

How to Generate More Than 250k/yr in Revenue

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Three Different Models

- In-house equipment Value Added Reseller, (VAR)
 - ✓ revenue exceeded > \$500k/yr, net income < \$100k/yr
- Fixed-bid firmware + turn-key R&D
 - ✓ revenue exceeded > 350k/yr, net income > \$250k/yr
- On-site R&D, cash + stock
 - ✓ TBD: revenue currently > \$100k/yr with 3+ shares/hr preferred options

In-house equipment VAR

PRO:

- Large cash turnover
- Responsible for a lot of people + resources
- Good image

CON:

- Perception of value, (necessary evil)
- Large overhead + cash-flow risk
- Large volume of business is required
- Struggle with deal-flow and payment

Fixed-bid Firmware + Turn-key R&D

PRO:

- Perception of value, (revenue generator)
- Component reuse yields large returns + profits
- Low overhead

CON:

- Model is quickly becoming out-sourced
- Moderate cash-flow risk
- Customer intellectual property concerns

On-Site R&D Cash + Stock

PRO:

- Perception of value, (revenue + control)
- Value to Client, (performance-based metrics)
- Steady and predictable income + workload

CON:

- 'Look-like' an employee
- Revenue model is P.O. to P.O
- Options risk
- Grants only through board/CEO/CFO approval

SUMMARY

You bring an unfair advantage to your client

- PAIN == OPPORTUNITY!
- Know how to add value quickly!
- Know your customer + your customer's customer!