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## **An Engineering and Production Consultancy for the Industrial Equipment Industry that will Ensure Your Product is the “One in Ten” that is Successful**

**VSI** is a high technology product development firm that focuses on industrial products. Our accomplished and professional development and production team will analyze, design, develop, “productize”, market and manufacture your product. Our Senior Executives will provide project management and market plans, complete the financial justification and launch manufacturing.

**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 unique, thorough and reliable VSI 8-Step Phased Process – to make sure your product makes it into the 10% Winner’s Circle.

### **Why Use VSI Services?**

Common Hazards Developers Face:

- No Plan and process to follow
- Lack of talent to properly launch a design effort.
- Lack of know-how to define and market a product.
- Lack of knowledge as to what to do next with your prototype product or concept.
- Lack of skills to get your product into production.
- An overwhelmed project management and development team.
- Missing or inadequate documentation.
- Lack of time or funding to get your new product through development and production.
- Constantly needing to go back to the “well” for funding because of inadequate anticipation and financial planning.
- Inability to manage your production.
- Inability to get appropriate agency approvals.

### **VSI Solutions Will Help You:**

- Help you plan your effort using **VSI’s 8-Step Phased process** (Separate document available for downloading from web site page Why Use VSI Services?).
- Augment your existing team with deep experience in your marketing, finance, Development and production areas.
- Benefit from the very experienced core members . . . 15 to 30 years in their field.
- Learn what steps to follow next . . . VSI members have “been around the block” many times.
- Develop or revamp your plans to get development, costs and production back on track.

- Supplement or complement your existing team.
- Help to get your arms around necessary documentation.
- Help secure and manage financing.
- Help evaluate your needs and anticipate contingencies for adequate funding.
- Architect and optimize your product design for limited to high volume production.
- Guide you through the regulatory maze.
- Locate permanent employees to take over after VSI is long gone.

## What Are VSI Services?

- Product Development and “Productizing” – We Provide:
- Product Requirements Specifications
- Industrial Controls Design EE Software
- Phased Project Management and Cost Control
- Mechanical Engineering
- Industrial Design
- Regulatory Compliance
- Design for Compliance
- Compliance Testing
- Documentation Generation
- Document Control
- Product Testing Methodologies
- Technical Validation
- Production Testing
- Service and User Testing
- QA and Service Plan Development

### Manufacturing – We Provide:

- Development of Manufacturing Test Requirements and Procedures
- QA and Service Report
- Location and Evaluation of Production Facilities
- Negotiation of Manufacturing Contracts and Production Launch
- Creation and Implementation of Production Plans
- Creation and Implementation of Production Test Plans
- On Going Supply Chain and Manufacturing Management

### Marketing Financial Planning and Human Resources – We Provide:

- **MARKETING**

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.

**What kind of things do we do?**

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

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.

**VSI provides a full range of financial services**

The core of those services relates to engineering development project justification, ROI, and budgeting. VSI will assist clients with financial project justification and presentation for funding and project control.

- 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.

**Who Is VSI?**

- VSI Executive Team (Separate document available for downloading from web site page Who Is VSI?). This page contains a brief BIO for each of the VSI core team members.
- Accomplishments (Separate document available for downloading from web site page Who Is VSI?). This page lists some of the companies with which the VSI core team members have worked, individually or as a team.