



*Bridging Technology
and the Trades*

Company Background

Owl Den Technologies, Inc. has developed and is marketing an easy-to-use, affordable, micro-computer software system to facilitate the organization, consolidation and monitoring of information related to construction projects. Owl Den One is designed for individual users who want to track their job costs so they can manage their contracts more efficiently.

MISSION:

Owl Den Technologies, developer of construction management software, offers its users easy-to-install, easy-to-use and easy-to-maintain management software that contains the most desirable features found in mainframe systems today. Owl Den Technologies has provided a management package to estimate, track costs, bill and identify cost trends throughout the construction cycle.

Owl Den Technologies is currently selling Owl Den One direct, and plans on retail distribution beginning in the first quarter of 1993.

HISTORY:

The founder of Owl Den Technologies, Inc. began market research in August, 1988 to determine the viability for affordable construction management micro-computer software to improve office procedures. These procedures, called the job cycle are sets of office activities that initiate, process, organize and store large amounts of inter-related information. To date office job cycles have not yet yielded to simple computer based solutions because of their complexity, random transactions and rapid

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expansion. Job cycle management software currently available are complex systems requiring extensive knowledge of accounting principals and computer expertise to install and support. The unique design perspective in Owl Den One permits everyday users to stream-line the management of the entire job cycle. Confirming the need for companies to improve office productivity by increasing management efficiency, through cost identification, information consolidation and job cycle accountability, research conclusively indicated that easy-to-use software would be met with end-user enthusiasm. The challenge for the company was to develop a software system that is affordable, easy-to-install and flexible using existing standards for construction management.

ORGANIZATION: Owl Den Technologies was incorporated in April, 1991 by an experienced computer industry professional and has formed a staff consisting of experienced administrative construction management personnel who have demonstrated success in their respective trades.

William H. Oliver Jr, President/Founder. Mr. Oliver has utilized his talents to the fullest as the developer of Owl Den One. Educated at the University of Massachusetts in computer science, Mr. Oliver has demonstrated his ability to design complex database management systems for Force Financial Services, Inc. and FoodCalls, Inc.. He has also demonstrated his organizational skills by working as an independent consultant in charge of the project management of Mind's Eye, Inc. software package. Through his involvement with Mind's Eye (an object management database) Mr. Oliver

coordinated its successful product roll-out. He is currently drawing on this experience to market Owl Den One successfully.

Barbaralee Copas, Vice President. Ms. Copas' background in construction administration has allowed her to utilize her talents to the fullest as the product design coordinator. Educated at Northeastern University in education, she has demonstrated her ability to relate vital information needed to complete the intricate design of the software. Ms. Copas is also responsible for assisting in the design of all product literature, training programs and marketing strategies.

**SALES AND
DISTRIBUTION:**

Owl Den One is currently being sold direct to end-users with three months of free phone support, with additional support packages available. Owl Den Technologies is currently seeking manufacture representatives who are interested in carrying Owl Den One. Owl Den One is expected be available through retail distribution by the first quarter of 1993, contingent on product demand.

SUMMARY:

Owl Den Technologies' objective is to become the market leader in the low-cost construction management software field. Owl Den Technologies has made Owl Den One affordable, flexible and expandable through third party software. Owl Den One is designed to serve the small to medium sized construction market niche. Owl Den One will become the most widely used product in this unique software market place.



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PRODUCT DESCRIPTION

Owl Den One is a complete contract management software application that is targeted for mass distribution to small to medium sized construction companies. Owl Den One integrates the concepts of the job cycle to facilitate the intelligent movement, distribution and storage of information. Currently available construction management systems require extensive systems analysis, design and installation support. Owl Den Technologies developed a unique people-oriented user interface that permits people to become productive quickly. Through the use of the latest window technology, data input is isolated to concentrate on ONE segment of data at a time while maintaining an overview of the system. Owl Den One provides a uniquely new management tool for the organization, assimilation and inter-relation of the job cycles' information.

EASY ORGANIZATION OF DATA

Owl Den One is a complete packaged application designed to help manage information throughout the job cycle. Owl Den One allows you to build an estimate which if accepted becomes the job budget. With the job budget intact, job costs can be disbursed against the activity for which they were incurred. Changes to the job budget can be made through change orders, which can either increase or decrease the budget. While recording costs against the job budget, variance and job status screens can be reviewed to monitor the costs incurred.

The job budget is further supported through the check register and billing functions. Through the check register checks can be recorded to pay

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vendors and contractors so accurate accounting for outstanding balances can be properly maintained. Billing through the system is as easy as completing a single data input screen similar to the one used to record payments made to the job.

**COMPLETE
INFORMATION
CONTROL**

Owl Den One also provides contractors with five databases which are inter-related with each of the tracking sub systems within Owl Den One. Information such as sub-contractors, employees, vendors, products and customers can be defined when needed and stored in the appropriate database.

Owl Den One allows you to choose from many different types of reports to obtain records on various transactions. Reports are organized by jobs, vendors, receivables, databases, and variance reports. Virtually all information can be printed from Owl Den One.

**MARKETING
CHANNELS**

The company will market Owl Den One to general contractors, plumbers, electricians, de-leaders, residential builders, carpenter shops and other trades who's gross annual revenues are between five hundred thousand and five million dollars. Owl Den Technologies will reach its market through direct sales efforts and manufactures representatives. Owl Den Technologies will also seek retail distribution for Owl Den One.

**OWL DEN ONE
SPECIFICATIONS**

Owl Den One requires a minimum of 640K bytes of ram memory, on PC/XT/AT/286/386/486 computers running MS-DOS / PC-DOS 3.0 or higher. Owl Den One requires a hard disk and installs in less than two megabytes of hard disk space. Owl Den One's databases can grow to an unlimited size and is limited only by the size of your hard disk.

**OWL DEN ONE
SUMMARY**

In summary Owl Den One provides a tool to organize contracts and to identify all aspects of the differences between the job budget and the actual job costs. By improving office operations through job cycle productivity, Owl Den One offers small to medium sized construction companies the competitive edge which will help lower costs and increase profits.