

SPRING PROJECTS 2003

Please note that projects suitable for MIT or Finance options are indicated. People not requiring a specific type of project may choose any project; however, priority will be given to those who must have a finance- or MIT-oriented project.

ClearVision Media

Background

ClearVision is a media production house located 833 SE Main St. in Portland, Oregon. This is a new business founded by Brian Lippy and is a joint venture with partner John Bonito. The business itself will offer a wide range of production and postproduction services. The equipment that we have purchased separately and independently of each other has been brought together to function with a common purpose in mind. For the past four years, I have managed a small cable access channel that branded itself as an Adventure Sport content provider. During that time, I have also directed, shot, and edited several shows for OLN (The Outdoor Life Network). I have also worked as a freelance shooter for ESPN, JSP, OLN, and RSN. My main focus is directing and postproduction and I have roughly six years experience. My Partner John Bonito has been a videographer and photographer for over 6 years, with one short film to his name and an extensive reel of freelance work. Our studio contains a full post production house with an on-line media 100 edit suite. This suite is geared towards broadcast production and has a number of hardware components that make this a one stop shop straight through to the final product. Our production equipment includes cameras, sound, and lighting equipment. Our camera stock houses a Sony Betacam-SX, a Canon XL-1, a Sony 900 series, and an Arri SB 16 mm.

Proposal

Our goals are to market our services locally for production and post production services, and to continue to market locally and nationally as an Adventure Sport content provider. We are looking for a basic business plan that provides a basic backbone for the business with realistic goals and check points that will keep us moving in the right direction.

Deliverables

- Description of the business
- Marketing plan
- The financial management plan
- A management plan

Contact Info

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Second Sunset – Artist Sales, Distribution, and Promotion Company (MIT)

Background

The company, referred to in this document as “Second Sunset” or “SS,” is a sales, distribution, and promotion company for independent artists and artisans. It will offer everything from self-published books to digitally designed clothing, photos to blown glass, pottery to posters. If it’s independently created and produced it can be listed and sold through SS. SS’s business presence will initially be an Internet storefront, but may expand in the distant future to specialty art or regional art stores. Utilizing concepts from Amazon.com’s interface and sales strategies, eBay’s sales brokering, and the highly successful independent music seller CDBaby.com, SS will provide a browseable gallery of art by independent artists/artisans, broker art sales, collect and distribute moneys, ship the art (or broker the transaction and have the artist ship directly to the customer), track sales and usage statistics for artists, track customer records, share promotion/sales tips with artists, provide basic business systems for the artists, etc. SS must become the artists’ listing, sales, and business solution of choice on the Internet – and the target customer’s Internet store of choice.

Proposal

Maximize robust systems, minimizing manual systems or SS “people glue”. Define key employee roles (including job descriptions, industry salaries, best place to find each employee type, screening skill criteria, etc) Determine initial target customer markets and art genres, marketing techniques and artist recruitment techniques for each genre, and both genre and capacity expansion plans. Define materials & systems needed to support these initial art genres, their related promotion/marketing, sustaining, and expansion plans. Define a cost structure and financial model with minimal up-front investment (~\$5-10k), positive cash flow within 4 months, \$25k net profit within 8 months, \$50k net within 16 month, \$100k net in 32 months, and maintaining or exceeding \$100k net profit for years 3+. CD Baby has paid out \$3 Million to independent musicians within 5 years of starting up – SS must meet or exceed this milestone. Define the initial Art/Artisan genres and target markets, starting with the 1-3 most lucrative genres (independent books, poetry, paintings, prints, music, greeting cards, sculpture, photographs, pottery, glass works, jewelry, art clothing, etc). Prioritize the Art/Artist genres, defines marketing plans for each (both for drawing customers and recruiting artists), define cost structure for each, define expansion plans for each (i.e. When to add each genre based on profit or sales targets, what systems/people/materials are needed to support it, who are the target customers and what marketing plans will make them buy, etc) Defines the most appropriate legal structure to maximize profit, maximize tax advantages, minimize liability, and enable growth.

Deliverables

- Strategic Plan
- Operational model
- Financial plan w/ cost structure, payroll, benefits, etc
- Expansion plan
- Staffing plan
- Marketing plan
- Corporate structure

Contact Info

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Thompson Vaivoda & Associates Architects, Inc. (TVA)

Background

Formed in 1984, Thompson Vaivoda & Associates Architects, Inc. (TVA), is a full-service architecture and planning firm providing services in architectural design, urban and environmental planning, interior design and space planning and construction documentation and administration. TVA has gained a national reputation for award-winning designs and stellar service, receiving more than 45 design awards for design excellence, including International Corporate Campus of the Year for the design of the Nike World Campus in Beaverton, Oregon. Over the past 17 years, TVA has built a strong reputation for providing the highest level of service to its clients, as is demonstrated by the number of repeat clients. This reputation rests on our realization of the optimal balance between design excellence and technical expertise, in which the client's various functional, fiscal and aesthetic goals are attained with equal success and results. From multiple-phased corporate campus to minor tenant improvement, each project receives an uncommon level of principal involvement and staff commitment.

Proposal

We must branch out into other area of business such as institutional work and look for new creative ways to market our firm that highlights our strengths. Our goal would be to develop a strong marketing plan that would identify new client opportunities not only in terms of building type but in terms of how design but also as a service that could help business in area such as 'Buildings' as well as product development.

Deliverables

- Detailed Marketing Plan
- Market Analysis
- New Business Development

Contact Info

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Pacific Courier Services (FIN)

Background

Pacific Courier Services (PCS), provides same-day courier and logistics services for companies up and down the West Coast, via an extensive air, ground, rail, and sea delivery network. From sensitive computer parts to fine chocolates, PCS provides a customized program to manage, warehouse, and deliver any inventory. Whatever the schedule requirements or destination needs – PCS will make sure everything arrives on time and intact. With a vast regional network, PCS easily makes critical deliveries and meets the tightest time lines. For customers located in the Portland, Seattle, and surrounding areas, PCS offers 90-minute, 3-hour, 6-hour, and extended service area (ESA) options. For those located downtown, PCS also offers 15-, 30-, and 60-minute delivery service. By outsourcing all or part of a transportation department to PCS, companies can save or offset costs of fleet management, enhance route efficiency, and stay focused on critical core competencies.

Proposal

We would like to request a comprehensive analysis of our overall industry and the potential for acquisitions that would enhance our position as the premiere courier company in the Pacific Northwest.

Deliverables

- Target profiles
- Financing options
- Risk analysis

Contact Info

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