

THE WOODWORKER



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Automated CNC Business and Brand

Vision on a business model utilizing a combination of design software to run on proprietary woodworking equipment to create high quality joinery projects to be sold and or supported operated by a Licensed Partner style network.

The Woodworker

AUTOMATED CNC BUSINESS AND BRAND

WHY NOT JUST SELL OR LICENCE THE SOFTWARE AND OR EQUIPMENT?

Equipment

Regardless of the lack of horizontal routers on the market we can do a comparison on the vertical 3d printers and router tables currently available in each segment from hobbyist, small workshop to factory there is many manufactures. If the horizontal router table is seen to be successful any number of competitors will be making their alternative models. In today's market, it has becoming easier to sell across borders and directly to clients.

The china and India reality is that the cost of enforcing and maintain copyright and patents is almost imposible for the small machine manufacture.

Software

If any market is more eroded than equipment its software standardized software is controlled by a small number of companies. With the power of the internet online software is currently seen more as a service to clients than a revenue stream. The single exception to this is software that drives equipment or drives a business sector model. The one advantage that software has is that once the software package is designed unlike equipment the copying cost is minimal and the installed base of users can grow expediently.

The DIY market has the single largest base of machines, software and tools that are almost never used. Most purchases are based on a project and after realization of the project are rarely used again. The CEO of Black and Decker reported that most of their hammer drills have not drilled enough holes to wear out a single set of bits.

The DIY market

95% of all sales into the hobby and DIY market are via DIY stores and supermarkets. Discounting the supermarket as a sales outlet for low cost tools we are left with the DIY stores, regardless of the cost savings we could make on the equipment we would still be by far one of the most expensive items for sale. I believe that this market is wide open for exploitation not in selling equipment but as a service-based offering see under services our franchises s can offer.

WHAT EQUIPMENT AND SOFTWARE?

Equipment

For woodworking, at under 10,000€ the automated market is dominated by vertical flatbed CNC machines the only two horizontal machine I have found is the PentoRouter or the Clone3d and Clone4d http://www.cloneduplicator.co.uk/clone_4d/index.htm

Both these machines have movement on 3 Axis and with the Clone4d the 4 Axis nether are automated and require complete project and individual design of each piece and the movement to be carried out by hand. The Clone4d can copy an existing item where the PentoRouter uses a template to be copied on a two to one reduction.

The entry price and size for the Clone4d I believe makes it a non-contender for hobby and Diy based market where the PentoRouter is priced at between £1200 - £1700. Our software is suitable for the manual PentoRouter and we have also made a kit for making the PentoRouter a horizontal fully automated CNC machine. We see the PentoRouter as a hobbyist and DIY enthusiasts machine.

Woodworker Portable

There will always be a market for hobbyist and DIY enthusiasts this also includes an entry machine for potential Licensed Partners. The prime requirements of the entry machine are that it can do everything on three Axis that the larger machines can do but requires more manual movement of the timber. This smaller machine has one prime advantage and that is its light weight and portable. One of the recommended first projects will be to create its collapsible adjustable base so that it can be placed at the correct height alongside or at the end of any work bench or work table being able to utilize the work bench or table to support longer work piece's of timber.

This machine is the exposed face of the company as its portability and uniqueness at this stage means that it can go to local fairs, markets and shows and be running in less than 5 minutes. It is this machine coupled with its software that can be setup and operated at local DIY stores promoting both the sale of timber and supporting project hardware. Any interest by hobbyist and DIY enthusiasts to purchasing a machine can be handled by our local Licensed Partner (controls probably via software will be needed to protect our Licensed Partner from one of these machine sales competing with his business model).

The base machine I believe should be the core machine for the larger single project individuals and couples. House renovations, extensions, extra rooms or increase the height with a new floor to building a complete house should be within the possibilities of this machine.

Requirements of the base machine.

- Light weight but strong (All core components are plate or excluded aluminum or stainless steel)
- Portability (can be handled by two people).
- 3 Axis work area suitable for 95% of joinery in a home environment. (X 700mm. Y 700mm. Z 700mm).
- Timber support is able to rotate to 90° on the Z Axis (prime angles should lock automatically).
- Timber support will accept an attachment to secure timber from -90° to 90° on the X Axis.
- Timber support can accept an attachment so that timber can be held at any angle of rotation of the timber.
- All components can be purchased as replacement parts.
- All electronics to be enclosed and protected.
- All timber handling is manual CNC alinement is via digital optical vision.

Woodworker workshop

The workshop machine is the workhorse able to do all jobs asked of it. Fine carpenter joints to engraved panels for doors it can work on all five Axis a flatbed machine probably able to stand on the near vertical plane to save workshop space. A full front door panel or all the component parts can be mounted to be worked on as required. This machine is installed into a work bed and is able to work on panels and timber beams. The advantage of this machine is that it can work on both along the length and both ends of the timber when the length is less than the bed size. Timber or plates can be held in place by suction or clamps rotation of the timber or plates is by hand giving a full 360° accessibility to the milling tool.

This machine is for production of all timber items from wall frames to fine furniture. This machine is not to produce 100's of the same item but for designs made to measure and of unique style. Able to work on several items in sequence this machine can as items are completed have new timber placed in a continuous work flow. It is this machine that can produce prefabricated buildings from small garden sheds to Complete 3 story houses as kits. The final design of this machine is yet to be decided not based on practicalities but on scope and tolerance limitations, with steel or metal milling 1000mm is the difference between it fitting or not fitting in wood as a living breathing product the best fit can be obtained under and oversizing the joint, these tolerances must be tested and able to be milled within the scope of the bed of the machine while keeping the costs acceptable.

Requirements of the Workshop machine.

- Light weight but strong (All core components are plate or excluded aluminum or stainless steel)
- Portability (can be handled by two people).
- 3 Axis work area suitable for 95% of joinery in a home environment. (X 700mm. Y 700mm. Z 700mm).
- Timber support is able to rotate to 90° on the Z Axis (prime angles should lock automatically).
- Timber support will accept an attachment to secure timber from -90° to 90° on the X Axis.
- Timber support can accept an attachment so that timber can be held at any angle of rotation of the timber.
- All components can be purchased as replacement parts.
- All electronics to be enclosed and protected.
- All timber handling is manual CNC alignment is via digital optical vision.
- Continuous cycle Able to operate on a single item of timber as finished items are replaced with raw timber.
- Software controls the placement of raw timber and panels in advance of the mill operation.
- Can control the length and width of timber beams and panels.

Woodworker Trailer

Timber Frames and Joists.

Working with timber beams larger than studs requires timber handling equipment. Solid framing houses and or floor and roof joists regardless to the adherence to house plan dimensions are almost always made on site. The perfect room is not so square. Measurements can be communicated to the machine from hand held devices within Wi-Fi range. This machine cannot operate unattended, but the operator can follow the instructions for timber selection and dimensions made by Wi-Fi.

After roof type or frame selection is made and measurements are entered the complete roof, floor or frame is automatically designed, following any required modifications the roof, floor or frame design can be engineered with a full set of calculations and drawings. If required these can be transmitted directly to a remote office for approval by the engineer or architect. The machine can follow the build requirement as dictated by the construction team.

Timber Formwork for Concrete / Hempcrete and structural foam.

Regardless of the use of rented formwork there is always a requirement for onsite manufactured formwork that is unique to the building or project.

This machine is also able to create all aspects of formwork. Joint selection allows for both bolted and Japanese style tension joints, these allow for fast dismantling with minimum damage to allow for reusability. Able to cut trim and create fixture points for flat sheet panels including betonplex.

From a selection of base designs the operator can enter the required dimensions. The machine request the concrete mass information to control the design of the support structure.

Requirements of the Trailer machine.

- Light weight but strong (All core components are plate or extruded aluminum or stainless steel)
- Portability (can be handled by two people).
- 3 Axis work area suitable for 95% of joinery in a home environment. (X 700mm. Y 700mm. Z 700mm).
- Timber support is able to rotate to 90° on the Z Axis (prime angles should lock automatically).
- Timber support will accept an attachment to secure timber from -90° to 90° on the X Axis.
- Timber support can accept an attachment so that timber can be held at any angle of rotation of the timber.
- All components can be purchased as replacement parts.
- All electronics to be enclosed and protected.
- Timber handling to and from the bed via a optional hydraulic telescopic crane.
- On bed timber handling, able to rotate both timber and flat sheets.
- Software controls the placement of raw timber and panels in advance of the mill operation.
- Can cross cut the length and width of timber beams and panels.
- Operation of the machine is via a hand-held control panel.

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Software

All machines can create basic joints and designs for items of timber required for the successful joint from their operator panels. All designs requiring multiple items of timber, panels or beams is carried out on devices connected to internet. The software will be identical on all machines, as the software runs if it encounters a 4th or 5th Axis or comes to the limit of its range but not to the required position to complete the operation it will issue a request for the operator to reposition the timber or plate.

On the machines.

Depending on the machine some basic joints and flat panel cutouts can be entered directly into the control panel. These joints and cutouts are not checked nor controlled for strengths or how they fit into a complete design. The operating software in normal operation will receive a set of files from its connection to our internet servers. From these files the operator can control and or change the sequence of what items are to be produced next. At any time, a duplicate item can be produced to replace a damaged item, or item produced on unsuitable timber or plate.

Depending on the machine the software will control that the correct timber has been selected or in the case of un-prepared timber being used cut the timber to length. If the operator has entered the timber stock the software will control and utilize what timber should be used and prepared to minimize the timber waste.

The machine will then request the next required timber or plate its orientation and clamping requirements and will mill as required, it is possible that the selected timber's orientation and or clamping be changed to complete the required item.

On the larger machines "Workshop and Trailer" multiple items of timber may be requested to be placed on the bed to facilitate continuous operation.

The software will control what items have been produced and is able to place identification on the item so that personnel can qualify where the item belongs in the build process. The machine software can communicate basic information on completed items, uncompleted items, work in progress and operation times to our internet servers to update project files.

Hand Held devices.

Hand held devices can be used to communicate measurements to selected designs. Build patterns and construction instructions can be passed to hand held devices from items produced by the machine. The sequence of item that make up many frames and projects is critically and is available to the hand-held device.

Internet Based Software.

Our internet servers will hold a data base of designable projects these will be arranged via categories to help selection. To gain access to the database the user will require a login based on email address and password. To be granted a password and login the only check done is on the email address. On each login until answered we will request information regarding their location to assign a local Licensed Partner. If the user is in a location at a distance too great to be serviced by a local Licensed Partner, they will be advised where the nearest Licensed Partner is and be asked if they wish to deal with this Licensed Partner. Alternatively, they can be advised when a Licensed Partner will be in their area. It is also at this

point that in the process we may ask if they are interested in becoming or do they know of any persons or couples that are interested in becoming a Licensed Partner or are they interested in purchasing the Woodworker portable in kit or finished form. See later in this document the role of Licensed Partner.

The categories of projects will be via some form of dropdown lists that can get you to a specific project with a minimum number of clicks. Each project will have a 3d rotatable and scalable model with dimensions. 2d presentation will show clear dimensions and what dimensions can be changed. A list of materials including timber, hardware and types of finish including the building sequence will also be available. The moment a user changes any of the changeable parameters they will be asked if they wish to save this project into a personal projects list. This will always be available immediately on login and will contain any changes they have made.

Any changes made that compromise the safety or engineering of the project a warning will be issued advising why the warning is issued.

For some design projects the software will produce a force table based on the size and types of timber and joints selected. This force table can be used by the project architect or engineer to assist them in their calculations.

At any time, parts of or the complete project can be download as a set of files to be produced on a machine. These files are not the final run files but will allow the Licensed Partner to calculate the machine time and timber requirements for pricing. Both privately owned and license partner machines cannot manufacture until after paying a fee, then the run files will be sent to the building machine. If the build process is on a Licensed Partners machine depending on the credit situation of the Licensed Partner, the build files will be released. The build file can only be run once after conformation is given via the internet connection with our server. If the project requires an identical number of items to be produced, they will each have their own file section within the build sequence and once run will not be able to be run again. Sections of a project can be declared as damaged and new copies can be produced to replace the damaged items.

Under an agreed marketing campaign our Licensed Partner, has agreed to do an instore promotion at a DIY, hardware or timber store or vender including market or show stalls these will be fully promoted via the web software allowing quick selection of designated projects. After input of required dimensions these run files can be available to the machine within seconds.

Subset areas of the internet web interface software can be designated for our Licensed Partner to allocate to local business. An example of this may be a local builder merchant that wishes to sell a selection of doors or windows. Clients of that business can access this area via the business own web site be able to enter the dimensions they require and receive a quotation and timetable from the local business. If the client accepts the quotation it is up to that business to finalize the production and payment with our Licensed Partner. We will try to design these usable branded interfaces to be as flexible as possible with all branding and configuration of interface the responsibility of the Licensed Partner.

An example of the selection of designable projects will be along the lines of but yet to be decided.

- House garden and garage furniture.
 - Free standing
 - Bookcases
 - Cupboards
 - Chest of draws.
 - Beds.
 - Tables
 - Chairs
 - Wine racks
 - Work benches
 - Storage racks
 - Boxes.
 - Built In
 - Cupboards
 - Draws
 - Cabinets
 - Work tops
 - Work Islands
 - Storage area's
 - Sliding under stair units.
 - Work benches
 - Garden
 - Flower boxes
 - Sheds
 - Pool utilities
 - Bike storage
 - Tables
 - Chairs
 - Decks
 - Sitting areas.
 - Fences.
- Construction
 - Garages and utility's
 - Car ports
 - Pool houses
 - Garages
 - Workshops
 - Garden houses.
 - Houses and extensions
 - Bungalows
 - Town houses
 - 2 story apartments.
 - Roof extensions.
 - Room extensions.
 - Roofs floors and stairs
 - Stairs.
 - Floor trusses
 - Roof trusses.
 - Doors and windows
 - Doors.
 - Windows.
 - Concreate formwork
 - Arches
 - Cantilevers
 - Columns
 - Beams
 - Counter crosses.
 - Service wells.
 - Storage pits
 - Drainage pits.
 - Walls.
 - Floors.
 - Stairwells.
 - Lift shafts.
 - Cable ways.

This is a taste of what I believe should be available within two years. Many of these items are not required to be created separately as they share most of the same code but require different parameters for their design.

Licensed Partner Network

Each of our machines can be purchased by individuals and or companies. If fact couples wishing to build or renovate a home should be with the correct support structure a fundamental part of our business. To have a clear understanding our Licensed Partner network has the advantage that they can use our brand and that we will promote and market our brand including promoting open days shows within DIY chains, timber merchants and garden centers. We will negotiate for these types of business to be able to offer several products that can be ordered via their web sites.

Owners of all machines can use the machine to create any of the designs available via our web site but must pay a fee for any design used. This fee will be stipulated on the design. Licensed Partners will have a discount on this fee. The fee should encourage the use of the machine and should reflect the work carried out. The Licensed Partner is our brand representation within a designate area, all business regarding our brand within their area should include some form of benefit for our Licensed Partner. The Licensed Partner business model has been around for several years and is well established. In the Licensed Partner / franchise industry, there are several different models that could be utilized regardless of the model local Licensed Partner should have a clearly defined region.

Licensed Partners who are they?

Description

Who is a licensed partner and what is their role in Woodworking

The Licensed Partner.

Woodworker operates via its licensed partner network. All sales and revenues for Woodworker are through its licensed partner network. So, who and what are Licensed partners.

Licensed partners are independent companies contracted to operate under the Woodworker Brand and can be considered very like a franchisee. The licensed partner should operate in all the vertical markets that Woodworker operates in. If the licence Partner is not engaged in a one or more vertical markets they must allow the appointment of another Partner.

Some but not all vertical markets are.

- Rental and or sales of Woodworker machines.
- Manufacturing wooden items for all types of buildings for dwellings, commercial and industrial uses.
- Supplying flat packs of wooden items for frames and roofs for DIY stores and timber merchants projects.
- Fabrication manufactured wooden items into frames and roofs.
- Erection of fabricated wooden frames and roofs.
- Supply for wooden frames for internal walls.
- Supply of wooden frames for concrete form work.
- Supply of wooden frames and I beams for renovation projects.
- Work with other Licenced partners on major projects.
- Assist local architects and builders to develop starter homes that grow for extra children or parents moving in later as kit homes.
- Promote their local builders and architects that have developed wooden kit homes using Woodworker machines.
- Respond to all inquiries for all kits and projects available from the Woodworker network.

The Licenced Partners Territory.

The licenced partner operates in a geographical area. They will represent the Woodworker Brand within that area. All leads, inquiries and orders received by Woodworker for delivery within that geographical area will be passed to the Woodworker licenced partner for that geographical area. If no Woodworker partner is allocated to the geographical area the leads, inquiries or order received by Woodworker will be allocated to the nearest Woodworker Licenced partner taking into consideration the language, natural geographical boundaries, country and current workflow of the licenced partner.

Geographical areas are allocated to contain approximately a population of 250,000. They try to take into consideration the language, natural geographical boundaries and country. The criteria of population are based on other markets in the world where figures reflect around 4 partners per 1,000,000 or 1 partner per 250,000. Where cities are larger than 400,00 Woodworker will try to divide the city so that it may be shared by two or more licence partners.

The Licenced Partners Business model.

The Licenced partner represents Woodworker within their territory. All wooden items and frames required will be produced by Woodworkers licenced partners. The primary role is to produces and possibly erect all item produced on Woodworker machines. Some clients of the Licenced partner may rent the woodworker trailer daily. The clients will be as diversified as builders, construction companies, DIY stores, renovation companies, roofing installers and the local public. The Licenced partner is not a builder, developer or constructor but will offer Woodworker technology the public and all architects, builders and construction companies within their territory based on types of wooden items.

Woodworker carries out core marketing throughout Europe and other selected countries. It is required that the licenced partner does marketing within their local area. This is considered more of an awareness campaign to generate local interest.

A licenced partner primarily works within the scope of projects that start with a design selected from the woodworker web site. These designs may be modified as to size of type of wood and finish. When the

design is finalized construction, files are produced these also include plans and diagrams. Any prices indicated are a guide line if the project utilizes a local supplier of wood and or hardware. The licence partner is not obliged to use these prices and may alter them as they feel to suit the client. Woodworker derives its revenue from the fee payable on its designs, the sale and rental of machines, the licence partner receives a percentage of this revenue.

Any prices negated with its clients for any work it carries out that may or may not include all the materials and hardware including any finishes are not subject to any fees from Woodworker. Depending on the client there are several income options. Mill client own wood. Supply of projects flat packed, fabricated, or fabricated and erected. They may rent the woodworker trailer or portable, or rent out the woodworker trailer or portable with operator.

The project may be manufactured inside the licenced partner's or client's premiers or on site.

It is not required to buy the wood or hardware from any designated supplier but because of the buying power of Woodworker and because Woodworker is able negotiate special purchases for defined designs those designs may be under a marketing campaign with a DIY store or industry chain at those times the wood, hardware or finish may be required to be purchased as stipulated. This constraint is not to limit the licenced partner's revenue but to increase it by exposing the licenced partner's sales outlets.

What is expected from a Licenced Partner?

The Licenced partner represents Woodworker within their territory. To do this they require an understanding of the technology, can conduct business with an understanding of the basic requirements of running a business. Can carry out marketing campaigns and be able to operate the Woodworker machines. Have a full understanding of the designs available and what modifications can be made and how to make them.

It is not required that all these skill sets are within a single person and it is encouraged that the licenced partnership is conducted by more than one person preferably a couple. Woodworker assesses the ability for a potential licence partner to be able to operate a licence partnership and to be positive to the training of themselves conducted to assist them. A potential licence partner must complete the training schedule.

If Woodworker feels that extra training is required it will organize the training, on a one to one bases or by bringing several licenced partners together to be trained at once. It is required that the licence partner or their staff attend all training for operation of the machines, web design and sales & marketing seminars.

The licence partner is protected by operating inside a geographical territory. This requires that the licence partner represents Woodworker products within that territory. The licence partner can only solicit for business within their territory but may supply any clients they have outside their territory. This is an important point to understand.

The Licence partner must conduct a reasonable amount of marketing to complement the marketing done by Woodworker. This marketing will fall inside the scope of market awareness, the creating and sending of samples, local shows, open days and media events. The licenced partner will be trained on how to conduct these campaigns and each campaign is budgeted to fall within the Licence partnership's scope and financial resources. Woodworker believes in the drip feed approach to marketing (try a little, check the response). The marketing and advertising must be conducted only within the Licence Partners territory and be coordinated with Woodworker.

The licence partner is required to attend the 3-day annual conference of workshops and to see the developments that will be coming available to them over the next year. The conference is not just about work but will have its fun aspects as well. It's a great way to learn from other licence partners and develop a powerful network. Not forgetting great food and wine with the worst after dinner jokes. The cost of the accommodation and meals of this conference is paid for by the licence partner.

We understand that each licenced partner can and will have clients outside their territory by natural networking and referrals. All licence partners must use the central CRM system of Woodworker where they can enter details their clients (these details can only be seen by Woodworker and the licence partner). If we receive an inquiry at Woodworker from an existing client of a licence partner, that client will be referred to that licence partner. The licence partner must keep all contact and communication information up to date within the CRM system. Entering details of a prospective client does not make that company your client, tracking the amount of communication between the prospective client and the licence partner will make all the difference in how Woodworker protects the licence partner.

It must be noted that large DIY chains, timber venders, garden centers, architectural firms, building and engineering companies can and do span across countries and provinces, If the office is having complete autonomy to operate within their local areas it is encouraged that the licence partner solicits the companies' local office. It is the local office that is considered as the client NOT THE ENTIRE COMPANY. Woodworker is always free to create campaigns, products branded for the company or firm.

Growth in any business takes time and getting up to full production will not happen overnight for this reason we have structured the costs of a licence partnership to grow as their business grows. We have budgeted that it will take a licence partner 2 years to achieve full production for a Woodworker workshop. Break even should be achieved very quickly as apart from the cost of some legal premises to operate from and a Woodworker portable and a suitable vehicle, and the cost of personalizing marketing material. The licenced partnership's the highest cost is time. To start a licence partnership requires only a small van or 4-wheel drive and an office area at home. An office suitable to meet with clients this can be incorporated within a factory unit as the business grows. We have a complete list of all the tools and small equipment that should be in a well-equipped Licence partner's production area.

At some point the licence partner will require the production volume of the Woodworker Workshop or Woodworker trailer. Growing a business is all about controlling cash flow so these machines are available via a rental purchase plan.

The startup Costs for a license partner

The licensed partner must purchase a single Woodworker portable. Marketing material with their contact information, sign up to the Woodworker accounting and CRM system.

Attend and pass training on the Woodworker portable, basic marketing and use of the Woodworker designs and web site.

Have a vehicle suitable for the transport of the Woodworker portable.

The licence partnership must be contactable by phone and email on all normal business days. The exception to this rule is a period between Christmas and the second week of the new year. In this period, it is only required that emails are monitored.

What is the normal sales process for a Licenced Partner?

The sales process is always started with some form of contact probably via the Woodworker web site, introducing the prospective client to the benefits of the Woodworker projects that allow for design changes. Demonstration of the machine at market stalls shows and open days is of outstanding benefit.

After the design is modified it can be sent to the licence partners machine for manufacture. This may be manufactured from wood stock supplied by the licence partner. Supply of projects may be flat packed, fabricated, or fabricated and erected.

Construction Projects

From this point the prospective client if interested in a large project will normally want to see examples of erected building frames completed. At the start a complete building will not be available but a demonstration with some samples showing all the aspects of Woodworker is an advantage. This is normal in starting a new business that the licence partner cannot show a range of items. Woodwork will have samples that are trailer mounted these the licence partner can rent at a modest fee. Alternatively, the client can be taken to the nearest completed building or available samples.

Regardless who has seen the technology from architects, engineers, builders and construction companies the response should be positive. It is normal that as a new technology you will get questions. If not answered on the Woodworker CRM support system under FAQ. The licence partner can lodge the question and it will be answered if not marked as a high priority within a few days.

At some point the client will want to compare the cost of construction with an existing building or construction methods or request a quotation for a new structure. Through the Woodworker system you can create and modify the project from an existing design, after creation when the licence partner with the client has made the necessary changes a bill of materials will be produced this will include the required Woodworker machine time for each of the Woodworker machines.

The licence partner will now use the bill of materials and Woodworker machine selection to make their quotation to the client. All quotations and negotiations are between the client and the licence partner, Woodworker via its project management system will supply all the necessary training and support to assist the licence partner with these negotiations.

Woodworker will need further information regarding the site to make the plans and instructions for the project. These contain all the final measurements to 1mm in 100 meters, these should be signed off with the client and may require the involvement of an architect or engineer. The instruction sets for manufacture will be released on the payment of the woodworker project fee then the Licenced partner will be able to start manufacture.

The licenced partner can manufacture the items and depending on the contract, flat packing, fabricate the frames and may also erect them on site. Depending on the nature of the contract and project the Woodworker workshop or Woodworker trailer may be transported to the licence partner's premises or building site. For larger projects a specialized container can be transported to the site to create a temporary workshop able to facilitate the manufacture of the building.

Some of the clients of the Licenced partner may only wish to rent a Woodworker machine this can only be allowed if the client has at least two Woodworker trained operators, or the operator is being supplied by the Licenced partner.

To Summarize.

- Contact with prospective client.
- Enter client details within the CRM.
- Answer questions raised by client.
- Create a Project from existing project designs.
- Receive quotation for a new design from Woodworker design department if no existing design can be utilized.
- Modify the project and create final bill of materials and create quotation for client.
- Receive order from client with a recommended 25% of quotation and book any additional Woodworker machines if required.
- Receive detailed plans of all manufactured items including force calculations for loadings as required for by the architect or engineer.
- Have the client approve all the measurements.
- Transport Woodworking machines required to place of manufacture and pay woodworker design fees.
- Receive a recommended 25% payment from the client for all materials required for manufacture.
- Manufacture items fabricate frames and or erect frames.
- Supply client with required guarantees and certificates.
- Hand over structure and or items produced to client and receive the final payment of all outstanding amounts.

Note The financial arrangements for the project are directly between the Licenced partner and the client.

What a Licenced Partner can expect from Woodworker?

The licenced partner will have the right to operate under the Woodworker brand within their protected territory. The Woodworker brand will be marketed throughout Europe and other participating countries at the discretion of Woodworker both with local and national campaigns. The licenced partner will have available support material localized for their market by country and language. This material will include starter packs, brochures, Web sites and support for media campaigns with the local Licenced partner's involvement.

Woodworker requires all licenced partners to be trained on how to operate the Woodworker portable, Woodworker Workshop and Woodworker trailer machines and use of the CRM and project internet design systems. This training is conducted by Woodworkers at facility selected by Woodworker.

Training is also provided on how to conduct a potential client through the total quotation to order to delivery process. Use of all the marketing material available is explained with each release of material including the penetration of vertical markets. Assistance will be available for any reasonable request on the material to penetrate specialized markets.

The Licenced partner will have a Woodworker portable machine available. Eurosteel farming has an extra number of machines for the use of Licenced partners these include Woodworker Portable, Workshop and Trailer. To guarantee the availability of a machine or within reason multiple machines they must be booked via a project or for a demonstration. The availability and booking of all machines is via the online Licence partner portal. Rental fees are applicable to all bookings but are drastically reduced if the machine is operated at a public event or construction site open day.

Several projects will come directly to Woodworker where they are too large for any one licence partner. Some are referred by another licence partner because of location or they are unable to fit into their current production schedules. One of the major strengths of the Woodworkers licenced partnership network is its flexibility to be able at short notice or under scheduled planning can bring multiple numbers of machines and licence partners together for large projects.

Woodworker considers that it is a responsible company and although not required by the contract it would hope that in an emergency licenced partners would make themselves available to produce any emergency structures that may be needed. It is understood that this is not aid and the normal costs would be paid. For Woodworker, this is public relations at its best and we would make sure that we maximize the PR benefit.

Woodworker is committed to local and national marketing plans with over 15% of its revenue allocated for spending directly on marketing. On top of this for licenced partners there is a dedicated staff member allocated to look after their interests. Their roles broken down to assist train and advise when required.

Woodworker Administration is directly related to the creation of and the management of design projects and dealing with any local government issues. They will also coordinate the testing at universities with new materials or construction methods, within the Licenced partner's country.

Woodworker Workshop & Trainers provide all the technical requirements needed by Licenced partners. They also have the role of conducting R&D required by specific projects and disseminating those results throughout the licenced partner network. R&D that is suitable for patents will be patented by Woodworker for use of all the licence partners.

Woodworker Sales & Marketing coordinate National and local marketing campaigns. Combine the role of supporting sales and marketing to maintain a direct relationship between the too. If the marketing works it must reflect in sales by our licence partners, this keeps the focus where it belongs and does not allow a marketing department to build empty towers in the sky that only they can see the benefit of. Before any campaign is started all Licenced partners affected by the campaign will be given the opportunity to participate in the creation of the campaign and any support material. A full explanation of the campaign will follow with coordinated dates and how any material is to be used.

Once a year a conference of local partners is held including workshops dealing with new advances. The primary goal of the conference is for licenced partner to meet each other and share experiences. It is at the conference where the next year's focus will be shown with a little fanfare of the past year's achievements by licenced partners. Prior to the conference licence partners will get the opportunity to request what they would like covered in the workshops and what advances in secondary products have taken place within companies aligned to our machines and software's. These will always include invitations to companies to show products that can be incorporated in our designs or assist in our workflows.

Woodworker Service and maintenance are responsible updating of the machines is on-going and is carried out on a regular time schedule. The basic maintenance is carried out by your Woodworker trained machine operator and takes no more than 15 minutes per week. The full procedure of how to carry out this maintenance is part of the training the Woodworker machines. For the more advanced maintenance on the larger machine at a time agreed with you the service truck will arrive to service the machines or the machine will be returned to the Woodworker factory a temporary machine will be available for rental if any repairs interfere with the manufacture schedule. All machines come back to the service department for a complete overhaul once every 2 years on a change in change out basis.

Repairs are carried out in the same manner if the service engineer or licence partner can fix it within four hours he will do so on site greater than that and the machine requiring repair will be changed for an operational overhauled machine until the repair is completed.

A summary of being a Licenced Partner from Woodworker?

- Operating with the latest enervation in the building and woodworking sector for reasonable priced machines.

- Being part of a dynamic team of Woodworker licenced partners.
- Working with the public, architectural firms, builders, construction companies Timber merchants and DIY stores within your protected area.
- Training in the latest technologies from Woodworker.
- Being supported and trained on marketing.
- Taking part in local and national marketing campaigns.
- Woodworker will train and assist its new licence Partners until they are running their own successful business in a protected area.

This document is designed to focus thoughts and strategies not be a bible of how or what must be done.