

Lawes Venture  
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Business Plan  
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## **Executive Summary**

Lawes Venture is a small project based company located in Anchorage, AK. We specialize in developing new ventures in a project environment with the intent of selling off business ventures, or following through on temporary ventures. Currently, Lawes Ventures has several venture ideas to develop, but only four are in the process of being realized. Our aim is to maximize returns and minimize risk within our ventures. We can accomplish this by focusing on quality, stakeholder management, education, and project management.

In this business plan, one will find basic information and philosophies about our company. Also, we have provided preliminary and sample information for our first ventures that will be presented in January's Venture Presentation. It is important to note that we have included a FAQ in the appendix. Lastly, you will find that Lawes Venture has the capacity and means to develop raw ideas into successful ventures

We are currently seeking the following:

1. business partners to help develop projects.
2. business relationships.
3. investors to sign-up for January Venture Presentation.
4. \$1000 to execute January Venture Presentation.
5. investors to help fund company and projects.

In conclusion, Lawes Venture can create and develop ideas into ventures while most people who can create ideas can not develop them, and people who can develop ideas can not create them. Also, we currently bring into our ventures current management and business development techniques from Academia. Lawes Venture takes ideas, develops them, and then selects the top ideas to create into thriving ventures. Lawes Venture is truly a venture engineering and manufacturing firm that takes entrepreneurship to the next level.

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## **Company Description**

### ***The Company's Mission***

To profitability engineer and manufacture new ventures by specializing in the development and innovation of new and existing products, services, and businesses that minimize negative externalities and maximize benefits for all stakeholders within a particular venture while meeting the demands of consumers and businesses.

### ***Legal Status***

Lawes Venture is currently licensed by the State of Alaska for "Research and Development in the Social Sciences" and "Marketing Consulting Services." These two licenses allow Lawes Venture to engineer and manufacture ventures.

### ***Legal Issues***

1. Incorporation  
Lawes Venture's optimal time to incorporate will be in conjunction with developing our first business to sell.
2. Contracts  
Lawes Venture will need to develop contracts before January Venture Presentation.

Lawes Venture will hire an attorney to do research to determine all legal issues and to help mitigate these issues.

### ***Current and Developing Projects***

Below are the ventures that Lawes Venture is currently developing. Due to issues of confidentiality, the descriptions of the ventures are limited. More information can be obtained from Lawes Venture's exhibition in the beginning of January.

Temporary Entertainment Venture – this venture is a temporary venture to develop an entertainment event for the Anchorage, Alaska area.

A Vegetarian Restaurant – a restaurant that serves the increasing demands of vegetarian food and healthier alternatives to eating out

Alaska Human Networks – an organization that assists businesses and people in forming business relationships by using web dating technology

SOX Compliance Software – this software allows corporations to track and manage user access to systems in a decentralized IT environment

### ***Development to Date***

Lawes Venture is currently in its development stage. We are developing our business plan and improving our processes. Lastly, we are presently developing our first four ventures.

### ***Competitive Advantage***

We have several advantages. First, we offer a scarce product and service. There are entrepreneurs that start businesses and sell them off, but there are not many companies that offer this as a main line of business. Lawes Venture takes producing ventures further by finding new ideas and developing them into ventures. Second, we develop ventures in a project environment. We have the intent to make our time invested in these ventures limited. Some ventures have an end, while others are businesses that will be sold off. Third, we are able to take ideas from Academia and use them in the business world. Lawes Venture emphasizes on-going education to make our business and ventures more profitable. Fourth, we understand risk and how these risks must be mitigated. We do this through our quality program and performing proper research on each venture. And lastly, we have the ability to adapt. Running a business is part science and part art. We have the knowledge of running a business and have the creativity and ability to apply this knowledge. Lawes Venture is unique in that it creates ideas, develops them, and then implements them; it takes entrepreneurship to the next step in its business evolution.

## **Operations**

Lawes Venture is unique in that it uses a manufacturing and project approach in developing ventures. In addition, we realize the importance of quality and customization in the business environment. We see quality as a system that supports our operations. In addition, we know that if a product can be customized to everyone's needs, then that opens up more opportunity to be successful. To ensure that we have quality and the ability to customize our ventures, we have adopted a project based approach using Project Management Institutes guidelines.

### ***The Idea Farm and Bank***

Our operations start from an idea. Mostly, the ideas come from observations in our daily lives. Once an idea is formed, it is "planted" in our "idea farm." Here ideas are developed and nurtured. We accomplish this by brain storming and tracking the development of the idea over time. Once an idea has "ripened" it is then "harvested" and placed in our "idea bank" where it stored for future use. Then Lawes Venture picks the venture by analyzing the best opportunities for Lawes Venture. Once an idea is selected it is put into our Project Management System.

### **The Venture Project Management Engineering and Manufacturing System**

Project Management Institute's PMBOK serves as a guide in developing our ventures. Each idea is processed into a venture by creating a project.

Each project will go through the following processes (note we did not list sub-processes to keep this high level):

#### **1. Initiating Process**

This is where the venture engineering process begins. We take the idea and develop it into a business plan. From this business plan, we develop a project charter and project scope statement. These two documents give us our basis to form a project plan.

#### **2. Planning Process**

The venture engineering process is continued here. A comprehensive project is developed. This plan becomes the "blue prints" for the venture. In this process we define our management plan, scope, work break down structure, schedule, risk analysis, costs, and other tools to help manage the execution of the venture.

#### **3. Executing Process**

This process begins manufacturing of the venture. We use executing techniques from PMI to get the venture started and moving.

4. Monitoring and Controlling Process

This process monitors the venture until such time as the venture is fully sold or has come to an end. The process entails watching over the venture and making necessary adjustments to keep the venture going.

5. Closing Process

This process ensures that the venture's end or sell off is managed smoothly.

**Quality Systems**

To help support operations, Lawes Venture will have a simple quality system that is based on Deming's 14 points of quality and will emphasize the following:

- Do it right first time
- Listen
- Educate
- Form team-oriented atmospheres
- Improve processes and systems
- Measure, record, analyze, and adjust
- Quality is not a destination, but a process and system

As Lawes Venture grows, so will the quality system. Lawes Venture is currently looking at Six Sigma as a possible quality program for the future. It is our goal to try to slowly implement a quality program that is appropriate for the company as it grows.

## Management and Organization

### *Key Employees*

**Marc Lawes** is the founder of Lawes Venture. His strengths are in learning, applying theories to real life, resource management, planning, analyzing, problem solving, teaching, and managing.

**Learning** – Marc has obtained a B.B.A. in Accounting and Finance from the University of Anchorage Alaska with a GPA of 3.60. He completed his double major in a total of four and half years. His first year was completed in New Orleans, LA from 1999-2000. He then took a break from university for three years and finished his degree at UAA. During his college career at UAA he averaged 18 credit hours every semester, worked 20-40 hours per week, volunteered for KRUA, and maintained a personal life.

**Applying Theories to Real Life** – In November 2004, Marc obtained an internship with the prestigious company Accenture. Here, Marc was able to take what he learned from school and apply it to business situations. The internship was to assist with Accenture's internal controls development. During his time there he was given project management responsibilities and business issues to resolve. A big accomplishment at the job was his ability to design and implement a small database for the local unit's financials in one week; Accenture positioned Marc into a contractor position with the intent to hire after graduation. Also, Marc has applied business concepts he learned in school to his own life, as is demonstrated in his current and past accomplishments.

**Resource Management and Planning** – Marc has demonstrated the ability to make efficient use of his resources. This is shown through the ability to maintain a high GPA, take 18 credit hours a semester, work, volunteer, and maintain a social life. Due to his ability to manage resources, Marc was also able to go to Europe for five weeks after graduation, position himself into a job that pays above average salary, and sustain resources to help him start a business.

**Analyzing and Problem Solving** – Marc has been able to demonstrate his ability to analyze problems and solve them. Examples include developing projects for Accenture. One particular project assisted in the management of access to IT resources, as it pertains to SOX compliance issues. Currently, Marc serves as a system analyst for NANA\Colt Engineering for the Records Information Department with above average salary for a college graduate.

**Teaching** – Marc served as an accounting tutor at UAA for almost two years. He has also provided private tutoring. His highest teaching accomplishment occurred in his last semester when he was asked to tutor a fellow student in a business law class. Although Marc had no previous experience in this subject, he learned the material and taught it to the student. The student went from an 'F' to a 'B'.

Currently, Marc serves as trainer for the Records Information Department. Overall, Marc has experience in teaching, and continues to be asked to be in teaching and training roles.

Managing – Marc worked for Community Service Patrol for approximately a year and half. There Marc worked as a medic and provided emergency care when needed. Most of the work involved dealing with violent, intoxicated individuals and the general public. He was taught MANDT procedures that allowed him to manage uncooperative individuals. He served as the supervisor on a van crew and also acted as a supervisor at the station when needed. Presently, Marc has been asked to join ARMA International and to run for a director's position. Also, Marc's condo association created an extra director position on its board and asked Marc to serve as a director. Overall, Marc has the experience and background that allows him to manage many different projects.

Other Experience - Marc also worked at a real estate company for ten months. During this time he helped with marketing, computers, and customer service. Marc has learned the importance of multi-tasking, prioritizing, planning, and quality. Also, he owned and operated two businesses in New Orleans, LA. The first business was a flea market stand, which gave Marc experience in pricing, product demand, and competitive advantage. His second venture was in the music production business, where Marc produced live shows for local bands in New Orleans.

Overall, Marc Lawes brings to this company a diverse background in business education and experience. He has the ability to take experience and knowledge from one area and apply it appropriately to another area. His knowledge and experience will allow him to serve as the CEO for the company.

### **Compensation**

Lawes Venture will currently pay Marc Lawes forty dollars per hour, up to a maximum of 25% of the profit on a venture.

### ***Future Employment Plans***

The staff requirements will grow as Lawes Venture grows. We will need more people to develop our ideas. Possible future positions within the next year are the following:

- Venture Developer Intern
- Secretary and Assistant

### ***Contractors***

Computing Alternatives Inc. is a local business that specializes in state government IT projects. This company has built systems for Wyoming and Alaska. They are currently working with the division of Oil and Gas for Alaska, and are attempting to expand into India. At this time, they are our choice for outsourcing IT work.

***Management Philosophy***

Lawes Venture believes that companies affect community members. We believe that each stakeholder is unique and needs to be managed accordingly. From this perspective, Lawes Venture will use stakeholder management tools to help manage the company.

## Industry Analysis and Trends

### ***Barriers to Entry***

#### Company Specific Barriers

- Lack of reputation with investors
- Insufficient funds

#### Venture Specific Barriers

- Temporary Entertainment Venture
  - Lack of funds
- Vegetarian Restaurant
  - Lack of funds
- Alaska Human Networks
  - Lack of funds
- SOX Compliance Software
  - Lack of contacts for product demonstration

### ***Target Market***

Lawes Venture's current target market is comprised of local investors. Also each project has its unique target market. Please note that due to confidential information, the target markets described here are general. Each project has more details for the target markets in their unique business plans.

#### Temporary Entertainment Venture

Anchorage residences between the ages of 18-30 who are looking for something new to do for one night in Anchorage

#### Vegetarian Restaurant

- ◆ Vegetarians
- ◆ People who are dining with their vegetarian friends

#### Alaska Human Networks

People, companies, or other legal entities that need assistance in human networking in Alaska

#### SOX Compliance Software

- ◆ IT Consulting Firms
- ◆ Management Consulting Firms
- ◆ Lawes Venture does have one particular company in mind.

***Competition***

Lawes Venture competes with other investment choices for investors. To compete, Lawes Venture's goal is to provide the highest possible return while minimizing risk to the investor. We do this by carefully choosing projects that show high potential for success, and by putting the proper time in effort in development and research.

## Marketing Plan and Sales Strategy

Lawes Venture's target market consists of local investors. To increase our chances of being funded, we will need to be exposed to as many investors as possible. We will achieve this by using the following model to allocate marketing quality and cost for our business and ventures. The model simply shows that we will allocate more dollars (per possible client) to the most targeted client. For example, we are willing to spend \$1000 on our January Venture Presentation, then spending \$1000 in the newspaper, due to our likelihood in finding investors at the presentation.



Current Clients: none

Active Past Clients: none

Potential Clients: 1 unnamed investor and any investor who signs up for a presentation

Target Market: Local Anchorage Investors

General Market: Anchorage Financial Sector

General Public: Anchorage

### On Going Sales Strategy

1. Develop relationships with investors
2. Maintain relationships with investors
3. Develop relationships with the Anchorage Business Community
4. Have quarterly meetings and presentations with appropriate stakeholders

## Risk Assessment

1. Major illness or death of Marc Lawes
  - Insurance needs to be taken out for investors and debt holders
2. Computer crash
  - Backup hard drive regularly
3. Failed Projects
  - Create preliminary assessments for business proposals
  - Research need and potential clients
4. Project Specific Risks
  - Temporary Entertainment Venture

This venture has the highest chance of success. We can research for the best entertainment act to bring up to Alaska by surveying Anchorage. Possible risks include the band not showing up or canceling, and the audio and visual production does not deliver. We can mitigate these risks through proper planning.
  - Vegetarian Restaurant

This venture has the second highest chance of achievement. The risk of this business failing is mitigated by developing a high quality business plan, marketing plan, hiring good employees, developing demanded products, and securing the proper resources for execution. We believe that the location of the business, medium initial advertisement, and free product samples would be best for this venture's success.
  - Alaska Human Networks

This venture has the third most chance of success due to its focus on the local area. The amount of money put into this venture is far less than the vegetarian restaurant. We believe the key for success with this venture will be based on the marketing approach to a highly focused target market.
  - SOX Compliance Software

This venture has lowest chance of success, but we believe this product will sell. The key to this venture will be based on product presentation, demonstration exposure, a highly focused target market, and human networking. In fact, the investor for this venture would not provide financial support, but human resource support.

## **Strategic Positioning**

Lawes Venture grows, develops, and processes ideas into ventures by using project management tools. Our overall objective is to globally be the number one venture engineer and manufacturer for new products, services, and business ideas. To achieve this, we have setup phases and strategic attributes that complement the phases.

### ***Phases (Subject to change as company matures)***

#### **1. Start-up Phase (Current)**

In this phase, we will define, build, and mold our company. We will achieve this by executing the following:

- a. develop a business plan.
- b. define our operating processes.
- c. define business support processes.
- d. develop and implement financial processes such as accounting and finance.
- e. create our first set of ventures.
- f. seek out investors, partners, and alliances.
- g. execute first set of ventures.

#### **2. Anchorage Base Stabilization Phase (Middle of Year 1)**

The beginning of this phase will begin one year after the success of the first venture. In this phase, we will further develop our company by establishing Anchorage as the base of operations. To achieve this, Lawes Venture will need to do the following:

- a. review and adjust business plan.
- b. review and adjust internal procedures and processes.
- c. begin research and development of a proven quality program.
- d. create ventures with a steady stream of income.
- e. develop and communicate our brand to the Anchorage community and investors.
- f. develop and execute three more successful ventures.

#### **3. State Expansion Phase (Beginning of Year 2)**

The beginning of this phase will be marked by the steady flow of income into the company. This phase involves expanding ventures into the State of Alaska. The following will be the deliverables for this phase:

- a. review and adjust business plan.
- b. review and adjust internal procedures and processes.
- c. execute the quality program.
- d. create ventures outside of Anchorage, possibly develop ventures that benefit villages.
- e. review, adjust, and communicate our brand to Alaskan communities and investors.
- f. research and develop West Coast phases.

4. **West Coast Expansion Phase**

This phase is to develop a presence in Seattle with the intent of trickling down the West Coast of the US. This phase will look at starting ventures in Washington State.

5. **West Coast Base Stabilization Phase**

Once we have established a solid presence in Washington State, we will develop an office in Seattle to be our West Coast operations office.

6. **West Pacific International/US Expansion Phase**

After we have established a steady stream of income into our Seattle office, we will look into developing ventures in Chicago, New York, and Houston. This will establish a presence in these cities, so that we can have offices there. During this phase will look at Hawaii and East Asia for possible ventures.

7. **West Pacific International/US Stabilization Phase**

Once we have established a presence in Chicago, New York, and Houston we will develop offices there. Chicago will act as our Central US Office and our national logistics office, New York will serve as our European and East Coast Operations office, Houston will serve as our South US and South America Office, Seattle will serve as our West Coast and East Asia Office, and Alaska will serve as our Alaskan, Canadian, and Russian Office.

8. **London Expansion Phase**

The goal of this phase is to setup a presence in London to help facilitate our European ventures.

9. **London Base Stabilization Phase**

The goal of this phase is to establish an oversee office to help facilitate new ventures overseas.

## ***Strategic Attributes***

Lawes Venture's strategic attributes help define our uniqueness and competitive advantage from other types of investment opportunities.

### **Quality**

Today quality is becoming more and more important. By focusing on the quality of business processes and products, a company can save money. Lawes Venture believes in the motto "do it right first time, or don't do it all." Our goal is to implement a quality program, possibly Six Sigma, into all aspects of its business. By implementing quality standards, we can maximize our return on investments and minimize risk.

### **Stakeholder Management**

In the essence of doing things right, Lawes Venture believes in adopting the stakeholder management style. A company does not just affect just its owners, but also the community and people in and around it. We believe we can minimize negative externalities and maximize benefits for all by managing the company from the point of view that everyone has a stake in company.

### **Education**

Education is the key to the future of our company. Lawes Venture grows ideas. In essence we have an idea farm, and we need to make sure our "crops" are the best. We believe that supporting education for our employees, customers, clients, and other stakeholders will allow our company to grow into the best venture engineer and manufacture firm.

### **Project Management**

A project is a temporary endeavor undertaken to create something unique. Lawes Venture creates unique ventures that need to be managed. Lawes Venture will adopt the Project Management Institute standards for managing a project.

## **Technology Plans**

Lawes Venture is currently a small company with very little technology. We currently operate with the assistance of a laptop, PDA, cell phone, and MS Project. We plan to develop a database to help track ideas and ventures. Also, each project will have its unique technology needs and will be assessed during the initiating process.

## **Community Involvement and Social Responsibility**

Each entity within a community affects the community. Lawes Venture is another member of the local community. We hope to find ways to help the community with our ventures. Currently, Marc Lawes is a CASA volunteer. Also, Lawes Venture hopes to develop fundraising opportunities for non-profit organizations.

## **Development**

### ***Long Term Goals***

Once Lawes Venture has stabilized its business in Alaska, we hope to expand into Seattle. We plan to accomplish this by 2012. By 2015, we see our selves stabilizing our West Coast operations, and expanding into the US. Our final goal is produce our first ventures globally by 2017.

### ***Current Development***

Lawes Venture is in its development stage. We are currently planning our business overall. Also, we are developing our first three ventures. Lastly, we presently have over 15 venture ideas. These include concerts, conventions, seminars, fundraisers, small business and personal development businesses, and hospitality businesses. Overall, Lawes Venture is in its beginning stages and is working on building with its long term goals in mind.

## **Exit Plan**

Most of the risk resides within each venture. Each project will need an exit plan. This will be included in the project plan for each venture. Currently, Lawes Venture will not need a company wide exit plan; this does not rule out an exit plan in future.

## Financials

### *Temporary Entertainment Venture*

This venture is temporary and has no assets except for cash. Because of this and it is cash based; only an income statement is appropriate for this venture.

#### **Income Statement**

Please note that this income statement requires more research and development. This is an example of one might look like. Lawes Venture needs to select an appropriate act and venue to have more accurate income statement.

Floor Ticket Price	\$	60
Number of Ticket Sales		1,000
Premium Admission Ticket Price	\$	45
Number of Ticket Sales		2,000
General Admission Ticket Price	\$	35
Number of Ticket Sales		6,000
Ticket Sales	\$	360,000
Concession Sales	\$	30,000
Total Sales	\$	390,000
Audio and Visual Production Expense	\$	(2,000)
Security Expense	\$	(8,000)
Concert Hall Expense	\$	(74,000)
Concession Expense	\$	(10,000)
Ticket Sales Expense	\$	(54,000)
Act Expense		
Salary and Compensation	\$	(56,000)
Food, Transportation, and Lodging	\$	(90,000)
Admin Contractor Expense	\$	(3,000)
Marketing Expense	\$	(10,000)
Legal Expense	\$	(5,000)
Office Supplies	\$	(1,000)
Professional Service Expense	\$	(1,000)
Interest Expense (20%)	\$	(62,800)
Net Income (Loss)	\$	13,200
Profit Margin		3.38%

## Vegetarian Restaurant

The financials in this section have been researched and give an estimate of one year's operations.

### Income Statement

	1	2	3	4	5	6	7	8	9	10	11	12	
Number of Sale Estimates	3300	3500	3700	3900	4100	4300	4700	4900	5000	5000	5000	5000	52400
Average Sale Amount	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11	\$ 11
CGS/Sales	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Sales	\$ 36,300	\$ 38,500	\$ 40,700	\$ 42,900	\$ 45,100	\$ 47,300	\$ 51,700	\$ 53,900	\$ 55,000	\$ 55,000	\$ 55,000	\$ 55,000	\$ 576,400
Cost of Goods Sold	\$ (10,890)	\$ (11,550)	\$ (12,210)	\$ (12,870)	\$ (13,530)	\$ (14,190)	\$ (15,510)	\$ (16,170)	\$ (16,500)	\$ (16,500)	\$ (16,500)	\$ (16,500)	\$ (172,920)
Gross Profit	\$ 25,410	\$ 26,950	\$ 28,490	\$ 30,030	\$ 31,570	\$ 33,110	\$ 36,190	\$ 37,730	\$ 38,500	\$ 38,500	\$ 38,500	\$ 38,500	\$ 403,480
Rent	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (7,000)	\$ (84,000)
Utilities	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (2,800.00)	\$ (33,600)
Wages	\$ (7,750)	\$ (7,970)	\$ (8,190)	\$ (8,410)	\$ (8,630)	\$ (8,850)	\$ (9,290)	\$ (9,510)	\$ (9,620)	\$ (9,620)	\$ (9,620)	\$ (9,620)	\$ (107,080)
Management Salary	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (57,600)
Payroll Taxes	\$ (1,883)	\$ (1,916)	\$ (1,949)	\$ (1,982)	\$ (2,015)	\$ (2,048)	\$ (2,114)	\$ (2,147)	\$ (2,163)	\$ (2,163)	\$ (2,163)	\$ (2,163)	\$ (24,702)
Office Supplies	\$ (500)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (2,700)
Interest Expense	\$ (250)	\$ (247)	\$ (244)	\$ (240)	\$ (237)	\$ (234)	\$ (230)	\$ (227)	\$ (223)	\$ (220)	\$ (216)	\$ (213)	\$ (2,781)
Marketing Expense	\$ (10,000)	\$ (961)	\$ (961)	\$ (961)	\$ (3,961)	\$ (961)	\$ (961)	\$ (961)	\$ (961)	\$ (3,961)	\$ (961)	\$ (961)	\$ (26,567)
Depreciation	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (750)	\$ (9,000)
Credit Sales Expense	\$ (986)	\$ (833)	\$ (880)	\$ (927)	\$ (974)	\$ (1,021)	\$ (1,115)	\$ (1,162)	\$ (1,185)	\$ (1,185)	\$ (1,185)	\$ (1,185)	\$ (12,634)
Professional Services	\$ (1,000)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (3,200)
Insurance	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (1,201)	\$ (14,410)
Maintaince and Repairs	\$ (908)	\$ (963)	\$ (1,018)	\$ (1,073)	\$ (1,128)	\$ (1,183)	\$ (1,293)	\$ (1,348)	\$ (1,375)	\$ (1,375)	\$ (1,375)	\$ (1,375)	\$ (14,410)
Research and Development	\$ (908)	\$ (963)	\$ (1,018)	\$ (1,073)	\$ (1,128)	\$ (1,183)	\$ (1,293)	\$ (1,348)	\$ (1,375)	\$ (1,375)	\$ (1,375)	\$ (1,375)	\$ (14,410)
Business Development	\$ (1,000)	\$ (385)	\$ (407)	\$ (429)	\$ (451)	\$ (473)	\$ (517)	\$ (539)	\$ (550)	\$ (550)	\$ (550)	\$ (550)	\$ (6,401)
Legal Expenses	\$ (2,000)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (2,000)
Restaurant Supplies	\$ (282)	\$ (293)	\$ (304)	\$ (315)	\$ (326)	\$ (337)	\$ (359)	\$ (370)	\$ (375)	\$ (375)	\$ (375)	\$ (375)	\$ (4,082)
EBIT	\$ (18,605)	\$ (4,529)	\$ (3,429)	\$ (2,328)	\$ (4,228)	\$ (128)	\$ 2,070	\$ 3,170	\$ 3,722	\$ 726	\$ 3,729	\$ 3,733	\$ (16,097)
Tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Income (Loss)	\$ (18,605)	\$ (4,529)	\$ (3,429)	\$ (2,328)	\$ (4,228)	\$ (128)	\$ 2,070	\$ 3,170	\$ 3,722	\$ 726	\$ 3,729	\$ 3,733	\$ (16,097)
Profit Margin	-51.25%	-11.76%	-8.42%	-5.43%	-9.37%	-0.27%	4.00%	5.88%	6.77%	1.32%	6.78%	6.79%	-2.79%

## Balance Sheet

	Startup BS	1	2	3	4	5	6	7	8	9	10	11	12
<b>Assets</b>													
Cash	\$ 30,000	\$ 12,007	\$ 26,196	\$ 27,409	\$ 28,622	\$ 26,835	\$ 31,048	\$ 33,358	\$ 34,571	\$ 35,235	\$ 32,351	\$ 35,467	\$ 35,584
Inventory	\$ 10,000	\$ 5,445	\$ 5,775	\$ 6,105	\$ 6,435	\$ 6,765	\$ 7,095	\$ 7,755	\$ 8,085	\$ 8,250	\$ 8,250	\$ 8,250	\$ 8,250
Equipment (10yr)	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
IT Systems (5yr)	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Fixtures (10yr)	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Accumulated Depreciation	\$ -	\$ (750)	\$ (1,500)	\$ (2,250)	\$ (3,000)	\$ (3,750)	\$ (4,500)	\$ (5,250)	\$ (6,000)	\$ (6,750)	\$ (7,500)	\$ (8,250)	\$ (9,000)
	\$ 115,000	\$ 91,702	\$ 105,471	\$ 106,264	\$ 107,057	\$ 104,850	\$ 108,643	\$ 110,863	\$ 111,656	\$ 111,735	\$ 108,101	\$ 110,467	\$ 109,834
<b>Liabilities</b>													
Accounts Payable	\$ 4,500	\$ 5,445	\$ 5,775	\$ 6,105	\$ 6,435	\$ 6,765	\$ 7,095	\$ 7,755	\$ 8,085	\$ 8,250	\$ 8,250	\$ 8,250	\$ 8,250
Notes Payable	\$ 30,000	\$ 29,363	\$ 28,725	\$ 28,088	\$ 27,450	\$ 26,813	\$ 26,176	\$ 25,538	\$ 24,901	\$ 24,263	\$ 23,626	\$ 22,988	\$ 22,351
<b>Equity</b>													
Common Stock	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Preferred Stock	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500	\$ 25,500
Retain Earnings	\$ -	\$ (18,605)	\$ (4,529)	\$ (3,429)	\$ (2,328)	\$ (4,228)	\$ (128)	\$ 2,070	\$ 3,170	\$ 3,722	\$ 726	\$ 3,729	\$ 3,733
	\$ 110,000	\$ 91,702	\$ 105,471	\$ 106,264	\$ 107,057	\$ 104,850	\$ 108,643	\$ 110,863	\$ 111,656	\$ 111,735	\$ 108,101	\$ 110,467	\$ 109,834

## Cash Flow Statement

A cash flow statement is still needed for this venture and will be provided at the Venture Presentation in January 2007.

**Breakeven Analysis**

	1st Years Sales		Post 1st Yr Mo. Avg.	
Number of Sale Estimates	52,400		5000	
Average Sale Amount	\$ 11		\$ 11	
CGS/Sales	30%		30%	
	\$ -			
Sales	\$ 576,400		\$ 55,000	
Cost of Goods Sold	\$ (172,920)		\$ (16,500)	
Gross Profit	\$ 403,480		\$ 38,500	
	\$ -			
Rent	\$ (84,000)		\$ (7,000)	
Utilities	\$ (33,600.00)		\$ (2,800.00)	
Wages	\$ (107,080)		\$ (9,620)	
Management Salary	\$ (57,600)		\$ (4,800)	
Payroll Taxes	\$ (24,702)		\$ (2,163)	
Office Supplies	\$ (2,700)		\$ (200)	
Interest Expense	\$ (2,781)		\$ (232)	
Marketing Expense	\$ (26,567)		\$ (1,850)	
Depreciation	\$ (9,000)		\$ (1,200)	
Credit Sales Expense	\$ (12,634)		\$ (1,202)	
Professional Services	\$ (3,200)		\$ (200)	
Insurance	\$ (14,410)		\$ (1,375)	
Maintaince and Repairs	\$ (14,410)		\$ (1,375)	
Research and Development	\$ (14,410)		\$ (1,375)	
Business Development	\$ (6,401)		\$ (550)	
Legal Expenses	\$ (2,000)		\$ (83)	
Restaurant Supplies	\$ (4,082)		\$ (375)	
EBIT	\$ (16,097)		\$ 2,100	3.82% PM
Tax	\$ -		\$ (735)	
Net Income (Loss)	\$ (16,097)		\$ 1,365	2.48% PM
Profit Margin	-2.79%			
<b>Breakeven Analysis</b>				
Years	2			
Months	-			
Total Months	24			

It will take approximately 24 months of operation to breakeven in this venture.

**Alaska Human Networks**

More research is required for the financials for this venture. The financials will be available for January's Venture Presentation.

**SOX Compliance Software**

Since this venture is temporary and cash based, only an income statement is appropriate for this venture.

**Income Statement**

Total Hours of Work	320	320	320	320	320	Sell Full Rights
Sales per Hour	\$ 138	\$ 141	\$ 156	\$ 172	\$ 203	
Sales	\$ 44,200	\$ 45,000	\$ 50,000	\$ 55,000	\$ 65,000	\$ 100,000
Transportation	\$ (4,000)	\$ (4,000)	\$ (4,000)	\$ (4,000)	\$ (4,000)	\$ (4,000)
Food	\$ (5,600)	\$ (5,600)	\$ (5,600)	\$ (5,600)	\$ (5,600)	\$ (5,600)
Lodge	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ (6,000)
Cost of Sale	\$ (15,600)	\$ (15,600)	\$ (15,600)	\$ (15,600)	\$ (15,600)	\$ (15,600)
Gross Profit	\$ 28,600	\$ 29,400	\$ 34,400	\$ 39,400	\$ 49,400	\$ 84,400
Wages	\$ (9,600)	\$ (9,600)	\$ (9,600)	\$ (9,600)	\$ (9,600)	\$ (9,600)
Office Supplies	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (200)	\$ (300)
Research and Development	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)	\$ (4,800)
Contact Investor Expense	\$ (10,000)	\$ (10,000)	\$ (10,000)	\$ (10,000)	\$ (10,000)	\$ (30,000)
Patent and Legal Fees	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)
Marketing	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (5,000)
EBIT	\$ -	\$ 800	\$ 5,800	\$ 10,800	\$ 20,800	\$ 31,700
Tax	\$ -	\$ (280)	\$ (2,030)	\$ (3,780)	\$ (7,280)	\$ (11,095)
Net Income (Loss)	\$ -	\$ 520	\$ 3,770	\$ 7,020	\$ 13,520	\$ 20,605
Profit Margin before Taxes	0.00%	1.78%	11.60%	19.64%	32.00%	31.70%

## Appendix

### ***Marc Lawes Resume***

#### **Notable Skills**

- Experience With Project Management Techniques
- Familiar With GAAP
- Experience With Project Creation
- Experience With Accessing Internal Controls
- Experience With Process Flow Diagramming
- Experienced In Assessing Project Requirements
- Experienced in Database Designing
- Skilled In Microsoft Excel
- Skilled In Microsoft Word
- Skilled In Microsoft PowerPoint
- Skilled In Microsoft Access
- Skilled In Microsoft Visio
- Skilled In Microsoft Outlook
- Novice In Microsoft Project
- Basic SAP Skills
- Experienced In Managing People
- Experienced Business Problem Solver
- Assisted In the Education of Others
- Experienced In Customer Transactions
- Experienced Customer Service Agent
- Experienced Researcher
- Experience With Deescalating Violent Groups and Individuals
- Basic Website Design and Creation Skills
- Skilled in SQL
- Experience With HTML
- Familiar With Microsoft SQL Server
- Basic Knowledge of Programming
- Educated In Technical Writing
- Experienced Public Speaker
- Assessed Potential Emergency Situation

#### **Education**

B.B.A (3.60 GPA)	Accounting	University of Alaska Anchorage	2006
B.B.A (3.60 GPA)	Finance	University of Alaska Anchorage	2006
Cert.	AK EMT-2	North Star Academy	2002
Cert.	EMT-B	Delgado Community College	2001
Cert.	Real Estate	First Professional Real Estate	2000
Dip.	High School	Archbishop Shaw High School	1999

**Relevant Experience**

Employee NANA/Colt Engineering Anchorage, AK 11/2006 - Current  
 Duties: Creates, works, and assists in the management of projects in the Records Information Management department, quality controls internal processes, helps create internal processes, serves as a technology liaison for department, Share Point Administrator, and project documentation quality controller and coordinator.

Contractor NANA/Colt Engineering Anchorage, AK 08/2006 – 11/2006  
 (Employee of T H Inc.)  
 Duties: Created, worked, and assisted in the management of projects in the Records Information Management department, quality controlled internal processes, helped create internal processes, served as a technology liaison for department, Share Point Administrator, and project documentation quality controller and coordinator.

Contractor Accenture Anchorage, AK 05/2005 – 05/2006  
 (Employee of T H Inc.)  
 Duties: Created, worked, and assisted in the management of an internal controls project that help manage access to IT resources for SOX compliance, assisted in the management of a project that implemented a new database and interface for financial authority, and created a quarterly report that reported upcoming legislation, issues, news, and technology for oil accounting.

Intern Accenture Anchorage, AK 11/2004 - 05/2005  
 Duties: Assisted in the clean up of SAP t-codes for SOX compliance, created specifications for a project involving a vendor master list, created a Microsoft Access database that assisted in the managing of the local office's financials, and created a Microsoft Access database to collect data on invoices that were returned to vendors.

Tutor University of Anchorage Alaska Anchorage, AK 08/2004 - 05/2006  
 Duties: Assisted students with accounting classes ranging from beginning to intermediate.

EMT Supervisor Anchorage Downtown Anchorage, AK 06/2002 - 10/2003  
 Partnership  
 Community Service Patrol  
 Duties: Primary duties were searching for and helping inebriated individuals who were not able to take care of themselves, provided emergency medical care, persuaded violent individuals to calm down, developed a positive public image, handled conflicts between potentially violent individuals, check inventory of medical supplies, and supervised the van crew.

Network Century 21 Richard Berry Harvey, LA 10/2000 - 08/2001

Administrator and Associates  
Assistant

Duties: Helped work on computers, printed contracts and forms, made flyers for agents, took pictures of homes, prepared pictures for the internet, posted pictures on the internet, answered multiple phone lines, assisted in placing calls, took customer service calls, and helped the customers' needs.

Shift Manager Godfather's Pizza Terry Town, LA 07/1997 - 09/1999

Duties: Supervised a crew between 5 and 15 people, reconciled safe and register at night, performed inventory checks, assisted customers and performed customer service.

### **Volunteer Work**

Radio DJ KRUA, 88.1 FM Anchorage, AK 10/2003 – 05/2006  
University of Alaska Anchorage

Duties: Spoke live on the air, interacted with the public, planned and arranged a live show, and track music being aired.

## ***Current Venture Concepts***

### **Temporary Entertainment Venture**

#### ***Venture Description***

This venture develops a musical entertainment event for Anchorage, AK for May 2007.

#### ***Product/Service Sample***

Blues Traveler, Jack Johnson, Tool, or some other band that is popular in Anchorage. A survey will need to be conducted to obtain a list of possible bands to bring to Anchorage.

#### ***Location***

Anchorage, AK

- Sullivan Arena
- Atwood Concert Hall

#### ***Need/Opportunity***

Anchorage is the biggest city in Alaska and is isolated from the rest of the US. People in Anchorage can develop “cabin fever” in Alaska. Also, Anchorage has a limited number of places that offer live musical entertainment. Finally, Anchorage does not have many concerts for big name bands within any particular year. Anchorage will serve as a great place to produce entertainment events, especially with popular name bands that do not currently have a new album out.

#### ***Industry***

Musical Entertainment

#### ***Target Market***

Anchorage residences between the ages of 18 through 30

#### ***Competition***

Currently there is no known competition; it can stay this way by scheduling the event properly.

#### ***Basic Marketing Strategy***

Radio, cable, and news papers can used to advertise the event.

#### ***Logistics***

A local concert hall will be needed. Also we will need to organize how the band will get from their home to Anchorage, and to the arena for the concert. Also audio and visual production will need to be coordinated.

***Competitive Advantage***

Concerts in Anchorage for popular bands for people between the ages of 18-30 are not common. We are providing people with an opportunity to do something different in Anchorage for one night. We have experience in putting together musical entertainment events.

***Venture Specific Risks***

Band not showing up or canceling.

Audio and visual production is not equipped or ready for event.

***Project Description/Intent***

This is a temporary one time event. Lawes Venture will see this venture from the beginning to the end.

***Expenses***

Audio and Visual Production Expense

Security Expense

Concert Hall Expense

Concession Expense

Ticket Sales Expense

Act Expense

- Salary and Compensation

- Food, Transportation, and Lodging

Admin Contractor Expense

Marketing Expense

Interest Expense

Legal Expense

Office Supplies

Professional Service Expense

***Assets***

Cash

## Vegetarian Restaurant

### ***Venture Description***

To create a restaurant that serves mainly vegetarian food that is available for take-out and dine-in. The restaurant will offer the ability for people to upgrade to organic food for a fee. It will give donations to green and environmental charities. Finally, the restaurant will have a coffee house and café feel. (This part was edited due to confidential data that will be shared at the January Venture Presentation)

### ***Product/Service Sample***

Various Unique Salads

Various Cooked Vegetarian Meals

Regular Salads

Soups

Sandwiches

- Various Vegetables
- Boca Burgers
- Fish
- Kosher Beef
- Kosher Chicken

Side Orders

- mash potatoes
- potato salad
- beans
- rice pilaf
- French fries
- Fruit
- Exotic fruit of the week.

Beverages

- 4 top sodas
  - Mint Ice Tea
  - Green Ice Tea
  - Jasmine Ice Tea
  - Lemonade
  - Various Hot Teas
  - Coffee
  - Orange Juice
  - Rice Milk
  - Soy Milk
  - Organic Milk
- Option to make whole meal organic

***Location***

Anchorage, AK – later to expand into Seattle, West Coast, and the US.

***Need/Opportunity***

1. Anchorage has limited places to eat with variety for vegetarians. Currently, a vegetarian can get a good variety of food in only about 5 establishments.
2. Anchorage has a strong demand in healthier eating habits. In the last year Carrs has stocked a new brand of organic food. Also, Fred Myers and Carrs both have organic food sections. Lastly, Anchorage has the Natural Pantry which is dedicated to healthier groceries.

(This part was edited due to confidential data that will be shared at the January Venture Presentation)

***Industry***

(This part will be shared at the January Venture Presentation due to confidential data)

***Target Market***

(This part will be shared at the January Venture Presentation due to confidential data)

***Competition***

(This part will be shared at the January Venture Presentation due to confidential data)

***Basic Marketing Strategy***

Create TV, radio, and newspaper advertisements.

***Logistics***

Create a Supply Chain  
Food Supplier for vegetables and organic food

***Competitive Advantage***

(This part will be shared at the January Venture Presentation due to confidential data)

***Venture Specific Risks***

Keeping cost of goods sold low

***Project Description/Intent***

Once the restaurant is started, a potential owner will be found. The owner will serve as the restaurant's manager. Lawes Venture will have a full time representative for one year who will train the owner. As the owner becomes more competent, the representative will be phase out. Once the owner is fully able to run the business on their own, Lawes Venture will continue to give consulting support and quarterly audits for a determined set of time. Lawes Venture will stay with this business until it becomes a national store.

***Expenses***

Rent  
Utilities  
Wages  
Management Salary  
Payroll Taxes  
Office Supplies  
Interest Expense  
Marketing Expense  
Depreciation  
Credit Sales Expense  
Professional Services  
Insurance  
Maintenance and Repairs  
Research and Development  
Business Development  
Legal Expenses  
Restaurant Supplies

***Assets***

Cash  
Inventory  
Equipment (10 year life)  
IT Systems (5 year life)  
Fixtures (10 year life)

## **Alaska Human Networks**

### ***Venture Description***

Alaska Human Networks is an organization that assists business and people in forming business relationships by using web dating technology. It uses this technology to match business needs and solutions to help form business relationships. It tracks relationships, needs, and solutions to help businesses and people form relationships that are difficult to form due to lack networking opportunities.

### ***Product/Service Sample***

A person or business registers for the service. Within the registration, they state what type of business relationship is needed. Alaska Human Networks then helps the person or business find a match. For example, a restaurant may need investing, and investors are looking for a restaurant to invest in. Alaska Human Networks will allow these parties to meet. Also, Alaska Human Networks will put together business functions for the purpose of networking.

### ***Location***

Anchorage, AK

### ***Need/Opportunity***

Business and people are looking to network with one another for business opportunities. These relationships can be difficult to form and locate. This service provides a centralized place for networking.

### ***Industry***

Alaska Business Community

### ***Target Market***

People, companies, or other legal entities that need assistance in human networking within Alaska

### ***Competition***

There is no known competitor.

### ***Basic Marketing Strategy***

Create a website and send out advertisements in local media that are targeted toward Alaska Businesses. Also, the Anchorage and Alaska Chamber of Commerce will be utilized to help advertise.

### ***Logistics***

A website will be created for people to register and interact on.

***Competitive Advantage***

There is currently no central place for people and businesses to network with one another.. This virtual environment will allow business and people to network at any time.

***Venture Specific Risks***

There is not enough confidence or perceived need for this service.

***Project Description/Intent***

This business would be developed and then sold off.

***Expenses***

Wages and Salaries  
Payroll Taxes  
Website rental fees  
Website maintenance fees  
Database maintenance fees  
Networking maintenance fees  
Federal Tax  
Legal Expense  
Administration Expense  
Marketing Expense  
Office Supplies  
Interest Expense  
Depreciation  
Internet Sales Expense  
Professional Service Expense  
Research and Development  
Business Development  
Networking Event Expense

***Assets***

Database  
Website

## **SOX Compliance Software**

### ***Venture Description***

This venture creates an application that helps companies manage user accounts across a decentralized IT system environment. The application tracks and facilitates user requests, reports current user access, and manages periodic access reviews.

### ***Product/Service Sample***

Users will be able to request access to applications, managers will be able to approve access, IT managers will be able to conduct quarterly reviews of access to systems, and audits can be done with more efficiency and confidence in internal controls.

### ***Need/Opportunity***

There is a need for a system that centralizes application account management. This system solves two issues for large publicly traded corporations. First, the system gives users a centralized location for requesting IT resources and gives managers a centralized location to approve, reject, and review access to IT resources. Second, it makes SOX compliancy more efficient. This system will free up valuable time for administrators to work on other important issues. Also, auditors will be able to easily trace access between systems for internal control purposes. Overall, the system will make managing accounts for IT resources more efficient and strengthen internal controls.

### ***Industry***

Information Technology

### ***Target Market***

IT Consulting Firms

Management Consulting Firms

Companies that have decentralized computer systems or that have clients with decentralized computer systems.

Lawes Venture does have one particular company in mind.

### ***Competition***

There is no known competition.

A software called Track It may constitute as competition, but more research will need to be conducted.

***Basic Marketing Strategy***

Find connections into the firms  
Submit brochures and information to firms  
Conduct product presentation and demonstration

***Logistics***

Transportation to the businesses for demos  
Users can have access to applications that can be hosted across the globe and with other companies. These applications will need to interface with the SOX Compliance Software.

***Competitive Advantage***

Lawes Venture has direct experience in designing databases like these.

***Venture Specific Risks***

Companies are not interested in buying this software or its rights.  
It is cheaper for a company to develop this internally.

***Project Description/Intent***

Lawes Venture will develop the system with the intent of selling the rights.

***Expenses***

Cost of Sale  
- Transportation  
- Food  
- Lodge  
Contractor Compensation  
Office Supplies  
Research and Development  
Contact Investor Expense  
Patent and Legal Fees  
Marketing

***Assets***

SOX Compliance Software

***Proposed Venture Concepts***

Diesel Fuel Alternative Station

Anchorage Amusement Center

Import a new type of car into Alaska that is not fueled by gasoline

Romance Consulting Agency

Project Management for Life Seminar

Official Santa Clause Shop

Implement an Olive Garden

Christmas Light Garden

Planetarium

### ***Initial Sales Strategy***

1. Submit a high quality business plan to the UAA business plan competition for a higher chance to get into the semi-finals.
2. Attend semi-finals, even if not in semi-finals, and form contacts. If Lawes Venture is in semi-finals, create an ad in the Alaska Daily News and the Northern Lights, and create a high quality presentation.
3. Contact local resources to see about getting exposure to investors.
  - a. Alaska Investnet
  - b. Alaska SBA
  - c. Local Banks Business Loan Centers
  - d. Sphere of Influence
4. Place ad in Alaska Daily News and Northern Lights for January Presentation.
5. Develop confidentiality agreements.
6. Have January Venture Presentation

## ***Frequently Asked Questions***

### **What is venture engineering and manufacturing?**

Venture engineering is the process of taking business ideas and developing a plan to implement the idea.

Venture Manufacturing is the process of executing a venture engineering plan for the purposes of starting the venture.

### **This seems like a good concept, but is it realistic?**

Venture engineering and manufacturing is the next step in the entrepreneur and venture industry. Many entrepreneurs create businesses, work with them for a while, and sell them off. Lawes Venture is taking this further by making ventures into a product using project management tools.

### **Is management qualified to take this on?**

Many people have different opinions in what qualifies a person to take on something of this caliber. We believe that our management is qualified to guide this company. We back up this statement with object evidence that Marc Lawes has the capability to learn and apply knowledge efficiently. To date, he has been able to manage and position himself into a job that pays higher than the average college graduate, has been asked to be a director on two separate board of directors, graduated with a double major and a high GPA, interned and contracted with a prestige consulting company, and has relevant experience and education to lead this company. Overall, Marc does not know the answer to all the problems a business will generate, but possesses the skills that will allow him to be dynamic in the search for solutions.

### **Why should I invest?**

As with any investment, you will be compensated for your risk. The higher the risk, the higher the reward you will receive. Lawes Venture wants to create as many venture opportunities as possible, without taking quality away from other ventures, for you to choose from. Our goal is to minimize risk for you and to maximize your return.

### **What investment opportunities can I choose from?**

You can invest in either our company as a whole, each specific venture, or a combination.

### **Do you really think you can become a global firm?**

Yes. We do not expect to be global tomorrow, one year from now, or even 6 years from now. Our goal is to be global ten years from now, but whether or not we reach this goal does set our tone from the beginning in how this company needs to be managed. It means starting now we have to think about issues like

quality, internal controls, and venture decisions. Overall, our goal is to become global, but we realize that this may be several years from now and that it is important that we think about this now.

**Is focusing on four ventures going to take away quality? Is it better to just focus on one venture at a time?**

Lawes Venture highly emphasizes quality. Through proper planning and the use of project management tools we can manage all four of these ventures over a one year period of time. We do have a priority to the ventures, which is based on the most likely to succeed. The following is the list of the ventures in order of priority and most likely to succeed:

1. Temporary Entertainment Venture
2. Vegetarian Restaurant
3. Alaska Human Networks
4. SOX Compliance Software