

# **EFFICIENCY ENFORCER**

*The new way to promote efficiency and increase productivity*

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## **BUSINESS PLAN AND KEY STRATEGY**

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*Efficiency Enforcer is the new way to promote efficiency and increase productivity. Instead of creating roadblocks or filtering out content that your employees need, Efficiency Enforcer allows for full customization and real time access to the resources that your employees need.*

### **1) Product or Service – The Efficiency Enforcer**

Our product, Efficiency Enforcer, is a new product to support reasonable and productive internet access at work for employees, while helping employers track, record, and address inappropriate or illegal online activity in the workplace without the burden of using valuable resources to constantly monitor each internet connection in your workplace. We work carefully with you to review and examine your company's internet usage policies, or we might suggest to you one of our standard policies depending on the precise risks and security needs at your workplace. We then use your policies to build a customized list of specific phrases and sites that may suggest internet use inconsistent with your policy.

Instead of blocking access and limiting your employees' productivity to possibly resourceful sites and services on the internet, where they may have a legitimate use of the site in question in mind, the Efficiency Enforcer logs the visit for your network administrator and reminds the user to review and accept your internet usage policy before proceeding in a pop-up window on the first two successive visits. On the third attempt to visit the web address or site in question, the user is prompted to state their business purpose for proceeding. This response is recorded for your network administrator to review, the administrator can approve or block access to the site, and the user is no longer alerted when visiting the site.

The advantage of the Efficiency Enforcer over other products in the market is twofold. First, more and more companies are taking the extreme measure of completely blocking access to certain websites, or websites containing terms that can be used in various context. From time to time, your employees have valid business or other professional reasons to visit such sites, and allowing them to do so would support increased business productivity and efficiency. This would include the use of personal web-based e-mails and educational or resourceful sites that may contain terminology considered inappropriate in some settings but not others. On the other end of the spectrum, other companies record every visit, perhaps every keystroke, of an employee's internet activity. This is also an unsuitable approach for large companies as it creates an overwhelming amount of unfiltered data, most of which reveals nothing, for a network administrator to manually review and compare against your internet use policy. This, too, is ineffective use of your network support human resources and can reduce your overall productivity.

## **2) Target Market –Demographics**

The Efficiency Enforcer is designed to enforce policy and improve efficiency at medium to large corporations and government entities with more than 25 internet connections to manage under their internal policies and general legal requirements. The Efficiency Enforcer achieves increased workplace efficiency where internet policy enforcement benefits from automated monitoring and review of internet use and activity.

## **3) Geographic Focus**

The Efficiency Enforcer is designed for and targeted to the U.S. national market, and it is designed to help clients reasonably balance employees' expectation for privacy with corporate policies governing internet use. It could eventually be sold in regions with similar needs to balance employee privacy expectations with strict employer internet usage policies, as the product is sold on a customized basis.

## **4) Start up Capital and Resource Requirements**

With no requirement for office or retail space, start-up costs are estimated in the range of \$80-100K to hire two programmers and provide computing resources and to provide initial product promotion. The development team will serve as the initial sales team. The start-up capital is intended to sustain product development, promotion, and sales for the initial 12 months of operations.

## **5) Potential Sources of Start-Up Capital**

With the relatively low start up costs, primary sources of start-up capital would be financed through a Small Business Administration loan and other small business loan programs available. Once the development stage is complete and the concept is proven, venture capital could be sourced to supplement promotional and sales resources.

## **6) Source of revenue / profit**

The primary and initially only source of revenue will be sales. The product will be sold only under enterprise license, initially with three categories based on the number of product licenses required by the client. The fee structure includes a general license and setup fee and a per-license cost. A license will be required for each internet connection to be monitored, usually one license per employee terminal.

## **7) Marketing Strategy**

As the Efficiency Enforcer is expected to have broad appeal across various industries and agencies with IT policies and resources to maintain, marketing efforts will focus on:

- 1) Cold calls to develop leads and live product demonstration opportunities
- 2) Presentations at trade association meetings and trade shows
- 3) Targeted web-banner advertising and a product website

Prototype available at:

[http://web.me.com/mdmacisaac/Efficiency\\_Enforcer/Welcome.html](http://web.me.com/mdmacisaac/Efficiency_Enforcer/Welcome.html)

- 4) Targeted charitable deployments with non-profit organizations in exchange for product promotion

## **8) Current and Potential Competition**

Products such as Netnanny, StatWin, Spectorsoft, and Websense all serve similar or related internet connection monitoring or blocking needs for home users or corporations. We were unable to identify another product on the market or in development that so closely pairs the client's internet use policy with the warning system and lets the end user choose whether to proceed or stop.

## **9) What sets your site / products apart from the competition?**

The Efficiency Enforcer is not a pure site blocker or an activity recorder like the numerous products available on the market today. All of these products may at times unjustifiably prohibit a user from visiting a site, making them less efficient, or they may record every action the user takes, which can violate reasonable privacy expectations at the workplace or with the employer's equipment, and also create large amounts of unfiltered and meaningless data. The Efficiency Enforcer instead integrates awareness and enforcement of your specific internet usage policies with an advisory and recording platform which keeps employees engaged in their internet usage, advised of your policies and their rights, and also produces simple, targeted alerts for your network administrator to review and address as required.

## **10) Long Term revenue, growth, and product plan**

*6-12 months:* Product will be in development and testing stages, no profit expected

*12-24 months:* Product roll-out and initial sales

*24-36 months:* Expected product growth and vertical market integration possible, offering new services such as hosted monitoring for clients unwilling to conduct their own product deployment and monitoring.