

From: Justin Caine <justin@goodfruitvideo.com>
To: Woods, Edward (MICRC) <WoodsE3@michigan.gov>
Subject: Re: Good Fruit Video

Ready, shoot, aim! Oy.

Sorry Edward, I was a bit trigger happy. This was not what I was planning on sending. [Here you will find the actual bid](#). All the info is the same, just prettier! I was just getting it flushed out in email first. My apologies!

On Wed, Apr 21, 2021 at 10:57 AM Justin Caine <justin@goodfruitvideo.com> wrote:
Hi Edward,

Thank you for your interest in potentially working with [Good Fruit Video](#) on your future video work!

Before we move forward, let me tell you [a little bit more about us](#). Good Fruit helps organizations create consistent, quality video content to increase sales, recruit talent, establish credibility as an expert, and ultimately boost their bottom line. We do this through our Fast, Flexible, and Authentic customer journey system (attached below) that makes video easy and delivers a video you love.

Fast means your content is always fresh and relevant to your audience.

Flexible means you can call an audible at any time, we will make the play.

Authentic means your content will be uniquely YOU.

Good Fruit Video has been produced over 1,500 videos for hundreds of organizations since our founding in 2009. Our clients and partners range from municipalities to universities, from large businesses to mom and pop stores.

Our company is lead by our two founders, [our Visionary, Justin Caine, and our Integrator, Kraig Westfall](#). Justin and Kraig formed Good Fruit by merging their original companies, Good Time Communications (Justin's company) and KiWe (kiwi) Productions (Kraig's company). They took the Good from Justin's company's name and kiwi is a fruit, so they made Good Fruit and added video at the end to keep folks from confusing them with a produce stand (though it still happens).

Before starting his own thing, Kraig worked for others in the video field for 15 years. He started off in news, working as a videographer and editor for WILX and then WOOD-TV, and then created outdoor hunting shows for many years at Wolf Creek Productions.

Justin, on the other hand, started his career as an entrepreneur almost immediately after graduating from Lansing Community College in 2007. Justin is a major advocate for individuals with disabilities, [being a person with disabilities himself](#). Justin owns a second company, [Beyond Our Barriers](#), which works to create more opportunities for individuals with disabilities. He also started a statewide ceremony that celebrates individuals with disabilities, called the [BOOM](#)

[Awards](#), and is involved in several statewide councils that serve to advocate and work with people with disabilities, the Special Education Advisory Committee and the governor appointed Committee on the Purchase of Goods and Services from Community Rehabilitation Organizations.

Now, back to how we can help you... I wanted to point you to our [solutions menu](#) that will help you understand what type of work we can do within certain budgets. These prices are based on one-off productions, however, and knowing that we're trying to get as much in as possible, I have created individualized estimates for your [vignettes](#) and [30-second commercials](#) which provide discounts for getting multiple videos shot at a time.

I wanted to point out that though our estimates are based on time, we are a value-based company and promise to deliver videos you love and we don't stop until we do that (without charging a cent more).

I also attached our Pandemic Production Plan that details our safety precautions during the state's reopening phases.

Finally, I have attached a few pictures of our studio where we can shoot if you'd like, though we are happy to travel to an individual's locations or even do zoom recordings if you feel necessary, or if it makes them more comfortable.

If there is anything else you need from us prior to tomorrow, please let me know. Thanks!

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We are all in this together! If we can help you with anything don't hesitate to let us know... www.goodfruitvideo.com/contact

Justin Caine
Good Fruit Video & Beyond Our Barriers
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517-803-9464

"Do good. Be fruitful."

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