

"Cover Your Assets"

A series of small (approximately 4" - 6"), 30-page books retailing for less than \$8.00 containing clear-cut directions detailing how to protect yourself under specific circumstances. For example:

- Auto accidents
- Remodeling a house
- Buying or selling a car
- Starting a new business
- Handling a divorce
- When anticipating marriage
- Loss of a spouse or close family member
- Purchasing insurance
- The stock market
- Planning to retire

The book will be humorous, but only to the extent that humor illustrates a point. There will be no wasted words. The books will be clearly indexed so readers can turn immediately to the area of prime interest. I would anticipate printing in China to keep costs down. We will handle distribution. The book log will be a man standing with his naked buttocks exposed and his pants around his ankles. With each chapter his pants are gradually pulled up until his ASSETS are covered.

The inventors are hoping that they can create series of books much like the popular "Dummies" series with an inimitable and easily recognizable look.

The job of the 506 group will be to develop a comprehensive strategic plan covering all aspects of getting this business up and running and a growth strategy for achieving significant market penetration. Specifically, the project will include a market and competitive assessment, SWOT analysis, financial analysis including detailed pro formas, and a detailed marketing strategy. Manufacturing will be handled in China and does not need any detailed analysis or planning.

This client has done a previous, highly successful 506 project involving a publishing venture.

MBE Opportunities

Case team will research current Minority Business Enterprise (MBE) regulation at Federal, state, and local level. Team will analyze regulations for new venture opportunities and research those opportunities. Final phase will assess overall attractiveness of new businesses identified.

Project Approach

I. Background Research

Case team will review available business literature and regulations to establish comprehensive understanding of the MBE programs at state and nation levels. Using secondary sources, case team will

develop database of current MBE companies. Some time will be spent logically organizing data for future analysis. Case team will obtain publicly-traded MBE financial information. The conclusion of this phase will be telephone and personal interviews with MBE CEOs.

Deliverables:

1. Abstract on MBE requirements, application, and compliance.
2. MBE company database.

II. Business Development Opportunities

Case team will use information obtained in phase I. to determine logical business opportunities qualifying for the MBE program. Case team will consider factors including sustainability as a business enterprise (vs. contract driven opportunities), ability to attract and retain qualified management, barriers to entry, and growth potential. Case team will use MBE company information developed in phase I. to identify successful business models. Case team will research market potential using published secondary sources including analyst reports, economic forecasts, and industry literature. Conclusion of this phase will be summarizing business development opportunities by product-market with live business model cases studies, lists of current competitors, and market potential.

Deliverables:

1. Presentation on business development opportunities.
2. Case study of each opportunity with existing business models, competitors, market sizing, and pro forma financial statements.

III. Opportunity Attractiveness Assessment

Case team will take work product from the first two phases and analyze the identified business opportunities for relative attractiveness. Case team will review past returns (for existing business models), potential future returns, and probable future direction of industry cost structure. A key work product from this phase will be an assessment of the stability of the regulatory environment in the industry. Case team members should determine whether returns are abnormal for MBEs in the selected industries (where current business models exist. Case team will develop a recommendation for host company.

Deliverables:

1. Presentation on Opportunity Attractiveness
2. Recommendation to Host Company for New Business Opportunity.

Project Timing, Duration, and Budget

Project timing is flexible to fit the academic year. Host company will reimburse case team for all out-of-pocket expenses including travel, communications, and sundries.

Max & Hildy's Garden Store

Max & Hildy's Garden Store began life as a roadside stand where two Iwasaki brothers, Bob and Paul, sold plants raised by the family business, Transacres Nursery. The store became quite a success.

Through the vision of Bob Iwasaki, Max & Hildy's developed into the complex of Glasshouse, Retail Store, Shadehouse and extensive grounds that currently occupies the site. It has become a real presence in the Portland gardening arena. Growth had been steady, but has recently leveled off, leading Max & Hildy's in need of a marketing plan. Although we have been called "Gardening's best-kept secret," we need to find new strategies to expand our market.

The following are the key areas of concern:

1. Advertising
2. Signage
3. Merchandise mix
4. Quality of service
5. Demographics targeting
6. Pricing
7. Website
8. Display gardens

Max & Hildy's is looking for fresh insight on the above topics. Specifically, we need a comprehensive marketing plan that will get us back on the path to continued growth.

Oregon Health Sciences University

Scope:

This review will evaluate the value of a new resource within OHSU to coordinate and monitor contract activities among the various contracting units. The review will also evaluate the benefit of a centralized contract management database at OHSU. The following areas will be taken into consideration:

- ?Value added
- ?Return On Investment
- ?Risk Analysis
- ?Benchmarking to other organizations

Objectives and Approach:

The goal of this project is to identify the cost and risk benefit to OHSU from adding a campus wide contract coordinator and contract database system.

- ?Document the various contracting units at OHSU.
- ?Analyze contracting functions at OHSU.
- ?Recommendation of reporting structure.
- ?Determine the gaps and redundancies between the various contracting units.
- ?Proposed future state of the contracting units.

Deliverables:

This evaluation will provide the following information:

- ?A complete final report including a recommendation on whether OHSU should add a Contract Coordinator position and implement a comprehensive contract database.
- ?A list of characteristics, experience and background required for the ideal applicant.
- ?Estimate of wage class or salary range required to obtain the best qualified applicant.
- ?Provide "Return On Investment" analysis that identifies the benefit of said addition.
- ?Provide an electronic copy as well as a hard copy of an Organizational Chart of all the Contracting units at OHSU, one that reflects the current interaction as well as the proposed future interaction.

A risk analysis of not implementing any change.

PANGEA COMMUNICATIONS CORP.

Pangea Communications Corp., founded January 1997, is an International Internet Telephony Service Provider based in Portland. Our current network consist of Licensed Operators in more than 30 countries and 70 Points of Presence (POPs) throughout the world. Pangea Operators primarily consist of Internet Service Providers (ISP's), NextGen Telco's and Foreign Telecoms. Our services include a Turn-Key International Internet Fax solution and network that enable our Operators to provide Internet Fax to Fax, Email to Fax, PC to Fax and provide value-added billing services.

Pangea Operators purchase the Turn-Key Internet fax solution from Pangea and then offer fax services to companies in their local area. Faxes originating from our Operators are transported though the Pangea Virtual Network via the Public Internet by-passing the local telephone company and the high costs associated with international calls. All POPs throughout the world act as a receiver and deliverer of fax traffic. That is, a fax that may originate in Karachi and destined for Hong Kong will be delivered through the Hong Kong POP there by eliminating all international long distance costs. Likewise, a fax originating in Hong Kong and destined Karachi would have no long distance charges associated.

Pangea has also developed a retail service, www.fax1.com. Fax1.com allows individuals and small companies to take advantage of low-cost international fax services via the Pangea Network as well as value-added services.

Being a successful and early entrant into the still emerging Internet fax/Internet telephony industry has placed Pangea in a position that allows for many additional business opportunities created by the Internet in the new era of communications.

Project Description

1. Identify the most promising strategic alliances for offering the next line of products including VOIP (Voice Over Internet), Unified Messaging and other services. Because of the numerous providers of these services, it is important to evaluate the most beneficial strategic partners for Pangea and its valuation. Pangea is considered to be very attractive to many of these service providers because of our extensive global network.
2. Analyze Pangea's current market value range.
3. Update Pangea's business plan.
4. Identify likely merger or acquisition candidates.

Pangea will provide industry resource materials, background information, current business plan and

other assistance.

Seaburg Company

The Seaberg Company contemplates developing and marketing an inexpensive easily formable receptacle used for nonmedical and medical purposes. A patent is currently pending. This product will be utilized wherever catch basins, pans, bowls, or similar containers are currently used. The SamPan will be provided non-sterile or sterile depending on the use environment. The SamPan is to be comprised of a malleable support frame attached to a sleeve. The frame will flexibly form around adjacent structures. The sleeve may include a mechanism for draining fluid and for closing in the sleeve's contents. Currently available receptacles are a rigid design that does not conform. The SamPan will provide an improvement in versatility, convenience, and comfort (when used adjacent to the body) over that achieved by existing devices.

Nonmedical uses would include - In kitchen: for mixing, pantry and refrigerator storage, salad, soup, or stew bowl, washing, dishes, waste container, etc., - General household uses: Cleaning, mopping, waxing, personal wash basin, pet bowl, or bedpan etc., - Handyman uses: painting, changing oil, hardware storage etc., - Outdoor uses would include same as in door. Medical uses: a receptacle for irrigation, body fluids, and as an all-purpose pan. There are innumerable potential uses for this product providing significant advantages over substitute products.

Seaburg is currently in the final design stages of the product and needs a business plan for raising the needed equity and to serve as a roadmap for creating and growing the business.

Latin American Portal

The Project: Develop a business plan for an information and services Web portal directed at the business community in Latin America. The site will feature business news, information, classifieds, research, and services needed by the business community as well as a providing a search capability for buyers and sellers of a wide range of products. There will be a regional page but the primary focus will be national with separate areas covering the three major countries with the most developed business sectors: Brazil, Argentina, Mexico. The impression will be one of separate national web pages highlighting local and national issues and events and promoting local/national businesses and business services and having the specific cultural “feel” of that particular country.

The Premise: Latin America is a region that is now beginning to enter the internet age. Billions of dollars are being invested in telecommunications infrastructure to support future economic development. These investments are a response, in part, to the movement in many Latin American countries during the 1990's to privatize the telecommunications sector – among others. However, Latin America is not a cohesive “region” in any sense. Obstacles in terms of transportation, banking, economic and national policy, preclude any significant regional business activity. Each country has its own special culture and business environment. Trade between countries is very limited and local business relationships are the key to success. The region is characterized by inefficient multi-layered distribution networks that eventually will be dismantled, helped along by the efficiencies that the internet is already bringing to other regions of the world. PC penetration and internet utilization is

occurring first in the business community primarily because businesses can afford the relatively high cost involved compared to the consumer. Therefore, the initial internet opportunities in Latin America will be business oriented. And the principal target audience will be national, not regional. It is through the development of stronger and more efficient national business sectors that a more robust "regional" business sector will evolve. The fact that PC and internet penetration is occurring first in the business sector is supported by businesses need for information and services as well as by the drive for economic efficiencies that the internet can provide.

The Market: This web portal will be directed at and will appeal to all sizes of businesses as a source of information and services needed daily. Because the focus will be national, the site will appeal to a larger audience than a site that takes a regional approach due to the fact that only a relatively few companies in each country can benefit from regional information and services. We can also view the "market" as those companies that will benefit from and support the web site: the advertisers. Since banking, professional, and many other aspects of business are national in nature in Latin America, the companies that would support the web site by advertising are focused on a national market. This means that each national page or area of the web site will have a market comprised of a large number and wide variety of national advertisers as opposed to the relatively small universe of regional companies.

The Revenue Model: The revenue stream of the site will be based on advertising revenue combined with percentage of transaction or fixed price deals where the sale of goods or services is involved. Since the locus of business in Latin America is national, the web site will market to companies that seek national advertising and specifically those advertisers selling goods or services to the business community. It is our intention to seek out four or five medium to large companies in different industries who will be the "anchor" advertisers for each country. These advertisers will be distinguished by their current or desired national reach and a need for a constant presence in front of the business community. The banking, insurance, investment, office products, and computer companies will be offered favorable terms on advertising and cross-promotional campaigns in return for long term contracts. In a similar vein, a small group of large companies that market regionally will be targeted as sponsors for the regional section of the web site. These national and regional sponsors will form the structural underpinning for the revenue stream that will be filled out by standard advertising emanating from a wide variety of companies that desire to sell to the business community. Another part of the revenue stream will derive from "subletting" portions of the site to sell products or services. An example would be to give over a segment of the site to a travel service to book flights for business and recreational travel. The travel company would pay a fixed fee or a percentage of sales to use the exposure of the site in this manner.

The Plan: Develop this project in stages in the most cost effective manner possible. The objective is to get a site established quickly and at low cost that has the basic elements required and that can attain cash breakeven quickly. This will establish the bona fides of the concept and set the stage for subsequent upgrades to the site. Step one is comprised of two studies: Market feasibility and technical scoping. Assuming that the development cost and market studies are positive, funding will be found for the development stage. Subsequent to the site launch, the main drive will be to attain cash breakeven as a prelude to further development of the site either geographically or in terms of the services offered on the site. Partnership development will be an essential element in the success of this site both in terms of revenue generation and investment capital.

LawRate.Com

The Online Legal Rating Service, is an Oregon corporation engaged in the rating of legal products and services. LawRate.com will initially feature The Online Attorney Rating Service, where former clients can objectively rate their attorney. Additionally the site will have a Law School Review, where current students and alumni may rate their ABA accredited law school. Finally, the site will have employment and message boards. The site plans to cater to users by providing relevant information regarding the legal profession. While LawRate.com does not expect all consumers to locate an attorney with our service, we do ask legal consumers to check with our Internet site before hiring an attorney. LawRate.com plans to list all attorneys licensed to practice within a particular jurisdiction, initially the State of Oregon, and clients may then rate their satisfaction with their attorney. The site will generate revenues through the use of premium memberships and employment boards. Future expansion may also be possible once we have succeeded in establishing our core business.

The LawRate.com website is currently under construction by Waxball Concepts. The terms of our contract set completion at January of 2001. LawRate.com, Inc was incorporated with the assistance of Black Helterline, LLP and Ramis Crew Corrigan & Bachrach, LLP. LawRate.com, Inc. owns three domain names, a provisional patent application, three Trademark applications, Web site design sketches, and various other business materials. We have been working on this project for approximately nine months and are currently seeking assistance with business development, business plan review, and implementation.