

Eurocase millwork engineering software

Sponsor's Plan 2012

Overview

We are looking for sixty five companies who are willing to sponsor the creation of our software application, which we have named "Eurocase". The cost of sponsorship is \$1,000.00 each, and will be used in the development and initial sales of our software program. This software program will service the Architectural Millwork Industry, namely, Cabinet Shops and/or Cabinet Manufacturers.

Sponsor's Information

The Sponsors contribution will be used to pay the wages of the Millwork Engineer, the cost of the Software Development Company and the initial Marketing of the software. In return, each Sponsor will be listed in the product documentation under the Sponsor's section with the following information:

- Company Name
- Company Address
- Company Contact Information
- Company Service or Product Description

Also, each Sponsor will be directly responsible for creating jobs for those who are presently unemployed, as well as providing help for those in need. Our hearts go out to those who are less fortunate than we are, so making their lives a little easier, and bringing them hope in their circumstances is one of our company's major goals.

About the Software

The Eurocase software will meet the specific needs of smaller Cabinet Shops worldwide. It will make them more competitive in bidding, more efficient in Shop Drawing creation and more accurate in materials and hardware quantification. The major features of the software are as follows:

- Estimating and Costing – Estimating a job can be done through the software by product, which includes associated material, hardware, labor and buyout costs. Provisions are also made for adding or subtracting costs throughout the process as needed.
- Shop Drawing Creation – With the help of AutoCAD, drawing creation is made easy through our product manager plug-in. Products can be inserted into the drawing environment with all materials, hardware, construction standards, and many other product options incorporated into each one inserted. Views include Plans, Elevations and Sections in 2D, or products can be inserted as 3D views. The 3D views can also be rendered in accord with AutoCAD's rendering feature.
- Essential Reports – Various reports can be created, such as, Material Reports, Hardware Reports, Edge Band Reports, Buyout Reports, Optimization Reports, Finished Product Reports, and many more.

- Panel Optimization – Products inserted into the job can be optimized by material for the optimal yield and minimal scrap based upon the criteria preset by the Cabinet Shop. Optimization can be done by product, by room, by phase or by job.
- DXF Creation – DXF's of each and every part that make up the products which are inserted from the library, or from the defined shapes created by the CAD operator, are available as selected for exporting, and for use on a CNC routing machine.
- Opportunity for Growth – The Eurocase software is setup for growth. As the Cabinet Shop matures and adds on computer based equipment in the shop, we are designing our software to add machining to the program, allowing for Nested Based Optimization and G-Code generation.

Target Market

Our Target Market is Cabinet Shops throughout the world. Our specific market for this particular software program is the smaller Cabinet Shops. The smaller shops have been overlooked by the software companies making a product similar to our design (only much larger in scope), and their programs are typically 94% - 97% more costly than what the cost of our package will be. This cost differential is what will make our program an attractive alternative to our potential customers, because we are not giving them all of the unneeded features that the larger programs have. This will make their return on investment a matter of weeks, rather than months or years, and our sale a mere credit card purchase.

As for the need that our software program will meet in the market, let me say this, it will save time and make the smaller shops more competitive with the larger ones in attaining jobs they are bidding on. For instance:

- It will save hours of time that is spent manually doing the work that our software will do in seconds.
- Second, the cost of our program is similar to the cost of a tool that would be purchased by the shop to help in the building of the products for a job... and as said before, a mere credit card purchase.
- Third, our program will provide the information needed by the shop to use the least amount of materials possible in creating the products for the job.
- Fourth, our program will save time in an unforeseen area, which is the area of estimating a job, or in other words, bidding a job. The program will assist the cabinet shop in pricing a job, and accurately determining the material usage for that job, making their bids much more competitive. This will not only save them time, but will make the bidding process more accurate and efficient.
- And finally, as if that wasn't enough already, the information used in bidding the job can also be used to automatically generate the majority of the geometry used in the creation of the shop drawings.

This market is rich in possibilities, because it will provide the smaller Cabinet Shops with a tool that will assist them in acquiring work, thus keeping them in business. And in a down economy, a small purchase with great potential for stability is exactly what is needed.

Marketing Strategy

As stated above, our Target Market is small Cabinet Shops. Attaining a listing of these shops is easily done by a number of ways, namely Yellow Page searches, Google searches and our current Millwork Client's List. Another

list of potential customers available to us is the AWI (Architectural Woodwork Institute) Membership Directory, which we have in our possession since we are a member of AWI ourselves.

Reaching these potential customers will be done initially by a mass mailing of the software to 2000 confirmed companies on our leads list, which was generated from the previously stated searches. Once the software has been delivered to the targeted companies, contact will be made by phone, by GoToMeeting, or in person if possible, to discuss the software's potential impact upon that company. I am confident that the software will sell itself once the customer has seen what it will do for them. And furthermore, I have personally spoke to a number of our millwork CAD clients about our software idea, and have had nothing but positive remarks and interest in the program. And did I mention that this software will be marketed worldwide? We have a company in India that will be responsible for all of our overseas marketing, and will handle all of the customer service related issues on that end.

As I said before, this product will meet a real need, even in a weak economy. As a matter of fact, the weak economy will be what helps us in selling this product to our targeted market.

About us and Sponsoring our Venture

Sponsor's checks can be made payable to, and sent to:

Paragon Enterprises, Inc.
6811 Silent Brook Lane
Knoxville, Tennessee 37921

Phone (865) 212-4170

Fax (865) 357-4170

Contact – Steven H. Shull, *President & Owner*

We, Paragon Enterprises, Inc., have been in business since August of 1996, and we have serviced clients all over the United States with our Millwork Engineering services. We have a listing of references on our website (see below), where you can also learn more about us and our software as well.

Referrals (References) - <http://millworkcadcam.com/Pei/referrals.htm>

Software - <http://millworkcadcam.com/Envisage/envisage.htm>.