Purpose

Our financial purpose is to generate positive cash flow. We can operate for short periods without profit, but the business will expire almost immediately without cash.

Our customers provide us with cash in exchange for the use of the tool we provide for them. Their perceived benefit is directly proportional to the amount they are willing to pay. Our operational purpose therefore is to maximize the benefit of using our tool and minimize our expense of providing that tool.

Function

The tool we provide is used to document product designs for manufacturing. There is some overlap with architectural and artistic endeavors. Nonetheless, our focus is on reducing the latency between inspiration, vision, design, engineering, and the ultimate fabrication of manufactured goods.

Method

Our primary expenses are in software development, marketing, deployment, administration and product support.

Our development projects are closely guided by marketing feedback. It is vital to our mission to understand our customers’ needs; maintenance of that channel of information from our customers is a top priority.

Platform and version support is a major complication and expense. We will therefore strive to minimize that complexity by targeting market segments with the greatest commonality.

Deployment of software and updates by Internet is gaining acceptance, however we still find customer demand for hard media. We will strive to reduce that publishing expense.

Our expense in product support is inversely proportional to the usability of our product. Our ideal product is software that has intuitive operation and performs as expected. Our development effort will emphasize the prevention of flaws. When flaws are discovered our software architecture will facilitate the repair and subsequent deployment.

Our revenue stream is derived from 3 sources – initial purchase, end user licensing fees, and partnerships with purveyors of software extensions. The greatest profit and cash flow is in the end user licensing stream. The expense of marketing decreases the profitability of first time installations. Our best return comes from customer retention and word of mouth sales.
Market

Our marketing mission is twofold - to place our tool in the hands of those who will derive the maximum benefit and to identify the largest commonality (i.e. market segment) among those users.

Our perfect customer integrates our tool into their manufacturing process. This captures us in their entire business network. The greatest number of businesses in manufacturing is small firms (less than 200 employees); this represents our greatest opportunity for growth. The greatest concentration of multi-seat licensing is in large firms; this represents our greatest profitability.

Four Year Horizon

A network centric version of our tool benefits our cost of operation and allows us to reach a larger market segment. This networked CAD tool addresses customer demands for platform independence, collaboration, and system reliability. This technology facilitates massively parallel computing, billing by usage, and secure data storage.

Our tool was conceived as a workstation centric product and has grown to include some networked functionality. It does an excellent job of providing our customers with ultimate control over their data, secure control of their intellectual property, and operation in extreme environments.

We have the resources to develop and support both tools. This will increase our market share which will increase our opportunity for cash flow and profitability.

These tools (workstation vs. web) do not necessarily compete with each other. Just as a box end wrench and a socket wrench have some overlapping application, they are best suited to specific needs. The scope of our offerings will be tailored to specific customer types in specific markets.