



ARMSTRONG VENTURES, LLC
SMALL BUSINESS CONSULTING

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Small Business Consulting Proposal

“Best for Aspiring Entrepreneurs, Start-Ups, Scaling Businesses, and Potential Acquisitions”

Philosophy

- With an extensive background in leadership, lean/six sigma methodology, and Systems Engineering, A.J.’s consulting philosophy is rooted around pinpointing common small business problems with People, Process, or Products. His consulting packages aim at pinpointing your specific gaps and providing unique, creative, and innovative solutions documented and delivered in a comprehensive report.

Specialties and Experience

- A.J. has successfully launched profitable and scalable small businesses while working for a Fortune 500 Company as a technical leader and Systems Engineering Manager. He is a leader, entrepreneur, social media personality, and Lifestyle Engineer. He is an expert marketer, social media icon, and master problem solver. His experience includes:
 - Engineering Management
 - Systems Engineering, Process Improvement, and Lean/Six Sigma Tools
 - Leadership, leadership coaching, and team training
 - Digital Marketing, Branding, and new product Development
 - Product Lifecycle Management for complex products or machines
 - Entrepreneur Coaching
 - Personal Mentoring, Coaching, and Developing
 - Real Estate Investing
 - Owner of 4 Small Businesses
 - Digital Process Automation
 - Motivational Speaking, Leadership Events, Sales Training, and Team building
 - Multi-generational Leadership in Organizations & Magnifying Millennials
 - B.S. Systems Engineering from the United States Military Academy
 - MBA (expected) with concentration in Marketing and Entrepreneurship from Northeastern University
- His staff, preferred subcontractors, and affiliates are highly skilled in Industrial Engineering, Systems Engineering, Legal Counsel, leadership, and new product development.¹

¹ A.J. will be the primary point of contact, project manager, and ultimately responsible for your finished product. The client recognizes he may delegate or outsource pieces of this work to his staff, affiliates, sub-contractors, or legal team. A.J. believes in holding the highest quality of documentation to his clients and ensures any work not done directly by him is reviewed to ensure high quality results.



Packages

Empowering your People Package (\$4,997.00)²

Best for...

- Diverse Company Cultures struggling to unify
- Multi-generational employees that don't understand the working styles of other generations
- Misunderstanding your younger Workforce, Millennials, or their career styles and work behaviors
- Young Leaders aspiring to be great managers but lack the knowledge, confidence, or skills to take their career to the next level
- Underdeveloped or new managers that need to transition from being a subject matter expert to a leader
- Small Business owners overwhelmed with an influx in work
- How to deal with High Employee Turnover

What's Included

- Formal (on-site) Leadership Audit
 - 360 Degree Leadership Surveys
 - Analysis for Employee Turnover Ratios
 - Stakeholder Interview(s)
 - My Assessment of Management Leadership Style
 - Problem Identification and Root Cause Analysis
- Team Personality Tests*³
 - Consolidation of Results
 - 90 Min Presentation in front of team displaying and analyzing results together
- Full A3 Report
 - Results Presented to Stakeholder(s)
 - A3 Report consists of
 - Background
 - Current Situation
 - Analysis
 - Goal
 - Recommendations
 - Implemented Plan
- Follow-up and Results Report
 - 3 Month Follow-up
 - Stakeholder interviews
 - Discussion or progress
 - 360 Degree Interviews
 - Results Report

² This payment does not include travel to and from the site for the consultant(s). All locations within 150 driving miles from Oshkosh WI will have no travel fees included. All clients willing to work remotely Armstrong Ventures, LLC and choose to waive the "on site" option will have no additional travel fees included. Travel fees may vary depending on desired scope of project and depending on location. All hours put into this package are not exceed 40 working hours from the consultant to include every deliverable within the package. Any additional hours requested or scope increases will add an additional \$250 per hour cost on a time and materials basis. There is a 50% retainer fee to be charged prior to consulting work being done. The remaining cost is to be paid in full at the completion of the agreement.

³ Limit to 10 People or less, more people included on the personality tests will incur additional cost of \$50 per person.



Lean Process Package (\$8,997.00)⁴

Best for...

- Businesses that cannot afford additional people and require creative solutions to cut costs long term
- Businesses that see large influx in workloads and see themselves hiring/firing often due to workload volatility
- Converting analog systems/process to digital systems/processes
- Analyze areas of wasted time in an organization
- Difficulty setting up, managing, or conducting processes or procedures
- Deep diving issues on a manufacturing line or assembly line processes
- Establish newer more innovative solutions to developing more efficient queuing systems, servers, lines, etc. with lines or service in your business
- Businesses that require facility layouts that reflect a more effective and process oriented flow or design.
- Small Business owners overwhelmed with an influx in work

What's Included

- Formal (on-site) Process Audit
 - Facility design and Layout analysis
 - Standard Operating Procedure Audits
 - Process Mapping or Value Stream Mapping
 - Stakeholder Interviews
 - Problem Identification
 - Root Cause Analysis
 - Guided Idea Generation
 - Solution Implementation Proposals
 - Sustainment and Control follow-ups
- Full A3 Report
 - Results Presented to Stakeholders
 - A3 Report consists of
 - Background
 - Current Situation
 - Analysis
 - Goal
 - Recommendations
 - Implemented Plan
- Follow-up and Results Report
 - 3 Month Follow-up
 - Stakeholder interviews
 - Discussion or progress
 - 360 Degree Interviews
 - Results Report

⁴ This payment does not include travel to and from the site for the consultant(s). All locations within 150 driving miles from Oshkosh WI will have no travel fees included. There is no remote option for this package. Travel fees may vary depending on desired scope of project and depending on location. All hours put into this package are not exceed 80 working hours from the consultant to include every deliverable within the package. Any additional hours requested or scope increases will add an additional \$250 per hour cost on a time and materials basis. There is a 50% retainer fee to be charged prior to consulting work being done. The remaining cost is to be paid in full at the completion of the agreement.



New Product Development, Product Analysis, and Marketing Package (\$8,997.00)⁵

Best for...

- Businesses struggling to sell their products and move inventory
- Products that are outdated or losing an edge
- Struggling to communicate the function of the product to consumers
- Difficulty educating customers and bringing them through the door
- Not present or struggling to gain momentum on a digital platform or through social media
- Difficulty branding your new product or company
- Difficulty seeing market trends and new possibilities for products
- Struggling to identify user and stakeholder requirements or product design specifications given a specific contract
- Need help designing, creating, forecasting, and marketing new product concepts

What's Included

- Formal Product Audit
 - Financial Statement Analysis
 - Market Analysis
 - Guided Idea Generation
 - Market Needs Analysis
 - Beta Testing
 - Product Design costing analysis
 - Stakeholder Interviews
 - Problem Identification
 - Root Cause Analysis
 - Solution Implementation Proposals
- Full A3 Report
 - Results Presented to Stakeholders
 - A3 Report Consists
 - Background
 - Current Situation
 - Analysis
 - Goal
 - Recommendations
 - Implemented Plan
- Follow-up and Results Report
 - 3 Month Follow-up
 - Stakeholder interviews
 - Results Report

Ala Carte

- One-time on-site 4 hour Consultation to pin-point root cause of People, Process, or Product \$497.00 (travel is included up to 150 driving miles of Oshkosh, WI)
- Custom pricing is based off a Time and Material basis at \$250 per hour
- Digital Marketing and Media Management on up to 4 social channels is \$997.00

⁵ This payment does not include travel to and from the site for the consultant(s). All locations within 150 driving miles from Oshkosh WI will have no travel fees included. There is no remote option for this package. Travel fees may vary depending on desired scope of project and depending on location. All hours put into this package are not to exceed 80 working hours from the consultant to include every deliverable within the package. Any additional hours requested or scope increases will add an additional \$250 per hour cost on a time and materials basis. There is a 50% retainer fee to be charged prior to consulting work being done. The remaining cost is to be paid in full at the completion of the agreement.