EGO LESS

A division of Become. Media® Platform Inc.

AGENCY CAPABILITIES, DELIVERY METHODOLOGY & INVESTMENT GUIDE

Strategic Learner Experience Design (LXD), Knowledge Translation & Bilingual (EN / fr-CA) Digital Learning Ecosystems

Procurement Codes: NAICS 611710 · 541611 · 512110 · 541512 | UNSPSC 86132200 · 86141501 · 43232500

BECOME. MEDIA PLATFORM INC. O/A EGOXLESS

Prepared by

EMMA NORTON, FOUNDER & PRINCIPAL STRATEGIST

EXECUTIVE SUMMARY + PROCUREMENT ADVANTAGE

Turning Complex Mandates Into Measurable Learner Action

Organizations, sector associations, and post-secondary institutions rarely lack subject-matter expertise–they suffer from cognitive overload, outdated delivery systems, and compliance bottlenecks. EGOxLESS operates as a specialized division of Become. Media Platform Inc., an Ontario-incorporated boutique Learner Experience Design (LXD) and strategic communications studio. We engineer accessible, multimodal digital learning ecosystems that support diverse learning styles and drive measurable behavioral outcomes.

- Senior-Led Accountability (Zero Junior Handoffs): Founder Emma K Norton personally directs every engagement, bringing 15+ years of multidisciplinary leadership across strategic writing, curriculum architecture,editorial publishing, and live programming.
- Ontario & Canadian Procurement Readiness: Operating under the Become. Media Platform Inc. corporate umbrella in Burlington, Ontario, we align seamlessly with Canadian public-sector localization mandates, bilingual (fr-CA) standards, PIPEDA/FIPPA privacy rules, and AODA accessibility compliance.
- Agile, Zero-Bloat Production: Instead of billing clients for legacy agency overhead, we pair principal-level strategy with a vetted fractional bench of Canadian specialists–activating exact domain talent on a per-milestone basis.

Corporate & Classification Snapshot:

- Legal Entity: Become. Media Platform Inc. (Operating Division: EGOxLESS)
- Jurisdiction: 100% Ontario-Incorporated Business | HQ: Burlington, Ontario, Canada
- NAICS Codes: 611710 (Educational Support Services), 541611 (Management Consulting), 512110 (Motion Picture & Video Production), 541512 (Computer Systems Design)
- UNSPSC Codes: 86132200 (Educational support services), 86141501 (Educational advisory services), 43232500 (Educational or reference software)

OUR PASSION + PURPOSE

At EGOxLESS, our mission is to help organizations and industry leaders cut through administrative noise, align authentically, and create learning paths that empower people–not overwhelm them.

We believe instructional design should make learning easier, not harder. By combining the science of adult learning with modern storytelling, we transform complex workplace requirements into practical, engaging training.

Our expertise spans Instructional Writing, Brand and Content Strategy, and Learner Experience Design (LXD). We create intuitive, equity-focused digital systems that respect real experiences and drive positive culture change.

FIVE INTEGRATED CAPABILITIES UNDER ONE ROOF

1

Learner Experience Design (LXD) & Curriculum Architecture

End-to-end instructional design, modular microlearning, competency mapping, facilitator guides, and cohort-based learning pathways grounded in adult learning theory, cognitive load optimization, and trauma-informed communication.

2

Disco-Native Platform Architecture & LMS Migrations

Designing and launching holistic learning communities–combining modular curriculum, live cohort events, peer discussions, and AI-powered resources inside a single branded Disco hub, alongside SCORM 1.2/2004 and xAPI interoperability for legacy LMS environments.

3

Bilingual (EN / FR-CA) & Culturally Adapted Localization

Native Canadian French adaptation–going beyond literal translation to ensure sector terminology, idiomatic nuance, and instructional clarity resonate equally with Francophone and Anglophone learners.

4

AODA & WCAG 2.1 AA Accessibility Engineering

Accessibility engineered from the blueprint stage: semantic screen-reader hierarchy, synchronized closed captioning (.vtt/.srt), descriptive transcripts, high-contrast UI systems, and compliant PDF/web deliverables.

5

Strategic Knowledge Translation & Editorial Storytelling

Distilling whitepapers, research frameworks, policy directives, and technical standards into plain-language learning modules, executive toolkits, and digital publications.

PROOF OF CONCEPT

APPLIED INNOVATION: THE PRESENCE CURRICULUM ECOSYSTEM

The Challenge:
Traditional workforce training relies on passive slide decks and rigid compliance checklists that fail to build adaptive communication, self-regulation, or practical decision-making skills in high-ambiguity environments.

Our Approach:
Developed through parent studio Become. Media Platform Inc. and architected by EGOxLESS, PRESENCE translates multi-disciplinary research across identity development, cognitive resilience, and trauma-informed communication into a modular, cohort-ready digital curriculum built natively on Disco.

Institutional Relevance:
PRESENCE demonstrates our end-to-end capacity to take an educational mandate from raw research and blank-page curriculum architecture to a commercial-grade, scalable learning product ready for institutional licensing and cohort deployment.

THE 4-PHASE DELIVERY ROADMAP & INTERNAL PRODUCTION ASSEMBLY LINE

PREDICTABLE MILESTONES FROM DISCOVERY TO LAUNCH

Phase 1: Discovery, Content Audit & Curriculum Blueprint (Weeks 1–2)

- Lead LXD: Translates client source material into cognitively aligned scripts, interactive exercises, and master storyboards.
- Optional Bilingual Localization Lead: Adapts approved English scripts into natural Canadian French (fr-CA) prior to visual and audio production.

Phase 2: Storyboarding, Strategic Writing & Optional fr-CA Adaptation (Weeks 3–5)

- Stakeholder kickoff, learner persona alignment, existing asset/LMS audit, learning objectives matrix, and formal Curriculum & Technical Architecture sign-off.

Phase 3: Visual Design, Audio/Media Production, Platform Assembly & AODA QA (Weeks 6–8)

- Visual Systems & Accessible UI Designer: Builds brand-aligned slide cards, scrollytelling visuals, infographics, and downloadable PDF workbooks (WCAG 2.1 AA contrast-verified).
- Media & Audio Integration Specialist: Records and masters studio-grade voiceover tracks (EN and optional fr-CA), produces optional on-camera video edits/lower-thirds, and exports time-coded .vtt/.srt closed captions and transcripts.
- Technical & LMS Integration Lead: Assembles finished copy, visual kits, and audio/caption tracks into the live Disco ecosystem (or validated SCORM/xAPI packages) and executes full desktop/mobile QA.

Phase 4: Pilot Deployment, Enablement & Handover (Weeks 9–10)

- Live environment launch, internal facilitator/admin training session, SOP handover documentation, and 30-day post-launch stabilization support.

COMPLIANCE, IP GOVERNANCE & KICKOFF PROTOCOL

- Intellectual Property Ownership: Upon final milestone payment, the client receives full, perpetual commercial ownership and usage rights to all custom-commissioned curriculum materials, scripts, visual kits, and media assets.
- Privacy & AI Governance: All client documents and proprietary frameworks are handled strictly under Canadian privacy standards (PIPEDA / FIPPA). Client materials are never ingested into public AI training models, and all deliverables undergo human principal editorial verification.
- Standard Payment Schedule: 40% upon contract execution; 30% upon storyboard/alpha build approval; 30% upon final deployment and AODA sign-off (Net 30 invoicing available for institutions and public-sector bodies).EGOxLESS Project Workflow Checklist
- Inquiry & Discovery
  - Receive inquiry or bid opportunity
  - Conduct client discovery call (needs, goals, platform fit)
  - Identify appropriate Service Lead(s) and specialist roster roles
- Proposal & SOW
  - Draft Statement of Work (SOW) outlining scope, deliverables, timeline, and pricing
  - Submit SOW and/or bid package for client review/approval
- Kickoff & Planning
  - Schedule kickoff meeting with client stakeholders
  - Confirm timelines, deliverables, communication protocols, and platform requirements
  - Assign roles and responsibilities
- Design & Build
  - Curriculum architecture and content design (LXD Lead)
  - Platform setup, integrations, and automations (Technical Integrator)
  - Localization, accessibility, and UI (Specialist Leads)
  - Media production (as required)
- Review & Iteration
  - Internal quality assurance and editorial review
  - Client review and feedback
  - Revise and finalize deliverables
- Delivery & Acceptance
  - Deliver final assets and documentation
  - Obtain client acceptance and sign-off
  - Issue invoice (Net 30 terms)
- Closeout & Knowledge Capture
  - Archive project files and documentation
  - Conduct internal debrief (lessons learned, best practices)
  - Capture knowledge for continuous improvement

HI, I'M EMMA!

Emma Norton is an Instructional Experience Architect, Project Director, and the founder of EGOxLESS and Become. Media. Specializing in Strategic Translation and Cognitive Load Management, she helps organizations transform complex, high-stakes information into clean, intuitive, and highly adoptable systems.

Rooted in copywriting, Emma's expertise spans brand design, Learner Experience Design (LXD), and strategic marketing. Her unique approach bridges the gap between educational psychology and audience engagement, building highly specialized systems that reduce friction and honor the human experience.

She is also the Founder and CEO of Become. Media, an identity-focused Media x EdTech startup dedicated to personal branding for the next generation of work. PRSENCE is the EdTech/CareerTech program line currently being designed with versions for fellow entrepreneurs, post-secondary students and young corporate professionals. Leveraging a multifaceted background as an entrepreneur and an enterprise media and events producer, Emma views every challenge through a holistic lens. This allows her to cultivate overarching, high-stakes strategies where every moving part works in perfect operational harmony to drive deep, meaningful engagement.



Emma Norton
EGOXLESS

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INVESTMENT & TIERED SERVICE MATRIX

TRANSPARENT, MODULAR ENGAGEMENT TIERS (QUOTED IN CAD, EXCLUSIVE OF APPLICABLE HST)

Tier & Engagement Model	Core Scope & Included Deliverables	Typical Timeline	Investment (CAD)
Tier 1: Foundation & LMS Migration	Structural audit and migration of existing training materials onto Disco (or SCORM); cognitively aligned plain-language editing, custom UI visual kit, studio voiceover narration, and WCAG 2.1 AA / AODA remediation (English base).	4 - 6 Weeks	$35,000 - $45,000
Tier 2: Custom Interactive & Rich Media Build	Full-lifecycle LXD from scratch: discovery, curriculum architecture, strategic writing, bespoke visual/multimedia production, talking-head/narrative video integration, bilingual (EN/fr-CA) localization, and Disco launch.	8 - 12 Weeks	$75,000 - $125,000+
Tier 3: Fractional LXD & Editorial Retainer	Ongoing curriculum iteration, cohort programming, strategic knowledge translation, member community facilitation, and continuous content updates.	Monthly (3-Mo Min)	$3,500 - $7,500 / mo
Tier & Engagement Model	Core Scope & Included Deliverables	Typical Timeline	Investment (CAD)

Optional Modular Add-Ons (Available on Tier 1 & Tier 3 Engagements):

- Full Canadian French (fr-CA) Localization & Bilingual Audio Track: +20% - 25% of base build fee (Native fr-CA script adaptation, Francophone voiceover recording/mastering, dual .vtt captions, and bilingual LMS QA).
- On-Camera Talking-Head & Narrative Video Package: +$12,500 - $22,000 CAD (Includes on-camera presenter casting/coordination or remote executive capture kit, teleprompter script formatting, 4K editing, branded motion lower-thirds, and AODA described-video transcripts).
- Train-the-Trainer & Facilitator Enablement Playbook: $4,500 - $7,500 CAD
- Companion Sector Research Report / Executive Whitepaper: $8,500 - $15,000 CAD

PROJECT GOVERNANCE & FRACTIONAL SPECIALIST TALENT ROSTER

Milestone Phase
Principal Strategist & Lead LXD – Emma Norton (Prime Lead): Owns overall project vision, client governance, instructional architecture, knowledge translation, scriptwriting, and final editorial QA (15+ years multidisciplinary leadership).
Technical & LMS Integration Lead (Fractional Specialist): Manages Disco ecosystem setup, interactive module assembly, SCORM/xAPI telemetry packaging, and cross-device QA.
Visual Systems & Accessible UI Designer (Fractional Specialist): Translates brand guidelines into clean, high-contrast learning interfaces, diagrams, lower-thirds templates, and downloadable learner toolkits.
Media & Audio Integration Specialist (Fractional Specialist): Manages studio-grade voiceover recording, audio mastering, optional talking-head video post-production, synchronized closed-captioning (.vtt/.srt), and described transcripts.
Bilingual Localization & Cultural Adaptation Lead (Fractional Specialist): Native fr-CA linguist ensuring terminology consistency, editorial parity, and bilingual accessibility compliance.

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THANK YOU

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WE LOOK FORWARD TO WORKING WITH YOU

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