

Business Plan: TomTek, LLC

Victor W. Tomassini, Owner, Inventor & Software-
Designer

33 Florence Tollgate Place Unit 5
Florence, NJ 08518
vtomatic2001@gmail.com

Nov., 2017

The Idea

To sum it up as succinctly as possible I have formed TomTek, LLC as an invention marketing and software development company, for the specific purpose of marketing and a number of electronic, digital audio and audio-video recording devices and their integrated software systems, (that I personally invented and designed), to one or more consumer electronics manufacturers, such as Sony Corporation, for licensing and manufacturing and eventual sales to the public. And thereby almost guarantee millions of dollars in fees and royalties.

The Idea

These recording devices and software systems are unlike any other devices and systems on the market today, and fill a number of long overlooked uses and niches for audio-video recording in the home and office. They improve communications between household and family members and can also be used in an office/business and possibly even a medical environment such as in doctor's and dentist offices etc. Please see the accompanying Special Fliers numbered 1 of 7 to 7 of 7. They will explain some of the features, benefits and capabilities of each device and the software systems, and how they can be used by the public.

The Idea

Hopefully, they will also reveal the worldwide sales potential and usefulness to just about everyone in the modern industrialized world. The Special Fliers, devices and software are named as follows and are outlined and detailed with drawings, diagrams and software instructions written out in cursive, in my scientific-laboratory workbook as per-patent law, and are available for review by any and all interested parties and or investors upon request after completing an NDA.

The Idea

1 of 7 (SADRR) Smart Audio Digital Radio Recorder

2 of 7 (SANS) Smart Audio Notes System

3 of 7 (SATC) Smart Audio Time Capsule

4 of 7 (SANP) Smart Audio Note Pad

5 of 7 (SVNP) Smart Video Note Pad

6 of 7 (SVNS) Smart Video Notes System

7 of 7 (SVTC) Smart Video Time Capsule

The Industry

The US audio and video equipment manufacturing industry includes about 450 companies with combined annual revenue of about **\$7 billion**. Major companies include Harman International, Bose, and US manufacturing divisions of foreign companies like **Sony**, Panasonic and Toshiba. The US industry is highly concentrated: the 50 largest companies have almost 90 percent of overall revenue.

US durable goods manufacturers' shipments of computer and electronic products, an indicator of demand for audio and video equipment, rose 1.6 percent in the first eleven months of 2015 compared to the same period in 2014.

The Industry

Internationally, the top 10 manufacturers of audio and video equipment generate roughly **\$200 billion** in annual revenue from **A/V products**. Major companies include Panasonic, **Sony**, and Pioneer (Japan); Royal Philips (The Netherlands); and LG Electronics and Samsung (South Korea).

Demand is driven by **consumer income** and the **rate of product innovation**. The profitability of individual companies depends on manufacturing efficiency and effective marketing and distribution. Large companies have advantages in economies of scale in manufacturing, marketing, and distribution. Small companies can compete effectively by offering **specialty products** or components in system solutions, such as speakers in a home theater system. The industry is **capital-intensive**: average annual revenue per worker is about **\$450,000** per year.

Business Model

The purpose of this business is to invent and design audio-video recording devices and their integrated software systems for household and office use (this includes those devices and software previously invented and designed, the current **“intellectual property portfolio”** of the founder), and then license them to consumer electronics manufactures such as Sony Corporation and or any other manufacturers engaged in the audio-video recording manufacturing business (this includes personal computer, cell phone, smart phone, stereo radio, television manufacturers and the like), and obtain licensing agreements guaranteeing royalties up front fees and or advances on royalties, from sales to the public at large in this country and around the world, back to this company, the owner/founder.

The Products

At present there are a total of 7 products and software systems in my “**intellectual property portfolio**”, (with more to come) invented and designed by me and documented, outlined and detailed with drawings, diagrams and instructions in my scientific-laboratory workbook per pre-patent law. They are as follows:

The Products

1 of 7. Smart Audio Digital Radio Recorder or Smart Audio Digital Recorder (SADR).

2 of 7. Smart Audio Notes System (SANS).

3 of 7. Smart Audio Time Capsule (SATC).

4 of 7. Smart Audio Note Pad (SANP).

5 of 7. Smart Video Note Pad (SVNP).

6 of 7. Smart Video Notes System (SVNS).

7 of 7. Smart Video Time Capsule (SVTC).

LABORATORY NOTEBOOK

INVENTORS ASSISTANCE LEAGUE INTERNATIONAL

NOTEBOOK NO. 24539
ISSUED TO Victor William Tomassini
ON August, 19th 2005
DEPARTMENT _____
RETURNED _____ 20 _____

**INVENTORS ASSISTANCE LEAGUE
INTERNATIONAL, INC.**

Certificate of Authentication

This is to certify that the person named below became a member of the **Inventors Assistance League** on the date indicated, and acquired the *Invention Workbook* to which this certificate is affixed.

This member agrees to keep these concepts secret, realizing that this program is copyrighted by and proprietary to the **Inventors Assistance League**. Member further agrees not to use the concepts learned to develop, or assist in the development of, a competing course or program.

This member acknowledges that this program is designed to provide accurate and authoritative information in regard to the subject matter covered, and that it was bought with the understanding that neither the **Inventors Assistance League** nor its licensees and associates are engaged in rendering legal or accounting services.

To authenticate and substantiate membership and the acknowledgments and understandings included in this certificate, this member has willingly signed below.

Name (print): Victor W. Tomassini Signed: Victor W. Tomassini

Date: 8-19-05

PLEASE TAKE NOTE:

Per #5 on page 3-7 of your **PROTECTING YOUR IDEAS** manual, glue your Certificate of Authentication above this sticker. Ignore the instructions on the back of this page and the information printed at the top and bottom of each page following the "Table of Contents" pages...that information is provided for company use in their R & D departments.

Customer

This being a “**Business to Business**” business, our customers are any consumer electronics manufactures currently manufacturing audio-video recording devices for the general public as described in the Business Model previously, plus those manufacturers that are engaged in similar businesses and are looking to expand into this market.

The Market

Please refer to **“The Industry”** as previously discussed, since this is a **“Business to Business”** business, this company will be marketing to this industry, the **“Audio & Video Equipment Manufacturing Industry”**.

- a. Target Market Descriptions: Please refer to **“The Industry”**.
- b. Target Market Strategies: Will be covered in **“The Sales Approach”**.

Competition

Our competition are any and all inventions and similar recording devices and software, either patented, patent pending or not, and those already on the market. For the moment I will say that there is no competition because there are no recording devices or software on the market at present, that will do all the things mine will and accomplish the same tasks, in the same way. ***(During my research, I discovered several radio recording devices and software systems that can do some of the basic functions that mine will (such as Tivo) but they don't go far enough. Then there are the personal computer and or Internet dependent devices such as the Amazon Alexa Echo and Alexa Echo Show and similar Google devices that lack many of the features, benefits and capabilities incorporated into my devices and software, making mine completely unique. Plus the Amazon and Google devices can be hacked, being on the Internet.)***

The Competitor Matrix (or Value Curve)

Please refer to the Special Fliers, as they detail many of the features, benefits and capabilities of my products, that are not included in any competing products and that they do not address.

Message

The message of TomTek, LLC as I personally see it is:

“Innovative Designs of Audio-Video Devices and Software for Home/Office Communications and Entertainment”

Sales Approach

1. Direct mailing of the Special Fliers to the decision making top executives of said manufactures for review and consideration. **(This is a very effective method that I learned how to do from my Invent Assist course materials, and directly led to my receiving an inquiry from the legal department of Sony Corporation of America in New York City, after mailing these fliers to Howard Stringer, former President and CEO of Sony Corp. of America. However, that was 11 years ago, since that time I have been unable to follow up on this inquiry for a number of reasons, one of them, not being able to provide Sony with “non-confidential published patent applications”).**

Sales Approach

2. The marketing resources, systems and procedures of frompatenttoprofit.com.
3. Marketing on various Internet websites for inventors.

The Management Team

Victor W. Tomassini, Founder, Inventor & Software Designer

Mr. Tomassini has work experience in, studied and taken courses in and or has Certificates or Diplomas in the following fields:

The Management Team

Electronics & Computers; Basic Electronics & Micro-Computer Programming - Willingboro Adult Continuing Education Division, Electronics Technology - Burlington County College, Communications Electronics – Radio Institute of America, Domestic & International Travel Agents Training, Manual & Computer – International School of Travel, Business Travel Counselor Training – American Express BTC (Mr. Tomassini has worked as a Business Travel Counselor for American Express Business Travel Center, and as a Reserve Travel Agent for SATO (Scheduled Airlines Traffic Office, the travel agent for the US Air Force and the Department of Defense), where he made travel reservations for US Army and DOD personnel upon their return from Iraq during the first Gulf War, using American Airlines Sabre Computer Travel Reservations System, at McGuire Air Force Base and Philadelphia International Airport.

The Management Team

Law, Sales & Marketing; Fundamentals of Automobile Salesmanship- General Motors Training Center, Real Estate Law & Sales – M.W. Funk Real Estate Sales Institute, Life, Health & Accident Insurance Law & Sales – Mutual of Omaha Insurance Company & Bare Insurance Sales Institute.(Mr. Tomassini was licensed to sell real estate in New Jersey and Pennsylvania and licensed to sell insurance in Pennsylvania, New Jersey and about a dozen other states. *None of Mr. Tomassini's licenses or memberships was ever revoked or suspended for any reason.*

The Management Team

Music & Creative Writing; Mr. Tomassini is primarily a self taught musician and guitarist but he has also studied guitar and music with the well know Philadelphia music teacher Dennis Sandole. He is an advanced player in the progressive rock & jazz rock genres for the most part. He also studied Television & Film Scriptwriting with the Hollywood Scriptwriting Institute and completed a first draft science-fiction screenplay entitled “Land Of Everlasting Mystery” under their tutelage. *(Mr. Tomassini is a science-fiction enthusiast of both film and literature and credits the genesis of the idea, that led to all of his inventions and software to date, to an episode of Star Trek he saw as a teenager over 40 years ago.)*

The Management Team

(“Only over the pass 5 to 10 years or so has modern technology made it possible, to develop this idea to it's full capacity. I consider this the crowning achievement of my life to date”.) He also has a certificate and a diploma in film production and directing from the Hollywood Film Institute, taken at the **Annenberg School of Communications of the University of Pennsylvania.**

The Management Team

Memberships; Mr. Tomassini is a member in good standing in the Inventor's Assistance League and From Patent To Profit. (Mr. Tomassini is also the nephew of the famous scientists and inventors **Dr. Gerald Oster** and **Selmarie Oster**, inventors of the “**Pregnancy Test Strip**” and a number of other inventions and systems. (The landmark research of the theory of “**binaural beats**” was first presented in a 1973 issue of Scientific American by Gerald Oster, M.D. Dr. Oster, a biophysicist, found that when different sound frequencies are delivered to the brain through each ear separately (such as by using stereo headphones), the two hemispheres of the brain start working together to perceive not the external audio signals, but a third “phantom” signal -- the binaural beat.) This research spawned a whole new industry in “Brainwave Therapy”.

The Management Team

Mr. Tomassini will see to the day to day operations of the business as President and CEO, until it becomes necessary to hire other executive, management, administrative and or secretarial, clerical personnel on a permanent basis. He will be assisted and advised as needed, by the people and resources of the following organizations and professions:

The Management Team

Bob DeMatteis, successful inventor of over a dozen patented and licensed inventions and his From Patent To Profit course manual, systems, procedures and website. Please see <http://frompatenttoprofit.com/>.

The Inventors Assistance League and course materials please see <http://inventassist.com/>.

Capital Strategy

Also please note that today, the majority value of a Fortune 500 company is in its patents and intellectual property. Since 1793, when Ben Franklin first founded and headed up the United States Patent and Trade Office (USPTO), most major U.S. Companies were founded and based upon invention and patent protection!!!