

Transistor Software

BRANDING RESEARCH DOCUMENTATION

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This research document will be a dynamic vehicle that will capture and synthesize ideas and processes to help define the Transistor Software brand, the state of the art, plus provide a set of business directives to observe.

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Conducting Research - Gathering the Research

Where are we researching?

There's a lot of information out there, so one of the best ways to showcase our thinking was to capture data in visual models, timelines and graphics.

Here's a set of linklists that will be continually added to as the assignment progresses.

- Thomas Fuchs
http://en.wikipedia.org/wiki/Thomas_Fuchs
- Wikipedia Biographies
- <http://workingwithrails.com/person/4660-thomas-fuchs>
- Discovering the Ruby on Rails Community
- <http://mir.aculo.us/>
- Fuchs' Blog
- <http://javascriptmasterclass.com/>
- Fuch's Master Class Site
- <http://zeptojs.com/>
- Fuchs Product: Minimalist Javascript Library
- <http://script.aculo.us/>
- Fuchs Product: Javascript Libraries Interface
- <http://letsfreckle.com/>
- Fuchs Product: TimeTracking App
- <http://charmhq.com/>
- Fuchs Product in the Making

<http://slash7.com/company/>
- Fuchs Company - Business Partner

<http://www.bls.gov/ooh/computer-and-information-technology/software-developers.htm#tab-6>
- U.S Statistics Bureau for Job Growth

- Amy Hoy

<http://unicornfree.com/>
- Hoy's Blog

<http://amy.hoy.usesthis.com/>
- A collection of nerdy interviews asking people from all walks of life what they use to get the job done.

<http://mixergy.com/amy-hoy-slash7-interview/>
- Interview about being a "Kept Woman" To Ruler of Her Own Product Empire - w/ Amy Hoy

<http://letsfreckle.com/>
- The Freckle Product

<http://unicornfree.com/30x500/>
- 30x500 Business Class

<https://twitter.com/amyhoy>
- Amy Hoy's Twitter

<http://javascriptmasterclass.com/>
- Javascript master Class

<http://entrepreneursunplugged.com/interviews-with-creative-entrepreneurs>
- <http://entrepreneursunplugged.com/blog/amy-hoy-interview>

<http://entrepreneursunplugged.com/blog/get-off-your-butt-and-do-something-now-amy-hoy>
- Another interview with Amy Hoy

<http://javascriptmasterclass.com/>
- Javascript master Class

<http://charmhq.com/>
- Charm Customer Support

<http://javascriptrocks.com/performance/>
- Javascript Performance Rocks Books

<http://unicornfree.com/2012/how-to-travel-the-world-run-your-biz-not-go-broke-or-crazy/>
- An interesting blog on How to (REALLY) Travel the World, Run Your Biz & Not Go Broke or Crazy

- Jay Garcia or Jesus Garcia

<https://github.com/jaygarcia>
- Jay Garcia Github

<https://twitter.com/ModusJesus>
- Jay Garcia Twitter Account

<http://vimeo.com/34052884>
- SenchCon Deep Dive

<http://vimeo.com/20332849>
- Intro to Sencha Touch MVC

<http://www.slideshare.net/moduscreate/javascript-secrets>
- Javascript Secrets / Cleaner Faster Apps

<http://dribbble.com/ModusJesus>
- Dribbble Account

<http://www.ibm.com/developerworks/java/library/j-gloverpodcast3/index.html>
- DeveloperWorks Interview with Modus Create

<http://about.me/jaygarcia>
- About Me Account

<http://www.meetup.com/baltimore-dc-javascript-users/>
- The Baltimore Javascript Users Group

<http://about.me/jaygarcia>
- About Me Account

<http://www.quora.com/Jay-Garcia-1/answers/Sencha-Touch>
- On Quora

- 534 LABS

<http://www.535labs.com/>
- Company website

<http://www.sencha.com/blog/sencha-touch-spotlight-getographer/>
- Sencha Blogspot for 535's Product Gettographer

<http://www.535labs.com/>
- Company website

<http://www.senchadevs.com/developers/535-labs>
- Sencha Devs Profile

<http://getographer.com/>
- 535 Labs Mobile App Winner of Sencha Contest

<http://getographer.com/>
- 535 Labs Mobile App Winner of Sencha Contest

<https://twitter.com/535Labs>
- 535 Labs Twitter account

<http://www.facebook.com/535labs?sk=wall&filter=3>
- 535 Labs Facebook account

<https://github.com/racerpeter>
- Peter Fry Github

Vision, Strategies, Goals & Values - Chris Scott's Input

These are the key insights that I've compiled from the answers of the Q & A.

1. What products and services do you offer? Are there any other kinds of products that plan to extend down the line?
Sencha ExtJS web-application development (ie: browser-based web-applications)

Sencha Touch mobile app development with PhoneGap (now renamed Apache Cordova.)

RoR / Sinatra web-application development

Sencha Training.

Sencha code-review and remote-help.

2. Define the qualities of these services and products... Explain your USP (unique selling proposition)....

The Sencha app-development services are typically long-term gigs (3months+), working remotely with the client @ \$100 / hr.

When the client is using ruby (yay!) then I'm doing both client-side as well as server side. However, I've worked with Java and .NET clients as well where I'm doing javascript only. I'm always working with the client through some kind of software-development app (either the client's own or suggesting one such as Github's issues system or Pivotal Tracker).

I encourage the client to write short, simple stories about what they, sometimes training them to write them in a fashion I like.

Working for the .NET or Java clients leaves me imprisoned in the javascript. These clients tend to be larger software corporations serving finance or oil & gas industry, for example. However, I often introduce these guys to new tech though, like Git, MongoDB, Heroku, Ruby (for using Compass / Sass; latest Sencha products use Compass for theming).

The development teams at the large corps tend to be imprisoned as well: in ancient or rusting technologies. These companies tend to be the ones buying training courses or flying me in for on-site sessions.

From a past reference:

"Chris is an autodidact who is capable of entering into new areas of technology and orienting himself to new paradigms. He has an uncommon desire and capacity for learning complex areas of technology and is capable of reaching expert levels of knowledge in his areas of interest. He is capable and eager to teach others his knowledge and has impressed received strongly positive feedback from his peers about his abilities to share his knowledge and mentor other developers. Chris uses his expert knowledge to build and deploy software system. Moreover, he is the rare type of developer who can build class libraries and APIs to be used by other developers and thereby improve the productivity and efficiency of an entire team or community of developers"

3. What are the core values of your products and services?

With a background in electronic design and a talent for physics, I have a generalist grok of how the machine works down to the electron. Web-programming experience dating to earliest Netscape. Sencha developer since earliest release in 2006. I write elegant, extensible well-documented code. The Sencha framework has grown rather complex so care must be taken to properly seed an app with good architecture from the start. I can recognize red-flags and lead a team by example.

4. What are the goals of your company?

I'd like to be able to hire and train some people to work on the Sencha gigs I have to give up on because I'm too busy. I have a pretty solid handle on the government/financial mechanics of running a corporation. Currently I'm just one guy working from home with mommy and a 6-month-old baby. It might be a good idea to rent an office out there somewhere.

I feel I'm possibly lacking in social contact with others. I'm not sure of the long-term adoption of Sencha so I need to keep my eyes open on emerging technologies such as Meteor (<http://www.meteor.com>).

I also wish to explore native mobile ios/android development. I have some surface knowledge of ios deployment and XCode from my PhoneGap experience. I wish to become more experienced on the native end-of-things. I recently purchased some books which need to be read.

INSIGHTS ARE HIGHLIGHTED

CORE BUSINESS:

Sencha App Development - 55% *
Sencha Code Inspection - 2% **
Sencha & Software Training - 5% ***
RoR & Javascript - 30% ****
Pure Javascript - 8% *****

CURRENT ACTIVITIES

- Always working with client for some kind of software development app. * / ****
- Large Software Corps w/ Training Gigs. *** / *****
- .NET Clients and Javascript Box / *****
- Working from Home exclusively - A bit isolating
- Lots of care taken to properly seed and build apps with good architecture from the start

FUTURE ACTIVITIES

- Hire & Train some People to work on the Sencha Gigs
- Rent an Office - maybe
- Explore native mobile IOS Development
- Become more experienced on native end-of-things.
- Lots of Training and Upkeep

5. What does your company specialize in? What does Transistor Software want to be known for?

Transistor Software specializes in learning about your domain, adapting to your system, quickly responding to your needs while suggesting ways to improve or innovate, specifically with Sencha javascript (or better mixed with Ruby).

Transistor Software wants to be known for providing amplification to people, projects or ideas.

6. How do you think Branding plays into that?

My current branding is a rip off of the open-source Sproutcore framework. I had high-hopes for this framework and I once believed I'd migrate myself to it from Sencha. My initial company-name was going to be "440 Solutions" so I turned the sproutcore logo into a tuning fork <http://grab.by/f5Os> (440hz is the frequency of musical note A, a typical tuning fork). Thus, my branding doesn't make sense as Transistor Software.

I'm thinking I'd like to brand myself on the electronic symbol of Transistor.

<https://www.google.ca/search?q=transistor+symbol&hl=en&prmd=imvns&tbm=isch&tbo=u&source=univ&sa=X&ei=76oYUJy-Nq7M6QGnj4Ao&sqi=2&ved=0CHYQsAQ&biw=1106&bih=943>

7. How would you define your offering in your industry's marketplace?

BASICLY: WHO do you want to steal business away from... Not everybody is happy with their brand, and this creates an opportunity for you. See Below:

I sell Sencha services for much cheaper than from Sencha itself. I know because I used to be on their payroll and travelled around the world using a Visa issued by them. My expenses are low since I work alone from home. I'm flexible and able to travel around the world (with) two weeks' notice for short-periods of time to perform training gigs.

--> Entry Level Luxury – Movers towards Luxury Brand <--

8. Who is your target market? Who do your products and services attract? Currently and optimally.

I've worked with everyone from UBS bank in Zurich (on-site for 3 months) to porn companies.

My target market is vast, anyone with the need for data-centric apps built with HTML, Javascript and CSS.

9. What is the tagline of your company? What message does your tagline send to your prospects?

I write "Amplified Intelligence" on my invoices. Pay me and I'll make you bigger, better, stronger, richer, faster.

10. Are you more of an INNOVATOR or an ORIGINATOR?

Innovator.

11. How do you measure success? Is it Financially or by Brand Personality? Consider what you suggested recently about Thailand and teaching someone for 15K that was nice but a shot in the dark for those guys... AND it didn't exactly make you "happy", right?

I measure success by the adoption and evolution of ideas, by new users of a released ruby-gem that solves a problem, like my sencha-model ActiveRecord mixin or my shopfy-api-limits gem (eventually merged into the official Shopify gem). I recently moved my investments out of my bank to a 3rd-party whose web-app was created by a company I trained and carved out architecture for: my savings or corporate profits are controlled from a web-app containing fundamental code written by me.

The Bangkok gig was a gruelling 2 weeks one-on-one to a rich CEO noob programmer (let alone *javascript*

programmer) and it came just in time for the necessary furnishing of my new apartment for baby; my long-awaited, well-deserved, ultimate home-office. the new couch & washer / dryer. It felt good to spend it on the local shops in my hood rather than Ikea and whatnot.

12a. What are the potential barriers to the success of your products or services?

Web-programming becomes obsolete.

12b. Is it lack of consumer awareness, ability to scale or simply lack of bandwidth in your organization?

Ability to scale and lack of bandwidth.

I'm an army of one. I can handle 2 simultaneous app-development gigs (@ ~\$100 / hr).

13. Why you instead of your competitors? Who are your competitors? What is your competitive advantage? Why do your customers choose your products over everyone else's offerings?

Some Sencha guys are more experienced with php, or cold-fusion or .NET or Java or any other server-side technology. Some guys come from the rusty and dying Windows world. I specialize in bringing Sencha (or javascript in general) to ruby-based, unix-hosted systems.

Biggest competitor: Modus Create <http://moduscreate.com/>

Modus is run by Jesus Garcia, a long-time Sencha forum star and author of several books. Great guy.

I'm rated quite highly (3rd in N. America by recommendation). These are more of my competitors:

<http://www.senchadevs.com/developers/search?utf8=%E2%9C%93&countries%5B%5D=US&commit=Search>

INSIGHTS ARE HIGHLIGHTED

CURRENT ACTIVITIES

- USP: Learning, adapting, improving innovating.
- USP: "Amplified Intelligence, Pay me and I'll make you bigger, better, stronger, richer, faster." (Claim is general and can be applied by anyone)
- Strength: Sells Sencha cheaper than Sencha Corp
- Strength: Can travel with 2 weeks notice
- Strength: INNOVATOR.
- Strength: Specialized in bringing Sencha or javascript to ruby-based systems (this specialty identifies your target audience more succinctly)
- Strength: Rated 3rd in North America
- Target Market: Data-centric apps with HTML / CSS and javascripts. (does not pin-point niche)
- 3rd party investments in Code
- Bangkok Gigs are lucrative but happy accidents
- Works on 2 simultaneous gigs an hour

FUTURE ACTIVITIES

- Wants to be known for providing amplification to people, projects or ideas.

COMPETITION & INSIGHTS

- Current Branding is a rip-off of Sprout Core
- Had high hopes for the framework...didn't last
- Threats: Web programming (Technology skillset) can become obsolete
- / Jesus Garcia is the biggest competitor
- Ability to scale and lack of bandwidth is a problem

14. What do you do better than anyone else?

Write extensible, well-documented software and architecture. I provide added value by educating those around me. I don't keep my knowledge a secret.

15. Who is your direct competition –Do you have any research analysis relating to this question?

Modus Create is growing fast and probably are winning many training gigs.
<http://moduscreate.com/>

16. Who do you admire most? Currently and optimally. For instance, I currently admire a colleague and someday would be thrilled be like say “steve jobs”... as an example.

I admire Tobias Lutke, founder of Shopify. He built a wildly successful Rails-based company while providing many well-adopted open-source projects (mostly ruby gems such as liquid, money, active_merchant and delayed_job).

<http://blog.leetsoft.com/>

I admire Jesus Garcia for having the focus and dedication to write books.

I admire those in user-forums who rack-up thousands of posts in the community, those who suffer constantly with the noobs.

I admire the creator of the Prawn Ruby PDF Generator. The first pdf lib (in any language) to finally coax me away from HTML->PDF generation. This thing is so meticulous and awesome.

<http://prawn.majesticseacreature.com/>

17. How do you market your products right now?

Recently it's been very organic and word of mouth driven by way of recommendations.

18. Aside from immediate short term “fixes”, how do you see going to market and with whom?

Get most of my business via:

<http://senchadevs.com>.

This is essentially a whore-house created by Sencha to match clients to developers. I'm rated quite highly here and I often get 2-3 contact-requests / month. Sometimes I contact old clients and say “how goes?”. I did a brief experiment with google Ad-words to no avail (the system is rather overwhelming; people specialize in this).

19. Where will you be in three years? Five years, ten years?

3 years: Getting \$150 / hr on long-term gigs. Possibly hired an intern.

5 years: Working from office instead of home. Balanced home / work life.

10 years: Running my company from a higher level; managing multiple projects and developers.

20. Do you feel that you have the team to be successful? If not, why?

I'm an army of one: no.

21. Place yourself in the future... If your company could do anything or be anything, what would it be?

Mobile apps/tech for the medical industry. In the near future, all docs and dentists will be using tablets.

22. “Cultural companies” are becoming more and more relevant as they seek to create a connection to the consumer, vs. just selling a product. While this is a common staple idea in branding, it's become increasingly necessary to dialogue with your consumer and discuss the company offering via the internet. Do you have a marketing calendar or P.R. calendar for this? How integrated is this calendar?

What's a marketing calendar? I use Twitter.

23. Have you considered a budget for any kind of branding or marketing activities?

Not specifically.

24. What is your understanding of a Business Plan? Sales and Marketing Plans, Operational Plans, Fulfillment Companies? How to run a company? Short form is fine.

Business plan: fluffy, wishful future revenue projections.

Sales and Marketing Plans: Not much.

Operational Plans: What's that?

Fulfillment Companies: Companies that pave the last-mile between buyer and seller.

How I run the company: I've been following my accountant's advice. I have a good handle on revenue, expenses and invoicing using <http://www.freshbooks.com>. I pay ADP \$27 / month for payroll services and pay myself a salary with actual deductions. I know how to manage a payroll system on a small scale.

25. IF you do become more formal (LLC., INC., S CORP) how big do you want to be?

5-10 people?

MORE?

My corp is formally known as 9224-2932 Quebec Inc, aka Transistor Software.

I wanna' be 5-10 people.

26. How does location play into any of this? I realize you're in the cloud – but how far. do you want to extend your services and how much travel will be a part of it all?

Location is largely irrelevant to me. I've worked successfully on long-term development projects with European clients (5-6 hours time-diff., as well as with devs in Russia).

I'd like to extend my services and do maybe 4-6 trips / year.

27. How fast do you need to reach these objectives?

I'm not in a great hurry I suppose. I'm having fun working from home at the moment, flipping between playing with baby and writing code. Last corp year-end shows \$150k in revenue. It's more than enough for a family of 3 with no car or mortgage. Still, I feel like I'm hitting the max I can generate working alone from home + 2-3 road-trips / year

INSIGHTS ARE HIGHLIGHTED

CURRENT ACTIVITIES

- Strength: Write extensible, well-documented software and architecture

-Threat: Got most of my business thru Senchna - 2 or 3 contracts (Think Sprout Core).

- Opportunity - Word-of-mouth Recommendations get the jobs

FUTURE ACTIVITIES

-Opportunity: - I provide added value by educating those around me.

- **3 years:** Getting \$150 / hr on long-term gigs. Possibly hired an intern.

- **5 years:** Working from office instead of home. Balanced home / work life.

- **10 years:** Running my company from a higher level; managing multiple projects and developers.

COMPETITION & INSIGHTS

- Tobias Lutke of Shopify is admired and Jesus Garcia of Modus Create is admired

- The patience of entrepreneurs whom can handle all those noobs

- Admits has little knowledge of business plans, marketing plans or forecasting. But has a strong management style with financial leadership.

Stakeholder Perceptions - Who are they?

BRAND NEW PROGRAMMERS / “NOOBS” / ENTREPRENEURS OR START-UPS SEEKING FIRST ROUND HELP

NEW GENERATION COMING:

Children as young as 6 are creating their own games and animations using ‘Scratch’, a program created by researchers at MIT. Meanwhile the solo-entrepreneur has hit the scene with platforms such as Etsy / Shopify and Spree.

While these people need to go to market badly, they are often under-funded, un-skilled novice programmers and have no way to value programming. They are sometimes business people who might be well-funded but are challenging to work with - again due to thier lack of computer programming knowledge.

The best kind of work would be simple well-crafted themes for downloads - with re-purposed code / well defined code in SASS / HAML and LIQUID. Leveraging the effort with this group is key.

To capture at least .025 % of the e-commerce shops on Shopify (currently 30,000) would mean 750 stores. 750 x \$150 (for a theme) = \$112,500. This means at least 4 themes in the marketplace a yr.

Startups are a different story. With angel investment on an average of just below \$250K, .5% could be budgeted for onsite training: Gigs could be @ \$13K or 125 hrs at \$100 an hour for 3 weeks. Total Gross: 1 Gig a month: @130K to \$150K a year.

PROS

With themes it’s all in the numbers and leveraging good code over and over again is key. Staying up to par with the right set of trends can create a sought after brand - like HAPPY COG. Flexible hours means less stress.

CONS

Startups are stressfull and failure rate is high - if they lose, you lose when they can’t pay thier bills. A Plan B must be considered to lessen the risk to work with noobs in all cases - new to programming or new to business. Both are risks.

MID-LEVEL PROGRAMMERS LOOKING TO UP THIER GAME FOR FAST PACED WORLD OF TECHNOLOGY

THE JOB MARKET IS GROWING FAST:

Employment of software developers is projected to grow 30% from 2010 to 2020 in the U.S alone - much faster than the average for all occupations. This means 270,900 new jobs created. The current job market is 913,100.

- * To capture @.05% of this growing market in the U.S alone is easily 500 people strong.
- * A training course for 3 days at \$350 for an average of 500 people comes to \$175K a year gross.
- ** That’s 40 people a month or two separate workshops of 20 people each.
- ***A total of 6 days a month. (minus ramp-up time).

For access to the information just for viewership and downloads can be provided at 50% off. Downloads of course materials / Gists / Etc for \$175 - to another .05% of the market. Gross projections: @ \$87,500.

Books or Course material to purchase from self-publishing: \$75 per book - to yet another .05% of the market. Gross projection: @\$37,500.

Total Gross Projections: \$300,000.
Total working days: (lets say 12 per month) 144 days.

Consulting opportunities for software developers also should be good as businesses seek help to manage, upgrade, and customize their increasingly complicated computer systems. This means high-repeat business.

PROS

Lots of repeat business, will keep going for easily 10years. Allows for travel and exposure worldwide. Very lucrative. And allows for 1 ongoing freelance cherry-picked assignment every 3 months. A team of 3-4 developers could be groomed to accept offered jobs. Only the jobs that are truly worth taking would be considered.

CONS

Lots of correspondence, ramp-up and advertising in the marketplace. Satisfaction guaranteed must be planned for. Keeping relevant with software will require time + effort. Onsite engagements will be key. Going public could be a liability and a strain. **Speaking engagements a must and alot of outreach.**

CORPORATIONS WHO NEED TRAINING FOR THIER OUT-OF-DATE STAFF

Corporations with outdated technology are vast.

Most large scale corporate enterprises need to be updated as they often lag 3-4 years behind schedule. Software as a Service (SaaS) has been in the consumer market for a while, and is now making significant inroads into the enterprise software space.

With Open Source software / plus onsite trailing being heralded as a cheaper option than purchasing software upgrades - the corporate landscape has become accessible. Part of the problem is the lack of awareness by the corporate leaders. This makes these contracts sought after and competition fierce between the enterprise software giants and the freelance consultant. That’s until CEO’s see the total-cost of ownership of corporate software plus the high cost ramp up time to train employees. Education and project management become a key feature for SaaS consultants.

To capture 10 North American corporate projects seeking upgrades valued at \$15K for a 2 week engagements means approx. @150K gross a year. Total working weeks: 20 weeks / 140 days per year.

To capture long-term contracts that are paced across 5 to 10 years can mean building equity through these relationships and longer term projects. Example: The Groop was hired for \$250K for thisnext.com. The Groop’s total earnings after 4 years was upwards of \$4 million in billables with a staff of less than 10.

PROS

The longer a successful relationship is managed, the more time a corporation is willing to spend with a consultant team. A longer term relationship means steady reliable income.

CONS

Corporations depending upon thier success with software bears heavily on what the SaaS professional suggests. A highly skilled team must be able to meet the “corporates”.

COMPANIES WITH UNIX-BASED SYSTEMS IN NEED OF SENCHA APP DEVELOPMENT

MAC VS the PC environment. The land of unix-based systems needing Sencha is hitting big. Flash is going bye-bye and Adobe has now officially stopped supporting or developing the software.

Because of this, the debate between HTML 5 / CSS or Sass VS. Flash and Flex has finally steered towards Sencha. At least Sencha thinks so - with a 14million dollar investment last year.

10-15% of the market towards HTML 5 has now put it in the position of servicing 75% of all browsers and growing, with IE lagging. Who cares about Microsoft with those numbers?

To offer training in the marketplace for Sencha development can easily be \$1K a head for a 2 week online workshop with assignment and code downloads. Capturing .025% of the US market or 250 students, means approx: \$250K a year. 20 students online - 2 weeks: \$20K / 12.5 workshops Total gross: \$250K or 168 days a year. Partnering with Tech Schools is also an option with Sencha Certification.

To service a company with year rounds Sencha contracts can also be profitable and students cherry-picked from workshops can be groomed to accept contracts at reasonable salaries of \$50k a year. This becomes a Project management game, where contractes are serviced with groomed talent at a ratio of 1 to 2 costs. Management is then the most valuable service offered, while relationship and new business opportunities a big part of deliverables. 10 Gigs at \$30K a year: \$300K A team of 3 handling this means a total of \$150K a year / while the CEO makes \$150K for management.

PROS

A steady stream of followers as long as SENCHA is it.

CONS

If SENCHA does not take over... time to look at Meteor.com.,

Competitor Analysis - Thomas Fuchs



“To make great software, you neither need to be a rockstar programmer or study CS. What you need is to understand human beings thoroughly.” January 1st, 2012

Thomas Fuchs is a software architect who’s been building web applications since 1996. He is the author and maintainer of script.aculo.us, a cross-browser JavaScript framework featuring advanced Ajax UI controls, visual effects and other niceties. His work is provided as widely-used open source javascript libraries[1] which support web user interface enhancements,. He maintains a blog at <http://mir.aculo.us>.

He was a member of the Ruby on Rails core development team and has collaborated on the book Agile Web Development with Rails, which was principally written by Dave Thomas and David Heinemeier Hansson[2]. As a core team member of both the Prototype JavaScript Framework and Ruby on Rails he tries to take web user interfaces to new heights while at the same time caring for developer sanity. He has been doing consulting work on JavaScript and web user interfaces, and now is a partner at Slash7, LLC.

- Self-Taught Programmer
- Rails Core Team Member
- Rails Core Contributor
- Presented at many Rails related events (List Here)
- Attended many Rails related events
- Has several Rails related book published :
- Has published XX Ruby gem
- Has published XX Rails plugins
- Has been a Slash7 Business Owner for XX years

Thomas Fuchs

Core Developer of Ruby on Rails

34 yrs old - Born October 21, 1978

Vienna, Austria

Ranking: #42 out of 21416 people of Rails Pros

Hourly Rate: \$800 an hour!

Key Characteristics

- Cheeky and Accessible
- He’s very humble
- Admits that he got there first about CSS based animations - but allows listeners to consider it almost a matter of accident that he got there first. Easy to listen to.
- Says he gets Lazy after sprints: LOL
- [Key Characteristic]
- [Key Characteristic]
- [Key Characteristic]
- [Key Characteristic]

Websites & Social Media

- http://en.wikipedia.org/wiki/Thomas_Fuchs
- Wikipedia Biographies
- <http://workingwithrails.com/person/4660-thomas-fuchs>
- Discovering the Ruby on Rails Community
- <http://mir.aculo.us/>
- Fuchs’ Blog
- <http://javascriptmasterclass.com/>
- Fuch’s Master Class Site
- <http://zeptojs.com/>
- Fuchs Product: Minimalist Javascript Library

- <http://script.aculo.us/>
- Fuchs Product: Javascript Libraries Interface
- <http://letsfreckle.com/>
- Fuchs Product: TimeTracking App
- <http://charmhq.com/>
- Fuchs Product in the Making
- <http://slash7.com/company/>
- Fuchs Company - Business Partner
- <http://twistori.com/>
- Fuchs Project: Twitter Feeds
- <http://microjs.com/#>
- Fuchs List of Micro Js Frameworks
- <http://twistori.com/>
- Fuchs Project: Twitter Feeds

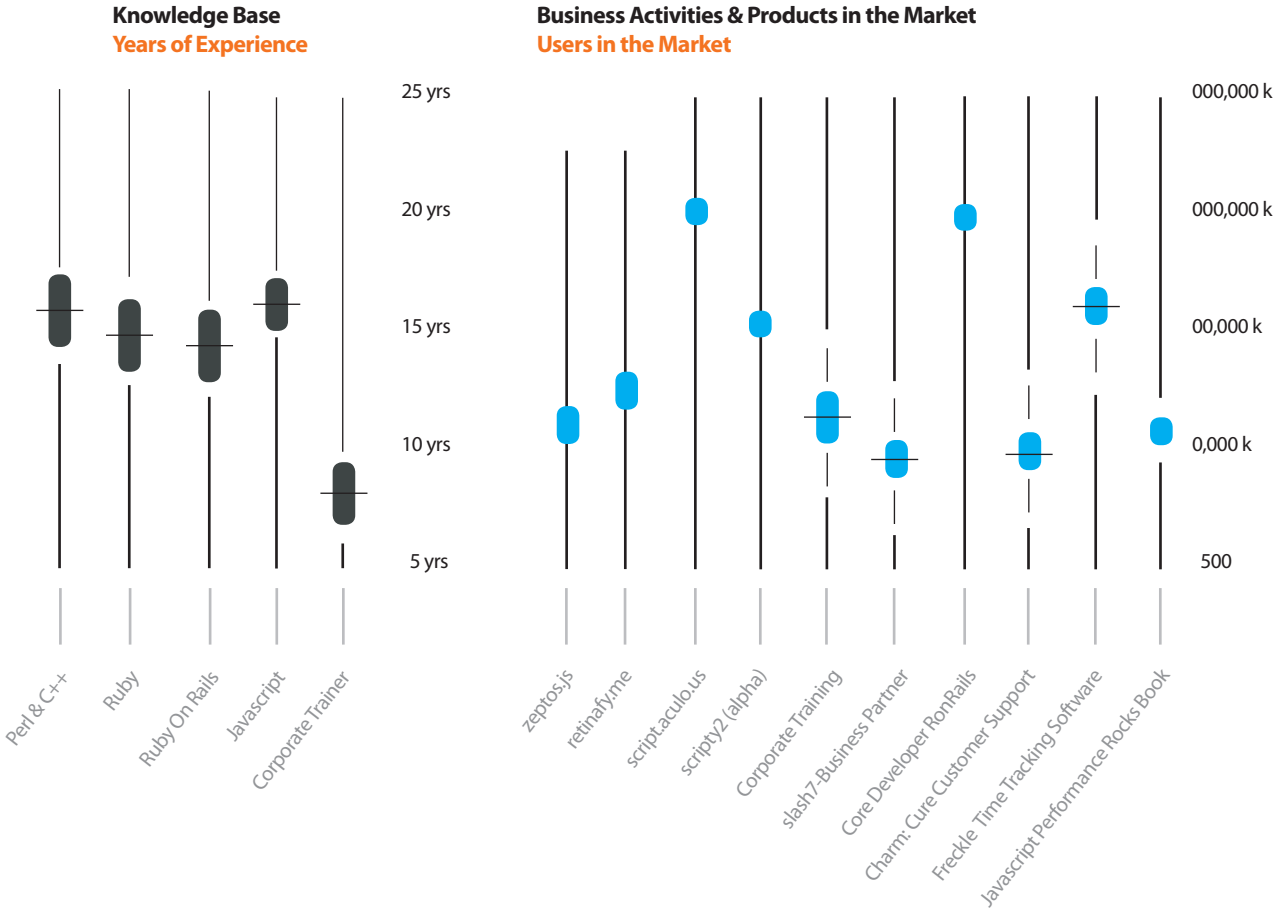
- <https://github.com/madrobby>
- Github Repo

- <http://contributors.rubyonrails.org/contributors/thomas-fuchs/commits>
- Rails Contributions

- Influencers
- [Influencers]
 - [Influencers]
 - [Influencers]
 - [Influencers]
 - [Influencers]

Recent and Prominent Gems and Products Authored

- Prototype
- Script.olicious
- Retinafyme
- mir.aculo.us
- Credit Card Validator
- Textorize Gem - <http://textorize.org/>
- Retinay - <http://retinafy.me/>
- Zeptos - <http://zeptojs.com/>
- Vapor.js & Semiconlon.js
- <http://html5mobilepro.com/>



NOTES ON - Thomas Fuchs

<http://workingwithrails.com/person/4660-thomas-fuchs>

Thomas Fuchs is the author and maintainer of script.aculo.us, a cross-browser JavaScript framework featuring advanced Ajax UI controls, visual effects and other niceties. His work is provided as widely-used open source javascript libraries[1] which support web user interface enhancements,. He maintains a blog at <http://mir.aculo.us>.

He was a member of the Ruby on Rails core development team and has collaborated on the book Agile Web Development with Rails, which was principally written by Dave Thomas and David Heinemeier Hansson[2].
As a core team member of both the Prototype JavaScript Framework and Ruby on Rails he tries to take web user interfaces to new heights while at the same time caring for developer sanity. He has been doing consulting work on JavaScript and web user interfaces, and now is a partner at Slash7, LLC.

Rails Core Team Member
Rails Core Contributor
Presented at a Rails related event
Attended a Rails related event
Has a Rails related book published
Has published a Ruby gem
Has published a Rails plugin
Works professionally with Rails

Since 1996 has been programming - about 15 years total (Mostly Javascript).
Was introduced to DHH and then 3 months later was part of the core group.

2004 Started his Wollzelle - Was a 1 person team that has become a 7 person team.
Design + Programming Combo was highly integrated feature of Wollzelle

Prototype Contributor, and Script.taculous was integrated first in Prototype,
(small animations)...
2005 - Then in 2005 the library was born.
Updated and renewed affects engine with ajaxy affects that then took off;
which put him on the map.

2005 - Fluxiom - Webstorage / A hosted solution for files was one of his first published products. It's still online at: <http://www.fluxiom.com/>
Targeted creative small teams for easy online access of many kinds of data.
Released in 2007. 5k lines of code before releasing.

2006 - Amy Met Thomas at a Canada based RonRails Conference.
2006 - Developed first product Freckle....

2008 Freckle Time Launched - 4yrs old.

Look and feel is very important to him, but getting to market is also important. But not putting out bad looking code or GUIs is not a motivation.

Not a fan of Java because of it's too complicated. Avoiding complexity is a key motivation for using RonRails...and the time savings to build features quickly is a core consideration for building apps.

IE6 and IE7 - Support is done out of the need for being a good business, but it's a chore. Done because the have to...not because they want to.

Apple Products = RonRails Community have high appeal.

Freckle Time

4 Freelancers who created their own time-tracking solution. Self funded.
How successful is it?

NOTES from talk:

“I Can't BELIEVE IT'S NOT FLASH”

<http://talks.webstock.org.nz/speakers/thomas-fuchs/i-cant-believe-its-not-flash/>
The talk is based on many clients commenting over the fact that his work competes with Flash so well... well they “can’t believe it’s not flash”.

INTERESTING PROMOTION:

<http://freelancember.com/#day1>
I can see this as an expression of good_day_blog...but with Sencha animations...
The animation... the code and the downloads. Like a present.

INTERESTING TALK:

<http://5by5.tv/founderstalk/6/>
Notes from the Talk to both Amy and Thomas Fuchs:

They enter a lot of Ruby on Rails Competitions - specifically Amy.
She got alot of attention from winning a Rails Day, so it's probably worth our while to enter a Rails-Day Competition - It Should be Won.

\$75,000 + in sales over 3 years - Profit to Date for the Javascript Performance Rocks.

\$50K was Raised in 3 weeks for a masterclass of 75 people for \$750 dollars.

This explained how to adopt a business model where a product is sold passively to create at least 180K dollars a year. <http://unicornfree.com/30x500/>

The people who have subscribed to this class 30x 500 are mostly Rails Developers / Some Designers / Some IT / Almost exclusively Rails Deveopers.
“It's very quite Niche oriented group.” Amy is quite tuned into the ideas of marketing and basicly has adopted the ideas of Adam Smith of diversity and the actual scope of the market. Based on the idea that the internet is a wide market and the big idea is to focus specifically on just 500 returning clients - then you have a pipeline that for those \$30 dollars a month can render \$180K in gross revenue. It's really achievable, so the basic formual is truly achievable. YOU DON'T NEED TO BE SERVING MILLIONS OF PEOPLE. Achieving your goals is possible when you boil down the goals neatly.

The Numbers:

We went from earning \$0 from products in 2008, to \$85,000 in 2009, to \$240,000 in 2010.
In 2011, we grossed \$549,000. (Learn more about my numbers from 2010).
So far, our gross income from products has been just over \$870,000.

Big Motivation:

Happiness is huge motivation for AMY. Content is sometimes hard to update...
admittingly they “screw up alot”... but it's somehow being managed.z
Admittingly the naming conventions of thier own projects could be improved.

TWISTORI - The first product they built together. She pitched it to Twitter at 2007, but they were not able to take it on. So in ONE DAY, she marched into Thomas’ bath and then got it done and pitched it.

Competitor Analysis - Amy Hoy



Amy Hoy

Programmer / Developer & Marketing

28 yrs old - Born May 11th, 1984
Baltimore, Maryland

Ranking: #41 out of 21438 people

Hourly Rate: \$300 an hour!

“Unless you can monetize glitter and rainbows, you shouldn’t base your business on unicorns.”

Amy is the interaction designer behind / co-founder of Freckle Time Tracking and the upcoming Charm Help Desk. She designed the popular microsites Twistori, Creative Scrape and Every Time Zone. A web developer & interaction designer / product strategist by trade and self-pronounced “hustler”.

Has noted that with 2 years of effort her product Freckle was able to get to \$180K a year, this is a common or constant expected trend from most programmers and product developers. With casual marketing, starting part-time and then devoted to it more and more as it transitions to take over the core business.

Self-Taught Programmer / Informally trained designer

Javascript deveolper / RorR developer / Prototype / was a PHP developer

Trains with husband: Javascript Master Class

Presented at many Rails related events world wide

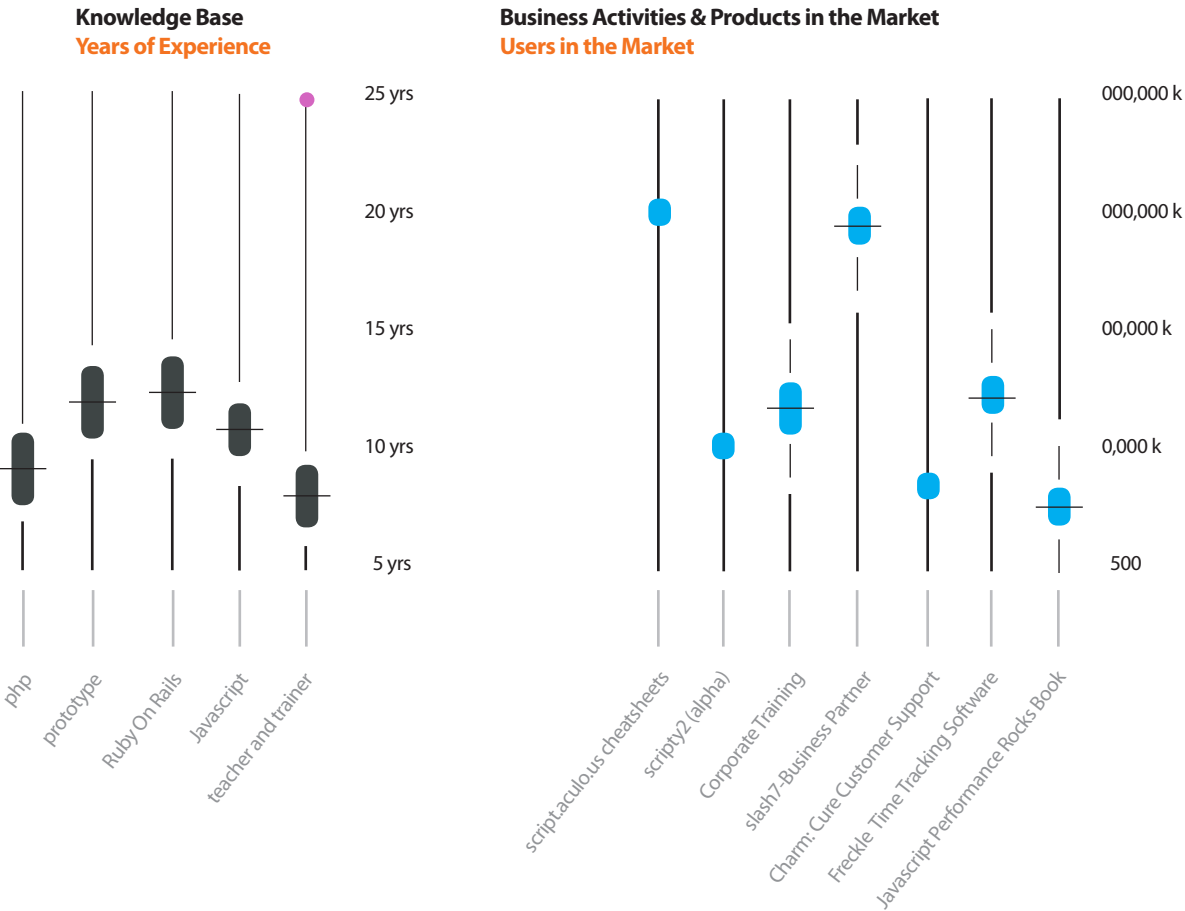
Percentage of “educational” content on her blog hovers around the 80-85% mark

Freckle Time Tracking, subscription web-based time tracker for freelancers & small teams – her main gig

JavaScript Performance Rocks!, an ebook + tool package for the esoteric topic of JavaScript performance; a nice, monthly supplemental income

30x500 Product Launch Class, an intense 3-month course for people who want to learn everything they need to know about coming up with, creating and launching their very first product. Will reopen in the summer.

JavaScript Master Class, HTML5 Mobile Pro, live training and home study workshops. A great windfall, whether you do it online or at a corporate event. When they need to buy something big, they do a couple classes, et voila.



Key Characteristics

- Known for being very boisterous, charming
- Not humble, outspoken and seems new to the P.R. game with her unconventional approach. She's a newbie who's gotten quite successful - shenanigans aside.
- Self-taught
- Is very honest about her missteps, is almost proud of this - probably because she is finally successful.
- Green Hair and a bit of a punk
- Reflects basic common business paradigms to a class of programmer that must not be well-schooled at business.
- IS the voice of the company.
- She read business books due to lack of funds / she is truly self-educated.

Websites & Social Media

- <http://workingwithrails.com/person/5639-amy-hoy>
- Discovering the Ruby on Rails Community
- <http://unicornfree.com/>
- Hoy's Blog
- <http://javascriptmasterclass.com/>
- The Master Class Site
- <http://script.aculo.us/>
- Javascript Libraries Interface
- <http://letsfreckle.com/>
- Hoy's Product: TimeTracking App
- <http://charmhq.com/>
- Hoy's Product in the Making

<http://slash7.com/company/>

- Hoy's Company - Business Partner

<http://twistori.com/>

- Hoy's Project: Twitter Feeds

Led to work for PEPSI.CO. Was in 1 day.

<https://github.com/amyhoy>

- Github Repo

<http://everytimezone.com/#2012-4-13,150,6be>

- Time Zone Product

Influencers / Influenced by

- She's self-taught so it's not obvious
- Her Husband
- Influenced by Basecamp - the product
- Consulting is limited! no matter how much money you make - This insight poised here to seek product development.

Frustrations & Pain Points

- No matter how much experience you may have - you are often second-guessed and not listened to.
- It was hard to work so hard for applications that never shipped.
- As a high-priced consultant it's easier to get paid from "better" clients... The cheaper the client, the harder it is to get paid.
- No matter how much experience you may have, total Noobs run the show. Ouch!
- End-Users never get courted as a consultant, so products would never get "better"
- Reference manuals are really not out there, hence the writing of their products. A painful but in the end lucrative process.

Recent and Prominent Activities

Many talks on the subject of entrepreneurship:

techzinglive.com
5by5.tv/founderstalk/6/
news.ycombinator.com/item?id=4036142
startupsuccesspodcast.com/tag/amy-hoy/
huffduffer.com/paulsilver/75290
news.ycombinator.com/item?id=4036142
cattroller.com/Podcasts/MixergyFor/2191099
grooveshark.com/s/Amy+Hoy+Ruby+On+Rails+Podcast/2T7zRx
podcast.rubyonrails.org/programs/1/episodes/amy_hoy
player.fm/...podcast/111-tz-panel-amy-hoy-and-patrick-mckenzie
www.mixcloud.com/rubyonrails/amy-hoy-ruby-on-rails-podcast/

- 30 x 500
- charm interface
- freckle-interface (won a Rails-Day competition)
- twistori
- IS TURNING DOWN WORK to focus on events and products

Competitor Analysis - Jesus Garcia / Modus Create



Jesus “Jay” Garcia
Programmer / Developer & Owner

44 yrs old
Reston, Virginia - East Coast USA

Ranked within the top #100 pros N. America
for Sencha Touch

Hourly Rate: @\$130 to \$150 an hour

“Sencha JS is the best Javascript framework to work with...”

Jesus “Jay” Garcia is the co-founder of Modus/Create, (1year old) a professional web developer, and an Ext JS community leader. Jay has consulted for companies in many industries around the world, perfecting the use of Ext JS. He has been working with Ext JS since 2006 and has continuously contributed to the framework and its community.

More than 18 years of technology and consulting experience leading RIA development for companies around the world. Actively involved in the software communities that provide business frameworks and technologies that enable rich mobile and desktop web experiences.

Co-founder and CTO of Modus Create, a digital consultancy that provides high end solutions design and training for mobile, tablet, rich web, and interactive television.

Specialties

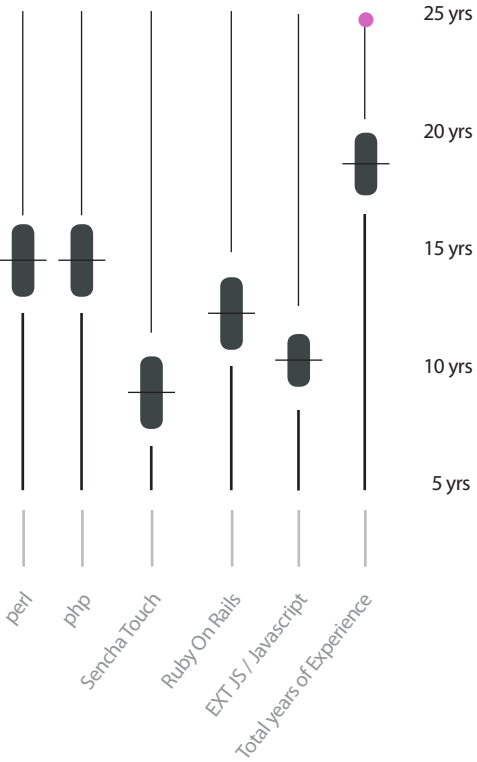
ExtJS (1.0 - 4.0), Sencha Touch, XHTML, CSS, JavaScript, PHP, Perl,Oracle, MySQL, Unix Shell Scripting, Linux administration.

He also provide architectural guidance and helps companies determine application architecture. A lecturer and speaker worldwide, his talks are usually cented on the Sencha architecture. Jay founded TDG Innovations in 2006 to provide training and consulting to many private corporations and government facilities.

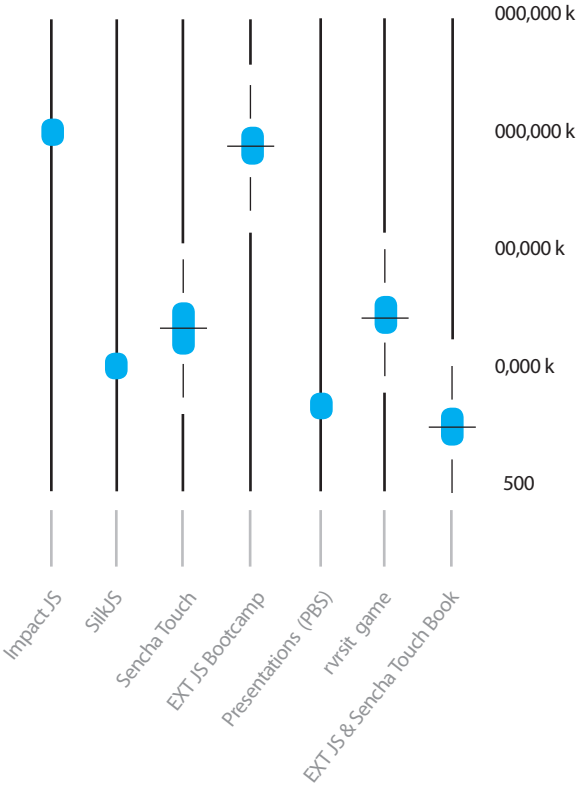
Jay continues to share his knowledge through many venues, including extensive involvement in the Sencha community, online video tutorials, and speaking at public engagements. Jay is currently revising Ext JS in Action to compliment the release of Ext JS 4.0, while simultaneously co-authoring Sencha Touch in Action (both titles by Manning).

Jay is a veteran of the U.S. Air Force and was honorably discharged after having served during the operation Southern Watch in the Persian Gulf.

Knowledge Base
Years of Experience



Business Activities & Products in the Market
Users in the Market



Key Characteristics

- Has partnered heavily with Sencha for early development of several Sencha Apps: SenchaCon
- Works with the Sencha Team for the Sencha Touch 2
- Is straight forward, clear speaking, very technically oriented - sans personality (many explanations of technology)... to the point
- MVC advocate and is very oriented to value adds for speed, quality, flexibility and reusability in mind
- Is opinionated due to his high standard
- Protocol driven... Is a good teacher but can be a bit broad vs. focused talks.

Websites & Social Media

- <https://github.com/jaygarcia>
- Jay Garcia Github
- <https://twitter.com/ModusJesus>
- Jay Garcia Twitter Account
- <http://vimeo.com/34052884>
- SenchCon Deep Dive
- <http://vimeo.com/20332849>
- Intro to Sencha Touch MVC
- <http://www.slideshare.net/moduscreate/javascript-secrets>
- Javascript Secrets / Cleaner Faster Apps
- <http://dribbble.com/ModusJesus>
- Dribble Account

- <http://www.ibm.com/developerworks/java/library/j-gloverpodcast3/index.html>
- DeveloperWorks Interview with Modus Create
- <http://about.me/jaygarcia>
- About Me Account
- <http://www.meetup.com/baltimore-dc-javascript-users/>
- The Baltimore Javascript Users Group
- <http://about.me/jaygarcia>
- About Me Account
- <http://www.quora.com/Jay-Garcia-1/answers/Sencha-Touch>
- On Quora

Influencers / Influenced by

- Looks like Sproutcore first... then EXTJS then Sencha...
- Build apps for his kid... lots of research
- He comes from the army, so I'm guessing great discipline and alot of focus

Frustrations & Pain Points

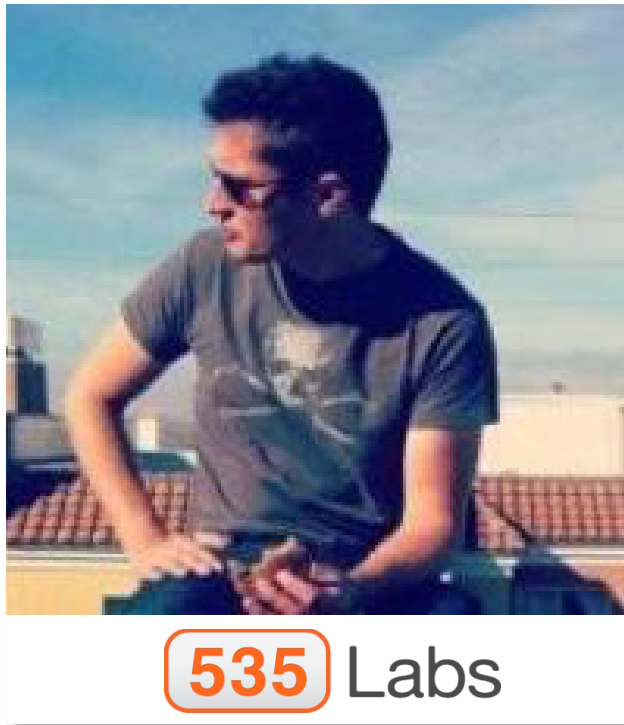
- Has expressed frustrations regarding static IDs.
- Most of his frustrations are the basis of his “Javascripts Secrets” slideshare
- Again his talks generally are a mix of what he can’t stand and what he’s come up with as the best solutions. Very driven and explicit in solving the problems of others.

Recent and Prominent Activities

Many technical talks on javascript and Sencha

- ExtJS 4.0 Traning
- Sencha Touch Training
- Javascript Concepts Training
- Assessment and Code Review
- Custom Learning Engagmements and Onsite Training
- 2 Books offered
- His company is only 1 year old but have already worked on Blue Cross iPad project
- Seems slim on the portfolio of Modus Create but this is due to the age of the company

Competitor Analysis - 535 Labs / They leverage experts from around the world



Peter Fry
Programmer / Vice President of Engineering / CTO
40+ yrs old
San Francisco, USA

Ranked within the top #10 pros N. America for Sencha Touch

Hourly Rate: @\$250 + an hour

“We believe that HTML5 is the biggest breakthrough in web technology in a generation.”

535 Labs is a San Francisco based award-winning web and mobile application development company with a particularly deep expertise in building Rich Internet Applications using Sencha's HTML5 frameworks and tools.

3 Team Partners:
Scott Patterson, President / COO
Peter Fry, Vice President of Engineering / CTO
Max Summe, Sr. Engineering Manager

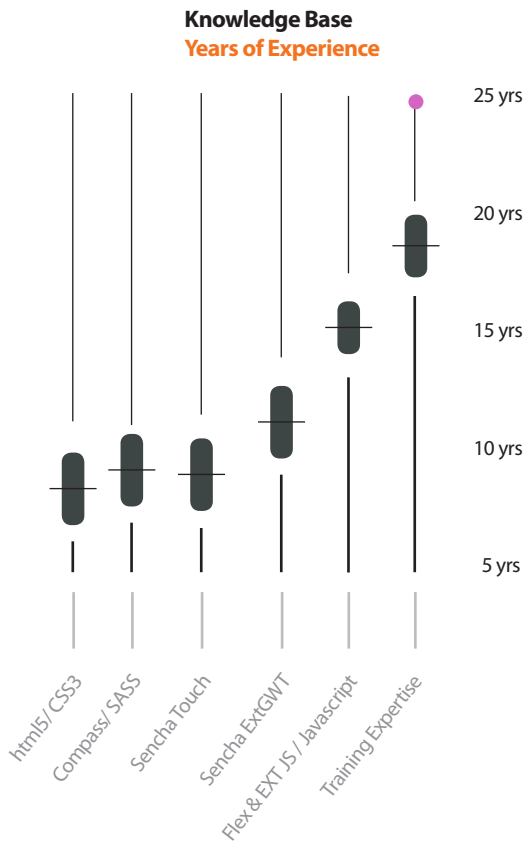
Their team includes some of the best Sencha developers in the World. They have won awards for the Sencha Touch app, Getographer. Many of the developers have been working with the technology since the beta version of Ext JS 1.0. Several have published extensive “how to” books for programmers, and many of thier network of developers have been featured speakers at SenchaCon 2011.

They strive to be noticed for thier collaborative approach, and thier consulting ranges from full turnkey solutions to projects designed to produce world class results while training their clients in-house team.

535 Labs is uniquely positioned for leadership in this space. Every member of our team understands from code to completion what is necessary for a successful deployment. Whether it is the procedures of the Apple or Android App Stores, the role of WebKit and HTML 5, or the proper role of native tools like PhoneGap, 535 consultants can point the way through the maze of potential pitfalls and decision points.

Experience in:
Mobile Apps
Enterprise Apps
Consulting & Training
Partner Apps: 535 Labs provides the most sophisticated partner model and business structure in the market.

Training:
Productive Learning
On the Job Training



Key Characteristics

- The Partners in 535 Labs are serial entrepreneurs who have collectively started and built over a dozen successful high technology firms in the networking, software, and semiconductor industries. In addition, the Company has built a network of some of the best Sencha developers in the World to work with its clients, and we're looking for more.
- The explanations on the site are less technical and more business oriented, which makes them positioned to be a entrepreneurial one-stop-shop.
- They mention training to ORGANIZATIONS which is different than the other consultants researched. They are truly poised to be part of a startup / organization's partner in both development and financing.

Websites & Social Media

- <http://www.535labs.com/>
- Company website
- <http://www.sencha.com/blog/sencha-touch-spotlight-getographer/>
- Sencha Blogspot for 535's Product Gettographer
- <http://www.535labs.com/>
- Company website
- <http://www.senchadevs.com/developers/535-labs>
- Sencha Devs Profile
- <http://getographer.com/>
- 535 Labs Mobile App Winner of Sencha Contest

<http://getographer.com/>

- 535 Labs Mobile App Winner of Sencha Contest
- <https://twitter.com/535Labs>
- 535 Labs Twitter account
- <http://www.facebook.com/535labs?sk=wall&filter=3>
- 535 Labs Facebook account
- <https://github.com/racerpeter>
- Peter Fry Github
- Influencers / Influenced by
 - Looks like Sproutcore first... then EXTJS then Sencha...
 - Build apps for his kid... lots of research
 - He comes from the army, so I'm guessing great discipline and alot of focus

Key Difference

- Responsible for every aspect of the company from startup through acquisition, including operational management, strategic business planning, business development & funding, brand development, technology adaptation, product development, patents, supply chain, manufacturing process development, production, marketing, sales, distribution and organizational development (acquired by private company).
- These guys seem like old-school silcon valley whereby they position themselves to be a part of the company . While it's not clear they are truly experts - they do position themselves as the expert brokers that handle the job.
- Financially they will leverage others to make thier commitments profitable. Who knows they might have connections to cheap Indian programmers.

Recent and Prominent Activities

- Topaz Equity , LLC is a company that seems to own many of the companies that the partners are vested in.
- The portfolio is weak, it's not available perhaps due to it's confidentiality.
 - They must have a large connection to keep thier businesses stable and growing. None of the partners are coming up with events, meetups or examples of the applications.
 - Training is provided to organizations but who are thier clients?

POSITIONING IN THE MARKEPLACE

Entrepreneuers
Programmers
Brand New Business

Startup Training

NOOBS
Non-technicals
Designers
UX & UI Pros

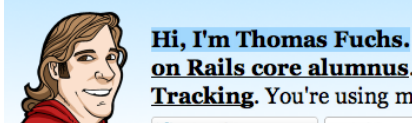
WE MAKE CHEERFUL SOFTWARE **slash7**



Thoroughly non-magical advice
for creating & selling your own products

Ror / Scripty2
Html CSS / SASS
Compass

mir.aculo.us



CORE RAILS DEVELOPER
You're using my work every day,
even if you're not aware of it.



Ror / ExtJS /
Html CSS / SASS
Compass / Perl
Python / LAMP

Full Spectrum Software Development

Specific Technology Offering

MOBILE & WEB DEVELOPMENT
WITH CUTTING EDGE
TECHNOLOGY
RoR / EXTJS / Ember / Sencha
Perl / Javascript / HMTL5 / Sass

 **Modus Create**

We help large organizations bring
innovative products to market.

ANYBODY WHO IS
WELL FUNDED:
STARTUPS & INVESTORS

535 Labs

"PARTNERSHIP PROGRAM
WE MAKE YOU LOOK REALLY GOOD"

Corporate Clients
Seeking for a Revamp
with new Technology

Corporate Clients Seeking
for Custom Training on
thier Software

Enterprise Corporate Training

SWOT ANALYSIS of TRANSISTOR SOFTWARE

STRENGTHS

RANKED HIGH - 3rd in the North America

Transistor Software is aka Chris Scott - who knows his stuff. Get outreached to join OTHER companies to join thier team

Has the patience and discipline to teach large groups and has the experience to do so

Very flexible / can travel on the dime

Is available via Skype - the new telephone network in the sky... Has heavy connections.

Has many connections in the Sencha world and other high-end networks. It could be that this is an exclusive way to get work.

WEAKNESSES

He's unknown outside of the very tight Niche community, if it were not for Sencha Devs he might be invisible

Has not done any marketing aside from networking

Is very broad with ambitions - I'll WORK FOR ANYBODY

Needs to formally describe his goals and begin to carve out exactly what he's going to do - no more casual accidents

Since he's a one-man band, doesn't have time to research the market, or manage business opportunities, or even attend conferences to build his company's presence

Could become obsolete if he's not on top of current trends

Has been a company man for some time, so many activities about growing a business were not a responsibility.

OPPORTUNITIES

With a 30% increase for jobs - this means that there are alot of room for growth. A lot of people need to be trained. Educational Training on the rise.

Many small companies don't have the thought leadership or even skill-set of Sencha or EXT.JS (like you do) which means you have the advantage

Positioning yourself to the right group and owning that space is important. A.K.A: Amy Hoy and NOOBS

Lots of Room for Software to small niches that will serve a specific purpose.

- SaaS is huge
- It's going to get bigger as people do more from phones

The platform at meetups / Conferences / Vimeo is the stage... The audience already exists.

THREATS

Software is always on the move... What was hot one day is gone the next. What's next?

Chris is a one-man band. That's fragile, unknown and there is little security in this.

Since he's an army of one - how is that different than anybody out there? Is he better? REALLY?

Being a generalist will mean you will be not be considered and expert. That's bad because you basicly are one.

Another ONE-MAN-Band can get together and become a company and another competitor.

The money is great now... how about the future? What's the plan? Seems to lack a plan.