



Business Registrations

Cage Code: 8FSB5
DUNS: 08108395

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Designs By SD, LLC
Safe Resilient Communities
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Rick Flanagan
OEM Coordinator
(Ret.)



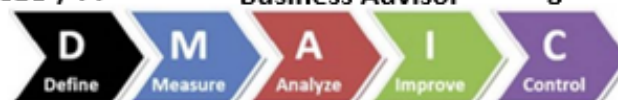
Stephen Henley, CLSSBB
CEO / PI



Dr. Phil Vardiman
Business Advisor



Kenneth Neely
Engineering Advisor



Notable Accomplishments:

- Organic rehab apparatus / methods patent
- Rescue system / methods patent
- Awarded 8(a) graduate
- SBA Minority Businessman of the year
- Pinnacle Award Recipient
- Certified Lean Six Sigma Black Belt

NAICS CODE: 541715
SIC CODE: 8742



CAPABILITIES STATEMENT

Company Overview

Designs By SD, LLC was established in 2015 as a Veteran owned SDB. The founder is a successful, awarded, graduate of the SBA 8(a) program and patented inventor with advanced expertise in process flow kinetics, manufacturing R&D, and business modeling. The company has over 20 years of field experience in project management and 12 years in lean Six Sigma solutions.

Differentiators

- Over 100 years of combined experience in oil/gas, manufacturing, construction design, process engineering, aeronautical engineering, business management, and public safety innovations.
- Successful graduate of the Small Business Administration 8(a) program
- Patented, minority / veteran owned business with a solid track record for innovation and process engineering

CLIENT HISTORY



A glowing lightbulb with a circuit board overlay. The lightbulb is on the right side of the image, emitting a warm, yellow light. A circuit board with various lines and nodes is overlaid on the image, extending from the left side towards the lightbulb. The background is a dark, muted blue.

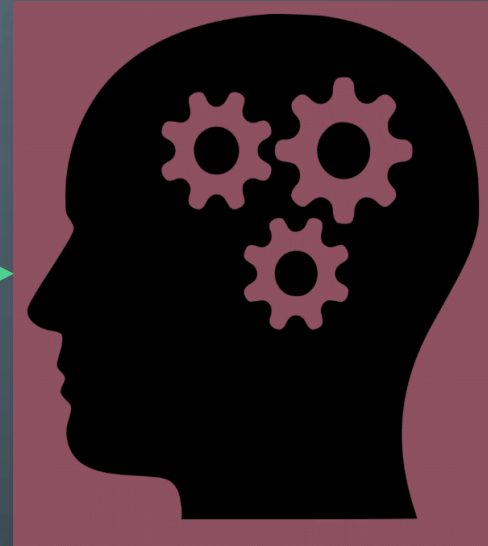
THE BASICS OF RUNNING A BUSINESS

According to some data:

- 40% of most businesses fail within the first year
- 33% fail from anxiety, fear that it won't work
- 27% fail for not giving it enough time

NETWORKING

NETWORKING



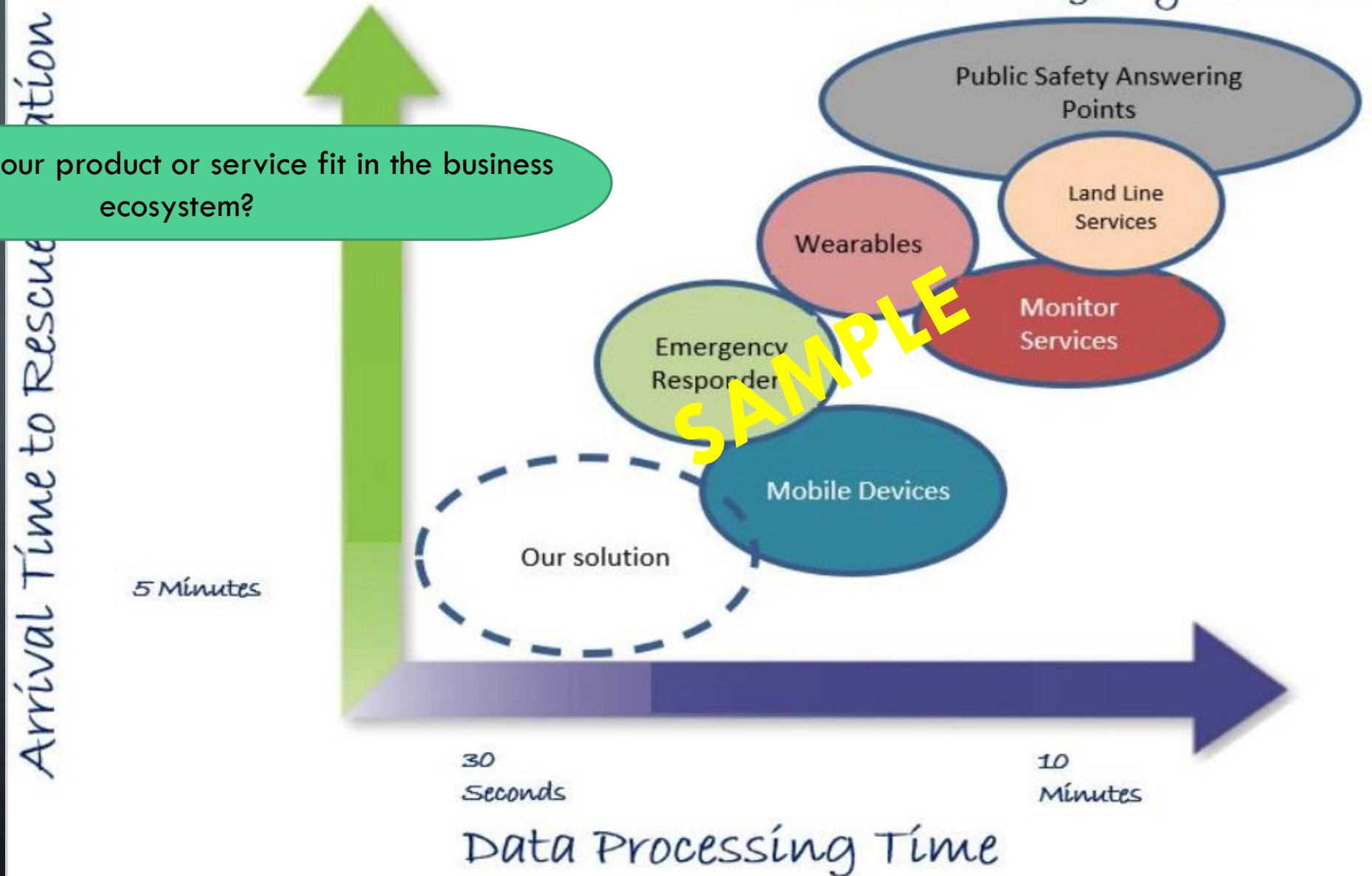
Understand and leverage the power in personal networking. Networking will afford you the advantages of lessons learned and higher levels of insight!

NETWORKING

Title: Decrease Emergency Rescue Times

Where does your product or service fit in the business ecosystem?

THE MARKET FIT

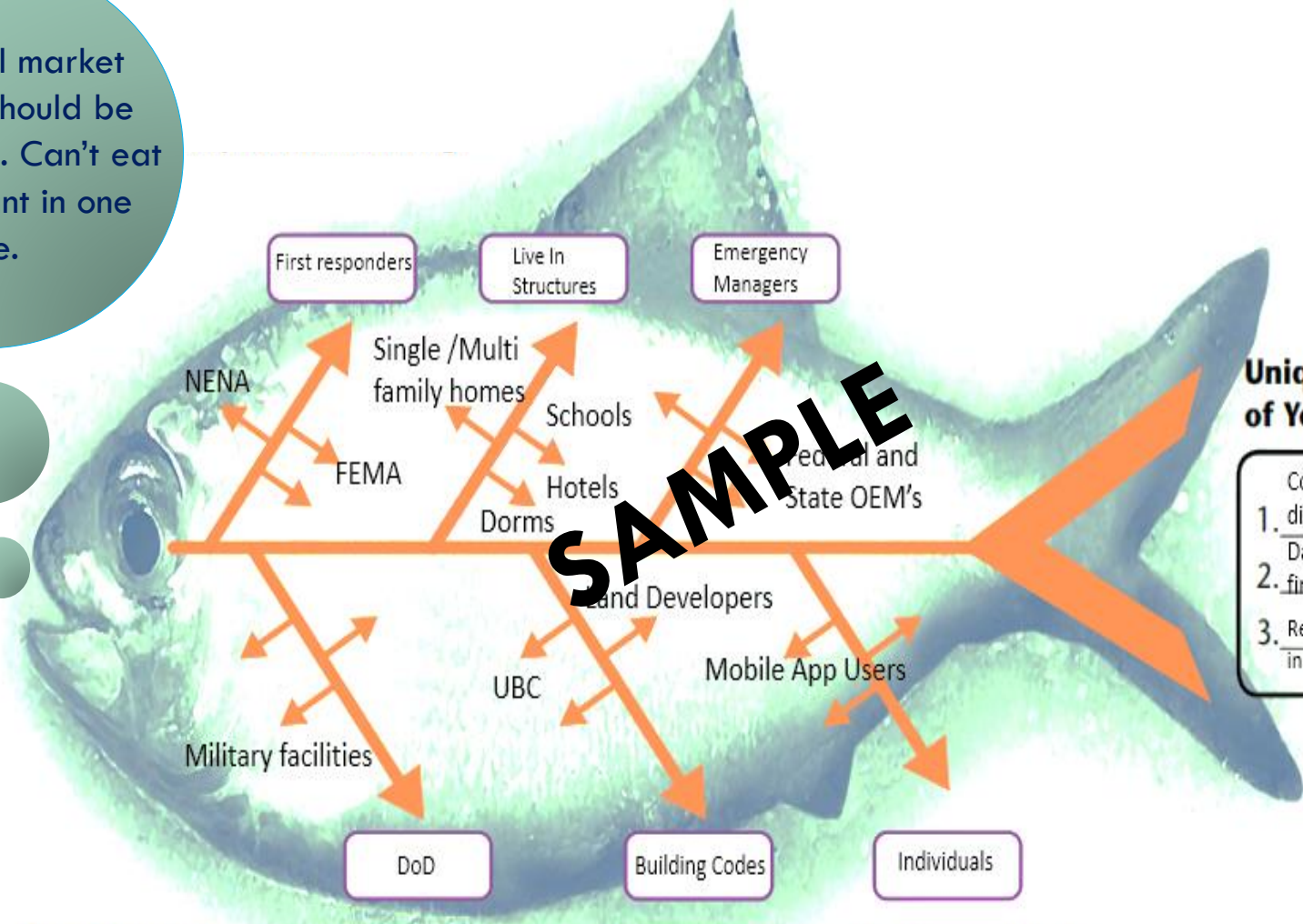


THE COMPETITION

Performance Factor		Competitor	Competitor	Competitor	Competitor	You
		Garmin	Spot 3	ARC ResQLink	McMurdo 220	Locator X
1	Info direct accessible to First Responders	NO	NO	YES	NO	YES
2	Text Msg.	YES	YES	YES	NO	YES
3	Two Way Com.	YES	NO	NO	NO	NO
4	Subscription Required	YES	YES	NO	NO	NO
5	Visual indicator	Your business should focus on what sets you apart from the rest.				
Price		\$329.99	\$219.95	\$389.95	\$256.03	\$425.95
Key Claim		Light-weight Compact	GPS MSG.	GPS for Hiking	Personal Location Beacon	Designed for Live-in Structures

Your initial market segments should be well defined. Can't eat the elephant in one bite.

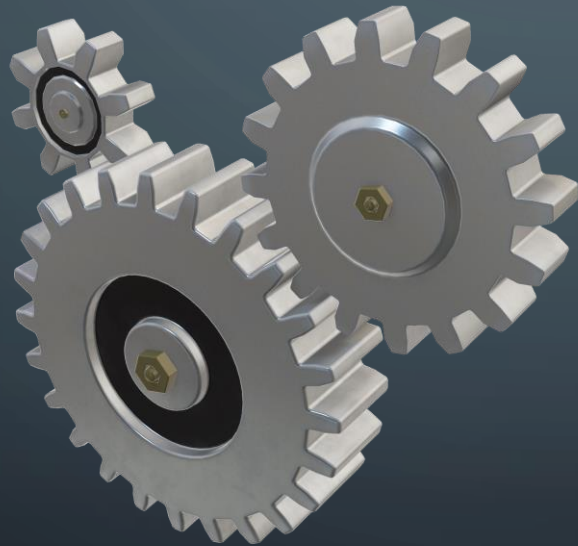
MARKET SEGMENTS



Unique Attributes of Your Idea:

- Combines visual and
- 1. digital location data
- Data accessible to all
- 2. first responders
- 3. Rescue data submitted in less than 60 seconds

NOW THAT YOU HAVE A PRODUCT OR SERVICE



What are the key factors of a good product or service?



THE PATH TO SUCCESS

1. NOVELTY



When your response becomes an emotional connection to the nuances. This is the “Novelty Effect.”

THE PATH TO SUCCESS

2. QUALITY



The response to quality appeals more to the six senses.
Determining how the item feels, sounds or smells.

THE PATH TO SUCCESS

3. CUSTOMER SERVICE



Learn how to offer the highest customer experience when things go wrong.

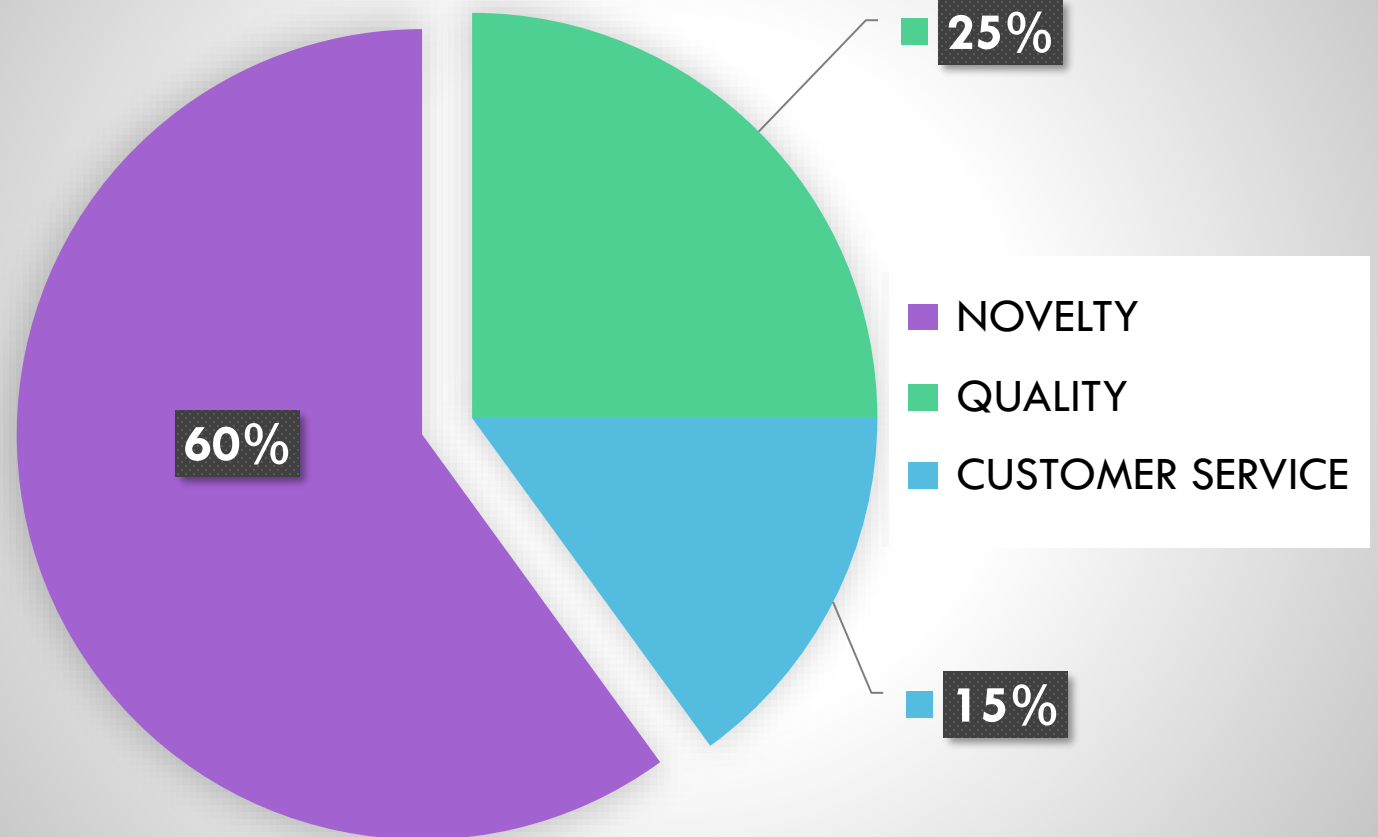
THE THREE KEYS

NOVELTY

QUALITY

CUSTOMER SERVICE

SATISFACTION WEIGHT



Understand what keys make your product or service most engaging to your customer base.

FOR COMMENTS
OR QUESTIONS:

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