TEAM 13: HUDSONVILLE HYDRAULIC OPERATION

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1. Executive Summary

1.1 Company name
H2O Incorporated  
427 Chestnut Ridge Road  
Chestnut Ridge MI 10977  
(630) 513-7865

1.2 Key Employees
Britton Evans  
34 Main Street  
Chestnut Ridge, MI 60187  
(630) 513-1234

Colin Finch  
7 Fulton Avenue  
Chestnut Ridge, MI 44060  
(630) 513-5678

Michael De Kock  
876 Easy Street  
Chestnut Ridge, MI 10977  
(630) 513-4321

Nicole Ryan  
3 Concord Place  
Chestnut Ridge, MI 10977  
(630) 513-8765

1.3 Business, Products, and Services
H2O Incorporated is a small civil engineering firm located in western Michigan that specializes in flood management. This includes issues that pertain to modifying and fixing current structures as well as establishing new flood prevention structures. The methods used to solve flooding problems range from the design of new detention ponds to re-fabrication or increased capacity of old detention ponds. In addition services also include the design and construction of berm structures. H2O Inc. strives to provide top of the line service to all of their customers and values the support and positive contribution of these customers. H2O Incorporated is licensed to provide consulting and contracting services throughout the state of Michigan.
1.4 Overview of Market

The services provided by H2O Incorporated are aimed primarily at an industrial market. This includes private and public residential and commercial properties located within the state of Michigan. H2O Inc. is licensed for all sections within the state of Michigan and is equipped to contract and subcontract projects that pertain to flood water prevention. All projects that H2O Inc. receives via the bidding process or private contacts will be drafted in a preliminary contract. This contract will include an assessment of the current flooding situation and source of flooding, a proposed design to address the flooding problems, and a labor and equipment pricing sheet.

1.5 Overview of Strategies

A large portion of business generated for H2O Inc is a result of exceptional work carried out on previous jobs. Therefore most of the projects received by H2O Inc are repeat contracts. There is a close and trusting relationship between H2O Inc and their respective client’s this relationship makes for an easy work environment where both parties benefit from mutual respect and cooperation.

2. Vision and Mission Statement

**Vision Statement:** H2O Incorporated will satisfy the needs of clients, professionals, customers and business partners to the best of our ability while keeping in mind our drive for value.

**Mission statement:** H2O Incorporated is constructing a world of diversity ®. By advancing the frontiers of knowledge, we provide our clients with reliable solutions to their most complex challenges, thereby helping improve and sustain the quality of life around the world.

We are in the design/surveying/construction/inspection field of work and are looking into creek restoration and sewer improvements hopefully throughout Michigan as well and expanding through the entire nation. As we grow and become a bigger and more well-known firm we will
still stand by our core values and mission statement. Our company is based on these core values and we do not want to lose sight of them.

**Integrity:** As we enter a highly competitive market, we will compete fairly, justly, and professionally which reflects favorably on our company and ourselves. We will always work with our mission in mind no matter where we operate.

**Respect:** We are sincere, truthful, and treat others with the distinction, and dignity respecting their differences, sensitivity, and ideas.

**Stewardship:** We strive to grow the company’s value by honoring those employees past, present, and future. We make every effort to take care of the world around us and all that is in it in order to preserve and maintain creation.

**Dedication:** We are determined to find the best solution, in the most cost effective way, in the shortest amount of time.

Not only do our core values set us apart from our competitors but since we are a smaller firm we are more focused on the project at hand. We are not racing throughout project just to get it completed but we want our clients to have the most quality product. Since we also specialize in water detention, retention and flood management then we are better at those things and we focus all of our attention on these types of projects. As we increase in size we will still hold fast to our core values.

**3. Industry Profile and Overview**

**3.1 Industrial Analysis**
The city of Grand Rapids and surrounding towns such as Hudsonville, Kentwood, Grandville, Jenison, and Lowell have experienced recent flooding. There is a need to fix these flooding problems so this does not happen again. Our job is to alleviate these problems by creating solutions that are efficient, feasible, and cost effective.
Our clients would most likely be the city that we are dealing with and also residents in the problem flooding areas. We want to make sure that we have the funds to complete this project and that we are making the most feasible design and the one that is optimum for the residents. We must be cognizant of their needs but also keep our budget in mind.

The specifications will change for every project. Regulatory restrictions would be solely up to the city or county. Each city has their own specifications and regulations. The cities will have specifications for soil, grades, depth, and water elevations. We will also have to consider the surrounding roads and land and see who they are owned by and make sure to follow their specifications.

The only barrier we will have upon entering the business now is the economy. The economy is in bad shape right now and cities are cutting costs and projects that are not pressing are being pushed back to a later date which means loss of jobs for contractors and design firms like H2O Incorporated.

A key factor that we will come in contact with will be dealing with the public. One thing that will make or break our company will be how we deal with our internal and external clients. We have to be accommodating to our employees while serving our customers to the best of our ability.

Our outlook for the future is positive. The economy will turn around soon, as it always has. We are a young company with new ideas and educated workers and designers. We have faith in our company and our CEO that she will lead us in the right direction.

3.2 Stage of Growth
We are an introduction company starting in May 2009. We individually have been successful so far and are looking to expand our horizons and look into bigger projects and design work for larger cities. We have previously worked with companies such as FTC&H, and Prein & Newhof. We will have to look to them for support and wisdom in this hard economic time. We would now like to continue to do work within western Michigan and eventually branch out into other
parts of the nation and then eventually on to other countries. This will be a long process but we are committed to our mission and our core values.

4. Business Strategy

4.1 Desired Image and Position in market
Initially H2O is aimed at projects contained in the state of Michigan. In the future this will expand to other areas of the United States. But the primary focus of job performance will be for floodwater management structures and design.

4.2 Company Goals and Objectives

Operational
H2O is committed to their clients. We will deliver quality products in a timely manner. Our professional engineers will give the most cost effective design to our client. We guarantee a quality product. If there is not immediate satisfaction then we will work to try to meet our client’s satisfaction in a timely fashion.

Financial
Our goal in the financial department is to make a profit after the first 3 years. We realize that starting an engineering firm from the ground up is difficult and know that we will have debt within the first year due to initial equipment costs and the building lease but we look into the future with confidence. As it states in our proposed Statement of Income we project to make a profit after 2 years. This means that to meet our goal, we will continue to do our best to manage our funds and continue to design and build quality work.

H2O wants to increase the size of the company to go nationwide. Acknowledging that initially H2O will just be able to break even, the payback period will increase with the growing client base.
4.3 SWOT analysis

Strengths
H2O has two fully trained and licensed design engineers that are more than capable of solving flooding issues. The construction staff at H2O has more than 40 years combined work experience which makes their conduct and efficiency in the field stand out amongst our competitors.

Weaknesses
The major weakness of H2O is that we are a small firm. We don’t have much experience in the working world. Especially in today’s economy, it will be difficult to start and continue running a business. We will continue pursuing new areas of interest to the company and new areas of need. We are confident that the economy will turn around and we are also confident in our engineers and upper management to keep us producing the quality products we guarantee.

Opportunities
We are always looking for new opportunities in the area. H2O wants to expand and the only way we can do that is by looking for new ideas. We are looking to our recent graduates for new technologies and different designs to set us apart from the rest. We welcome new ideas and encourage time for research and development within company time.

Threats
Other companies that are more established than H2O have a wider customer base and a more prominent name throughout the construction world which will make it hard initially for H2O to form a niche in the construction industry. Though, we are confident in our abilities and will address any problems as a result of larger companies as they arise.

4.4 Competitive strategy
H2O will draw on its reliable and trust worthy client base to keep business flowing. These relationships are imperative in word of mouth transfer of our business practices. This is primarily how H2O will construct its clientele. With increased business and a stronger name H2O will be able to compete with larger companies in the bidding process.
5. Company Products and Services

5.1 Description

Product or service features
H2O Inc. primary service deals with the design and construction of flood prevention structures. After assessing current flooding problems H2O will propose a preliminary work order to correct the problem. Upon approval of the client construction will begin to correct the problems outlined in the job contract. Any work that is required or deemed necessary that is outside of the jurisdiction of H2O Inc. will be subcontracted out. The Subcontractor shall comply with all regulations and laws of any governmental authority or agency, and shall obtain all permits or licenses required for the performance of a specific job.

It is important to note that the customer agrees that H2O Inc. has the right, but not the obligation, to report to any state, federal, or other governmental authority with jurisdiction knowledge of any spill, leak, or discharge of hazardous substances upon excavation of a job site. If this should occur the client shall not hold H2O Inc. responsible for any damages, liabilities or penalties that arise from these excavation sites.

Private property owners are expected to pay in full upon completion of a project as stipulated in a prior signed contract. An interest of 6% will be added to all outstanding bills on a monthly basis until the full amount is paid for services rendered. Public property falls under the jurisdiction of the individual township and each township is expected to pay in full upon completion of a project as stipulated in a prior signed contract. An interest of 6% will be added to all outstanding bills on a monthly basis until the full amount is paid for services rendered.

Warranties and guarantees
All work performed by H2O must first be authorized under a signed contract by both parties involved. This insures that all work that takes place has all the necessary permitting and regulations. H2O is a fully insured and will willingly provide any needed documentation to defend the company name and employees. H2O has comprehensive General Liability insurance up to a total of $2,000,000. In addition H2O also has comprehensive Automobile Liability insurance, up to a total of $1,000,000. H2O will provide all plans and scaled drawing showing
the shape, size dimensions, of proposed construction locations. In addition we will provide a detailed outline of the construction and equipment specifications necessary for the work to be performed. All work will be performed by individuals duly licensed and authorized by law to performed proposed work.

**Contract Agreements**

All services furnished by H2O shall be performed by qualified and competent personnel in accordance with high standards of care, skill and diligence, consistent with recognized and sound professional practices and procedures and shall conform to all contract requirements. Any changes that need to be made concerning a particular job that are not outlined in the original contract must be accounted by means of a written and signed change order.

**5.2 Description of Production Process**

**Raw materials**

When applicable excavated soil shall also be used as backfill and reinforcing for berm foundations. Where this is not possible materials will need to be purchased to obtain appropriate backfill and aggregate materials. Most of the materials that will be needed can be obtained from local quarries and supply companies. Our primary material supplier is Landscape Specialties located in Grand Rapids, MI.

**Costs**

Any alteration or deviation from outlined contract will only be acknowledged by the use of a change order form. All work shall be completed in a workman-like manner and in compliance with all building codes and other applicable codes or laws. The issuance of a deposit in the amount of 30% of the estimated project value and completion of the attached authorization will be required to schedule work. All other foreseen costs can be obtained from the following break down schedules:
### Table 1: Cost of Equipment

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Daily Cost</th>
<th>Weekly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bobcat</td>
<td>$350.00</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Mini Excavator</td>
<td>$800.00</td>
<td>$3,200.00</td>
</tr>
<tr>
<td>Backhoe</td>
<td>$600.00</td>
<td>$2,400.00</td>
</tr>
<tr>
<td>Bulldozer</td>
<td>$900.00</td>
<td>$3,600.00</td>
</tr>
<tr>
<td>Dump Trailer</td>
<td>$650.00</td>
<td>$2,600.00</td>
</tr>
<tr>
<td>Single Axle Dump Truck</td>
<td>$400.00</td>
<td>$1,600.00</td>
</tr>
<tr>
<td>Portable Generator</td>
<td>$175.00</td>
<td>$700.00</td>
</tr>
</tbody>
</table>

*costs include fuel but does not include operator

### Table 2: Cost Of Labor

<table>
<thead>
<tr>
<th>Labor</th>
<th>Hourly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Laborer</td>
<td>$48.00</td>
</tr>
<tr>
<td>Equipment Laborer</td>
<td>$54.00</td>
</tr>
<tr>
<td>Bobcat and Mini Excavator Operator</td>
<td>$60.00</td>
</tr>
<tr>
<td>Backhoe Operator</td>
<td>$65.00</td>
</tr>
<tr>
<td>Dump Truck Operator</td>
<td>$54.00</td>
</tr>
</tbody>
</table>

5.3 Future product or service offerings
H2O plans on continued expansion and exponential growth in the coming years. Necessary changes will be made to the methodology behind business practices and services offered accordingly.

6. Marketing Strategy

6.1. Target market
The target market for this business is primarily cities and municipalities. Cities own the land that this organization would be building on and generally coordinates flooding relief efforts. The solution to these cities flooding problems is our product and services because of the quality engineering; friendly, personal attitude and professional work ethic. H2O guarantees its ponds for at least 25 years without failure.
The products and services of H2O are primarily targeted toward more urban settings than rural but can be done for both. There is a greater demand in cities for detention ponds and other flood control structures as they expand and continue to make more impervious surfaces that was once land where rain water could infiltrate the soil. In rural markets river diversion and irrigation engineering services will be promoted more. H2O will primarily promote itself in urban settings where there is greater demand for its principle products but remain fluid and mobile to design custom flood solutions rural markets as well.

6.2. Customers' motivation to buy
H2O’s flood management services and products are better than all competitors. Our company offers competitive prices consistently below the average market price because of our simple organizational structure and efficient design processes due. H2O is a specialty engineering design firm that focuses almost solely on flood and storm water control services and is therefore able to design and build at lower, costs more efficiently.

6.3. Market size and trends
There is a large and growing market for flood control and storm water mitigation engineering products and services due to the constant growth of cities and rural areas. Our major markets are the cities that are growing the fastest including Ft Worth and many cities in Texas. Cities that have large population growth will also have large building and impervious surface growth to accommodate all of these new people. This growth requires the growth of infrastructure and flood management techniques to keep populated areas from flooding that used to be flood plain. We will concentrate our corporation’s growth and expansion to these locations after establishing a base of operations in western Michigan where storms and flooding problems are already a concern and markets have already been found in Ottawa and Kent Counties.
### Table 3: Fastest Growing Large Cities

<table>
<thead>
<tr>
<th>City (pop. over 500,000)</th>
<th>State</th>
<th>Population</th>
<th>Percent growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ft. Worth</td>
<td>TX</td>
<td>653,320</td>
<td>4.80%</td>
</tr>
<tr>
<td>Phoenix</td>
<td>AZ</td>
<td>1,512,986</td>
<td>2.90%</td>
</tr>
<tr>
<td>Austin</td>
<td>TX</td>
<td>709,893</td>
<td>2.70%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>TX</td>
<td>1,296,682</td>
<td>2.60%</td>
</tr>
<tr>
<td>Charlotte</td>
<td>NC</td>
<td>630,478</td>
<td>2.30%</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>NM</td>
<td>504,949</td>
<td>2.10%</td>
</tr>
<tr>
<td>El Paso</td>
<td>TX</td>
<td>609,415</td>
<td>1.90%</td>
</tr>
<tr>
<td>San Jose</td>
<td>CA</td>
<td>929,936</td>
<td>1.60%</td>
</tr>
<tr>
<td>Denver</td>
<td>CO</td>
<td>566,974</td>
<td>1.50%</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>FL</td>
<td>794,555</td>
<td>1.50%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau

### 6.4. Personal Selling Efforts

Since H2O Inc is just starting up, getting the name out and establishing our share of the market will be crucial. Several well-trained employees will be needed in a sales department that will include 3 or 4 creative sales persons, and a couple recruiters. The sales people will concentrate on finding new markets, making sales calls and giving pitches and creatively advertising. The recruiters will go to conferences and town meetings to pitch the services that H2O offers and highlight the selling qualities of our company at places where our buyers and end users will be looking for new and creative engineering solutions.
Thus far these people have done a great job. Currently we are working on two jobs simultaneously for the City of Hudsonville and have several more lined up in both Ottawa County and Kent County. As of right now H2O has more work than its engineers can handle and so the HR people are looking at recruiting more talented and creative young engineers to help manage the work. The sales force is working on commission and earn 1% of every sale they make. Given that the amount per average sale is $60,000 (this is an average number, the range is anywhere from one thousand to one million dollar projects).

6.5. Advertising and Promotion
Advertising will primarily take place in engineering journals including ASCE (American Society of Civil Engineers) publications *Civil Engineering, Journal of Irrigation and Drainage Control, Journal of Water Resource Planning and Management*. Also, *The International Journal of Water Resource Development* and *Journal of Hydrology*. Other areas of advertising will be in going to city hall meetings and promoting our company and making people aware of the flooding problems of their town. There are also the recruiters who will be going to city planner and engineer conferences and things like that to put our name and services around.

We are primarily going to be targeting city planners, engineers and executives who are primarily the ones who will be requesting our services. There is a small market in the private sector but it will not be worth going after at present. These will primarily be higher educated people with higher salaries who run and manage cities and are interested in doing things in the most economical way and have been trained more in finance, management and city planning rather than in engineering.

The cost for advertising space in the kinds of scholarly magazines and journals will vary dependant on which ones but annually we would like to spend no more than $8,000 annually on advertising for at least the first three years. We would go to western Michigan conferences on city planning as often as they happen and take out magazine space at least twice a year in each of the major journals.

Plans for generating publicity will be to have signs of work wherever our designed sites are being constructed and include it in the contract that our signage will need to stay up in the area
for at least 5 years after the completion of the product. This way, people will see the quality of our work and get to see it in action. We will also require of all our salaried staff to go to all city hall meetings of the towns that they live to get a feel for what needs the city has, create good relations with the city managers and promote our business.

6.6. Pricing

The cost structure of our company can be viewed more in detail in the attached Income Statement, balance sheet and cash flow statement. The fixed costs will include the excavation machinery and salaries of the management team. There are six major pieces of machinery that cost a total of around $900,000 to get started and pay off over fifteen years plus the executives’ salaries that are $325,000 annually. The variable costs will include the raw material of dirt, sand, geo-textile, piping and concrete that cost an average of $1,100,000 annually plus worker labor which will be $90,000 annually. The pricing of our services will be variable dependant on the size and style of the project plus the difficulty in construction at the location due to space and regulations. We will also have a discount plan for repeat customers that will decrease the price by 2% linearly for the first 5 projects.

The image that we will be attempting to make for ourselves in the market is that we are a quality flood solutions design and build engineering company with friendly and personable staff whose designs are built to last through the worst storms. H2O’s slogan is “Developing a World of Diversity”. We want it to be clear that our services are meant to shape creation in a positive way and that involves creative solutions to storm water runoff and flooding issues created through the development of cities and communities.

Our gross profit margin is a loss of $28,610 in the first year followed by net profits of $929,590 and $1,165,090 in the second and third years as can be seen in the attached balance sheet.
7. Location and Layout

7.1. Location
The H2O primary office is located in the western Michigan area. All owners and laborers are residents of the state of Michigan which allows all employees to conduct their work with the upmost understanding of the project locations and environments. The knowledge of the state of Michigan and people who are equipped with this knowledge more than qualifies H2O to perform work throughout the entire state.

Currently the building that houses the primary office of H2O is owned by Mr. Paul Griffin. He has leased the building to us for a period of 5 years. Upon the 5th year there is a possibility of purchasing this property from Mr. Griffin at a discount from the original purchase price.

The current building has an attached 5 truck capacity garage. There is room in the surrounding back parking lot to expand this garage with the projected growth of the company in the coming years. This garage has the ability to house all of the equipment owned by H2O and has storage room for any additional equipment that may need to be rented for days at a time.

7.2. Layout
The ADA requires that there be handicap parking available outside of the commercial building location and that there be no more than a 3% grade for the ramp that is located connecting the parking lot to the sidewalk outside of the building. Because we are primarily a construction business jobs that are offered are geared towards people who have full use and control of all their appendages.

H2O has enough space to house the initial amount of employees. This includes the lead engineer, a design engineers, a marketing representative, one site manager (foreman), and three construction operators/laborers. There is more than ample space in the current building to house these employee’s. Upon completion of the 5th year of rent the purchase of the entire complex owned by Mr. Griffin is possible and this addition of space will make from for employee expansion. At this point H2O could then add more labors and foremen to the jobs and any additional needed design engineers and a possible financial planner. See attached plan view of building location.
8. Competitor Analysis

Even though we are a small start-up design firm we feel we can compete with the biggest firms out there right now. Fishbeck, Thompson, Carr, & Huber is our biggest competitor in the area right now. It has been around since 1954 and has been producing quality work since then. The firm has many divisions to it including scientists, engineers, architects, and constructors. This is a great way to get a lot of people involved in your company that way you will not have to contract out to different companies every time you need something done in that area. Another great thing about FTC&H is that the firm makes you take extensive training courses before starting. This will give the new employee safety training, a look into the work environment, and an overview of the company and its history. It also has a great reputation in West Michigan and has office locations in Kalamazoo, Lansing, Grand Rapids, Farmington Hills, and Cincinnati, Ohio. One weakness of the company is that it is also a fairly small company on a global scale. Their services are only available in the area and don’t extent far outside Michigan and the surrounding area.

Another competitor of ours is a company called Black & Veatch. This is a huge global company that has many divisions such as water, energy, telecommunications, environmental, and federal. This is such a broad range of areas that they can cover a wide variety of business and potential projects. They have more than 100 offices worldwide and have completed work in more than 100 different countries. They have also won many awards in all of their divisions. But as an extremely large company, it has its drawbacks. It is hard to manage people and projects when they are further away from each other. For example, a person in Ann Arbor in designing a power plant in Malaysia. The communication is distant which makes it very difficult. It is also harder to stay motivated and work towards the common mission of the company the farther away you are from management. With a bigger firm, sometimes smaller companies feel almost “bullied.” Some smaller companies think that certain companies are big and powerful and can come into any city they want to and take over. B&V hires local firms to help with inspection and design work to prevent this hostility from forming.
One potential competitor that we may face is Hy-Drollers Inc. They are also a small design and inspection firm in the area. This will create more competition for the market which can be good if prices get too low than no one will make a profit. Somehow we will have to differentiate ourselves from this firm so we stand out above them.

9. Management Team

Our team consists of five types of personnel. First, the Environmental Infrastructure Engineer designs the necessary components to prevent flooding. The Engineer has the responsibility to maintain safety for the public. Second, the Sitework Manager communicates with clients, engineers, and operators to ensure that the installments are correct and practical. Third, the Surveyor obtains the necessary data for the Engineer to be able to do the design work. Fourth, the Operator implements the design parameters of the client and the engineer. Finally, the director of sales determines the direction of the company’s image and path for optimal company growth. The experience, skills, and how the personnel fit into the company are described below in the job descriptions. As our company starts to grow, future additions would include a financial advisor, then an increase in salary workers, and a smaller proportion in upper management and design engineers.

9.1 Environmental Infrastructure Engineer

Overview:

H20 Incorporated understands that effectively managing the world water resources is critical to public health, economic development, and the long-term health of the environment and therefore our Environmental Infrastructure group is focused on delivering and managing sustainable stormwater solutions. Our team strives for an environment where there are great people to make a difference with great ideas. Our team members are passionate about resource renewal and sustainability, and apply both knowledge and technology to deliver solutions for both public and private clients. Our team strives for innovative solutions for complex projects in the areas of storm water process design, conveyance, and storage.
**Responsibilities:**
An opportunity exists for a highly motivated senior engineer or project manager with stormwater and/or water resources experience. As the successful candidate, you will use your technical abilities to plan, analyze and design stormwater management systems and facilities primarily in the municipal market with a dynamic design team. You will primarily report directly to the Senior Project Manager and will have primarily modeling analysis and design responsibilities. Other responsibilities may include the following:

- Coordinating with engineers and technical staff to ensure that the projects' needs are met in a timely and effective manner
- Preparing proposals for new projects
- Managing budgets, allocating and prioritizing tasks, and preparing or reviewing invoices
- Communicating through writing reports and design briefs and verbally

**Qualifications:**
As the ideal candidate, you are registered as a Professional Engineer in Michigan or are eligible for registration. You have a minimum of eight to ten years experience in hydrology and hydraulics related stormwater management issues and a strong knowledge in municipal standards. Your ability to work in a team environment being self-reliant and self-motivated is of the utmost importance.

**9.2 Sitework Project Manager**

**Overview:**
H2O Incorporated has a vision that integrates the ideas of our dynamic design team into a reality through site management and the use of our state-of-the-art equipment. Our team focuses on representing the values of H2O Incorporated to all who come in contact with us each day. Our team strives to convert innovative solutions for complex projects into a quality and practical product.

**Responsibilities:**
An opportunity exists for a highly motivated Sitework Manager that can facilitate a detailed scope for both our clients and design team. As the successful candidate you will have the
ability to quickly estimate earthwork, sitework, and site utilities. You will use your skills to assist in proposal preparation and establish assumptions and qualification statements. Your overarching attribute is directing the construction workers as a cohesive unit to meet the goals of both the client and the design team.

**Qualifications:**
As the ideal candidate, you have a two year degree in Civil Engineering or Construction Technology and a minimum of five years of project management experience in a hard bid environment. You have strong skills in mathematics and a sharp memory. For instance, you have the ability to “build” the project in your mind by imagining and quantifying components to obtain the desired results. The ability to “build” the project often needs to happen with prioritizing limited information and has to have multiple perspectives (each with benefits and consequences) of how the results can be reached. There is a commitment to detail, excellence, continual learning and exceeding the clients’ expectations.

**9.3. Surveyor**
**Overview:**
H20 Incorporated applies state-of-the art office and field tools to deliver a broad range of solutions for both private and public clients. Our team focuses on all aspects of spatial data which entail boundary surveying, topographic mapping, construction layout, GIS development, aerial photography, and hydrographic surveying. H20 is a place where we are passionate about our impacts on the environment and seek success and unique opportunities.

**Responsibilities:**
An opportunity exists for a highly motivated surveyor that displays leadership skills. As the successful candidate you will have the opportunity to use your skills that accentuates your abilities to organize and supervise the field crew and interact will clients. You will primarily report to the Sitework Manager. Other responsibilities include:
Review field notes and data gathered by survey crews to ensure compliance with the project scope.

- Prepare calculations for field projects.
- Organize and maintain project files.
- Assist senior management when required.
- Attend pre-construction and project status meetings.

**Qualifications:**
As the ideal candidate, you have a two year diploma in Survey/Geomatics or Civil Engineering Technology and have at least 5 years of survey experience. You are also proficient in survey software such as AutoCAD and Land Development Desktop. You are required to have a valid driver’s license.

**9.4. Equipment Operator**

**Overview:**
H20 Incorporated applies state-of-the art field equipment to deliver a broad range of solutions for both private and public clients. Our team focuses on providing excellence in detail so that our projects are practical and function as the design team desired. H20 is a place where we are passionate about our impacts on the environment and seek success and unique opportunities.

**Responsibilities:**
An opportunity exists for a highly motivated equipment operator that displays self-reliant and self-motivated skills. As the successful candidate you will have the opportunity to use your skills that emphasizes your abilities to work alongside coworkers and interact with clients. You will primarily report to the Sitework Manager. Other responsibilities include, but are not limited to:

- Creating field notes and gathering data.
- Read calculations for field projects.
- Operating a variety of field equipment (Bobcat, Mini-Excavator, Bulldozer, Backhoe, Dump Truck and Trailer, Generators, etc.)

**Qualifications:**
As the ideal candidate, you have a high school diploma and have at least 5 years of operating construction equipment. You are also proficient in mathematics, reading project plans, and following instructions. You are required to have a valid driver’s license and any special equipment operation licenses.
9.5 Sales Manager

Overview:

H2O has a very focused and specialized field of operations and exists in a niche market attempting to outperform more broad firms. Sales and marketing will be pivotal for the success and growth of the company. It will be very important for the company name and services to become known for flood prevention design and build projects very quickly with the attitude of personable service and reliable design that perfectly suits the customers needs even beyond what they expect.

Responsibilities:

The sales manager will be responsible for overseeing all major project sales, coordinating sales workers and recruiters and taking part in managerial meetings to help with deciding on future direction of the company. They will read and review every advertisement that the company puts out to make sure that it fits within the company goals and vision. They will be the lead person in finding new markets and new projects for the company as well as making sure all employees attend their city hall meetings as well as coordinating the recruiter’s pitches at conferences.

Qualifications:

This person will have at least 3 years experience in sales or marketing with a BS in business and administration focused on sales and marketing. They will be relatively younger with new and fresh ideas but grounded and trained in what is known to succeed. They will be friendly, personable and have the quality of character that others will follow. This person will need to have very good communication and organizational skills as well.

10. Plan of Operation

H2O is a C-Corporation. Since H2O is a small company, being an C-Corporation is important so that H2O may have protection from personal liability from business debts, while still being able to save money on taxes if H2O reinvest the retain earnings rather than redistributing the dividends. There will be eight employers once H2O starts in May 2009; one lead engineer, one
design engineer, one sitework manager, one sales manager, one surveyor and three equipment operators. The company structure and decision making authority can be seen in Figure 1.

![Company Structure Diagram]

**Figure 1: Company Structure**

**11. Financial Forecast**
See Appendix

**12. Loan Proposal**
H20 Inc. requested a loan of two million dollars over a fifteen year period. There are monthly payments of $21,500 which is equivalent to yearly payment of $258,000. Chip De’Angelo will invest five hundred thousand dollars as the owner. The purposes of the funds are to allow H20 Inc. to operate in its first year. The operations include purchases and repairs for construction equipment, purchasing material project goods, and salaries for employers. H20 will launch its business in May of 2009. The repayment schedule can be viewed in the Appendix.