



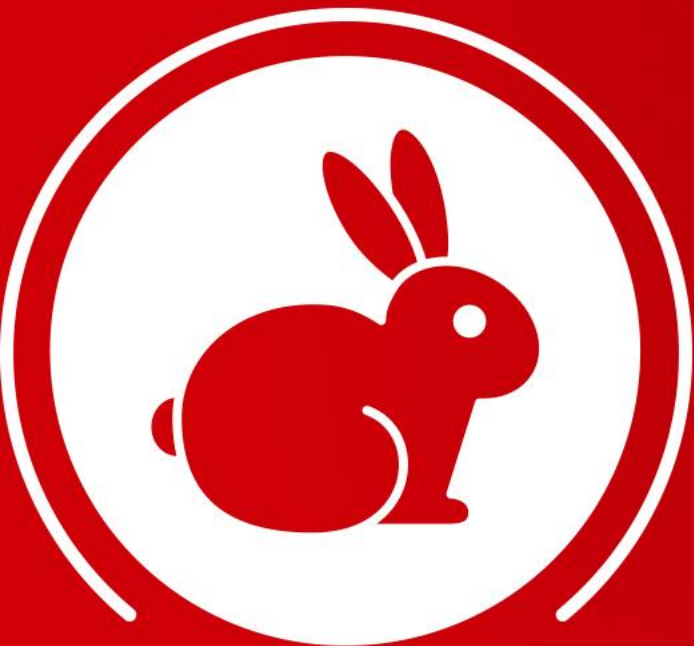
**Brand Design and Strategy**



**+++ More**



We provide a **Full  
Spectrum** of Marketing  
Services



# WHY US?





# Why us?

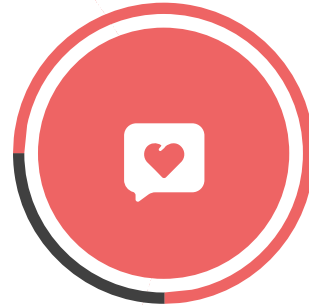


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The Strategy for penetration comes through the fact that we have a wide variety of Value Propositions which are either UNIQUE to us in and of itself, OR unique in the execution of said service.

Example being Social Media Management and Marketing. Many boutique agencies offer this service, it's actually very saturated even having players existing as individuals. Our Strategy comes as an amalgamation of the strategies from Gary Vaynerchuk, Dan Lok, Michael Janda and Chris Do ( The latter two being individuals who specify in the Creative Industries ). We guarantee results from the proven methods of these individuals and their schools of thinking...





## Meeting with the **ENTERTAINMENT SECTOR**

Monday  
**SEPT 16, 2019**

**OFF  
LEA**

1 Week K

## Why us?

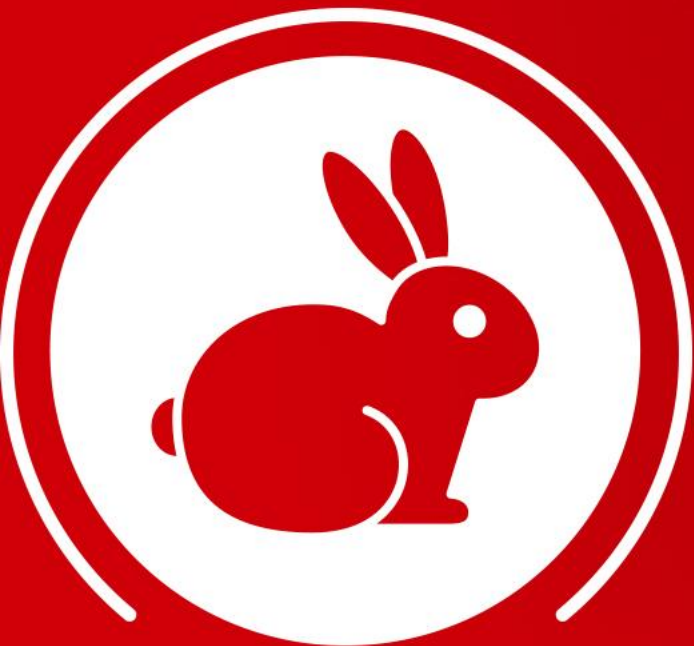
....While Augmented Reality is an unmined service in the industry with many Stakeholders being interested but did not find it feasible due to the limitations presented to them previously. These limitations were that one usually had to download an extra app to engage with AR features, this provided a barrier of entry and a contribution to negative user experience. This was solved by using the Native Phone Camera and Native Browser to allow for persons to engage. The secondary issue is lack of access to Data, this is solved by the previous solution by allowing persons to engage when they are able to be connected to Data.



## **Our Aim.**

After developing a relationship with any client through one of our value propositions the aim is to give Quality Customer Care, Quality Value propositions and to develop relationships with not only the point of contact but other individuals in their organization to develop Trust and Interest in integrating with us Further towards deeper provision of Value to the Company and Brand





**WE ASK OF YOU..**



# The Ask

We at Edge Illusions invites you to explore a relationship with us starting from an initial complementary Discovery Session in which we would meet with the principal(s) involved with your IT or Marketing where we will be able to ask questions as well as provide answers to any questions posed to us in order to determine if we are a fit for your brand/company.





# thank you

Feel free to contact us at 876-820-9326. Or to email [andremillwood@gmail.com](mailto:andremillwood@gmail.com)

