

## **TeleVETronics: Business Plan #2**

### **2.0 Company Summary**

#### **2.1 Company Description**

TeleVETronics is an electronics development company that specializes in producing biotelemetric instruments for use by biomedical researchers and veterinarians. The initial product is the electromagnetic blood flow meter, which the company has thoroughly researched and improved to develop and sell at a lower cost. TeleVETronics has a mission to provide affordable biotelemetric equipment while remaining devoted to customer satisfaction.

#### **2.2 Company Location and Facilities**

TeleVETronics will begin operating out of an employee's personal home until the production rate or office space becomes insufficient to handle the company's needs. This is projected to take approximately 6 months to 1 year. At that time, TeleVETronics will rent a commercial building to accommodate up to 20 offices, an average size reception room, a break room, and a 20 person conference room. Production will resume in an isolated part of the office building and will require approximately 1000 sqft. These specifications will need an office building with at least 4000 sqft. The building will be leased on yearly terms and serve as an intermediate transition from a startup company into a small company. Once the office space becomes limited, TeleVETronics will relocate into an office building on a yearly lease with 50 offices and increase the manufacturing area to 3000 sqft, which requires at least 7000 sqft. This will provide the company with room for growth and help make transition into a mid-sized company easier to accomplish.

#### **2.3 Company Strategy**

TeleVETronics's strategy to succeed involves dedicating much of our time and money to research and development. The company's main product is the electromagnetic blood flow meter, which has been developed from extended research to ensure its technical abilities and reduced cost. Since this is TeleVETronics's launching product, the company plans to use most of its resources in excelling this product. The electromagnetic blood flow meter has a 50% cost reduction when compared with market products. So, the first priority is to build a laboratory and factory dedicated to enhancing the electromagnetic blood flow meter.

TeleVETronics is able to reduce production costs by researching the existing products on the market and undergoing further research and development of TeleVETronics's own products. The open source community is allowed to contribute through the TeleVETronics website at <http://www.TeleVETronics.com>. This provides the company with a wide pool of research to pull from. By careful planning from research, the company is able to reduce its time-to-market by maintaining knowledge of similar products on the market and making improvements.

Quality must be ensured by testing the product and not releasing updated versions until after thorough verification. This involves testing in various capacities and many different cases. While this process assures quality for the customer, it allows developers to know more about the products so that they may provide in-depth technical support for the customer. By customers getting support directly from the developers, a close relationship and trust is established, which upholds the unique TeleVETronics name.

So, the company uses its few existing customers to help advertise products and vouch for the company's commitment to customer satisfaction.

The company's advantages include manufacturing more affordable products than the competition as well as allowing customers to customize their products. Although TeleVETronics was not the first to make electromagnetic blood flow meters, the company was the first to make it less complicated to manufacture and easier to alter according to the customer's needs. The electromagnetic blood flow meter is extensible in that probe sizes can vary and other output types may be appended. Other than customer satisfaction, these advantages are the messages that are relayed in the company's advertisements. These advantages give the company a competitive edge. With a unique company name, support from trusted customers, and proper advertisement, TeleVETronics will successfully move towards its larger goals.

## **2.4 Start-Up Cost and Funding**

As seen in Table 1, \$15,000 is needed for the startup costs to purchase the components necessary for constructing the prototype. Such components include expensive materials, such as platinum for the electrodes, magnet cores, PCB prototypes, electrode leads, and dialysis tubing. Advertising costs between \$300 and \$1,000 for a half-page ad in scientific publications. The manufacturing cost of each flow meter is approximately \$200. Therefore, with \$5,000 in startup inventory it would be possible to manufacture twenty-five probes and twenty-five flow meters. Items contributing to our current assets are our company van, which is worth \$4,000. Our web server has a net worth of \$1,000. Each investor is contributing \$10,000. To cover the remaining startup costs, the company would need to borrow an additional \$25,500.

Table 1. Startup Expenses

<b>Startup Expenses</b>	
Legal	1,000.00
Prototype Dev	15,000.00
Initial Advertising	10,000.00
Insurance	500.00
Rent	0.00
Expensed Equipment	3,000.00
Other	1,000.00
<b>Total Startup Expenses</b>	<b>30,500.00</b>
<b>Startup Assets needed</b>	
Cash Balance on Starting date	25,000.00
Startup Inventory	5,000.00
Other Current Assets	5,000.00
<b>Total Current Assets</b>	<b>35,000.00</b>
<b>Total Startup Requirements</b>	<b>65,500.00</b>
<b>Funding</b>	
<b>Investment</b>	
Nashlie Sephus	10,000.00
Brian McCalebb	10,000.00
Taffa Porter	10,000.00
Kyle Eubanks	10,000.00
Other	0.00
<b>Total Investment</b>	<b>40,000.00</b>
<b>Current Liabilities</b>	
Accounts Payable	0.00
Current Borrowing	25,500.00
Other Current Liabilities	0.00
<b>Total Current Liabilities</b>	<b>25,500.00</b>
Long-term Liabilities	0.00
<b>Total Liabilities</b>	<b>25,500.00</b>
<b>Left To Finance</b>	<b>0.00</b>
Loss at Start-up	30,500.00
Total Capital	9,500.00
<b>Total Capital and Liabilities</b>	<b>35,000.00</b>
Checkline	0.00

### **3.0 Product Description**

#### **3.1 Functional Description**

TeleVETronics's initial product is an electromagnetic blood flow meter. This meter is specifically designed to be used in animal hosts, particularly cows. The meter's major components consist of a probe and a digital display amplifier (DDA). The meter operates by measuring the induced voltage as blood flows between the probe's parallel electrodes. The induced voltage is small enough that it does not harm the host. The DDA measures this voltage and displays it to a LED display. The DDA also generates the square wave used to drive the probe. The probe is designed to be placed around the aorta of the animal host and is durable enough to remain implanted for up to three months.

The size of the flow meter is that of a typical laboratory bench instrument. The meter is calibrated to match the electrical conductivity of blood, and it is capable of measuring voltages for flow rates between 0.1 and 1 m/s to within 1 cm/s of the actual values. This makes the meter very accurate for measuring the induced voltages for the typical blood flow rate of an animal such as a cow.

#### **3.2 Customer Needs and Benefits**

The customers of TeleVETronics include researchers in the biomedical and veterinary community that have a need for electromagnetic blood flow meters. TeleVETronics will provide flexibility to its users by offering multiple models of the electromagnetic blood flow meter, along with multiple probe sizes. Since our customers are looking for an alternative to what is currently available of electromagnetic blood flow meters, this will allow our company to develop inexpensive products with an innovative manufacturing approach.

#### **3.3 Future Products**

TeleVETronics will introduce itself to the industry by selling affordable electromagnetic blood flow meters and should continue building upon that reputation by offering different products to complement the blood flow meter. This will require developing probes of varying sizes to accommodate any desired application. For this reason, probes ranging from 5 mm to 40 mm will be offered in our product line. New features will also be offered for the blood flow meter. These features will include a computer interface, graphical display, automatic calibration, automatic re-zeroing, etc. Once the product line for the electromagnetic blood flow meter is expanded, development on more advanced blood flow meters will begin that incorporate new technologies such as ultrasonic and transonic measurement techniques. After the entire blood flow meter product line is completed, development on alternative biotelemetric devices will begin. These devices will include blood pressure meters, glucose monitors, etc. The development of these future products will require at least 5 years and give TeleVETronics more of a competitive edge in the biotelemetric manufacturing industry.