



ON THE WALL:

DAMON EASTWOOD

Director & Founder: VisualEye

VisualEye has been the outsourced website team for many local design agencies for over four years. Twelve months ago the two dynamic directors saw a gap in the market for a website content management system built for design agencies as much as for the end user. Early research confirmed the opportunity and in March 2008 the first websites powered by the VisualEdit content management system were created in partnership with local design agencies. Several sites now launch each month as VisualEdit continues to evolve with new, exciting technology. **We caught up with co-founder Damon Eastwood to learn more.**

So, tell us what inspired you to get this off the ground?

Developing our own website Content Management System came through the technical and financial limitations of using other locally developed systems and the security threats exposed by using open source systems.

What did you do prior to starting this business?

I lived in New York as a freelance photography assistant directly after graduating. It was here that I met some really motivated people involved in creative digital media who got me very excited about starting my own business back in Jersey. I put the idea to Stephen pretty much the day I returned to Jersey and we formed VisualEye in September 2004.

What's the hardest lesson you've learnt since starting VisualEye?

We make a point of never over-promising and under-delivering, sadly many companies don't employee such an ethos. It also never fails to amaze me the amount of your time people are happy to waste.

What are your plans for the future?

The immediate future is to continue developing our VisualEdit Content Management System and provide this service to local companies and agencies. We have also been invited to demonstrate VisualEdit to several UK agencies, continuing the natural expansion of our agency partnerships.

VisualEdit is a constantly developing platform, so we look forward to integrating new technologies, such as Microsoft's Silverlight.

What advice would you give to would-be entrepreneurs?

Jersey is a fantastic place to start a business. Due to the size of Jersey, you can very easily gain your first clients through friends and family contacts. You can often find a link through someone to avoid that dreaded 'cold call'.

Although it is a very exciting time when starting a business, a little planning goes a long way and will save you time and money. Do the basics - thoroughly research your marketplace, create a robust business plan, supporting marketing plan and detailed financial forecasts. There is now more help than ever through bodies like Jersey Enterprise and Jersey Business Venture, (ab)use them! They are there for you and have been invaluable to VisualEye.

Vital Statistics

NAME	Damon Eastwood
DOB	11th Oct 1979
MARITAL STATUS	Married to Nicola and baby son, Luca
SCHOOL	De La Salle
UNI	Uni: London Institute & Arts Institute at Bournemouth
FIRST JOB	Saturday and school holidays at Studio 18 Art Gallery
CAR	Audi RS4 and Jeep
BOOK	You're most likely to find me with a car or golf magazine.
MUSIC	I listen to Radio One most of the day
FILM	Action - any of the Bourne Ultimatum, Mission Impossible or Bond films
GADGET	Bit of a Mac freak, discovering various amusing useless iPhone Apps, such as 'Take Me To My Car'
LAST HOLIDAY	Honeymoon to Maldives, incredible!

WHAT DO YOU DO IN YOUR DOWNTIME?

I enjoy playing many sports including golf, tennis and football, mainly with friends at that strange level of 'friendly' but 'competitive'. Nicola and I also have Scrabble, an energetic 18 month old yellow labrador, so you'll find us chasing him round L'Etacq or the sand dunes most days. But most excitingly we've just had a baby boy, Luca, so I'm very much looking forward to watching him grow up, especially when he can walk Scrabble and I can head out for 18 holes!

ABOUT THE COMPANY:

Damon Eastwood and Stephen Halford created VisualEye in 2004. The thriving and entrepreneurial business has firmly established itself as a leading provider of website and photography services in Jersey and beyond. With a firm foundation of website technologies, design and photographic expertise, VisualEye has evolved to offer a new range of web products and services. Working directly with customers, or in partnership with design agencies, VisualEye's projects, client list and the VisualEdit software are developing rapidly! Learn more at visualeditcms.com