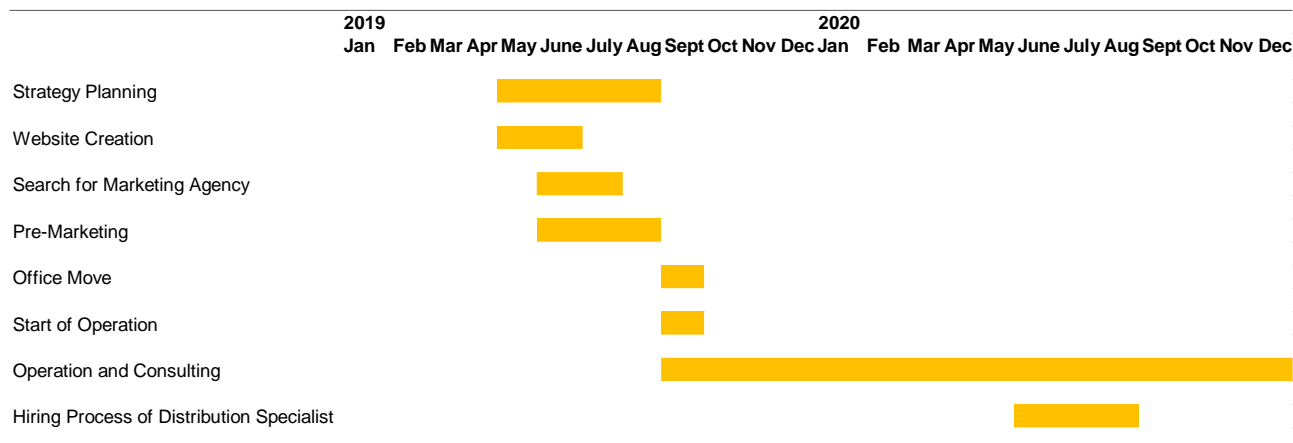


Realization plan until December 2020



Source: Company

Capital of nearly 100,000 USD is needed for various investments which will ensure the company's success.

In the following chapters, the business idea, the location, the target region/target customers, the market and the competitive environment, the planned marketing strategy, pricing model, personnel planning as well as financial data and developments will be presented.

2 Company Description

2.1 General

Mark Miller plans to start a consulting company named Hello LLC.

The legal form of Hello LLC is one of an LLC, a Limited Liability Company.

Company headquarters will be close to Los Angeles.

Unique selling points of the company are:

- The company's service, IT-security consulting for small businesses, is still under-penetrated but shows very high demand.
- Mark Miller has long-term experience in IT-security and a very good academic background.
- The owner has close and long-term relationships to high profile resellers of IT-security software.
- The price-performance ratio is very attractive.
- Mark Miller is a highly flexible and collaborative thinker, which will consequently lead to high customer satisfaction.
- The market environment is especially attractive around the company headquarters in Irvine, California
- Consulting is a low cost / high margin business.

2.2 Service Offer

2.2.1 Consulting and Implementation

Hello LLC will consult its customers in all security issues around their networks, clouding and data.

Initially, Hello LLC will develop a concept for security issues and the solutions for its clients.

The package will include the following:

- Definition of the clients' working environment
- Definition of company needs (own device, mobile computing, home office, extensive travelling, etc.)
- Regulatory issues
- Clients' history of security issues
- Development of solution concepts
- Evaluation of one or several solutions
- Definition of final solution
- Documentation

Secondly, Hello LLC will implement an (externally purchased) security solution.

The package will include the following:

- Server installation based on purchased security solution software
- Installation of a test device
- Definition of a base policy
- Policy testing
- Policy roll out to several test users
- Policy adjustment after feedback of test users
- Rollout to all users
- Documentation

Thirdly, if customers purchase software via Hello LLC (see the following chapter Reselling) the company will provide the client with a basic package.

Package includes the following:

- Implementation of the software solution
- Creation of a base policy
- Implementation of base policy
- Testing
- Documentation

2.2.2 Reselling of Security Software

Hello LLC will offer the reselling of market-leading and proven security software products.

The package will include the software installation as well as the setup of the respective cloud solutions.

Hello LLC will offer products from three software companies.

- ABC

www.abc.com

This company is based in Boston, Massachusetts and offers data loss prevention software for end users, corporate networks, servers, databases, and clouds.

The offer will include:

- Agent generation
- Agent launch
- Basic policy creation
- Implementation of the policy
- Functional Testing

- DEF

www.def.com

This is a large software company that offers a variety of software solutions, including data loss prevention software and security software, which Hello LLC will resell to its customers.

The offer will include:

- AIP agent installation
- Basic policy creation
 - Classification (public, internal, confidential, strictly confidential)
 - Development of two basic protection rules (confidential and strictly confidential)
 - Product launch
 - Functional testing

- GHI

www.ghi.com

This company is based in Los Angeles, California and focuses on security software.

Products include automated application & secure access, secure file & email access, secure cloud storage access, secure hybrid cloud access.

The offer will include:

- Installation and connection of cloud solutions
- Basic policy creation

- Functional testing

2.2.3 Managed Services

Hello LLC will offer managed services to companies which have purchased security software.

Among others, services will include

- Helpdesk
- Production support and maintenance
- Data backup and recovery
- Network monitoring
- Controlling and Solutions

2.3 Pricing Strategy

The pricing strategy is simple yet customer friendly.

Revenues will be generated from four pricing models.

These are:

- Hourly Payment - 150 USD per hour
- Daily Fee – 1,000 USD
- Solution and Advisory Package – 3,000 USD per package
- Software Resale - 10% resale income

2.4 Target Clients

The target clients of Hello LLC are generally small businesses.

All these companies face security issues, either due to regulations or security holes.

In a first phase, the target clients will be acquired from the region around Irvine (please see chapter: Target Region).

The target area is large enough to reach sufficient clients in order to grow at an above average rate for the coming years.

The target clients are not restricted to certain businesses. Nowadays, small companies in all industries need security solutions.

2.5 Personnel and Executive Director

2.5.1 Personnel

In the first year, Mark Miller will be the sole employee of the company.

Mr. Miller will be supported by the in-house staff of BlaBla which provides services like

- Reception Services
- IT Support
- Cleaning

From October 2020 on, Mark Miller will be supported by one employee. A senior sales and distribution expert will be hired.

The ideal candidate will be an experienced sales and distribution expert in the area of security solutions.

He will be well connected to potential clients and will bring along a huge network of interested customers.

The future team member will have the following skills and characteristics:

- Long-term experience in security software issues
- Extensive network
- Minimum of ten years of working experience
- High communication skills
- Very good academic background
- Deep industry and product knowledge
- Willingness to travel
- Sincerity, friendliness and trustworthiness
- Team player

In August 2021 a Junior Consultant will be hired. The ideal candidate will support Mark Miller in all segments of consulting and the reselling of software products.

The Junior Consultant will serve his own clients and will be responsible for their satisfaction.

The future Junior Consultant will have the following skills and characteristics:

- Deep industry and product knowledge
- Very good academic background
- At least 3 years working experience
- Very good communication skills
- Team Player
- Sincerity, friendliness and trustworthiness

2.5.2 Executive Director and Company Owner

Mark Miller and David Miller are the owners of Hello LLC. Mark Miller is the Executive Director.

Mark Miller has long-term experience in the IT-Security consulting business. Mr. Miller holds a Bachelor of Science from MIT, where he studied Computer Science and Digital Media.

For several terms, he studied Electronics at Wayne State in Michigan.

Additionally, Mark Miller owns several vendor qualifications like “Check Point Certified Security Administrator”, “Sourcefire Certified Professional” and “Blue Coat ProxySG Administrator”.

His work experience reaches back to 1992 when he started as a trainee in Electronics Engineering at GLC.

Currently, Mark Miller is working as a Technical Alliance Manager EMEA for DDD. He is providing a technical point of contact for DDD channel partners like distributors and system integrators.

Mr. Miller is internally working with the Service and Engineering teams of CAM/OSR/ISRs and SEs.

Prior to this position, he held several positions at DDD. In 2014 he started as a Senior System Engineer and headed the Central Asian team.

He was responsible for setting up the market and establishing business relationships with partners and account managers.

As a Strategic Alliance Architect, he set up enterprise-wide data security, data risk management and data loss protection solutions.

CV-Details are attached to this business plan.

Mark Miller will have the following tasks at Hello LLC:

- Marketing & Distribution
- Controlling & Finance
- Personnel & Recruiting
- Strategy & Concept Development
- Consulting & Advisory
- Reselling of Security Software

Due to his professional knowledge and above all because of important entrepreneurial qualities such as ambition, motivation, visionary thinking and assertiveness, Mr. Miller is very well suited to successfully start the planned company launch.

3 Marketing

The company has developed an attractive and success-oriented marketing and sales strategy and will implement and continue to expand it.

A big and important aspect for the success of Hello LLC is above all the satisfaction of existing and future customers.

Word of mouth propaganda is still the best and most economical way to acquire new customers and retain existing ones.

The design of the advertising material will be placed in the hands of a professional advertising and marketing agency.

The planned marketing activities show a very high and professional level of excellence.

The marketing measures include the following areas: