



Our Story

Our Roots

In 2012 Overwatch Media, LLC was founded as a Record Label, now called OWM Records (<https://owmrecords.com>). The goal was to produce artists and help them make a career in the music industry without putting them in everlasting debt to the label. They knew many musicians just starting their career would have little to no knowledge on how to get their music in the public.

This is how the company first got introduced into website design. They wanted to provide everything for the artist, and simply take the higher percentage of the royalties that they make, eventually, giving the artist the majority of the royalties.

On a side, they also created a deal that would be able to provide additional income for this endeavour. Overwatch Media only needed a website developer to make edits to the website they designed, to be able to take subscriptions.

website they designed, to be able to take subscriptions and charge clients each month automatically. The issue, the developers charged over \$1,700 for this service, and an additional charge of \$200+ for small changes. On top of this, Godaddy had a store plan that was charging \$40 dollars per month at the time. The end result was around a \$10,000 loss for the founders.

New beginnings

After a little research, Overwatch Media decided to make a shift in 2014. With a complete focus on web design, they had a passion to ensure no other military members would have to go through such a loss and not get anything out of it. Their purpose... provide businesses and individuals the means to create and design a business that they cherish. This is accomplished by providing information and experience to others in a way that ensures others can run and maintain a "successful business" according to their standards and without a total trial and error



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approach. By weeding out all of the bull sh**, Overwatch Media allows others to get straight into focusing on the main aspects of their business with confidence. Due to our customer first style focus, we may happen to deter some individuals from starting a business and making a sale; however, the knowledge of preparing an individual for what to expect and possibly preventing a business that is doomed for failure and a customer whom pointlessly wasted time and money on an endeavor, is what will also bring joy and a sense of accomplishment.

Taking it Step by Step

Overwatch Media wants customers to have a better idea on the different options available to accomplish their mission and goals, and decide what will work best for their business or online establishment. By going through a process side by side with others, we can help them to determine what to add, different ways to maximize their budget, provide and set up a hosting platform

that they can run if desired, provide information and help with add-ons for WordPress sites, and much more.