

A Suggested Outline of Business Plan

1. Cover Sheet

Name of business, address, telephone number and the name(s) of principal(s). Include any pertinent contact information (cell phone, fax, etc.)

2. Executive Summary – Statement of Purpose

A summary of the business covering at least the following items: the name of the business, its legal structure, the amount and purpose of a loan request, a repayment statement, the business concept; product information; current stage of business (start-up, developing or existing); and anticipated financial results and other benefits.

3. Table of Contents

4. The Business

- a. Description of business: What product or service will you provide?
- b. Historical development: List the name, date of information, legal structure, subsidiaries and degrees of ownership of your business.
- c. Product/service lines: What is the relative importance of each product/service? Include sales projections based on research conducted to identify the market.
- d. Market segment: Who will buy your product? How many of them are there and why will they want what you are offering?
- e. Competition: Describe competing companies and how your business compares. Remember to include all substitute product/service providers.
- f. Location: Where will you locate and why?
- g. Operation: What will be your hours of operation?
- h. Marketing: What marketing methods will you use?

5. Management

- a. Business format: Is your business a sole proprietorship, partnership, limited liability company or corporation? Explain why you chose this form of business compared to others.
- b. Organizational chart: What is the personnel structure? Who are the key individuals and planned staff additions? How many and of which type will you need at the different stages of the business cycle?
- c. Personnel: What are the responsibilities and past experiences of partners and employees? How will they contribute to the success of the company?

6. Finance:

- a. Description of the project.
- b. Total estimated project cost. DO NOT expect the lender to tell you how much money you can borrow. Explain how much money you need and WHY.
- c. Breakdown of the proposed uses of project funds. Consider presenting the total project in stages or phases for development to better identify cash requirements.
- d. Lending institution participation, including terms and conditions.
- e. Equity participation of the owners and investors.
- f. Projections and assumptions for:
 1. two years of both Profit and Loss Statements and Balance Sheets
 2. one year of company Cash Flow, month-by-month
- g. Personal financial statement of owners.

7. Production

- a. Description: How will production or delivery of services be accomplished?
- b. Capacities: What physical facilities, suppliers, patents, labor and technologies exist or will be used?
- c. Capital equipment: What type and amount of machinery and durable equipment is needed to operate the business?
- d. Supplies: Where and how will you obtain your components and day-to-day supplies and services?

8. Supporting Documents

Include personal resumes; personal financial statements; cost of living budget; Letters of reference; letters of intent; job descriptions; copies of leases, contracts and other legal documents that help convey an accurate picture of the business. Also include descriptive drawings to identify proposed site plan of facility and floor plan of operations.

DASI Solutions is sponsoring seminars that showcase the various Emerging Sector firms across Michigan and Indiana along with the technologies used for virtual product validation and project collaboration. The DASI – SolidWorks Engineering Stimulus Package provides access to software and US DoL Industrial Design Technician Apprenticeship training to assist the displaced Designing Engineer in securing employment with skills relevant to market demands.

About DASI Solutions: Founded in 1995 by brothers Richard and David Darbyshire, DASI Solutions assists Emerging Sector companies in the implementation of CAD, CAE, and PDM collaborative technologies used in the product development process by the Designing Engineer. DASI Solutions offers a host of Solution Partner Products that are tightly integrated with SolidWorks Simulation, 3D Via Composer, ePDM and Stratasys rapid prototype 3D printers. The company has authorized sales, training, and technical support facilities located throughout Michigan, Indiana, Arizona and California. The headquarters are located at 31 Oakland, Pontiac MI 48342. DASI Solutions is an active member of various professional and workforce development organizations including Automation Alley, Jackson Area Manufacturers Association JAMA, Society of Manufacturing Engineers SME and Society of Automotive Engineers SAE.

For more information about the company, please visit <http://www.dasi-solutions.com>, call David Darbyshire at 888-327-2974 x 1090 or email david@dasi-solutions.com.

DASI Solutions, a leading Dassault Systemes SolidWorks Professional Channel Partner, has an immediate need for Technical Representatives in their Arizona, California, Indiana, Michigan offices.

JOB TITLE: Technical Sales Professional / Application Engineers

LOCATION: Arizona, California, Indiana, Michigan offices.

DESCRIPTION: Technical sales representatives will consistently demonstrate the ability to create an environment of a true business consultant, dealing with clients at a business-to-business level, providing technical solutions that fulfill the clients' business needs.

- Bring leading edge technology solutions to the manufacturing industry in a rapidly evolving market
- Meet or exceed monthly, quarterly, and annual unit and revenue goals
- Manage the sales activities of the assigned territory and provide detailed, accurate monthly forecasts
- Coordinate the activities of Applications Engineers to ensure that clients are receiving the appropriate level of technical training and sales support.

MINIMUM EXPERIENCE: 3 or more years of strong outside sales experience or technical solutions / software sales experience. Professional sales training in the Sandler or other structured methods highly desired.

EDUCATION: Bachelors Degree or equivalent professional experience. Formalized / Accredited sales training and industry experience a strong plus.

REQUIREMENTS: The successful candidate will have a Solution based approach to solving customer requirements. Must be a problem solver with a get it done attitude and strong self-motivational attributes. Must be comfortable selling at the both the executive level as well as the engineering level. Must have high standards for themselves, their product and their services.

- Proven track record in the sale of application / technology software (preferred software industry sales experience: CAD/CAM/CAE/PDM)
- 2 or more years of direct sales experience, with a demonstrable record of over-quota sales performance (substantiated by W2's)
- 3 or more solid employment references from relevant sources
- Excellent communication and presentation skills
- Direct experience and knowledge of the Mechanical Design Automation or related industries is very highly desired.

COMPENSATION: Base / bonus, commensurate with experience.