

Funding Plan

With a focus on adding technology that aims at increasing scholastic performance, SAVE will be the conduit to bring technology into the classroom. Key to success of this goal is the choice for the financier, and the National Science Foundation's Small Business Innovative Research Program seeks to fund the development of innovative ideas such as ours for small businesses.

Success in Phase I, extending through the Spring semester of 2005 (1/17/05 through 6/10/05), will mostly require funding for salaries dedicated to research, prototype planning, programming, Management, and third party product reviews, will require \$100,000 in grant funding by our chosen funding agency. Employees will include a Project Manager, 3 Hardware Developers, 3 Software Developers, and 2 expert consultants: an Educational Consultant and a Technical Consultant. Forty percent of the total funded sum will be allotted for overhead, which will be dedicated to personal salaries.

Phase II requires 2 years of intense development, and demands a much larger backing of financial support than Phase I. Here, development and refining are the primary concerns. Lasting a full 2 years (6/10/05 through 6/11/05), it is split into major programming and test stages - Alpha/Beta Development & Testing and Final Development & Field Trials. The most financially demanding part of phase 2 will be the employment of a Project Manager, Software Developers, Hardware Developers, Web Developer, Testing Programmers, a Technical Staff (3), and the 2 Consultants. Also involved in the budget is the hardware (Development Server, Desktops (14), Whiteboard (3), & Microphone (3)) and software (Flash (2), Microsoft Visual C#.NET (7), Photoshop CS or comparable photo editing program (1), and Microsoft Office (14)) and miscellaneous overhead costs. The target sum for funding for the above items is \$750,000.

As Phase II ends, the National Science Foundation will reward grantees by attempting to unite investors with our project, providing funding and support through a grounded, proven institution that meet a high standard of requirements set by the NSF. It is important that we are aligned with Universities and Colleges, in spirit and as a funding source. Our mission is to introduce a technologically advanced solution to the modern classroom that will be unobtrusive to the teacher, while aiding the student in necessary repetition. During Phase III, it will be our aim to seek financial solidarity through demonstrations and sample lectures throughout the country in various Secondary Educational Forums. As a supplement to this, we will also be taking a lesser (but important nonetheless) focus on high schools. This will help visibility of our product and potentially will open important alternate sources of revenue. In Phase III, we break even at Year 5 of production. Before that, we incur approximately \$150,000 in debt by the end of Year 3 that will be covered by small business loans secured through the Small Business Administration and through local banks.

The most important funding decision is the use of a COTS solution for our main component - the whiteboard. This includes built-in Application Programming Interface (API) calls that will be easily interfaced with in the customized application set that we will be building for our project. The whiteboards that we have chosen have already gone through rigorous testing. All of this will inevitably lead to a savings in time, manpower, and ultimately money. Other factors that have been considered in our cost analysis are reduction of redundant software or hardware where they are unnecessary. This reduction will aid in our target of meeting financial goals in the 3rd phase. Profit and momentum are key in this phase, so even these small factors can be key to the project's success.

Funding source information:

<http://www.nsf.gov/home/crssprgm/itr/>

<http://www.nsf.gov/mps/divisions/dms/about/dmsprograms.htm#itr>