



Omegasoft Technologies, Inc.

IT Solutions for Business Development

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Omegasoft Technologies, Inc.

I. Our Mission

Omegasoft Technologies' mission is to provide IT solutions for local businesses so that they can prosper and grow, to help residents find and interact with local businesses, and to help Alamance County citizens find meaningful work near their homes.

II. Our Company Profile

Omegasoft Technologies, Inc. is an end-to-end provider of value-added information technology solutions for local business development in Alamance County. We are comprised of a circle of highly experienced IT professionals who are experts in the fields of software engineering, computer networking, database design, information design, and training.

III. Our Founder

Mr. Mark McDougald founded Omegasoft Technologies in September of 1997, nearly 20 years after he began working in the information technology industry.

Mr. McDougald is one of the few professionals in the IT marketplace today whose experience dates back to the batch computer, before PCs were ever conceived. Starting in 1980, he served as a personnel specialist in the Air Force, creating database reports on their punch-card computer system. Afterwards, he attended Southern College of Technology in Marietta, Georgia, where he studied computer science.

After earning his degree, Mr. McDougald began his long winning streak as a successful computer programmer, systems analyst, and development team leader for large organizations such as BellSouth, American Express, JP Morgan, Sprint, and Duke Clinical Research Institute. He also managed a software development project at Tech Data, the third largest PC distribution company in the United States. At Tech Data, he was responsible for converting all the company's PC-based applications from several different databases to one single database solution.

Mr. McDougald is proficient in a myriad of programming languages, from the time-honored Cobol, C, Powerbuilder, Oracle Tools, and SQL¹, to the relatively newer Visual Basic, HTML, and ASP².

After years of applying specific business requirements to the design and implementation of customized software for companies, Mr. McDougald is perfectly positioned to offer IT solutions to any kind of business, particularly solutions involving the World Wide Web. For information on how keenly and accurately Mr. McDougald has forecasted and responded to the current trends in the IT industry, see *Our History* in the next section of this document.

IV. Our Assessment of the Marketplace

A. Our History

From the time that the World Wide Web became visible in the marketplace, Mr. McDougald recognized the potential of e-commerce and other Web development solutions. He acted on his observation by providing an important service for the community—spiritual nourishment.

In the spring of 1996, he started a Web site for the Grace Reformed Baptist Church of Mebane, NC. He set up his own personal Web server, where he posted articles, links to other Christian Web sites, and so forth. He did this in an effort to spread the gospel, to offer scriptures and spiritual nourishment to Web site visitors (many of whom had no access to local churches), and to serve as a training and testing ground for what Mr. McDougald saw as the future of information technology—e-commerce.

Mr. McDougald's predictions about the future of Web development proved true. By 1998, the church became aware that the majority of their telephone calls and drop-in visits were coming from people responding to the Web site. Many of these respondents traveled to the church from relatively distant communities, driving for as long as 90 minutes to attend services. Conversely, the church's radio advertisements weren't "producing" at all. Ultimately, the church stopped advertising on the radio and let the Web site reach out to the community, instead.

¹ Structured Query Language (SQL). Defined on whatis.com as "a standard interactive and programming language for getting information from and updating a database."

² An Active Server Page (ASP) is an interactive Web page that customizes the information that Web visitors get when they enter specific information. For example, if a visitor selects both a "kayak" check box and a "photography" check box on an ASP page and then clicks the "submit" button, information on kayaking and photography appears on the next Web page that is displayed.

Mr. McDougald also discovered that the church's Web site was very far reaching. People from as far away as Africa signed the guest book on the Web site, indicating that there were no churches near them and expressing thanks that "someone out there" was providing them with a "place to go" for Christian learning and fellowship.

Today, the Grace Reformed Baptist Church administers the Web site on its own and has hired someone to maintain it. With the advent of broadband technologies, they now offer audio sermons online, as well as other services that were not yet possible, back when Mr. McDougald first created the site.

This experience confirmed Mr. McDougald's belief that e-commerce and Web development would become the foundation of the information technology industry; and over the years, he has continued to stay abreast of current Web development and e-commerce trends and solutions. He started Omegasoft Technologies to deliver those solutions to local businesses that need to market to people in their communities.

B. Our Signature: End-to-End Local Business Solutions

A lot of individuals and companies in Omegasoft's neighboring commercial districts, the Triad and the Triangle, provide Web site designs, Web hosting, software development, documentation services, marketing support, IT training, and IT recruiting for businesses. Some people in Alamance County offer these services, as well. For example, independent Web site designers work out of their homes in Alamance County, Alamance Community College teaches some adult education classes in basic PC skills, and Internet Service Providers (ISPs³) such as BellSouth, NetPath, and Mebtel Communications provide Web hosting services for Alamance County businesses.

However, these service providers offer only one or two IT solutions, and most of them are located in Greensboro and Raleigh—one hour away from our local business owners. Consequently, business owners in Burlington, Mebane, Graham, and Gibsonville have to run from one end of the state to the other and pay several bills to different providers in order to get all their needs met.

While attending *Business After Hours* and other Chamber of Commerce meetings, Mr. McDougald discovered that these conditions are a deterrent to the consumption of IT services in Alamance County. Due to the fragmentation of services and the physical distance factor, businesses in our county are using very few, if any, of the IT services available to them today, even though they want to profit from a presence on the Web.

³ Internet Service Provider (ISP). A company that connects computers in a residence or place of business to the Internet.

In response to this problem, Mr. McDougald developed a business model that removes these deterrents; he offers businesses in Alamance County a local “one stop shop” for all their IT needs. His approach is unique in our geographic area; no other business we know of in Alamance County, the Triad, or the Triangle offers *all* the IT services that Omegasoft provides, let alone focuses on businesses in small towns.

After we service the businesses in our community, we will apply our business model to other towns all over North Carolina, as well as to similar communities all over the United States. For more information, see *Our Strategic Direction* in the next section of this document, *Our Marketing Strategy*.

C. Our Competitors

Summary

The true appeal of investing in Omegasoft Technologies is that we have no competitors. We know of no other service providers offering community billboards or local corporate IT training in Alamance County. There is only one other recruiting firm we know of in our county, and we’ve been informed that it focuses on government contracts for one large company in Greensboro.

Other service providers offer only one or two limited IT solutions, rather than the end-to-end services that we offer; and most of them are located relatively far away from Alamance County local businesses. Furthermore, many of these providers do not have the IT background and knowledge necessary to offer a progressive set of IT solutions that accommodate a business’ growing and changing needs over time—Omegasoft, on the other hand, has the knowledge and experience to provide that, “and then some.”

Some of the limited IT providers that service businesses in and around our county are as follows:

Web Site Design Firms

These small “boutique” firms consist of people who develop attractive, productive Web sites, but they do not provide Web hosting or e-commerce solutions.

Internet Service Providers

An ISP’s primary focus is to connect people to the Internet, not to create and host Web sites. We do not offer Internet connection services, and we consider our services to be compatible with our local ISPs, rather than competitive.

However, like Omegasoft, the following local and regional ISPs offer Web site design and/or Web hosting:

- **Netpath:** provides both Web site design and Web hosting.
- **Mebtel Communications:** provides Web hosting but not site design.
- **Bellsouth:** provides Web hosting. Because they are regional, rather than local, their technical support and other business communications present a challenge to their clients.

National ISPs, such as Earthlink and America Online, might be able to provide Web hosting services in a somewhat effective manner. But their remote locations make technical support and other business communications difficult, at best; and they are too far away from their clients to collaborate on effective Web sites for them.

Yellow Pages

We don't consider yellow page books to be "our competitors" per se. In fact, Omegasoft Technologies plans to advertise in the Talking Phone Book® yellow pages. However, our community billboard service does have a few advantages over yellow page books. They are as follows:

- Not everyone has access to a copy of the yellow pages every time he needs it.
- Those who do have a copy on hand only have access to listings in their immediate area; they can't find businesses in neighboring communities.
- Unless businesses pay additional fees to yellow page publishers, only their name, address, and telephone number are listed. Often, these businesses offer services that are as good or better than the ones that pay for yellow page ads, but they get "passed over" because readers can't tell when they are open or what precise services they offer.

Omegasoft "levels the playing field" by offering to post all pertinent information about all billboard participants free of charge. If businesses want to advertise more fully, they can purchase our banner ads, space on our Web hosting server, and/or invest in a Web site design.

Citysearch.com

The basic concept behind Omegasoft's community billboards originates from Web sites such as Citysearch.com. However, we *supplement* city Web directories, rather than compete with them. They focus on businesses in cities and we focus on the smaller towns that surround those cities.

Because we provide separate Web addresses for each town (for example “MebaneOnline.com”), we simplify the process of finding businesses in each location. Sites such as Citysearch.com are far more complex and harder to navigate than ours is, simply because the volume of businesses and activities in cities is so much greater than it is in small towns.

Recruiting Firms

There is only one other IT recruiting firm we know of in Alamance County—PVA in Burlington. We are told that this company focuses on staffing government contracts for one large company in Greensboro.

Local Colleges

Alamance Community College and Elon College are both located in our county. In addition to computer courses for college credit, ACC offers adult education classes in computer skills. Many of these classes are limited to basic PC skills and some common software packages, such as Microsoft Office®. They also offer classes in HTML, Web page design, and so forth.

Most of these adult education classes are taught in the evening; and some of our citizens don't have the time and energy to attend them after work. We plan to offer supplemental classes for these people during the day. Also, we can supplement classes at ACC that have 100 per cent enrollment, thus servicing the overflow of students. Likewise, we can send students to ACC adult education classes when our courses have reached 100 per cent enrollment.

We do not intend to compete with either ACC or Elon College. Ours is a short-term corporate training model, not an educational model⁴. In fact, we hope to negotiate a “work/study” arrangement with these colleges, so that their students can work directly with us to assist the citizens in Alamance County. For example, students can offer individual training at our center or in peoples' homes in exchange for college credit or to enhance their resumes.

For more information, see *IT Training* in the section of this document titled *What We Do*. Also see the initiative attached to this document titled *The Omegasoft Solution*.

⁴ The primary difference between a corporate training model and an education model is that corporate training is much shorter in duration. It enables adults to master skills quickly without having to study for relatively long periods of time, thus returning adults to the workforce in a relatively short period of time.

Small-Scale Retail Training

Some “mom and pop” computer hardware vendors and office supply “super stores,” such as the Office Depot offer a few classes in basic PC skills for their new computer customers in Alamance County. These classes are limited in number and scope, and they only exist to support computer hardware and off-the-shelf software sales. We do not envision ourselves as competing with these retail stores for IT training business. In fact, it is possible that they would want us to take consumer training off their hands. Certainly, an increase in local computer training is likely to increase their sales of computers, computer peripherals, and supplies.

V. Our Marketing Strategy

A. Our Startup Strategy

We will use our community billboards in Mebane, Burlington, Graham, and Gibsonville to “jump start” our business. Because this convenient service is free to businesses and their customers, our billboard sites will increase Omegasoft Technologies’ visibility in Alamance County very quickly.

We will use Web site tracking software to report the number of visits to the community billboards and advertise the statistics, in order to attract an ever increasing number of businesses to the service, as well as to our banner ads, Web designs, Web hosting, and e-commerce solutions.

1. Phase One: Introducing the Community Billboard

We will use the free community billboard to stimulate our banner ad, Web site design, Web hosting, and e-commerce sales. During the first phase of our marketing plan, we will do the following:

- 1) Build a prototype for all our community billboards.
- 2) Demonstrate the prototype at Chamber of Commerce meetings and town business association meetings, such as the Mebane Business Association.
- 3) Telephone the members of these associations, using our membership directories, and introduce our company and services. Afterwards, we will contact the remaining businesses in our area by using yellow page books. When we contact them, we will reconfirm the businesses’ e-mail addresses and send them e-mail messages containing a short description of our services, links to all our community billboards, and a link to our company Web site.

- 4) On our community billboards, we will include a link to a form that businesses can fill out to list their service for free, as well as links to our company Web site.
- 5) Send our hard copy brochure to all businesses that list themselves on the community billboards. This brochure will describe our Web hosting, site design, banner ads, and e-commerce solutions; as well contain as the URL to our Web site.
- 6) Place banner ads for Omegasoft's services on local Web sites that have high visibility, as well as on our own community billboards. Ads on other company Web sites will contain links to the *Community Billboards* page of our company Web site, as well as to the home page of our company Web site.⁵ Ads on our own community billboard sites will contain a link to the home page of our company Web site.
- 7) Once businesses begin to populate our billboards, we will place hard copy low-cost flyers in retail stores that attract shoppers, businesses, and computer users, such as Office Max, the Office Depot, and Best Buy, thus advertising our community billboards for businesses and residents, alike. After we place flyers in those stores, we will place them in other types of retail storefronts, such as restaurants.
- 8) Provide a free "Business of the Week" feature on the home pages of our billboard sites. This feature article will be granted to businesses that place the first banner ad for the corresponding billboard during the previous week. This technique serves 2 primary purposes:
 - Stimulates banner ad sales
 - Provides a changing, interesting piece of information for shoppers on the billboard home pages, which in turn stimulates home page banner ad sales
- 9) Track the number of visits to our billboards with Web tracking software and advertise the statistics, in order to encourage increasing numbers of businesses to participate, as well as to buy our banner ads, Web sites, and Web hosting services.

In all these ways, we will increase participation in the community billboard exponentially with a minimum of marketing effort, as well as demonstrate the ease of e-commerce to our billboard participants. This in turn will motivate them to do the same for their businesses.

⁵ We are currently researching local Web sites for banner ad placement.

2. Phase Two: Initiating IT Training

As soon as funding permits, we will hire a Director of IT Training, build a training center/PC lab, and offer training to the people in our community. We will advertise the center via Web site banner ads, low-cost flyers in retail stores, and local newspapers, such as the Burlington *Times News*.

Our training classes will increase our visibility in the community and stimulate sales in other areas of our business. The classes will also enable us to help the citizens in our county retrain for jobs in the IT industry and find meaningful work near their homes. For more information, see *IT Training* in the section of this document titled *Our Services*. Also see *The Omegasoft Solution*, a complete description of our community training and recruiting initiative attached to this document.

3. Phase Three: Launching a Direct Mail Campaign

When our community billboards and training center are in place, we will expand the list of services on our brochure to include IT training, as well as all our other services (for a complete listing, see *End-to-End Solutions for Business Development* in the section of this document titled *Our Services*). We will then mail our brochure to businesses in our area, in order to reach those that are not yet acquainted with our services.

B. Our Target Markets

During the startup phase of our business, we will market to all the businesses in and around the following towns.

- Mebane
- Burlington
- Graham
- Gibsonville
- Chapel Hill

C. Our Marketing Techniques

We will use the techniques listed below to market to businesses. For information about when and how we will use these techniques, see *Our Startup Strategy*, above. After our billboards, Web sites, software services, and training classes become established within the community, we believe our business will grow by word of mouth from satisfied customers.

Flyers in Retail Stores

To introduce our online community billboards to shoppers and businesses in our target towns, we will place low-cost flyers in retail stores. We will also use flyers to advertise our training center.

Newspaper Ads

We will advertise our training classes in the local newspaper, the Burlington *Times News*.

Banner Ads

We will place banner ads for Omegasoft Technologies' services on our community billboards, as well as on other Web sites that have achieved high visibility in our community. We'll also place banner ads for our community billboards on these other Web sites.

Note: We are currently researching local Web sites that offer space for banner ads.

Chamber of Commerce

Mr. McDougald is a member of the Alamance County Chamber of Commerce, as well as a member of their Ambassadors' Club⁶. He plans to use his contacts at the Chamber to solicit business, as well as to avail himself of the marketing benefits that his membership affords.

These benefits are as follows:

- Networking at *Business After Hours* meetings and Ambassadors' Club meetings.
- Economical advertising in the Chamber's bimonthly newsletter, *Action Brief*.
- Displaying Omegasoft Technologies' literature in the newly designed visitor area at the Chamber offices.

⁶ The Ambassadors' Club is a committee within the Chamber of Commerce that introduces the Chamber and its benefits to non-members in the community and contacts current members to renew their existing memberships.

- A half-hour appearance on the Chamber television program, *It's Your Business*, which airs on Tuesday nights, 7:30 p.m. on cable TV channels 5 (in Burlington) and 10 (in Mebane).
- A Membership Directory to use for direct mail, telephone, and other marketing campaigns.

Local Business Associations

Mr. McDougald will join the Mebane Business Association and avail himself of its benefits, such as membership directories, presentations at meetings, and so forth.

We are currently conducting research to locate other business associations in and around Alamance County. Mr. McDougald will join all those associations he deems necessary to increase our visibility with the businesses in our county.

Telephone Calls

Using his membership directories, Mr. McDougald will make telephone calls to members of the Chamber and town business associations, in order to acquaint them with Omegasoft Technologies and our services. He will follow up these telephone calls with e-mail messages and letters containing a brochure of our services and directing them to our community billboards, where they can list their businesses for free.

After calling on all the businesses in his membership directories, Mr. McDougald will telephone businesses listed in the yellow page books.

Web Site

We will advertise all our services on our own company Web site, www.omegasoftech.com.

Cable TV Advertising

As funding permits, we will advertise our services on local cable TV stations.

Yellow Page Ad

We plan to advertise in The Talking Phone Book® yellow pages. We intend to renew our advertisement each year, provided that it continues to contribute to sales.

Direct Mail Marketing

As soon as our training center and curricula are in place, we will conduct a direct mail campaign to all businesses—large, medium, and small—in our target market towns.

Door to Door Sales

After we have grown and have additional money to invest, we will hire a door-to-door salesman to visit businesses in our community, give them our brochure, and invite them to list themselves for free on our community billboards.

Public Relations Activities

We expect our Alamance County training and recruiting initiative to give us high visibility among businesses and residents in our county. To enhance this, we will send weekly press releases detailing our training, recruiting, and other business activities to the Burlington *Times News* newspaper.

After our community billboards, training center and recruiting services are firmly established, we will approach the following publishers, inviting them to print articles about our community training and recruiting initiative:

- *The Mebane Enterprise* and other local newspapers
- Burlington Times News
- Raleigh *Business Leader* magazine
- Triad Business Journal and Triangle Business Journal periodicals
- Raleigh News and Observer
- Greensboro News and Record

For more information about our Alamance County training and recruiting initiative, see the attached document *The Omegasoft Solution*.

We also plan to become involved with a local chapter of Junior Achievement. Helping young people become involved in our business by distributing flyers or helping us with a direct mail campaign will enhance our image and visibility in the community, as well as give balance and vitality to our operations.

Corporate Branding

At Omegasoft Technologies, we understand that corporate branding must be established from the start of our business so that, as our business grows, people will recognize us by our name, our tagline (“IT Solutions for Business Development”), and our logo. To this end, we have already invested in a distinctive, attractive logo, and we are putting all 3 of these branding components on *all* our documentation, including advertisements, sales presentation slides, and our Web site.

D. Our Strategic Direction

As soon as we are finished setting up our marketing strategy in Alamance County, Omegasoft Technologies will approach target market towns in other counties in North Carolina. After establishing a statewide presence we will move into other states in the U.S., continuing to focus on businesses in smaller communities. To this end, we will open regional offices on the outskirts of major cities all over the country and repeat all activities that proved successful in Alamance County, North Carolina.

Timetables

We will begin setting up regional offices in other counties throughout North Carolina after six months in business and plan to saturate our target communities in the state by the end of our second year.

At the beginning of our third year, we will begin setting up regional offices in other areas of the United States, expanding outward as funding and resources permit.

VI. Our Services

A. End-to-End Solutions for Business Development

We offer all the following services to businesses in our community:

- Free online community billboards for local businesses and residents
- E-commerce solutions
- Web hosting
- Web site design

- Web banner advertising
- Software development
- Business plans for investors and internal organizational use
- Sales proposals, sales presentation slides, and other technical and marketing communication deliverables
- Information design consultation
- Referrals to our circle of expert graphic artists, multimedia artists, and other creators of company branding and advertising collateral

All these skills and services have one thing in common: they give businesses public visibility, access to their target market clients and customers, tools they need to meet their business goals and attract investors, and ultimately, the ability to prosper and grow.

In an effort to help the citizens of Alamance County use their home computers to locate and interact with local businesses and to help them learn the skills and tools of our trade, so that they can seek employment in the IT industry, we also offer the following:

- IT training
- IT recruiting and placement

B. How We Differ From “The Dot-Comms”

As described in the section above, Omegasoft Technologies is an end-to-end provider of IT software, services, and business solutions, *not* a “dot-comm.”

A “dot-comm” is a company that sells goods or services over the Internet. Unfortunately, when companies like Amazon became successful in this endeavor, *every* company that sold *anything* assumed that they could be successful in it, too, whether or not they knew anything about information technology, and subsequently jumped into the market “feet first.” Ultimately, many of them failed because their products did not lend themselves to the psychological and financial realities of online buying, or they didn’t know *how* to sell their products effectively over the Internet.

Because IT is a relatively new industry, this behavior in our industry is typical. We don’t have long-range business models against which we can measure the possibility for success; therefore, when companies such as Amazon succeed in business, many other companies simply “roll the dice” and “try it out.”

E-commerce Development: Time and Experience Make the Difference

Over the years, business models for online buying have evolved and matured. Services such as eBay, uBid, and other e-commerce businesses are flourishing. The Internet research firm, ForresterResearch.com, has indicated that people are becoming more comfortable with online buying, e-commerce is growing, and, soon, fifty cents of every dollar spent will be spent over the Internet at e-commerce Web sites.

For this reason, we at Omegasoft Technologies are confident that our clients can and will profit from our e-commerce solutions. Furthermore, as veterans in the software development industry, we know how to give businesses a visible, successful presence on the Web, as well as how to apply appropriate, successful business models to their online selling operations.

C. What We Do

1. Online Community Billboards

Our free online community billboards will be our “signature” service to Alamance County communities and the key to attracting businesses to our other, income-producing services.

We will offer a separate billboard Web site for each of the following target-market towns:

- Mebane
- Burlington
- Graham
- Gibsonville
- Chapel Hill

To facilitate residents’ participation, we will use short Web addresses that are easy to remember, such as “MebaneOnline.com.”

Because Chapel Hill is a college town, we expect the demographics and buying behavior in that venue to be different from those in Alamance County. Therefore, we will approach the Chapel Hill market after we succeed in our other target markets.

Our free billboards will be supported by the banner ads we sell.

2. E-commerce Solutions

Our e-commerce solutions go hand in hand with our online billboard service, banner advertisements, Web site designs, and Web hosting services because all these business deliverables are just “a click away” from one another.

Although we will always keep our primary focus on local businesses, we can offer e-commerce solutions to businesses anywhere in the United States because, unlike conventional retail or wholesale selling, e-commerce can be delivered from any Web server to buyers all over the world.

In fact, we will use our software development expertise to create a system in which *any* business *anywhere* can fill out a few online forms on the Web and launch their own e-commerce sites automatically, without any intervention on our part. Those who prefer a more customized e-commerce site can work with us more directly for a higher fee.

E-commerce solutions can be applied to any of the following businesses:

- Business-to-business wholesale
- Business-to-consumer retail
- Online bidding

We already have shopping cart software in place to produce these e-commerce sites, as well as the personnel to develop these solutions.

3. Web Hosting and Site Design

A Web site is a company’s calling card to the world. Having a presence on the Web is one of the most important steps a business can take to ensure its visibility and accessibility.

Omegasoft Technologies’ team of information designers and graphic artists create and maintain engaging, effective Web sites. Companies that already have a Web site and are ready for a redesign can count on the qualified professionals at Omegasoft to redesign their sites to fit their current needs.

We offer a variety of packages to meet the needs of any business. For more information, see the section of this document titled *Our Pricing*.

Omegasoft Technologies has already completed Web sites for the following businesses in our area:

- MillCreek Golf and Country Club, Mebane, NC
- MillCreek New Homes, Mebane, NC

- Fork Union Residential Builders, Mebane, NC
- Gerald Jones Company (windows and siding), Durham, NC
- Grace Reformed Baptist Church, Mebane, NC

We currently host all the sites listed above, except for the Grace Reformed Baptist Church site, which was so successful that the church acquired it and moved it to the church's own Web server. For more information, see *Our History*.

Omegasoft provides e-mail service for our Web hosting clients. Upon request, we can set up e-mail service for any client within a day.

4. Web Banner Advertising

We offer Web banner advertising on our community billboards. We also create banner ads for companies wishing to place them on other Web sites. Banner advertising supports our free billboard service and promotes additional access to the Web site designs that we create and host for local businesses.

5. IT Training

We will offer a combination of all the following types of IT training:

- Classroom
- Individual tutoring
- Web-based and computer-based training courses that students can complete at their own pace

We will offer courses ranging from basic PC skills to more complicated courses, such as computer programming, hardware repair and maintenance, help desk technician, technical documentation, Web site design, and graphic design.

We do not intend to compete with our local colleges, Alamance Community College and Elon College. Our model is one of corporate training, not education. We will communicate with these colleges to determine what they already offer and provide supplemental training.

In fact, we hope to negotiate a “work/study” arrangement with these colleges, so that their students can work directly with us to help the citizens in Alamance County. For example, students can offer individual training at our center or in peoples' homes in exchange for college credit or to enhance their resumes.

For more information, see the attached initiative, *The Omegasoft Technologies Solution*. For a schedule of classroom fees, see the *Pricing* section of this document.

6. Software Development Services

We offer our clients the following software development options:

- Software and/or database design projects developed on our premises, using our own development staff members
- Customized database ASP⁷ solutions via our client company, DataCraft Solutions, LLC
- Temporary or permanent employees who develop solutions at our clients' places of business (staffing)

7. Recruiting

If time and resources permit, we will hire a Director of Recruiting to recruit personnel for our own company and for our clients. If we become too busy to meet this responsibility, we will form a limited partnership with another recruiting firm, instead. We already have two such firms in mind: one in Raleigh, and our sole competitor in Burlington.

For more information, see the attached initiative, *The Omegasoft Technologies Solution*.

D. Technical Support

We anticipate that technical support will be required primarily for our Web hosting, e-commerce, and Web-based online learning modules, as well as for any software that we develop for clients. ASP clients will use DataCraft Solutions' technical support service.

We will offer technical support via telephone and e-mail communication between 7 a.m. and 6 p.m., Monday through Friday and will carry a pager to cover emergencies at all other times.

E. What We Don't Do

Omegasoft Technologies does not sell computer hardware or software, and we are not an Internet Service Provider. The people who use our community billboard must have their own computers and connection to the Internet.

⁷ An Application Service Provider (ASP) is a service that delivers a software application to a company, organization, or individual via the Internet. Service users connect to the Internet, enter a user name and password, and the application appears on their computer screens. In the case of database software, data that users record is stored on the service provider's servers, which the users can retrieve and update at any time.

Note: Community billboard visitors do not require high-speed Internet access; they can view our billboards via a dial-up Internet connection. This is important for “small town” businesses and residents, alike, because not all communities currently have high-speed Internet access.

VII. Our Equipment

A. Hardware

We already have the following hardware in place:

- 1 Windows NT 4.0® Server for Web hosting, with IIS Webserver and Frontpage Extensions, SQL Server Database, E-mail Server and DNS hosting
- 1 Linux 7.0® Server for DNS and for Web hosting with Apache Webserver
- 1 switch, made by 3com
- 2 Hewlett Packard inkjet printers
- 1 Hewlett Packard facsimile machine

To this list of hardware we need to add the items listed in the attached document titled *Additional Hardware and Software Requirements*.

B. Software

We already have the following software installed on our systems:

- Macromedia UltraDev 4.0® for Web, ASP, and Cold Fusion development
- Macromedia Fireworks® for graphic design
- Microsoft Enterprise Manager® for SQL Server 7.0®
- Microsoft Visual Basic 6.0 Enterprise for Custom Software Development®
- Eudora WorldMail Server® for internal e-mail software
- IMail Messaging Server® for external Web e-mail services

To this list of software we need to add the items listed in the attached document titled *Additional Hardware and Software Requirements*.

VIII. Our Pricing

A. Community Billboards

Our community billboards are free of charge to both businesses and residents; they are supported by the banner ads we sell.

B. E-Commerce Solutions

We are currently conducting research on the pricing of our e-commerce solutions. We intend to provide a basic, standard package rate that businesses can pay to go online, fill out some forms, and set up their own store. We will apply a different fee schedule for customized e-commerce sites.

C. Banner Ads

Our banner ads cost \$35/month with a one-time \$149 set up fee.

D. Web Hosting

We charge the following fees for Web hosting:

ACCOUNT	FEE (MONTHLY)	SET UP FEE (ONE-TIME)	DISK SPACE	DATA TRANSFER⁸	EMAIL ACCOUNTS
Bronze	\$29.95	\$50	20 MB	1 GB	not included
Silver	\$49.95	\$50	40 MB	2 GB	25
Gold	\$99.95	none	80 MB	3 GB	40

Additional account information is as follows:

Bronze clients can purchase e-mail accounts. The cost is \$9.95 per 5 accounts. Silver and Gold clients pay the same amount for additional e-mail accounts.

Gold accounts include access to SQL databases, where clients can store and retrieve data, as well as the ability to upload and manage their own files on our server.

⁸ This figure indicates the amount of "traffic" permitted at a client's Web site per month. If a client's site receives a higher volume of traffic than his maximum allowable limit, we will present him with a report on the volume of traffic on his site and request that he upgrade his account.

Gold and Silver accounts include the following:

- A monthly report indicating the number of visits to their Web sites, the degree to which visitors are viewing their sites' sub-sections, the amount of time visitors spend viewing their sites, and so forth.
- Permission to use CGI scripts.⁹

Terms and Conditions

The following terms and conditions apply to our Web hosting plans:

- Clients can use their own domain names (e.g., mycompany.com), or we can set up sub-domains for them on our primary servers.
- Clients use their own software to build and publish their sites.
- For those who prefer to use Microsoft FrontPage, our servers support Microsoft FrontPage file extensions.
- Clients use their own CGI scripts (scripting is covered by the Silver and Gold plans, only).
- Clients can upgrade their account at any time.

E. Web Site Design

We charge the following fees for Web site designs:

# OF WEB PAGES	# OF SITE GRAPHICS	FEE (ONE-TIME)
1-3	10	\$295
4-5	15	\$395
6-7	20	\$495; \$50 ea. additional pg.

Terms and Conditions

The following terms and conditions apply to our site design packages:

- All page counts listed above include a maximum of 500 words per page.
- Clients provide all images, including logos, clip art, and photography. We charge additional fees for images that Omegasoft Technologies purchases or develops for our clients. Prices vary, depending on their selection, the development time required, and so forth.

⁹ Common Gateway Interface (CGI). Whatis.com defines CGI as, "a standard way for a Web server to pass a Web user's request to an application program and to receive data back to forward to the user."

- Before we deploy our clients' sites, we require copies of the licenses for all images they provide or copies of documents, proving that they are royalty-free.
- Each additional page developed for our clients' sites during the maintenance phase costs \$50.00.
- If the design or development time to maintain our clients' sites exceeds 30 minutes once each month, the additional cost is \$50.00 per hour. We will give our clients a time estimate and await their approval before exceeding their free time limit.

F. IT Training

The courses listed in this section will be taught in traditional classroom style. We will be adding Web-based self-paced courses and individual tutoring to our training strategy, and we are currently researching fees associated with those types of training.

The course durations and fees indicated in the tables below are calculated averages, derived from research we conducted on the Web sites of two training companies, Dbbasics and Productivity Point. We also looked at course offerings at two other training firms, New Horizons and GlobalKnowledge.

Programming and Project Management

Pricing for the following programming and project management training classes is as follows:

COURSE	DURATION (DAYS)	FEE (ENTIRE COURSE)
Intro. Crystal Reports, version 8	2	\$600
Adv. Crystal Reports, version 8	2	\$600
Windows 2000 Professional & Server	5	\$2,000
Visual Basic, .net version	5	\$2,000
VB Script	1	\$400
ASP	2	\$800
Java Programming	5	\$2,100
Powerbuilder, version 7	5	\$2,000

COURSE	DURATION (DAYS)	FEE (ENTIRE COURSE)
Access 2000	3	\$1,300
Macromedia Ultradev	2	\$750
Managing IT Projects	3	\$1,400

Other Course Estimates

In addition to the classes listed above, we will teach basic classes, such as *Introduction to PC Skills*, *Using Microsoft Office*, and *Basic PC Repair*; as well as intermediate and advanced classes such as *Beginning Database Management*, *Advanced Database Management*, *Introduction to Computer Programming*, and *Networking Fundamentals*. Pricing for these classes is as follows:

Note: Unlike the *Programming and Project Management* classes listed in the table above, course fees for the classes below are quoted on a “per day” basis, rather than for the entire course.

COURSE LEVEL OF DIFFICULTY	DURATION (DAYS)	FEE (PER DAY)
Beginner/Basic Skills	2-3	\$250-\$340
Intermediate and Advanced	5	\$350-\$400

Instructors’ Fees

According to an independent training consultant who once worked for the corporate training company Productivity Point, daily rates for instructors are as follows:

COURSE LEVEL OF DIFFICULTY	INSTRUCTORS’ FEE (PER DAY)
Beginner/Basic Skills	\$225
Intermediate	\$250-\$350
Advanced	\$350-\$500

Note: A typical training “day” consists of approximately 7 hours of instruction.

G. Software Development and Documentation

Pricing for these services varies, depending on the nature of each project and deliverable.

H. Recruiting

When we recruit, we collect 20 per cent of the contract fee or first-year’s salary.

IX. Our Objectives and Goals

Our main objectives at Omegasoft Technologies are:

- To help local businesses prosper and grow by providing them with effective, timely IT solutions.
- To help people find local businesses on the Web, quickly and easily.
- To teach IT skills to local citizens who have lost their jobs in textile and other manufacturing companies, so that they can find jobs without leaving their homes in Alamance County.

To meet these general objectives, we have identified and committed ourselves to the following specific goals and activities:

A. Short-term

GOALS	ACTIVITIES
<ul style="list-style-type: none"> • To get a quick start at building our base of clients. 	<ul style="list-style-type: none"> • To immediately publish free online community billboards on the Web for businesses and residents in our target market towns in Alamance County. • To contact businesses in our area and inform them of our billboard sites. • To advertise our community billboards via hard copy flyers in retail stores and banner ads on local Web sites. • To advertise Omegasoft Technologies’ services via banner ads on our own community billboards and on local Web sites. • To sell banner ads to support the community billboards and other

GOALS	ACTIVITIES
	<p>Omegasoft activities.</p> <ul style="list-style-type: none"> • To encourage banner ad sales by placing a free “Featured Business of the Week” article on the home pages of our billboards.¹⁰
<ul style="list-style-type: none"> • To promote and maintain steady sales growth. 	<ul style="list-style-type: none"> • To send a brochure describing all our services to businesses that list themselves on our community billboards. • To provide links from our community billboards to our company Web site. • To provide links from businesses’ free billboard listings to their Web sites, thus encouraging our Web site and Web hosting sales. • To present our company services at Chamber of Commerce and town business association meetings. • To open our own IT training center.
<ul style="list-style-type: none"> • To equip, staff, open, and operate our own IT training center. 	<ul style="list-style-type: none"> • To approach investors throughout our county with our IT training initiative, as described in our document <i>The Omegasoft Technologies Solution</i>. • To locate and rent an appropriate facility for our training center. • To hire a Director of Training to start and manage our training center. • To coordinate with Alamance Community College and Elon College to develop an IT training curriculum. • To purchase all needed hardware and software for our training center. • To recruit trainers to teach classes at our center, as well as individual tutors and Web based training course developers and instructional designers. • To advertise our training center in flyers in local retail stores, as well as in local newspapers.

¹⁰These articles will be awarded to the first businesses that place a banner ad on the corresponding online billboard during the previous week.

GOALS	ACTIVITIES
<ul style="list-style-type: none"> To increase and maintain our company's visibility in and around Alamance County. 	<ul style="list-style-type: none"> To send frequent press releases to local newspapers about our training center. To send weekly press releases to local newspapers regarding our various activities and services. To initiate IT training for residents in our county. To establish a working relationship with our local chapter of Junior Achievement and enable youths to assist us with flyer dissemination, mailings, etc. To approach newspapers and publications in nearby cities to write a feature article about our local IT training initiative.

B. Long-term

GOALS	ACTIVITIES
<ul style="list-style-type: none"> To expand our services to small towns throughout North Carolina. 	<ul style="list-style-type: none"> After 6 months, open regional offices on the outskirts of major cities throughout North Carolina. Apply the same business and marketing models to these other communities that were successful in Alamance County. Finish setting up regional offices in the state by the end of our 2nd year.
<ul style="list-style-type: none"> To expand our services to small towns throughout the United States. 	<ul style="list-style-type: none"> At the beginning of our 3rd year, open regional offices on the outskirts of major cities throughout the United States. Apply the same business and marketing models to these other communities that were successful in Alamance County and other counties in North Carolina. Expand outward throughout the U.S. as funding and resources permit.

X. Our Key Personnel

The people listed below are our first-line personnel. We will add personnel as needed. As soon as the community billboards are in place, or as soon as funding permits, we will hire a Director of Training who will recruit freelance trainers, as well as contract or freelance documentation specialists to develop training material.

Until steady growth is established, most of our personnel will be hired on a contract or freelance basis.

As recruiting activity escalates, we will hire a professional recruiter to direct the recruiting department. If, due to a lack of funding or time, we cannot effectively recruit on our own, we will form a limited partnership with an established accredited recruiting firm.

A. Salaried Employees

Mark McDougald, President

Mr. McDougald will oversee and manage all the departments at Omegasoft Technologies. He will also be the primary salesman for the company, attending business association meetings and contacting prospective clients in the community by telephone. He will also assist the developers on his staff, to ensure the highest standards of software, e-commerce, and Web site development.

For information on Mr. McDougald's qualifications, see the section of this document titled *Our Founder*.

Chad Sowers, Database Administrator

Because all of Omegasoft's services require a solid foundation of database solutions, Mr. Sowers will be hired as a permanent, full-time database administrator. He will also purchase and install all our equipment and serve as our technical support professional during the start-up phase of our business. As we grow and Mr. Sowers becomes too busy to deliver technical support, we will hire a technical support professional, so that Mr. Sowers can devote all his time to database administration duties.

With six years of progressive experience in IT, Mr. Sowers is an accomplished database administrator and a Microsoft Certified Professional in SQL Server, as well as a veteran application developer. He has worked with all types and sizes of databases and has developed customized software to meet the specific business needs of clients. Mr. Sowers plans to complete his Microsoft Certified Database Administrator certification (MCDBA) in June, 2002.

Jack Dix, Director of Training

When we are ready to build our training center and curriculum, we will hire Jack Dix, a long-time veteran of corporate training and instructional design, to direct all our training efforts. Along with several other highly respected training consultants currently at our disposal, Mr. Dix will coordinate with Alamance Community College and Elon College before building our supplemental IT training curriculum.

Jack Dix has over 20 years experience in the technical field of network based residential and commercial control systems. He led the training team of IBM/Home Director, providing curriculum development and delivery of instruction to over 2800 installers in home networking, structured wiring, and home control systems throughout the continental United States. Mr. Dix also led training initiatives for instructional design, product rollout, and installation instruction in Connected Home products for GE Smart, a subsidiary of General Electric and Microsoft. He has been a guest speaker at both Custom Electronic Design and Installation Association (CEDIA) and Home Automation and Networking Association (HANA) industry conferences.

B. Contract Employees

We pay contract wages on a part-time, as needed basis for the following contract personnel:

Developer

We will hire a developer to develop the back-end code for our community billboard sites and other Web-based solutions, such as customized e-commerce sites.

Ceil Hall, Technical Writer

Ms. Hall writes our technical and technical marketing documentation, including this business plan, our sales proposals, presentation slides, and our company Web site. She also serves as a usability and information design consultant for all our clients' Web sites, e-commerce sites, our community billboards, and other documentation designs. When available, Ms. Hall will also design and create course materials for our training classes.

Ms. Hall is an award-winning member of the Society for Technical Communication, has served on a committee that created a community training initiative for technical writers in the Triangle area, and has presented her documentation internationally.

Web Site Designers

We will hire part-time freelance Web site designers and content contributors as needed to develop our clients' Web sites. We already have several of these people in place, including:

- Stephen Walker
- Cathy Tate
- Several award-winning members of the Carolina (Triangle) and Piedmont (Triad) Chapters of the Society for Technical Communication

As the demand for Web site designs escalates, we will hire these people as permanent salaried employees or long-term, full-time contractors.

Graphic Artists

We will hire freelance graphic artists as needed to provide logos and other graphic art materials for our clients' Web sites and e-commerce sites. We already have several of these people in place, including Elyse Darling, a highly distinguished, award winning digital artist who specializes in company branding.

If the demand for graphic art materials escalates, we will hire a graphic artist on a permanent salaried basis or as a long-term full-time contractor.

Administrative Assistant/Receptionist

Until our business expands, we intend to share an administrative assistant/receptionist with DataCraft Solutions, LLP, a client of ours with whom we plan to share office space. When it becomes necessary, we will hire our own temporary or permanent administrative assistant.

XI. Our Outsource Professional Services

A. Legal

TBD

B. Accounting

Gilliam, Coble, and Moser, LLP
813 Chapel Hill Road
P.O. Box 621
Burlington, NC 27216-0621

C. Banking

First Union National Bank
Three First Union Center
401 South Tryon Street
Charlotte, NC 28288-1164

D. Insurance

State Farm Insurance
Bill Woolard Insurance Agency, Inc.
134 Clay Street
P.O. Box 278
Mebane, NC 27302

E. Staffing

As an IT recruiting firm, we provide our own staffing services. We can recruit developers and database personnel from our own circle of professional contacts. We can advertise for additional Web site designers, technical writers, marketing writers, and graphic artists free of charge on both the Triangle and Triad Society for Technical Communication Job List Web sites.

XII. Our Financial Data

Spreadsheets containing our financial details are attached to this document.

XIII. Glossary

ASP

Active Server Page (ASP). An interactive Web page that customizes the information that Web visitors get when they input specific information. For example, if a visitor selects both a “kayak” check box and a “photography” check box on an ASP page and then clicks the “submit” button, then information on kayaking and photography appears on the next Web page that is displayed.

ASP also stands for Application Service Provider; a service that delivers a software application to a company, organization, or individual via the Internet. Service users connect to the Internet, enter a user name and password, and the application appears on their computer screens. In the case of database software, data that users record is stored on the service provider’s servers, which the users can retrieve and update at any time.

CGI

Common Gateway Interface (CGI). A standard way for a Web server to pass a Web user’s request to an application program and to receive data back to forward to the user.

ISP

Internet Service Provider (ISP). A company that connects computers in a residence or place of business to the Internet.

SQL

Structured Query Language (SQL). A standard interactive and programming language for getting information from and updating a database.