Dilbert & Co.

800 Main St.

Pewaukee, WI 53072

September 11, 2018

KB Training

ATTN: Kathleen Brown

1212 Corporate Drive

Waukesha, WI

Dear Ms. Brown,

Thank you for reaching out to us. We have reviewed your letter and are interested in learning more about your company. We would like to meet with you sometime in the next few weeks to determine how we could best help you develop your requested systems, along with the requirements and necessary resources for this project. We have compiled a list of questions we have produced regarding this project that we would like to resolve at our first meeting:

* Who are your stakeholders?
  + Silent financial partner, might be needed if costs run higher than expected
  + Employees
  + owner
* Are you running seminars or webinars?
  + 12 classrooms on-site, most done there
  + 3-5 day seminars
  + Pro Healthcare client
    - Will do on-site training at the client location
  + Currently no webinars, but would like to explore options
    - What does she need to accomplish this?
* What sets you apart from your competitors?
  + Client specific training sessions
  + Focus area of subject matter, not trying to teach every subject
  + Class content: team building (warehouse team and management), communication, strategic management,
  + Not a learning tree, or general certificates
* What are you doing the most training for?
  + Answered in previous question
* Do you currently have a web presence?
  + Marketing is done via word-of-mouth, pounding the payment, no web presence
  + Would love if a user could google her company
  + See class lists
  + See class availability
  + Possible social media tie in
* Can you define what your marketing purposes are for the web presence?
  + Who/what I am
  + Announcements
  + Classes offered
* What is your anticipated date of implementation for your desired system?
  + Jan 1 of 2019 (or Feb 1)
* Do you have any current infrastructure?
  + Zero to none at the moment
  + Would possibly need some hardware with the software
* Will this new application be required to integrate with any other applications?
  + None at the moment, clean slate moving forward
* What is your expected growth within the next 5 years?
  + Currently just able to maintain the business
  + Goal of new software will be to alleviate current struggles of maintain the business
* How large is your company? How many employees do you have?
  + Trainers are contracted out
  + 12 in-house, plus externals on stand-by
  + President, registration manager (client, registration, payment), and course manager (creates the class, lesson plan)
* How do you currently schedule training seminars?
  + ???
* How do you plan on scheduling training seminars?
  + Would be open to the system automatically doing this, but could be in a phase 2 offering
* Should the system be required to handle email notifications (sign-ups, reminders)?
  + yes
* What type of payment options should be available (credit card, PayPal, Venmo)?
  + Yes
  + Focus on outlining the external user payment process via CC/PayPal
    - Similar to an order process
* ADDITIONAL NOTES
  + Project broken out to 3 components
    - Web presence with company info, course, upcoming events
    - Client registration system
      * Keep track of all the clients and their demographics
      * Need to keep a handle on courses being offered, and how they are being offered, which trainers are teaching the courses and what their skill sets are, registration for the course (did they attend, did they pay, are they repeat customers) and which company they come from
    - Course offering system
      * Course details
      * Shareable

 Continued on next page.

Thank you for taking the time to read our questions prior to our meeting. We would like to schedule an appointment on Thursday Sept. 13th to discuss this potential project and discover more information about your company and how we may be able to help. You can reach us at the address listed above or give us a call at (414) 867-5309. We look forward to hearing from you.

Sincerely,

Alan Moe

Project Leader

Dilbert & Co.