



Code Breakers, LLC • 123 Anywhere Drive • Radford, Virginia 24142 •

codebreakersllc@gmail.com

“Tagline/motto. Let’s discuss this option. -David”

January 30, 2011

David P. Daugherty
Carpe Aurum Venture Capital
801 East Main Street
Radford, Virginia 24212

Dear Mr. David P. Daugherty:

RE: RFP Announcement - Memo Response

In your recent memorandum, dated January 29, 2011, *RE: RFP Announcement*, you have requested the following qualifying information to be delivered by 11:00 PM on January 31, 2011:

- 1.1. Your complete company name
- 1.2. Employees who will be assigned to the project by their roles
- 1.3. Roles for each phase will include at a minimum
 - 1.3.1. Project manager- a single point of contact for the phase
 - 1.3.2. Technical Lead- your internal technical expert for the phase
 - 1.3.3. Quality Assurance- checks, circulates, releases work products
 - 1.3.4. Documentarian- control and archiving of internal work products
- 1.4. Statement of team norms for how you will
 - 1.4.1. communicate internally
 - 1.4.2. make decisions
 - 1.4.3. obtain consensus
 - 1.4.4. report effort and progress
- 1.5. Ranked project preferences for all projects (and any discounts on offer)
 - 1.5.1. Coverage Calculator
 - 1.5.2. Cooking to Goal
 - 1.5.3. Personal Lifetime Walker

For our group project, we have collectively decided that the name of our software development company for the course is **Code Breakers, LLC**. [Domain 1.1]

For the minimum enrollment specified in the same memo document, our initial and current group enrollment consists of these members: [Domain 1.2, 1.3]

Project Leader: David Ball [Domain 1.2, 1.3, 1.3.1]**Technical Lead:** ?????? ?????? [Domain 1.2, 1.3, 1.3.2]**Quality Assurance:** Ryan Spoon [Domain 1.2, 1.3, 1.3.3]**Documentarian:** Stephanie Kinsella [Domain 1.2, 1.3, 1.3.4]**Unassigned:** Steve Totten and Drew Salyer [Domain 1.2]

Be advised that these member roles may change throughout the course of our work with your company and as the project progresses new roles will be assigned pretty frequently. I assure

you that we are all committed to the success of our work and we work diligently to cater to your system needs. We work as a team here at Code Breakers, and we work with you as well. Be sure to let me know specifically if you have any concerns and I will properly address the team from my end. I personally look forward to working with you in some of the upcoming projects you have laid out in the memo and **my team has** also expressed **their its** excitement as well. This really is a great opportunity for both of us to benefit from each other's strengths, and I am glad you have contacted us regarding these opportunities.

Our team will be communicating internally throughout the course of the project and ITEC 370 course using a combination of technologies. First, we all have a copy of each other's phone and email contact information **in case we actually need it**. This document is published privately in Google Documents and shared with the group as a whole. We have a send-to-all address that acts as a message board and works via email and web-based interfaces; this service is provided by Google Groups. There is a public facing address that forwards email to the project leader. Looking into the future we'll be using a code revision system to track code changes so that we can all work together on the same project instead of bits and pieces of a program; one choice is a Google Code repository. Through Google Documents, we can engage in context-sensitive chat alongside a document revision system that tracks changes and associates them with each user. In addition to these primary channels of communication, we also make use of the Adobe Connect/Breeze workspace group collaboration tool that lets us discuss very important topics as a group, share files, whiteboards, and much more, instantly, and brainstorm together to devise strategies even quicker than ever. All of this efficiency is just a small part of our commitment to ensuring that your customer experience is simple, streamlined, and most important of all other things, right the first time. *[Domain 1.4, 1.4.1]*

Whenever our team has an issue, unless it involves another team member, it will be discussed with the team as a whole. No issue is too small, no issue is too large. If there is any concern at all, it will be raised in the discussion board through the Google Groups mail portal service. We work together here at Code Breakers to solve our problems. In the event of a discussion regarding a certain document in Google Documents, the preferred forum should be the chat system integrated into the editor. If this is not achievable for any reason, **once again**, any team member can raise an issue at any time by simply sending an email to the group's send-to-all address. We use a similar, **mostly** democratic, system to make very important decisions regarding the direction we're going to move. However, it is understood that there are times when the democratic process is simply too time-consuming to be economical and we just trust in each other that when the time is right to act accordingly, approval is not always an option. We do the best we can, as individuals, and together we make the commitment to success. That is why we were recently ranked four stars by the Association of Young Entrepreneurs. We know when to act and when to ask questions, and if there is ever any question about anything, we are surely to ask our fellow member for help. Together we accomplish our unified goals and we learn every day how to serve our customers better. **When you are ready to do business, be sure to let me know** (sounds slightly unprofessional - not sure on a suggestion) and I can promise you: it will be the one of the best decisions you'll make. *[Domain 1.4, 1.4.1, 1.4.2, 1.4.3, 1.4.4]*

Onto your final request as to our project preferences. We've **taken a while to decide on these choices** carefully considered the options, and **it looks** the team consensus is that our first

preference is the *Cooking to Goal* project. We have carefully crafted our strategy as we have factored our competitor's goals into this decision as well. Our secondary choice of the *Coverage Calculator* will come at a 2% bonus rate; and our tertiary choice of *Personal Lifetime Walker* will come at a 3% bonus rate. [Domain 1.5, 1.5.1, 1.5.2, 1.5.3]

Thank you for your interest in our company, and we will all look forward to doing business with you very soon!

Sincerely,

David A. Ball

David A. Ball

Project Leader

Code Breakers, LLC

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