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## Business Development

- Development of business plans (& marketing plans)
  - Executive Summary  Business Description
  - Market and Competition  Products, Services
  - Marketing and Selling  Management and Personnel
  - Financial Statements  Investments  References
  - Exit Strategy
- Evaluate New Strategies – considering web?
- Starting new – from deciding organizational form

## Product Management

- Decentralized Power, Need for Smarter Products, Total Cost of Ownership, and Security* (IEEE paper)
- Market Assessment:  Segment and Size Markets  Quantify Opportunity  Analyze Trends and Competition  Create Market Profiles
- Strategic Planning:  Prioritize Market Segments  Create Product and Market Roadmap  Align Operational Initiatives  Approvals and Communications
- Product Planning:  Define Problems, Solutions and Features  Validate, Prioritize and Set Scope  Approvals and Communications
- Design and Development:  Design and Validate the User Experience  Create Functional and Technical Specifications  Build and Test  Test Market Acceptance
- Readiness and Rollout:  Create Rollout Team and Rollout Plan  Create Sales, Services, and Marketing Materials  Train and Certify  Execute Programs

## Tradeshaw Services

- Research and Selection  Show Service Coordination (personnel, eq. ...)
- Need extra booth staff?
- Competitive Research – presence, exhibits

## Web/Internet/Email Services

- Get your own domain name – [www.yourname.com](http://www.yourname.com)
- Web design, marketing
- Outbound email campaigns development and execution

## PRODUCT DEVELOPMENT

### Project Management, Program-

- From small to large project, or projects
- Project Management Professional (PMP) → next page →

### Hardware Development

- ATCA   $\mu$ TCA  other: \_\_\_\_\_
- Controllers, sensors, local and remote access

### Software Development

- Embedded  Unix/Linux  Client/Server
- C  C++  Java  bash/sh/ksh  Perl  PHP



### Web – Related

- Adobe Dreamweaver  Adobe Flash
- Front-end: CSS (Cascading Style Sheets), JavaScript
- Back-end: server technologies, Apache, CGI, Perl, PHP
- AJAX  HTTP, HTTPS, HTML  FTP  chat  email
- Integrate Internet solutions into your energy management network* (IEEE paper)

### Graphics, Documents

- MS Word  MS Excel  MS PowerPoint
- Adobe Illustrator  Adobe InDesign
- Adobe Photoshop  GIMP  Adobe FrameMaker
- Adobe Acrobat Pro – making PDFs

### Audio, Video, Multimedia

- Photography  Movies  Music/Audio  Podcasts
- AVI  MPEG-2  MPEG-4  MP3  DVD
- POD/PDA  SDEF  HD  Download  Streaming
- Front Row  MS Media Center  TiVo
- Sources on  Mac  PC  Other: \_\_\_\_\_

## OPEN SOURCE

- Considering using open source applications?  
OpenOffice, GIMP, Apache, MySQL, ...
- Culture  Business Models  Issues and Risks
- What Makes Good Open Source  Licenses
- Dirty Code  Security  Development
- TCD Total Cost of Development
- An Open Source(d) Controller* (IEEE paper)

## TEST CENTER

- Apple Mac:  10.3  10.4  10.5  10.6
- MS Windows:  98  2000  XP  Vista  Windows 7
- Linux (Knoppix, RedHat, Ubuntu...)
- BSD  Solaris
- Browsers:  Firefox  IE6  IE7  IE8  Safari  Other
- on PDA
- Media frameworks:  QT  WM  Flash ( Real)

## VIRTUALIZATION

- Parallels  VMware (incl Fusion)  VirtualBox  other

**Senior IEEE Member** - Written and presented papers at conferences in EU and US. (<http://ieee.org>)

Member of FBI's **InfraGard** program – we are serious about Information Security!  
(<http://infragard.org>)

**Project Management Professional** (PMP) Certified, member of Project Management Institute. (<http://pmi.org>)

## Life Cycles

In-depth and hands-on experiences of life cycles on different levels of operations – from starting and managing small businesses, national and international, and operations, product portfolios, and projects within large international corporations.

Business: Idea → business plan → financing → starting, forming → operating, developing → selling, exit strategy

Products: From idea, to development, marketing, sales, delivery, installation/deployment, support, after-sales, to end-of-life, discontinuation of products. See also Project Management on previous page.

Projects: Research projects, development projects, installation/deployment projects, ...

Always consider your investments using (e.g.) net present value (NPV), payback time, return on investment (ROI), total cost of development (TCD), total cost of ownership (TCO), and/or other financial metrics. Maybe some new like economic value added (EVA)? We can help.

## Project Management

PMP Certified, PMI member, practitioner of PMBOK (Project Management Body of Knowledge) methodology and processes:

Nine Knowledge Areas	Five Process Groups				
	Initiating	Planning	Executing	Monitoring & Control	Closing
1. Integration Management	4.1 Develop Project Charter 4.2 Develop Preliminary Project Scope Statement	4.3 Develop Project Management Plan	4.4 Direct and Manage Project Execution	4.5 Monitor and Control Project Work 4.6 Integrated Change Control	4.7 Close Project
2. Scope Management		5.1 Scope Planning 5.2 Scope Definition 5.3 Work Breakdown Structure (WBS)		5.4 Scope Verification 5.5 Scope Control	
3. Time Management		6.1 Activity Definition 6.2 Activity Sequencing 6.3 Activity Resource Estimating 6.4 Activity Duration Estimating 6.5 Schedule Development		6.6 Schedule Control	
4. Cost Management		7.1 Cost Estimating 7.2 Cost Budgeting		7.3 Cost Control	
5. Quality Management		8.1 Quality Planning	8.2 Perform Quality Assurance	8.3 Perform Quality Control	
6. Human Resources Management		9.1 Human Resource Planning	9.2 Acquire Project Team 9.3 Develop Project Team	9.4 Manage Project Team	
7. Communications Management		10.1 Communications Planning	10.2 Information Distribution	10.3 Performance Reporting 10.4 Manage Stakeholders	
8. Risk Management		11.1 Risk Management Planning 11.2 Risk Identification 11.3 Qualitative Risk Analysis 11.4 Quantitative Risk Analysis 11.5 Risk Response Planning		11.6 Risk Monitoring and Control	
9. Procurement Management		12.1 Plan Purchases and Acquisitions 12.2 Plan Contracting	12.3 Request Seller Responses 12.4 Select Sellers	12.5 Contract Administration	12.6 Contract Closure

(PMBOK 3<sup>rd</sup> Edition, 2004)

For projects, using Earned Value Technique (EVT) for status and performance including budget at completion (BAC), actual cost (AC), planned value (PV), earned value (EV), cost variance (CV), schedule variance (SV), cost performance index (CPI), schedule performance index (SPI), cumulative CPI (CPI<sup>c</sup>), estimate at completion (EAC), estimate to complete (ETC), and variance at completion (VAR/VAC).

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