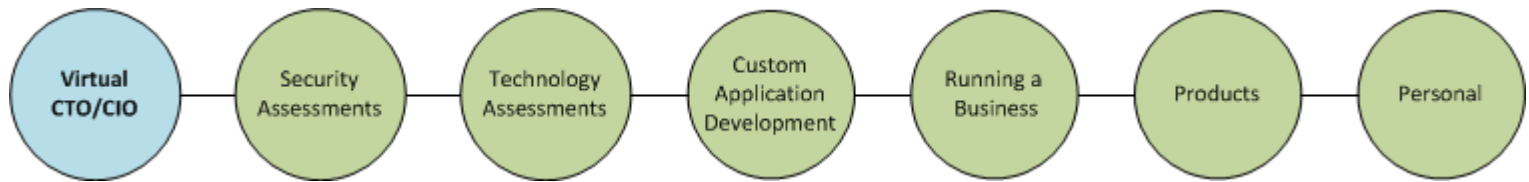


Virtual CTO/CIO Services

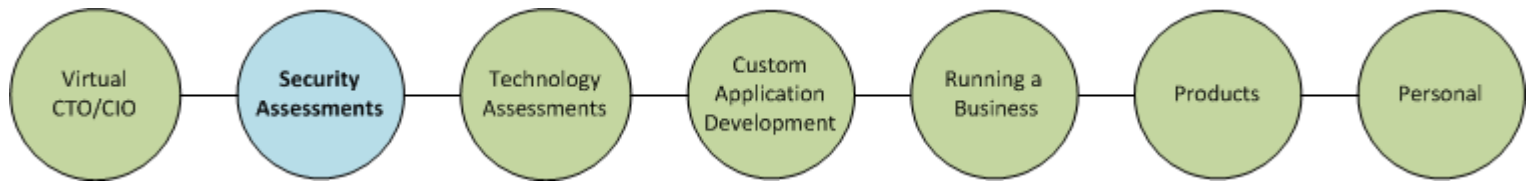
This service is offered to the small business market (less than \$50M revenue) that may not have the ongoing requirements or resources that would dictate a full-time person filling this role. On a per-project or retainer basis, Mr. Davis can deliver the value of a Fortune 200 CTO, but on a timeline and budget that fits your organizational requirements.

- ⊛ In partnership with the company's executives, identify opportunities and risks for delivering the company's services as a web-based business, including identification of competitive services, opportunities for innovation, and assessment of marketplace obstacles and technical hurdles to the business success.
- ⊛ Identify technology trends and evolving social behavior that may support or impede the success of the business.
- ⊛ Establish a governance process that meets government, partner, and company expectations for customer information privacy.



Virtual CTO/CIO Services

- ⊛ Strategic Technology Advising and Roadmaps
- ⊛ Technology Selection Analysis and Recommendations
- ⊛ Build vs. Buy Decisions
- ⊛ Data Center vs. Hosted Solutions vs. Cloud Solutions
- ⊛ Corporate Infrastructure and Licensing
- ⊛ Direct development and execution of an enterprise-wide information security plan that protects the confidentiality, integrity, and availability of the company's data and servers.
- ⊛ Direct development and execution of an enterprise-wide disaster recovery and business continuity plan.
- ⊛ Communicate the company's technology strategy to investors, management, staff, partners, customers, and stakeholders.



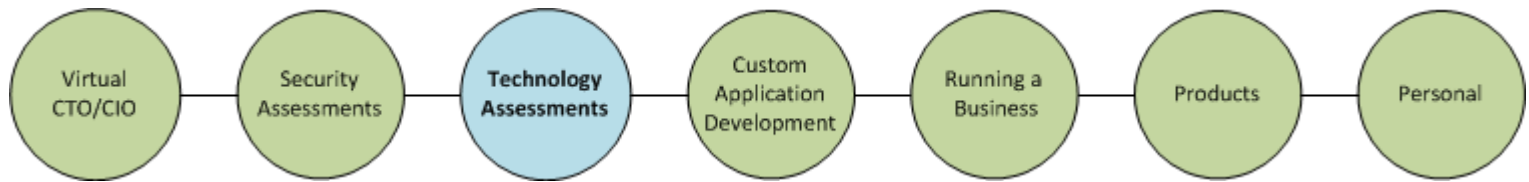
Security Assessments

Security can take many forms and therefore be compromised in a number of different ways. Data encryption, data retention, Off-site backups, User and Group Role Definitions, Physical Plant Security, 3rd Parties (Vendors, Credit Card Processors, ...) all present unique challenges to protect.

In its simplest form, security comes down to defining the answers to a few simple questions:

- ★ Who is authorized for the asset?
- ★ Who has access to the asset?
- ★ What permissions do they have to interact with the asset?
- ★ Is there a timeliness to the security around the asset?

Ran Davis Software utilizes many time-proven templates to audit your organization in a detailed and deliberate fashion. The result is a very detailed and fully encompassing security audit of your companies hard and soft assets.

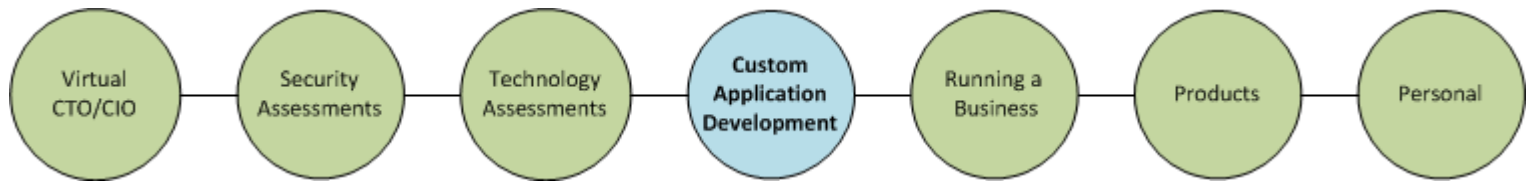


Technology Assessments

Most of our engagements involve some element of technology assessment. Technology assessments are offered as a standalone service to some clients, especially in cases of either internal inspection or potential asset acquisition.

We offer assessments that cover one or more of the following areas:

- ★ Architecture Review
- ★ Quality Review of Application Designs and Source Code
- ★ Agile Methodology / Development Best Practices
- ★ Development Team Skill Assessment
- ★ Development Environment and Tools Assessment
- ★ Project Time-to-Completion Estimates
- ★ Organizational Structure Effectiveness
- ★ Communications Effectiveness Review



Agile Methodology

Think

- Objectives
- Priorities
- Constraints
- What can we do?
- What should we do?
- How will we measure success?
- Begin with the end in mind

Design

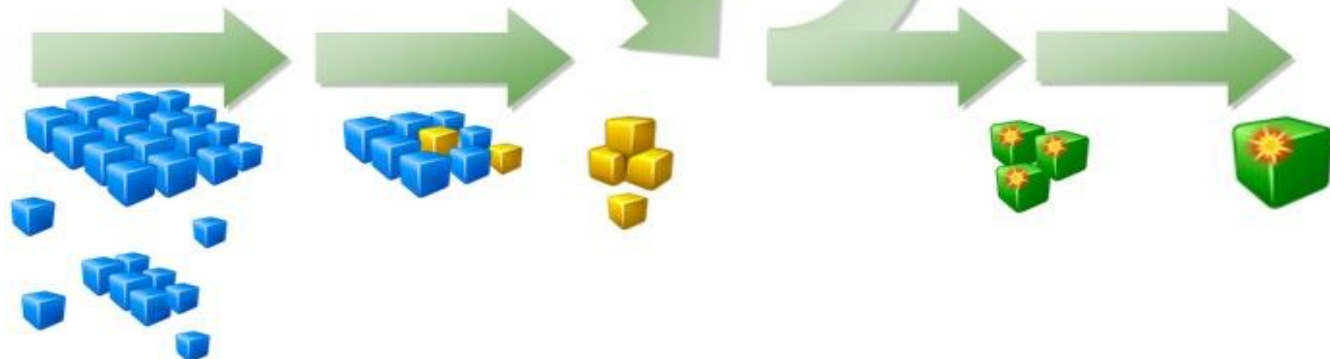
- Architecture/Technical Design
- User Experience Design (UXD)
- Prioritization and road map
- Estimates, impacts and dependencies
- POC and/or prototypes
- Feature backlog
- Confirm requirements and validate approach

Do

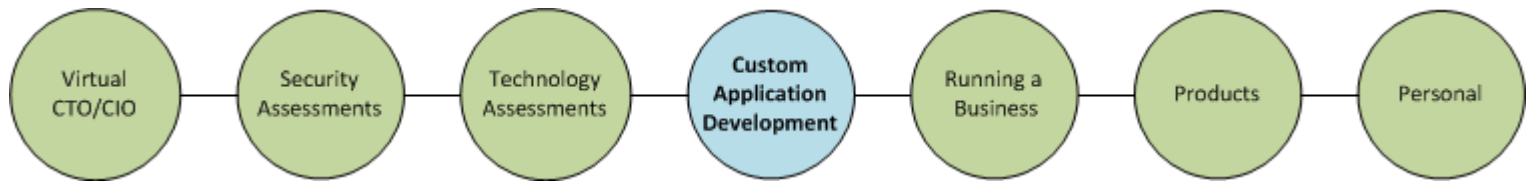
- Features assigned to Sprint
- Estimated by team
- Team commitment
- Test and code
- Demonstrate software
- Potentially shippable feature segment(s)

Deliver

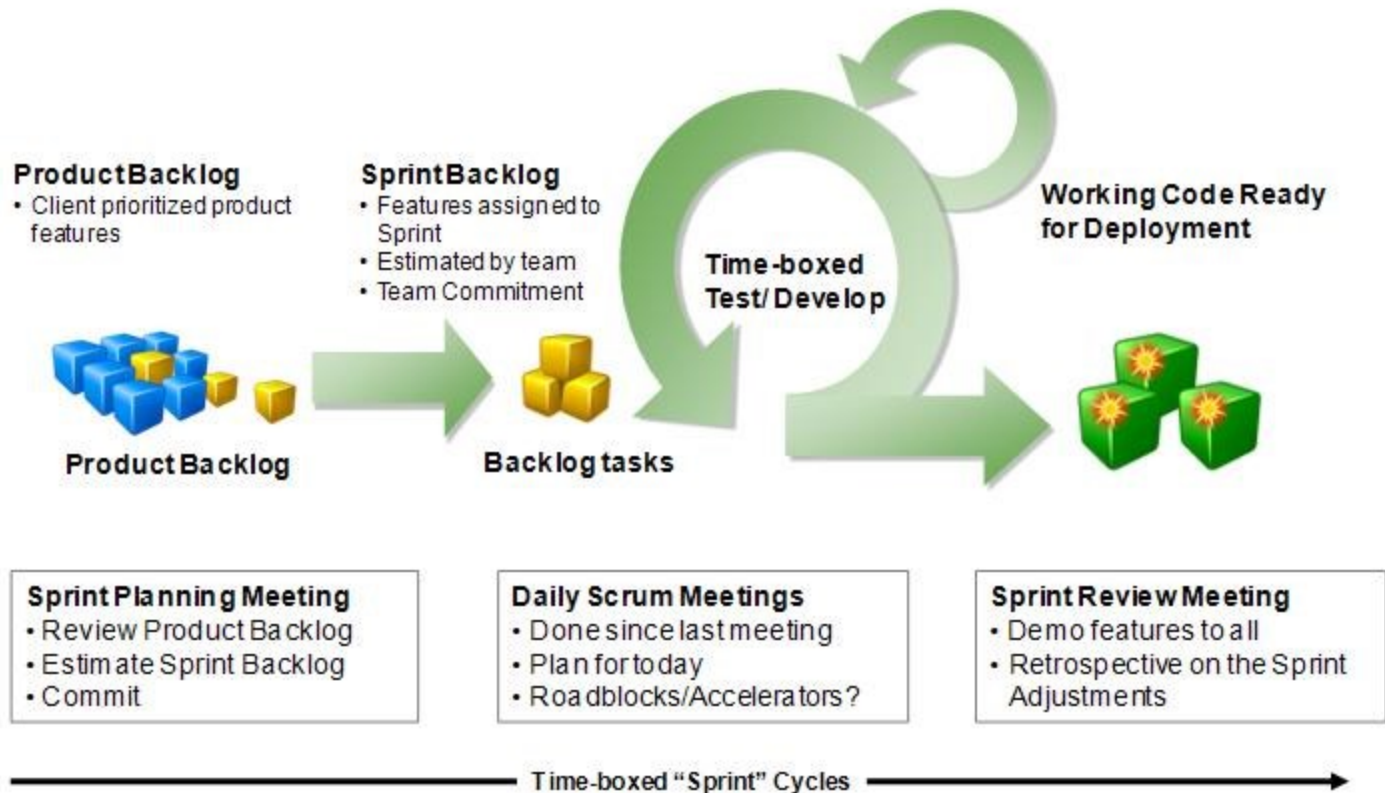
- Integration testing
- User acceptance testing
- Performance tuning
- Security validation
- Code hand-off
- Team debrief
- Product/Solution release

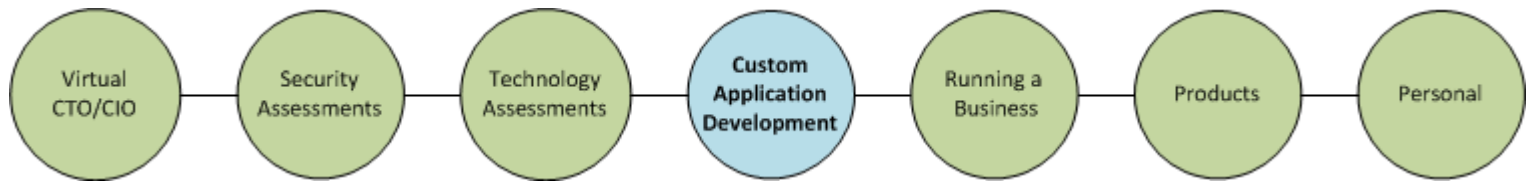


Time-boxed Fixed-price "Sprint" Cycles



Business Analysis and Requirements





Development Process

Imagine

- Identify Potential Opportunities
- Consider common problems
- Imagine Complete Solutions
- Seek out un-served and under-served arena

Analyze

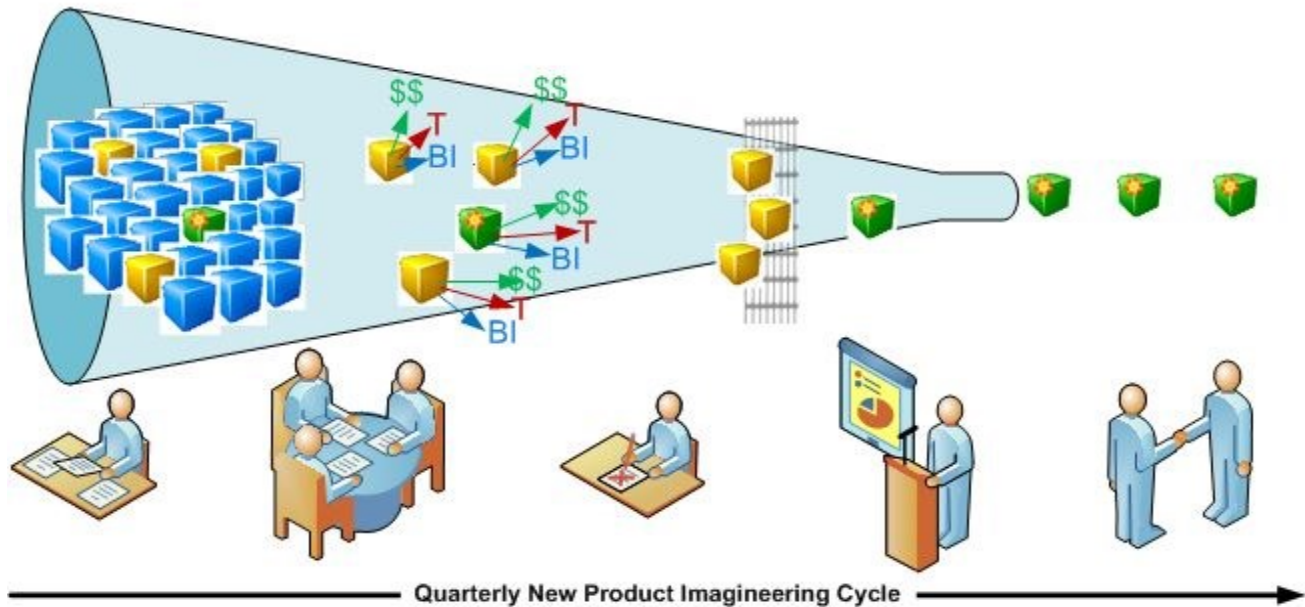
- Understand Opportunities & Constraints
- Model Business, Technical & Financial Environments
- Scenario Plan
- Identify KSFs and Showstoppers

Screen

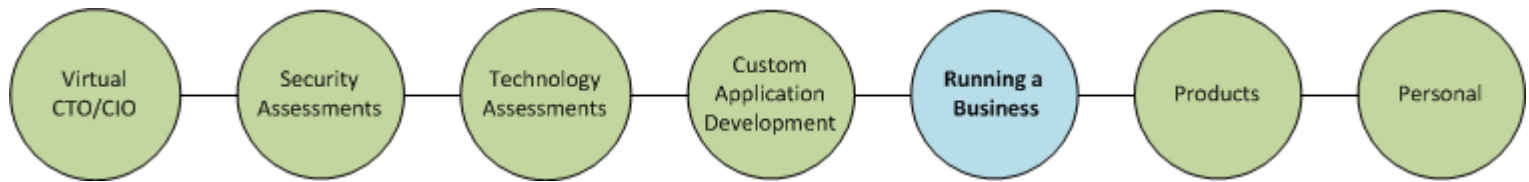
- Compare to Company Hurdles, Other Company Opportunities & Competitive Dynamics
- Intergroup review
- Sanity-check
- Key detail check
- Financial review

Sell

- Convince other 1dot0 groups, advisory board
- Present findings informally
- Formal presentations
- Achieve company & investor buy-in



Quarterly New Product Imagineering Cycle



- **Ultimate Food Corp**

<http://www.foodshedexchange.com>

Opened in 2014, UFC is a virtual marketplace enabling professional chefs to order product directly from artisan farmers.

- **Ran Davis Software**

<http://www.randavis.com>

Started in 1998 as a technology consulting firm.

- **Idot0**

<http://www.idot0.com>

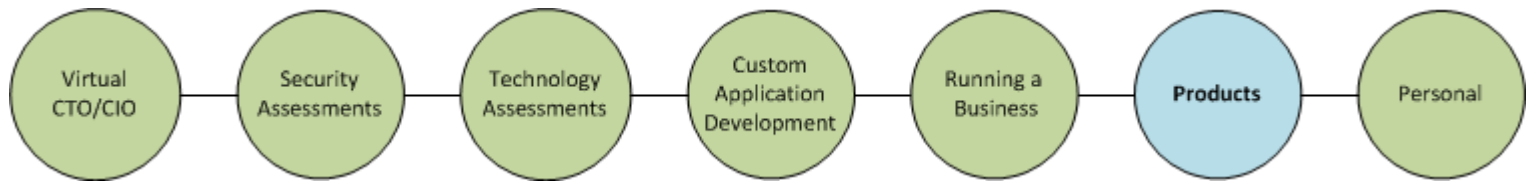
Co-founded in 2006 as a technology product incubator.

- **Digital Architects**

<http://www.digitalarch.com>

Co-founded in 1998 and sold the business in 2005.

A brick & mortar technology consulting firm that grew from a 2 person startup to a 56 person, \$10M annual revenue consulting firm.



Products Information

- Shooting League Management

<http://www.league-mgmt.com>

America's leading software application used for managing Skeet, Sporting Clays, Trap, and 5-Stand shooting leagues.

C#, ASP.Net, Microsoft SQL Server

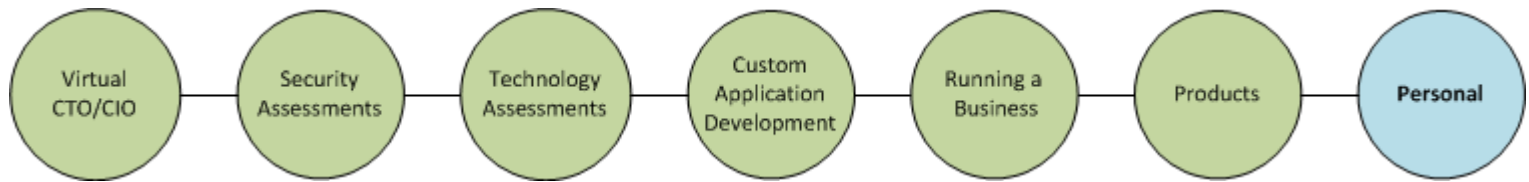
- myskeet.com

<http://www.myskeet.com>

Application focused on competitive skeet tournament management including scheduling, pre-registration, squads, scoring, shoot-offs, reports, and e-commerce.

Online community targeted at the competitive skeet shooting community including blogs, articles, discussion groups, and e-commerce.

C#, ASP.Net/MVC, WordPress, MySQL, iPhone, iPad



- 2011 Texas A&M Distinguished Former Student of the Computer Science and Engineering Department recipient.
- Married for 17 years to Peggy Davis
- 11 year old son – Nick
- PADI Master Scuba Diver
- Avid skeet shooter