HOUSE *of* REPRESENTATIVES
STATE OF MICHIGAN

Appropriations Requests for Legislatively Directed Spending Items

1. The sponsoring representative's first name:
   Tyrone

2. The sponsoring representative's last name:
   Carter

3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.
   n/a

4. Name of the entity that the spending item is intended for:
   Invest Detroit

5. Physical address of the entity that the spending item is intended for:
   600 Renaissance Center STE 1710

6. If there is not a specific recipient, the intended location of the project or activity:
   n/a

7. Name of the representative and the district number where the legislatively directed spending item is located:
   Tyrone Carter, District 1

8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution.
   The legislative directed spending item is being used to help fund site preparation for a new world headquarters for JJ Curran Crane Company/Fleet Cost And Care. Invest Detroit is partnering with JJ Curran Crane Company/Fleet Cost And Care to fund all site work, environmental, utilities, earth work and any other related costs associated with making the site ready for construction of the new HQ.

9. Attach documents here if needed:
   Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.
    1500000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.
    ["Local","State","Federal","Private"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:
    Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?
    Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?
    Yes

15. For a non-profit organization, does the organization have a board of directors?
    Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'
    Matthew P. Cullen, Larry Brinker, Jr., JoAnn Chávez, Antoine M. Garibaldi, Ph.D., Roderick D. Gillum, Wendy Lewis Jackson, Michael (Mike) Land, Former Congresswomen Brenda Lawrence, Charles G. (Chip) McClure, Paul Mozak, Daniel A. Nissenbaum, Chris Rizik, Alan S. Schwartz, Laura Trudeau, David Blaszkiewicz

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."
    Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:
    April 2026-December 2026

19. "I hereby certify that all information provided in this request is true and accurate."
    Yes

Current Jobs Preserved

JJ Curran Crane

Job Title	Head Count	Gross Wages	Benefits	Taxes	Sub Total
Finance Department	3	44,167	13,250.00	8,833.33	66,250.00
Master Mechanic	1	111,225	82,306.50	22,245.00	215,776.50
Sales	3	112,333	33,700.00	22,466.67	168,500.00
Marketing	1	50,000	15,000.00	10,000.00	75,000.00
Mechanic	1	90,000	66,600.00	18,000.00	174,600.00
Dispatch	1	123,546	91,424.04	24,709.20	239,679.24
Crane Operator	20	85,000	62,900.00	17,000.00	164,900.00
Crane Oiler	12	70,000	51,800.00	14,000.00	135,800.00

Fleet Cost & Care

Job Title	Head Count	Gross Wages	Benefits	Taxes	Sub Total
Finance Department	3	44,167	13,250.00	8,833.33	66,250.00
Support	7	106,802	32,040.53	21,360.35	160,202.64
Development	4	167,750	50,325.01	33,550.01	251,625.06
Customer Success Managers	5	91,000	27,300.01	18,200.01	136,500.05
Sales	3	166,333	49,900.01	33,266.67	249,500.04
Marketing	1	99,220	29,766.02	19,844.02	148,830.12
Admin	2	112,500	33,750.00	22,500.00	168,750.00

Curran Headquarters Building
Jobs created/preserved

JJ Curran Crane

Total	Job title
198,750.00	Maintenance Manager
215,776.50	Inside Sales
505,500.00	Financial/Operations
75,000.00	Human Resources
174,600.00	Crane Operators
239,679.24	Crane Oilers
3,298,000.00	Service Technicians
1,629,600.00	

	Fleet Cost & Care
198,750.00	Director of FCC Academy
1,121,418.48	Administrative Staff
1,006,500.24	Instructors
682,500.24	Content Creator
748,500.12	Marketing
148,830.12	Sales
337,500.00	IT
	Operations
	Receptionist

Total New Jobs Added

Existing Jobs Perserved

Total new and perserved jobs

28.84615

Students/Trainees

Total Spend Per Month

Total Student/Trainee spend per year

Total Spend

New Jobs Created

Head Count	Gross Wages	Benefits	Taxes	Sub Total	Total
1	90,000	27,000	18,000	135,000	135,000
2	80,000	24,000	16,000	120,000	240,000
4	95,000	28,500	19,000	142,500	570,000
1	100,000	30,000	20,000	150,000	150,000
30	85,000	62,900	17,000	164,900	4,947,000
15	70,000	51,800	14,000	135,800	2,037,000
4	85,000	62,900	17,000	164,900	659,600
1	150,000	45,000	30,000	225,000	225,000
2	70,000	21,000	14,000	105,000	210,000
10	110,000	33,000	22,000	165,000	1,650,000
1	100,000	30,000	20,000	150,000	150,000
2	125,000	37,500	25,000	187,500	375,000
2	120,000	36,000	24,000	180,000	360,000
2	90,000	27,000	18,000	135,000	270,000
1	85,000	25,500	17,000	127,500	127,500
1	60,000	18,000	12,000	90,000	90,000
79	1,418,860	546,156	451,907	2,416,923	12,196,100
51	1,474,043	653,312	294,809	2,422,164	10,580,905
					22,777,005

# of students per month	400	
Hotel Nights Annually	4,800	
Hotel Room Cost Per Night	200	
Hotel Spend Annually		960,000
Meals		
Cost Per Day	75	
Meal Spend Annually		360,000

Rental Cars/Ride Share

Spend Per Day	25	
Transportation Spend Annually		120,000
		120,000
		1,440,000
		24,217,005

46.875	0.3	0.2	
60.09615385	0.3	0.2	
570000	0.3	0.2	
	0.3	0.2	
	0.74	0.2	
	0.74	0.2	8
	0.74	0.2	

OLIVER / HATCHER
C O N S T R U C T I O N

Revised 2-14-2025

08.29.2023	Project: JJ Curran Crane	Job #: 23-0006	Cost Summary

Location: 865 S. Fort Street	Duration (Mts.): 11.00	GSF: 23,367	Total Cost
Client: JJ Curran	Contract Type:		

Code	Scope of Work	Total Cost		$/SF
00-000	General Requirements	$	2,790	$ 0.12
	Total General Requirements:	**$**	**2,790**	**$ 0.12**
02-000	Earthwork	$	430,550	$ 18.43
02-110	Demolition	$	5,000	$ 0.21
02-600	Asphalt Paving/Sealer	Not included		-
02-650	Site Concrete	$	242,345	$ 10.37
02-800	Landscaping/Perimeter 8' Precast Concrete Security Wall with 50' Bi-parting Entry Gate	$	396,295	$ 16.96
02-900	Piles/Piling	$	224,700	$ 9.62
	Total Site:	**$**	**1,298,890**	**$ 55.59**
03-100	Foundations	$	191,652	$ 8.20
03-300	Flatwork	$	159,944	$ 6.84
04-100	Masonry	$	510,979	$ 21.87
05-100	Structural Steel / Deck	$	769,063	$ 32.91
06-100	Rough Carpentry	$	577,800	$ 24.73
06-220	Millwork	$	60,971	$ 2.61
06-221	Millwork Ceiling Treatments	$	25,000	$ 1.07
07-260	Vapor Mitigation System	$	77,941	$ 3.34
07-400	Metal Siding	$	350,000	$ 14.98
07-500	Membrane Roofing	$	140,000	$ 5.99
07-501	Membrane Roofing - Maintenance Building	$	167,669	$ 7.18
	Re-side existing maintenance building	$	288,900	$ 12.36
	New overhead doors and build out of existing maintenance building	$	262,500	$ 11.23
07-800	Fire Proofing	Not required		-
07-802	K-13 sound attenuation spray	$	77,457	$ 3.31
07-900	Caulking and Sealants	$	47,874	$ 2.05
08-100	Doors, Frames, and Hardware	$	76,901	$ 3.29
08-401	Glass and Glazing	$	550,890	$ 23.58
09-300	Flooring - Carpeting / VCT	$	104,150	$ 4.46
09-500	Tile	$	37,500	$ 1.60
09-900	Painting / Wall Covering	$	90,000	$ 3.85
10-100	Toilet Partitions and Accessories	$	13,000	$ 0.56
10-320	Fireplaces (to be selected by Owner)	$	16,000	$ 0.68
10-500	Fire Extinguishers	$	3,852	$ 0.16
10-600	Operable Partition	$	37,878	$ 1.62
11-500	Residential Kitchen Appliances	$	17,500	$ 0.75
14-200	Elevators	$	160,500	$ 6.87
	Total Building	**$**	**4,815,921**	**$ 206.10**
15-400	Plumbing	$	240,750	$ 10.30
15-500	Fire Suppression	$	74,659	$ 3.20
15-600	Fire Alarm System	$	64,200	$ 2.75
15-601	Radio Frequency Amplifier: $7,100 if required	NIC		
15-700	HVAC	$	822,616	$ 35.20
16-000	Electrical and Full Building Generator ($240,000)	$	1,098,972	$ 47.03
	Total MEP	**$**	**2,301,197**	**$ 98.48**
	Total Direct Costs	**$**	**8,418,798**	**$ 360.29**
	Pre-Construction	$	85,000	$ 3.64
	On Site Supervision	$	222,670	$ 9.53
	Staffing	$	182,120	$ 7.79
	Total Staffing	**$**	**489,790**	**$ 20.96**
	General Conditions	$	98,006	$ 4.19
	General Liability	$	89,443	$ 3.83
	Pollution Insurance	Not included		-
	Site Plan Approval	$	400	-
	Building Permit Allowance	$	36,000	-
	Material Testing	$	30,000	$ 1.28
	Surveying and Layout	$	20,000	$ 0.86
	Winter Conditions	Not included		-
	Contingency	$	358,472	$ 15.34
	Total Indirect Costs	**$**	**632,321**	
	Furnishings	$	313,475	
	Builder's Risk	$	28,500	
	Low Voltage / IT / Security/AV:	$	926,063	
	Environmental	$	134,572	
	A&E design Fees	$	365,900	
	Interior design Fees	$	34,100	-
	Consultant Fees	$	120,000	-
	Total Owner Costs	**$**	**1,922,610**	
	Fee	**$**	**381,636**	**$ 16.33**
	Sub-Total	**$**	**11,845,155**	**$ 506.92**
	Escalation	Not included		
	Total Project Cost	**$**	**11,845,155**	**$ 506.92**

FLEET COST & CARE

EDUCATIONAL TRAINING FACILITY

BUSINESS PLAN PLAYBOOK

TABLE OF CONTENTS

EXECUTIVE SUMMARY

// MISSION

Our mission at Fleet Cost & Care is to make our customers more successful and profitable using leading technology, excellent people, industry expertise, and strategic partnerships to propel them forward. Our goal is to serve as the software industry leader and dominant technology partner to our world-wide customers who are seeking fleet management services. We strive to deliver expert advice, informative training, and modern industry solutions to meet the challenges of any size business.

// VISION

Our vision is to gain global market share across the industries we serve by being an expert technology provider, advisor, consultant, and influencer. Our promise is to deliver quality products and reliable services in a professional manner, on time, while ensuring a positive return on investment to our customers.

// WHO WE ARE

Fleet Cost & Care is a global software solution dedicated to the fleet management and operations of the crane industry. We provide an integrated end-to-end business solution from sales and quoting, dispatching, scheduling, operations, safety, compliance, and certifications to invoicing, labor, preventive and ongoing maintenance as well as service and inventory.

// WHAT WE DO

Our software solutions and highly skilled staff are the cornerstones of our business. Fleet Cost & Care's robust system allows companies to grow and adapt to change by managing the increasing complexities of business environments without costly customizations and integrations. By connecting all users to a real-time single source of information, companies can improve operations and collaboration with access anytime, anywhere on any device.

// HOW WE DO IT

To remain an industry leader, our company continuously enhances our solutions through the feedback and suggestions from our customers and our highly skilled staff. Over each of the past three years, we have released over 500 enhancements. We adapt quickly to industry changes and requirements.

BENEFITS

☑ **Integrated Single Information Source –** Enter Information once and it's accessible in real-time as it flows through operations processes from sales to accounting and payroll. **Mobile**

☑ **Solutions on Android and iOS Platforms –** Mission critical functionality for sales, scheduling and dispatch, safety and maintenance - all available on leading Android and Apple platforms.

☑ **Real-time Field Management –** Real-time updated information from the field provides tracking and management of jobs and work orders as well as improved overall risk management. **Configurability –** NexGen and Atom products are architected to support a wide variety of configurations to meet different business process needs. **Integration –** Multiple out-of-the box system interfaces to accounting, CRM, GPS and other systems are delivered and supported. **.NET and Microsoft SQL Server –** NexGen is developed using Microsoft tools and technology that provide continuous technology improvements. Microsoft tools are used worldwide by hundreds of thousands of businesses.

COMPANY & INDUSTRY OVERVIEW

Fleet Cost & Care (FCC) is affiliated with the JJ Curran Crane Company and benefits from 70 plus years of experience in fleet related ownership.
Our team consists of many industry experts and insiders who have spent years working in the crane & rigging industry.

Thanks to our dedicated employees, partners, and the customers we serve, Fleet Cost & Care has been changing the ways crane & rigging, and heavy equipment rental companies manage their fleets and streamline operations since 1993. Currently, our software is being used by 40 of the top 100 crane companies listed in American Cranes & Transport's Top 100 list. We serve businesses all over North America, the Caribbean, Australia, and New Zealand to help them achieve more from their fleets.

FLEET COST & CARE UNIVERSITY

The FCCU Education Division will focus on the training and development of our customer's most important asset – their employees. Equipped with advanced training specific to the crane industry and the FCC NexGen & Atom software, employees will transform their company's business operations through optimized system utilization.

Our mission of starting FCCU is to help in developing our clients, in any skills and knowledge of their choice as it relates to specific useful competencies. FCC wants to help our clients develop their capability, capacity, productivity, and performance and to also increase revenue from the education division.

// TRAINING COURSE FORMATS

FCCU will offer training courses in several formats:

On-line (computer-based training): in partnership with ITI, FCCU will make on-line computer-based training courses available. Clients will be able to establish training plans and identify who needs which specific training courses/plans.

On-line (Instructor led training): FCCU will offer instructor-led on-line training courses. As an option, these courses can be customized to your company, employees or a specific business issue needing to be addressed.

Classroom (Instructor led training): conducted at the FCCU training center in Detroit, FCCU will offer a wide variety of classroom training classes. These will be in an environment that will replicate the working environment employees are used to working.

On-site: an FCCU trainer will travel to client's location to perform specific and customized training.

Boot Camp: multi-day in-person training courses that are designed to be intensive and immersive training programs created to produce the best possible results.

Regional: FCCU will offer instructor-led training during Regional User Group meetings.

// TRAINING TOPICS

FCCU courses will address all areas of NexGen & Atom system use as well as related topics to enable our customers to manage their business more effectively. Topic areas are anticipated to include:

- Dispatch/Operations
- Atom/Field Operations
- Sales/Quoting
- Work Orders/Maintenance
- Purchasing
- Inventory
- Invoicing
- Payroll
- Safety
- BI/Reporting
- System Administration
- Business Processes
- Using NexGen & BI for Managing your business

// FCC AND ITI PARTNERSHIP

Industrial Training International (ITI) and Fleet Cost & Care (FCC) have partnered to create an integration between FCC's fleet management software and the ITI Learning Hub.

This integration with the ITI Learning Hub offers our customers more access to the tools and training they need to do their job, enabling a seamless flow of information between our customers' learning management and fleet management activities.

The partnership will enable customers to:

- Automate learning assignments to employees with robust learning paths for onboarding, compliance, and any development initiative

- Real-time sync of the ITI Learner Transcript to the FCC Employee Record in Fleet Cost & Care NexGen

- Learner PDF Certificates are viewable on the FCC Employee Record so you can provide proof to your customers that your employees have the qualifications and training records for each job

- These features help ITI-FCC customers reduce data entry, improve data quality, and reduce employee downtime

The objective of this integration is to automate the learner creation in ITI with Employee information from FCC and download the course completion certificates from ITI to FCC to reduce the manual HR tasks involved between the two systems.

FCC will not charge a fee to our customers for the integration between our fleet management software and ITI's Learning Hub.

FCC UNIVERSITY & ITI LEARNING HUB CONTENT STRATEGY

	FCC University	ITI Learning Hub	ITI Customer Panoramas (e.g., NBIS, ML Crane)
Description	The FCC University navigable from the FCC website.	The public ITI Learning Hub visited by anyone on the web. FCC University content could be presented and available to all web visitors in the Catalog, similar to content from other Publishers such as Crosby, Liebherr.	Private portals only available to designated learners (ML Crane and its employees, or NBIS and its insured employees).
FCC University Costs	Current ITI-FCC Contract: $30/year per User. ITI would like to offer to lower this fee to FCC University to $10/user/year based on the *Goals* and *Pricing Recommendation* (below)	$0 Cost to FCC	
FCC Content Goals	Retain FCC Subscribers with FCC. Upsell FCC University Users, and FCC Customers to an ITI Learning Hub Panorama	Attract New FCC Prospects with FCC Content	Attract New FCC Prospects with FCC Content. Retain FCC Subscribers with FCC

HOW THE FCC-ITI PARTNERSHIP WILL INCREASE
CUSTOMER SATISFACTION & RETENTION

Several articles and reports[1] have been written about SAAS customer satisfaction and retention rates. Here is a list of problems and how the ITI-FCC Partnership helps overcome them.

Factors Contributing to Poor Customer Satisfaction & SAAS Churn	ITI-FCC Partnership Benefits that Help Overcome Negative Factors
Lack of onboarding	FCC University content will dramatically improve on-boarding of FCC users, using the ITI Learning Path feature which can be customized to provide any type of FCC user a custom set of FCC courses to quickly on-board and begin using FCC.
Lack of integrations to other business software	The ITI-FCC Integration creates efficiencies, reduces duplication, and it is an integration customers seem to highly value.
Lack of complementary service offerings	ITI is enabling FCC to offer training content to all ITI subscribers and web visitors (FCC customers and prospects), and FCC is enabling ITI to market the Learning Hub to its subscribers. ***Opportunity: After the initial phase, we have the opportunity to market more of each other's solutions. ***
A disconnect between the purchaser and the user community spells trouble	Training for administrators and front-line employees helps adoption and alignment.
Losing an executive champion opens the door for competitive bids at renewal time	The combined ITI-FCC integrated solution makes it less likely that a customer will consider alternative suppliers and solutions.

[1] A few articles used: https://www.woopra.com/blog/customer-retention-metrics, https://blog.fusebill.com/top-10-churn-factors-in-subscription-saas-and-technology, https://info.amplitude.com/mastering-retention, https://staxpayments.com/blog/3-reasons-for-software-user-churn-and-how-to-avoid-it

CLIENT
DEVELOPMENT

FCC Training is one component of a larger plan to transform the industry. By leveraging FCCU Training programs, FCC's consulting service can yield better results which in turn drive business optimization and transformation. With further training, the cycle continues.

FCCU training offer can be specially tailored to the requirements of business and safety needs. They are part of the FCC Enterprise Services, with which our industry experts support customers in the transformation of their business. Our industry experts work with customers to determine when and where their digital transformation should begin.

BUSINESS STRUCTURE/ REVENUE TEAM

Fleet Cost & Care Education Division is a division of Fleet Cost & Care. FCC Education Division will be required to hire the following positions to provide for ongoing operations. The Revenue Team is responsible for all revenue creation and customer relationship management at FCCU and is comprised of the following FCCU Departments*.

All FCC Department	Departmental Categories
FCCU Director	Recruitment, Planning, Monitoring, Developing incentives (more details below)
FCCU Trainers/Instructors (2)	Orientations, Training, Coaching
FCCU Course Content Creator (1)	Development of training materials
*Marketing (2)	Revenue Generation, Support, Content Creation, Brand Stewardship
*Sales (4)	Revenue Generation, Sales Process & Operations
Technical Services	Quality, Content Creation, Instructor Utilization/Competency
Operations	Supply Chain, Fulfillment, IT, Facilities & Equipment Mgmt.

// FCCU DIRECTOR

Responsible for team's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining team members; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing staff development opportunities.

Advise CFO on pricing strategies and cost management

Responsible for providing direction for the business unit

Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e., leading the development and implementation of the overall organization's strategy.

Coordinates with FCC Sales & Marketing teams as required for all sales/marketing functions.

Writes proposal documents, negotiate fees and rates in line with organization's policy

Evaluates the success of the organization

// MARKETING MANAGER

The Marketing Department is organized into the following core functions whose primary aim is to: Increase Demand for FCCU Solutions, in the form of sales qualified leads.

Content Creation such as flyers, whitepapers, presentation decks, email templates, landing pages, webpages, videos, webinars, and more, which are used for many outcomes such as lead generation, email marketing, SEO, presentations, and more.

Sales Enablement which organizes important data, such as target accounts and lead lists, sets up email and calling campaigns with lead lists, organizes email templates and necessary marketing collateral for campaigns.

Brand Management which ensures that FCC's brand is managed and displayed well throughout our marketing, sales and even technical learning content.

Channel Partnerships which enable referral partners, resellers, influencers, media outlets and others to grow demand for FCC's solutions.

Campaign Management which entails the investment decisions, administration, and ultimate ROI reporting of campaigns including Sales Campaigns, Events, PPC Campaigns, and more.

Responsible for handling business research, market surveys and feasibility studies for clients

// SALES

Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones

Prospect and qualify new leads for Business Development Team

Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.

Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients

Develops, executes, and evaluates new plans for expanding sales

Creates new markets/businesses for the organization

Empowers and motivates the sales team to meet and surpass agreed targets

// CORPORATE TRAINER/CRANE SPECIALIST

Responsible for providing training courses as assigned by the FCCU Director

Provides Online as well as In-Person training courses

Handles other related corporate training, advisory and consulting services as assigned

// COURSE CONTENT CREATOR

Responsible for creating course training content as assigned by the FCCU Director

Provides content for Online as well as In-Person training courses

Handles other related corporate training, advisory and consulting services as assigned

Sales & Customer Success Departments:

SALES

CUSTOMER SUCCESS

Sales & Revenue Generation

New Business Prospects

New Lead Generation

Existing Business Customers

Customer Service & Product Support

Roles: Sales to Customer Success

Please refer to link for chart below.

DEPT.	SALES			OPERATIONS		CUSTOMER SUCCESS	
Role	Sales Development Rep	Business Development – Instructor-Led Training Services (ILT)	Business Development – Online Learning & Simulations (OL&S)	Sales Operations Admin	Training Center Coordinators	Customer Success Manager	Support Manager/Rep
One Word	Qualifiers	Hunters		Operations	Students	Farmers	Support
Job Description	Prospect and qualify new leads for Business Development Team	New Business Development with specialty of closing Instructor-Led Training Services	New Business Development with specialty of closing OL&S solutions	Support revenue team by administering service contracts, purchase orders, training event and fulfillment logistics	Administrator training center events and conduct communications with students	Retain and expand existing customer relationships, by monitoring satisfaction, proactively collecting feedback, and conducting long-term learning strategy planning	Provide technical support efficiently to customers and provide product feedback to Studio
Sales Quota(s)	10 New BD Mtgs/WK 40 Qualified Appts Set/Mo. $45k Sales Orders/Mo*1	$650-$1.25M ILT $50k-$200k OL&S ARR	$150k-$320k OL&S ARR	N/A		$0.5-$1M OL&S ARR $0.5-$1M ILT	N/A
Managed Customers *2	N/A	30-60 New Accts/Year	10-15 New Subscribers/Year	N/A		120-150 Existing Accounts including Subscribers and ILT Customers	N/A
Required Qualifications	Prospecting, Lead qualification, Introductory knowledge of FCCU, Introductory knowledge of all FCC services/solutions	Prospecting, Lead qualification, create new relationships, Sell FCCU training, Understanding of Learning Path Design, Deep knowledge of ILT Services, Introductory knowledge of OL&S Solutions		Fulfillment of all FCC services & solutions, Customer contracting methods and processes including FCC Estimates & Service Agreements (Docusign), Customer contracts and PO's, Customer vendor portals		Long-term customer relationship management, Sell FCC Practice & Methodology, Deep understanding of Learning Path Design, Understanding of Learning Hub navigation and basic administration, Deep knowledge of Learning Hub Libraries, Understanding of primary ILT offerings and order process, Understanding of Simulation product navigation and basic administration, Understanding of FCC's/FCCU's project management processes for implementations and consulting engagements	Deep technical knowledge of Learning Hub and Simulation Solutions

1 Sales Orders are not "closed" by SDRs, but by other sales and customer success reps.

2 # Customer Accounts shows a range of customer relationships expected to be managed per role at target-quota levels. This does not include prospective customers (prospects).

MARKET ANALYSIS

TARGET MARKET

Fleet Cost & Care Education Division will focus our initial training efforts on our current customer base. Existing customers are the easiest to access, have the most direct, identifiable need for NexGen/Atom training and will see the most return for their training dollars in the short-term.

As of 11/18/2022, FCC has the following number of customers and purchased/installed licenses:

CUSTOMERS	NEXGEN LICENSES	ATOM LICENSES
127	3,025	10,471

Adult Education Market is growing at a moderate pace with substantial growth rates over the last few years, and is estimated that the market will grow significantly with a CAGR of 12% in the forecasted period i.e. 2021 to 2028 (Verified Market Research & Consulting Firm).

The growing awareness about the importance of education and the perks and opportunities associated with it are the major factors boosting our industry. According to Technavio E-Learning Market in the US Report 2018-2022, the second highest percentage for E-Learning Market Share is held by Corporations at $8.7 billion or 31%, just below Higher Education at 45%.

We are proud of the strategic alliance that we have partnered with to add to our ecosystem to aid in the development of our Education Vertical. Below is a list of our valued partners:

- Union of Operating Engineers
- ITI
- NBIS
- Tenna
- Digital Ally
- Positioning Universal
- Rouse Services
- Jupiter
- Acumen/Sage

Facility Improvement/ Architectural Schematics

Fleet Cost & Care is currently in development to build its new headquarters and state-of-the-art education training facility. Our key goals:

Grow Fleet Cost & Care's Business by offering an education and training facility to enhance the client experience, create a learning center for customers/subscribers and create an innovation hub to support continuous improvement.

Attract and Retain/Engage Talent by creating a flexible environment to support in-person, mobile and remote staff.

This new building will be made up of three floors:

Floor 1:
JJ Curran Crane Company

1st Floor
JJ Curran Crane Company

Features Include:

- Welcome Area with Feature Wall
- Café
- Flexible Work Area
  - Desks for 24 People
  - 1 Focus Room
  - 1 Meeting Room
  - 3 Open Meeting Areas
- Private Offices for Mark and Mike
- Dispatch Area

Floor 2:
Fleet Cost & Care Learning Center

2nd Floor
Fleet Cost and Care Learning Center

Features Include:
- Gathering Area with Feature Wall
- Private Dining Room/ Conference Room
- 3 Flexible Training Rooms Work Area/Social Area
- Prep Area for Catering
- 2 Phone/Focus Rooms
- 1 Mother's/Quiet Room
- Coffee Area

Floor 3:
Fleet Cost & Care Executives and Innovation Hub

3rd Floor
Executives | Innovation Hub

Features Include:
- Gathering Area with Feature Wall
- 2 Conference Rooms
- Innovation Hub
- Private Office for Jeff
- 2 Phone/Focus Rooms
- Copy Area
- 2 Restrooms with a Shower

REVENUE & NET PROFIT FORECAST

Fleet Cost & Care Education Division is well positioned to leverage existing staff and training materials to see a quick growth trend in revenue. We continue to work with the marketing team to critically examine the training marketing space, we have analyzed our chances in the industry, and we have been able to come up with the following sales forecast.

Below are the sales projections and anticipated Net Profit for Fleet Cost & Care Education Division FY1 of 2027. These are preliminary numbers based on several assumptions and will be adjusted as we refine this plan.

			Fleet Cost & Care Education Division Year 2027										
Students	**January**	**February**	**March**	**April**	**May**	**June**	**July**	**August**	**September**	**October**	**November**	**December**	**Total**
Number of Students boot camps			25			25			25		25		100
Regional Classes			25			25			25				
Class Room Training	48	48	48	48	60	72	72	72	72	72	72	48	732
Number of Students instructor led on line	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Number of Students iti on line classes	785	785	785	785	785	785	785	785	785	785	785	785	9,424
On Site Training at customer location		2		2		2		2		2		2	12
Classes	985	987	985	987	985	987	985	987	985	987	985	987	11,836
Revenue	**January**	**February**	**March**	**April**	**May**	**June**	**July**	**August**	**September**	**October**	**November**	**December**	**Total**
Boot Camps	$ -	$ -	$ 62,500.00	$ -	$ -	$ 62,500.00	$ -	$ -	$ 62,500.00	$ -	$ 62,500.00	$ -	$250,000.00
Regional Classes	$ -	$ -	$ 5,625.00	$ -	$ -	$ 5,625.00	$ -	$ -	$ 5,625.00	$ -	$ -	$ -	$ 16,875.00
Class Room	$12,000.00	$12,000.00	$ 12,000.00	$12,000.00	$15,000.00	$ 18,000.00	$18,000.00	$18,000.00	$ 18,000.00	$18,000.00	$ 18,000.00	$12,000.00	$183,000.00
On-Line Instructor Led	$45,000.00	$45,000.00	$ 45,000.00	$45,000.00	$45,000.00	$ 45,000.00	$45,000.00	$45,000.00	$ 45,000.00	$45,000.00	$ 45,000.00	$45,000.00	$540,000.00
On Line Classes (iti)	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 3,140.00	$ 37,680.00
On Site Training at customer location	$ -	$10,000.00	$ -	$10,000.00	$ -	$ 10,000.00	$ -	$10,000.00	$ -	$10,000.00	$ -	$10,000.00	$ 60,000.00
Total Revenue	$60,140.00	$70,140.00	$128,265.00	$70,140.00	$63,140.00	$144,265.00	$66,140.00	$76,140.00	$134,265.00	$76,140.00	$128,640.00	$70,140.00	$990,694.00
Expenses	**January**	**February**	**March**	**April**	**May**	**June**	**July**	**August**	**September**	**October**	**November**	**December**	**Total**
Director	$11,000.00	$11,000.00	$ 11,000.00	$11,000.00	$11,000.00	$ 11,000.00	$11,000.00	$11,000.00	$ 11,000.00	$11,000.00	$ 11,000.00	$11,000.00	$132,000.00
Trainer 1	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$ 9,350.00	$112,200.00
Trainer 2				$ 7,500.00	$ 7,500.00	$ 7,500.00	$ 7,500.00	$ 7,500.00	$ 7,500.00	$ 7,500.00	$ 7,500.00	$ 7,500.00	$ 67,500.00
Content Creator	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 9,300.00	$ 8,500.00	$110,800.00
Incentive Bonuses												$ 31,688.00	$ 31,688.00
ITI Set Up Fee													-
ITI FCC University Students	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 1,551.00	$ 18,612.00
Taxes Benefits	$ 7,413.00	$ 7,413.00	$ 7,413.00	$ 9,288.00	$ 9,288.00	$ 9,288.00	$ 9,288.00	$ 9,288.00	$ 9,288.00	$ 9,288.00	$ 9,288.00	$ 9,088.00	$105,625.00
Marketing	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 30,000.00
Rent													-
Travel		$ 4,000.00		$ 4,000.00		$ 4,000.00		$ 4,000.00		$ 4,000.00			$ 20,000.00
Total Expenses	$41,114.00	$45,114.00	$ 41,114.00	$54,489.00	$50,489.00	$ 54,489.00	$50,489.00	$54,489.00	$ 50,489.00	$54,489.00	$ 50,489.00	$81,177.00	$628,425.00
Net income/Loss	$19,026.00	$25,026.00	$ 87,151.00	$15,651.00	$12,651.00	$ 89,776.00	$15,651.00	$21,651.00	$ 83,776.00	$21,651.00	$ 78,151.00	$(11,037.00)	$362,269.00

PRICING STRATEGY

☑ The ITI-FCC Joint Subscriber

☑ The FCC-Only Subscriber
   The FCC-Only Subscriber on NBIS RMSS

☑ SAAS University Examples

☑ FCC University Pricing Recommendations
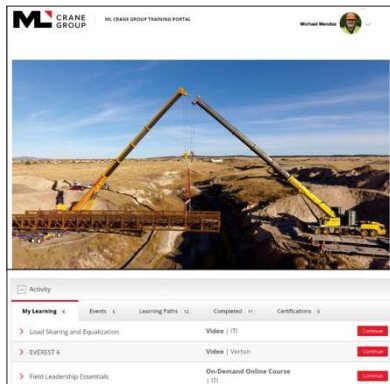
THE FCC-ITI JOINT SUBSCRIBER

Many FCC customers are using the ITI Learning Hub and many more are on the way. ML Crane Group's "Panorama" (shown on the right) is an example of a learner logged in and viewing their dashboard.

These Joint Subscribers want to improve how they train FCC users. Using ML Crane as an example, ITI and FCC can support this need by making available FCC University content available inside the ML Crane Group Panorama as well as Live Links to the individual curriculum product. FCC content can include:

Videos & Micro Courses

eLearning Courses

Learning Paths

Live In-Person Courses

Live Online Courses

PDFs & More

THE FCC ONLY SUBSCRIBER

When FCC University is launched, there will be many FCC subscribers it could serve who are **not** using the ITI Learning Hub yet. It will be advantageous to both company that FCC-Only Subscribers begin adopting the FCC University asap, and then are eventually converted to ITI-FCC Joint Subscribers, with their own Panorama.

THE FCC ONLY SUBSCRIBER ON NBIS RMSS

The NBIS Risk Management Support System is built on the ITI Learning Hub. As a highly important Channel Partner of both ITI and FCC, FCC content could be distributed to NBIS insureds natively in the RMSS as well. ITI already has in-place incentives and co-marketing efforts with NBIS to convert NBIS RMSS users to full ITI subscribers with their own Panorama.

SAAS UNIVERSITY COMPARISON

We think it is prudent to compare FCC University to other enterprise software-as-a-service academies – we presume that customers will be doing so.
In surveying the landscape of various business software academies, we have found that typically:

On-Demand Content is **Free**

———

Live Courses are **Not Free**

———

General Best Practice Training is sometimes free, and sometimes not.

SOME QUICK EXAMPLES:

HubSpot Academy –
Free to any site visitor including content on HubSpot's marketing automation, website management, CRM, and Support software, as well as general best practices in sales, marketing, service, support.

Procore Training Portal –
Procore, a leading construction management software, offers all of its on-demand content for free.

Salesforce.com Trailhead Academy –
Free on-demand content, paid live content.

Netsuite –
On-demand content is not free ($1-2k for a learner).

FCC University Content
Pricing Recommendation

FCC On-Demand Explainer Video Software Training	**Freemium** • $3.95/monthly per FCC Subscriber • *Upgrade to ITI Learning Hub for Unlimited Free FCC University Content for $9.95/monthly per Subscriber*	**Free** We believe FCC content should be freely available in ITI Learning Hub and Customer Panoramas. This removes all friction of prospects/customers taking courses. Customers will invest more time into learning your solution, which will increase adoption and efficient usage, and ultimately increase your retention rates. FCC will have access to all usage data of its content across any ITI Learning Hub Panorama.
FCC Live Software Training	**Paid** Public courses for anyone to join, and customer-specific courses. Charging for in-person or virtual training seems to be the industry norm. These offerings can be available across all Panoramas.	
FCC On-Demand Certifications	**Paid** Certified Dispatcher/Operations, Certified Atom User/Field Operator, Certified Sales/Quoting, Certified Clerical/Admins, Certified Executive/Business Processes, Certified Maintenance/Work Orders, Certified Purchasing, Certified Invoicing/Payroll, Certified Safety, Certified System Admin. To include FCC and ITI technical content.	