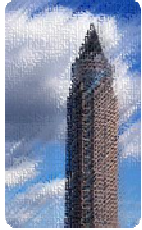


Product Launch Revenue Plan



Overview

In the previous meeting of the board of directors funds were approved to take the product “Innovate 1” to market. They have also allocated a sum of \$250,000¹ towards market identification and launch efforts. This document describes in brief the objective set forth by the VP of marketing pursuant to the board’s decision.

Summary

After years of market research and focused creative effort we are in a position to take our “Innovate 1” to market. We have a three phase approach in place to complete the product and take the product to market. The first step of this initiative is to test the market. Once we have identified the market, then we will make any final product development changes to meet customer demands and in the final phase to launch this product to drive that effectively keeps down costs while meeting sales goals.

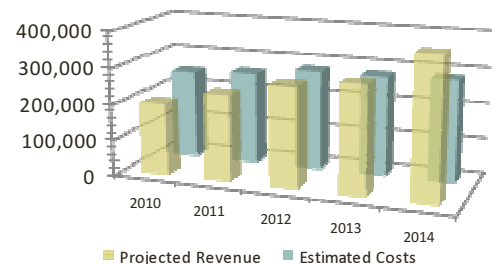
- Phase 1: Review market tests, marketing plans, and expected sales goals.
- Phase 2: Developers complete final build of the solution.
- Phase 3: The launch phase.



Financial Overview

Included are the estimated investment costs to introduce the new product. As you can see for the first 3 years we will be in the investment phase. Generating market demand and building our reputation in this category. By 2010 we expect to be profitable.

Year	Projected Revenue	Estimated Costs
2010	200,000	250,000
2011	240,000	260,000
2012	280,000	280,000
2013	300,000	280,000
2014	390,000	285,000



Details

Out of the \$250,000 allocated for this effort, we would like to spend about \$50,000 towards the identification of the market. For this we are allowed to engage with a marketing consulting organization. Let us start with creating an RFP for this and start inviting the bids. We would like to get the selection process completed by no later than end of first quarter.

Legal Issues

To support the new product, the Legal Department will maintain a centralized repository for all patent investigations as well as marketing claims. The release team will adhere to all of the standardized processes for releasing new products.

As we approach release of the product, the Legal Department is preparedⁱⁱ to develop all licensing agreements and has streamlined coordination with the marketing and sales department on the license terms and addendums.

Statement on Timeline

All timelines in this report are estimated and highly dependent upon each team meeting their individual objectives. There are many interdependencies that are detailed in the related project plan.

Productivity Gains

To support the new product, the Legal Department will maintain a centralized repository for all patent investigations as well as marketing claims.

License Agreements

All timelines in this report are estimated and highly dependent upon each team meeting their individual objectives. There are many interdependencies that are detailed in the related project plan.

Revenue Forecasting

To support the new product, the Legal Department will maintain a centralized repository for all patent investigations as well as marketing claims. The release team will adhere to all of the standardized processes for releasing new products.

2010		2011	
All Projects Pending	USA	West	Approved
		Central	Pending
		East	Approved

ⁱ 2010 Budget Forecast

ⁱⁱ Per Executive Strategy 5/13/2010