



VSI

Virtual Synergy Inc.

300 Monterey Dunes Way
Castoville, California 95012

831 633-1502

www.virtualsynergyinc.com

Strategic Planning and Business Development

Build Your New Company

VSI is more than a high technology product development firm. Our accomplished and professional business development and engineering team will build you a company to develop, "productize", market, finance, and manufacture your product. Our Senior Executives will provide you all the skilled project management to secure financing, develop your product, take the product into production and launch a new enterprise.

So.. If you have a product concept or prototype and are not sure about what to do next, then let the VSI team provide you with the critical advantage of our experience. We will build your enterprise and put you and your product in the 10% Winners' Circle.

Some of the things we do . . .

- Create and Execute The Strategic Business Plan
- Secure Legal Corporate Status
- Establish and Staff The Organization
- Build Financial and Accounting Systems
- Secure Financing
- Engineer and Develop the Product
- Provide a Marketing and Selling Plan
- Build and Manage the Manufacturing Infrastructure

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Product Development and Productizing

Engineer and Design Your Concept

Virtual Synergy Inc. has a core of Experienced Senior Design Engineers. If you have a product concept or prototype, then let the VSI Engineering team provide you the critical advantage of our unique, thorough and reliable **VSI 8-Step Phased Process** – to design and develop your product. However, developing a product is more than engineering a product. **VSI** will not abandon you when the design is complete. **VSI** can provide all the services necessary to manufacture and bring a product to market. **VSI** Executives will market, lead the financing, and manage manufacturing your product. **VSI** will build you the company to put you in the Winners' Circle.

Some of the things we do . . .

- Product Requirements Specifications
- Industrial Controls Design
 - Electrical Engineering
 - Software
- Phased Project Management and Cost Control
- Mechanical Engineering
- Industrial Design
- Electronics System Design and Power Distribution System Design
- Environmental Robustness
 - Temperature, Humidity
 - Altitude
 - Shake-Rattle-and-Roll, etc.
- Software and Firmware Design
- Design for Recycling, Reuse and Reclamation, WEEE
- RoHS, SB 20/50, etc.
- Eco-Design
- Documentation Generation and Document Control
- Product Testing Methodologies
 - Technical Validation
 - Production Testing
 - Service and User Testing
- QA and Service



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Marketing Branding and Product Positioning *Present and Sell Your Product*

Every product ever created is believed to be a winner by the people who developed it. Why is it that only a small percentage ever makes it?

The product had so many cool features, the design was so innovative, it was going to be very profitable as soon as we got to volume manufacturing but we just started slow and ran out of money. Who could have imagined the service problems we had. We were right there and then the market window closed. How could all those people pass it up?

The list goes on and on. The fact is that we can all think of a myriad of products we thought would be successful – in some cases we may have even developed them – but for any number of reasons the product failed.

Marketing, or lack of it, is often to blame. Did you correctly identify the needs of the market – or, for that matter, who your “market” was? Did you objectively examine the strengths, weaknesses, opportunities and threats for both yourself and your competitors and plan accordingly? Did you create detailed strategies for positioning, product, pricing, promotion, and distribution? Did you identify partners or alliances that would provide leverage in the market?

One thing is certain . . .

The application of detailed marketing analysis can significantly improve the chances for success.

“Sometimes the best insight comes from outside”.

It’s often hard to be objective when you have put your heart and soul into developing a concept or a product. You take ownership in it and loyally defend it. Remember that the goal is to toast champagne in the winner’s circle, not gallantly go down with the ship. An external marketing resource brings expertise and objective insight.

Some of the things we do . . .

- Creative Development
- Brand Strategy
- Marketing Plans and Analysis
- Competitive Positioning
- Corporate Identity Programs
- Media and Public Relations Plans
- Advertising Creation
- Creation of Collateral
- Selling and Sales Channel Plan

Virtual Synergy will bring in the appropriate marketing resources to drive the success of your product. Drawing from a team of marketing, sales, and award winning advertising professionals, we bring vision, creativity and excellence in execution.



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Enterprise Financing and Accounting Systems *Accounting and Financial Management*

VSI provides a full range of financial services.

The core of those services relate to engineering development project justification, ROI, and budgeting.

VSI will assist clients with financial project justification, presentation for funding and project control.

Some of the things we do . . .

- Project management and cost control in all areas of project development, compliance and production.
- Business and financial planning for project budgeting and funding.
- Business plan development, preparation, and financial projections.
- Interim and long term accounting and controller services.
- Monthly and year-end closing with income tax ready financial statements and supporting documentation.
- Sales and payroll tax reporting and management.
- Budgeting and forecasting.
- Analysis of manufacturing and overhead costs.
- Business consulting and financial systems development.
- Cost control services.
- Business start up consultation.
- Accounting and bookkeeping practices and standards review.
- Internal controls review.
- Internal financial reporting.

**VSI Will Create and Establish Client's Custom or Efficient
Easy to Use QuickBooks Accounting Systems**
Mark W. Heath II VSI Chief Financial Officer
Member of the QuickBooks ProAdvisor® Program

- Certified QuickBooks ProAdvisors are local QuickBooks experts that can help you get answers, choose the right product, get setup right, customize QuickBooks, troubleshoot, understand tax and financial implications, and more.
- Many QuickBooks customers say their experience with QuickBooks is better when they work closely with a QuickBooks expert.

Certified QuickBooks ProAdvisors® are typically CPAs, accountants, small business advisors or consultants who have been tested and certified on QuickBooks.

- ProAdvisors® help businesses customize QuickBooks for their unique needs and help them get the most out of the software.

ProAdvisors® are also a great resource if you run into trouble with QuickBooks.

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Manufacturing Resource Management

Design for and Secure Approvals and Certifications

Virtual Synergy is an organization dedicated to their client's product design and manufacturing. **VSI** presents skills and talent uncommon from typical engineering firms. The **VSI** core team has many successful years in both manufacturing and design. **VSI's** unique strategy avails its clients the necessary diverse skills of multiple industrial design, engineering, and manufacturing service companies. **VSI** senior executives have successfully launched, and managed manufacturing operations domestically and internationally, both large and small. We can select and manage contract manufacturers and suppliers and develop necessary "Lean" custom final assembly operations. We will apply the latest "Lean" and "Demand Pull" best practices. We are Lean experts. Our conviction is that anybody who doesn't believe that Lean is the solution will not be among the select 10% success stories. **VSI** will put you in the 10% Winners' Circle. We will teach you, and install, Lean practices. We can manage your product from concept through full production to end of life.

Some of the things we do . . .

- Create and Implement Production Plans
- Develop Manufacturing Test Requirements and Procedures
- Create and Implement QA plans
- Locate, Evaluate and Select Suppliers and Production Facilities
- Negotiation of Manufacturing Contracts
- Create and Implement Production Test Plans
- Provide On Going Supply Chain and Manufacturing Management
- Implement ERP Systems
- Establish all Manufacturing and QC Process Controls
- Define manufacturing Flow
- Set Organizational Plans
- Provide Shop Floor Planning and Routing
- Develop Assembly Aids
- Provide all Manufacturing Documentation
- Define Inspection Requirements and Procedures
- Provide Productive Tooling
- Build Test Systems
- Establish Closed Loop Metrics
- Provide Site Logistics
- Manage Shipping, Billing and Provide all Manufacturing Financial Management
- Create Service and Warranty plans
- Plan for Environmentally Friendly and Energy Efficient Production Processes
- Plan for End-Of-Life (Recycling, Reuse, Reclaim) Processes



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Regulatory Compliance

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Virtual Synergy Inc. has the design and regulatory engineering experience to help you fathom the many regulatory agencies, government and municipal standards, industry standards and legal requirements with which your product may well need to comply. VSI can map out the domestic and international requirements, structure your design and production needs and help you take your products through the 'test debug and fix' process at local third party test houses or the various Nationally Recognized Test Laboratories (NRTLs).

Some of the things we do . . .

- Design and Prepare for Compliance
- EMC: FCC, CE, VSSI, etc.
- Safety: UL, CE, VSSI, etc.
- Environmental Safety:
 - RoHS, Prop.65, etc.
- Energy Conservation:
 - EuP (European)
 - CEC (California)
 - Eco-Design
- Manage Compliance Process
- Support Regulatory Submittals
- WEEE
- Production safety testing
- Prepare Documentation Packages