



The Ventura Project Group

Creating Sustainable Results

The Ventura Project Group manages new IT and business start-up projects or programs for established Pacific Northwest companies, such as Microsoft, Boeing, and Seattle Bug Safari. Creating order out of chaos, we help you launch your next great idea with sustainable results.

"Once again, we are delighted with the work David and his team provided Flight Technical Services. The airline customers are increasing their usage of FTS On-line every week and we are saving time and money by not having to ship our paper manuals all over the world by the pallet-full!"

— Bob McArthur, Director of Flight Technical Services, The Boeing Company

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SERVICE: IT PROJECT MANAGEMENT

Boeing Flight Operations Engineering

Challenge

After spending \$1.5 million on a UNIX based publishing system for Airplane Flight Manuals, the Director of Flight Operations Engineering at Boeing did not yet have a completed system. Because the project schedule continued to slip and therefore required more and more budget, the IT team had lost the trust of their business client. To finish the system, IT wanted another \$1 million and one more year, while the Airplane Flight Manual group continued to struggle with incorrect manuals that took hours to track down and fix manually. The business client felt stuck and not sure how to proceed.

Solution

Ventura Project Group assembled a combined business and software development team to review the project's cost, schedule, and quality challenges and provide a business case for an innovative new system. The new system was web based on a SQL server database, and developed using a rapid application development/prototyping method with strong project management and weekly communications to a steering committee. Ventura Project Group involved the IT group and helped them develop new skills that strengthened their department for future projects.

Results

The Director saved \$500,000 in the initial development and \$200,000 per year in maintenance and support. The system came on-line 50% sooner than the original system's plan. Our project was on schedule and budget while meeting the customer's quality expectations. In addition, the IT group learned new technology and a new way of working together with a key business unit.

"We are delighted with the work David Gallimore and his team provided Flight Ops Engineering. We have hired them to develop Flight Technical Services On-line, a major customer-facing web site. It is a pleasure working with David and his team!"

John E. Hope, Director of Flight Operations Engineering, The Boeing Company

Project Deliverables

- 360 Project Assessment
- Business Case
- New Design and Plan

To evaluate the effectiveness of a current IT and/or business project or plan a new one, contact Ventura Project Group at info@venturaprojectgroup.com.

SERVICE: IT PROJECT MANAGEMENT

Boeing Commercial Airplane Group

Challenge

Boeing's airline customers, suppliers, internal engineers, and staff wanted the ability to download their custom Boeing manuals, drawings, and software; order parts; manage warranty agreements; and take training from an integrated web portal, twenty four hours a day, seven days a week. The system needed to support single sign-on, a common user interface, high availability, and streamlined business processes across dozens of functional organizations.

Solution

Ventura Project Group assembled a combined airline/supplier/Boeing business team to define the portal's vision and scope. A "sizzle demo" to executive management demonstrated how a portal would make it significantly easier and more secure for airlines, suppliers, FAA, etc. to do business with Boeing. Next, a new e-Business team was chartered to coordinate dozens of content groups as well as Boeing IT, Contracts, Export Control, Finance, Legal, and Licensing to develop or refine business processes and integrate over 51 existing and in-development Boeing Commercial Airplane Group web-based applications.

The team used Program Management, Process Management Improvement Methodology (PMIM), and rapid application/prototyping development methods to refine business processes and develop the MyBoeingFleet.com (MBF) portal. New applications were added to MBF about every six to eight weeks.

Results

Airline customers, suppliers, and government certification agencies were delighted with the ease of use, reliability, performance, and 24/7 self-serve access to their Boeing content. Quarterly Field Service surveys showed a marked improvement in customer satisfaction scores vs. Airbus as a result of introducing MBF, and thousands of internal Boeing engineers and other staff became significantly more productive by working with airlines and suppliers from a single source of airline and supplier data.

With web distribution of content via MBF, the equivalent of 130,000 ft in annual paper, microfiche, and CD ROM (nine times the height of Mt. Rainier) was eliminated. Integration between engineering drawings, maintenance manuals, and parts ordering generated hundreds of thousands of dollars in incremental revenue. The improved business processes increased staff productivity and allowed new MBF users to get access to their new content in 50% less time.



Hundreds of people working in functional areas—such as Contracts, Customer Support, Engineering, Export Control, Finance, IT, Legal, and Licensing who viewed each other with some distrust and trepidation prior to creating the MBF portal—came together to make it easier for their customers and suppliers to do business with Boeing.

"Co-creating MyBoeingFleet.com with David Gallimore and his team is the highlight of my 30 year career. After five years in use, 150 airlines, suppliers, and government agencies, and thousands of Boeing employees are significantly more productive. The site gets over 10 million hits a month. They delivered on our mantra: "make it easier for our customers and suppliers to do business with Boeing." David's program management skills and leadership ability were critical to our success in helping define an e-Business strategy, attract and manage a high performing business/IT team and consistently deliver business results."

Barb Claitman, Director of e-Business, Boeing Commercial Airplane Group,
The Boeing Company

Project Deliverables

- "Sizzle" Demo: A Day in the Life of Airline Customers Working with Boeing through the Web
- New e-Business Organization, Program Plan
- New Security and High Availability Architecture
- Rapid Application Development Methodology
- New and Refined Business Processes
- Contractor Skills Transfer to Boeing IT Team

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SERVICE: IT PROJECT MANAGEMENT

Boeing Flight Technical Services

Challenge

Boeing's airline customers wanted the ability to download their Boeing software, flight operations manuals, airplane flight manuals, and view a library of their electronic communication with Boeing Flight Technical Services (FTS) via the web, 24 hours a day, seven days a week.

Solution

Ventura Project Group assembled a combined airline customer/Boeing business and software development team to define the web site's vision and scope. A business case was developed and presented to executive management to establish a new, on-going business process improvement and web development team to take FTS into the Internet Age. The team used LEAN process improvement and rapid application/prototyping development methodologies to refine business processes and develop a new database-driven web system using PERL and SQL server.

Results

Hundreds of airline customers were delighted with the ease of use, reliability, performance, and 24/7 self-serve access to the latest versions of their manuals and software. Since creating FTS On-line in 1996, FTS has saved hundreds of thousands of dollars by not publishing and distributing its content on paper, microfiche, and CD ROM. The improved business processes increased staff productivity and allowed FTS engineers to focus on higher value work—such as charging for proactive flight operations audits. The Boeing IT team developed new skills and experience from the software development contractors that enabled them to maintain the current version of the system and develop new features.

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— Bob McArthur, Director of Flight Technical Services, The Boeing Company

Project Deliverables

- Business Case
- Project Plan
- New Web Architecture
- Refine Business Processes
- Rapid Application Development Methodology
- Skills Transfer to Boeing IT Team

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SERVICE: BUSINESS PROJECT MANAGEMENT

Boeing Ventures

Challenge

In 2000, The Chairman's Innovation Initiative (CII) was launched to reduce employee turnover during the "dot-com era," help make the Boeing culture more innovative and entrepreneurial, and to create new company value by harvesting Boeing's rich technology portfolio.

In January 2003, nearly two and a half years after the CII Program was launched, the impact on Boeing's culture was questionable—even negative. After over 900 submissions of new business ideas, hundreds of innovators were frustrated with the inconsistent processes, criteria, and mentoring that the program placed on them. Additionally, there was widespread disagreement among the CII's four directors and 10 business analysts on how to fix the problem. The root issues included a lack of business building skills and experience of the CII team, multiple processes and criteria for moving deals forward in the portfolio, and inconsistent training for the CII team and innovators.

Solution

Ventura Project Group defined the people skills and experience expectations and hired new team members. We collaborated with VentureQuest Ltd. to create simple, and effective corporate venturing processes, training and criteria, and certified the team to deliver world-class training to improve the efficiency and quality of the CII program. Ventura Project Group re-branded the CII experience and created new marketing programs to attract submittals for new business ideas. Next, we created a single source of program management information on a web-based collaboration space. Our strong, disciplined program and project management accelerated results.

Results

The CII program saw improved service levels and increased innovator satisfaction. Within six months, CII stakeholder surveys jumped from a 2.8 to a 3.4 (out of 5) customer satisfaction score. By the end of 2004, more than 1100 ideas had been submitted to the CII Program. There has been a steady increase in the number and quality of submittals based on the positive word-of-mouth referrals from Boeing employees in the new program. Over \$265 million NPV was created across a portfolio of 31 new business projects. A total of 14 business ideas were spun in/out of Boeing. In 2004, CII set up an operation in Australia to help energize innovation among 3,500 Boeing employees in Brisbane, Amberley, and Melbourne.

Corporate venturing is neither easy nor painless, and bringing change to the corporate culture in a company as large as Boeing is especially daunting. With experienced people, simple and consistent processes, criteria, and templates, and engaging training, CII's corporate venturing team helped to make the Boeing culture more entrepreneurial—one employee at a time. The CII program has touched more than 5,000 people, including current and former innovators, reviewers, mentors, and specialists.

"...regardless of the success of a particular project, the most important benefit of the CII program for employees and the company is the practical business education and learning opportunities associated with it."

Miller Adams, Vice President, Boeing Ventures

"Regardless of how the Gate 2 turns out, I'm a better person than I was before participating in the program and I'm thinking differently about business."

Ed Dalal, Ceramic Tooling

"The training materials, personal support from the Associates, visits by Partners during the OA workshop were very helpful. People care."

Doug Carriger, Boeing Telemetry and Tracking

"I was the biggest skeptic of the Ceramic Tooling business idea. Now, after seeing the results from our market validation work, I am very enthusiastic and see a business here."

Bill Smith, MR&D Manager

"After attending the OA workshop and evaluating our business using VentureQuest Ltd.'s 7-Step and Ideal Opportunity tools, we realize that we do not have a spin-out business. We are now pursuing a licensing opportunity. We want to return to CII with another idea."

Universal Engine Uploader Team

Project Deliverables

- Program Plan
- Team Re-organization
- New Marketing Programs
- Processes, Training, Tools
- Investment Criteria

To grow your business by leveraging your organization's ideas, intellectual property and capital, contact Ventura Project Group at info@venturaprojectgroup.com.

SERVICE: BUSINESS PROJECT MANAGEMENT

Seattle Bug Safari

Challenge

Brian comes from an entrepreneurial family, is married to an entrepreneur, and was itching to make a difference in the community with his own business. While working full time, Brian had been writing a business plan for a new Seattle attraction called the Seattle Bug Safari. Although he was making steady progress, Brian determined he needed a business coach experienced in startups to help him complete the plan. He asked Ventura Project Group to lay out a simple roadmap to validate his assumptions, morph the business to increase its revenue potential, get input on his financial model and accelerate the completion of his plan to obtain funding.

Solution

Ventura Project Group acted as a "guide on the side," meeting about every other week to review Brian's business plan writing progress. We offered suggestions to strengthen his plan, including ideas for new products and services to increase the revenue potential of the business. Ventura Project Group developed a market survey and approach to validate the assumptions in the plan, and reviewed the financial model to help Brian manage income and expenses to ensure realistic cash flow. Ventura Project Group advised him on funding options and provided support to secure funding. We employed strong, disciplined project management to help Brian stay focused and accelerate results.

Results

The business plan was completed and validated in just two months. Funding was secured and Brian is now working with his team to launch the company and build out the physical attraction. The Seattle Bug Safari is expected to open in March 2006 at the Pike Place hill climb, just above the Seattle Aquarium.

"David helped me finish and validate my business plan faster than I expected. His business startup roadmap helped me "see around the corner" and helped me listen to the truth about my business and morph it to make it stronger in the market. David helped make it fun to write a business plan and get it funded!"

—Brian Rolf, Owner, Seattle Bug Safari

Project Deliverables

- Business Plan Project Roadmap
- Market Validation
- New Ideas to Increase Revenue
- Feedback on Financial Model
- Support to Secure Funding

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SERVICE: BUSINESS PROJECT MANAGEMENT

Dr. Michael Kovar

Challenge

For three years, Dr. Kovar contemplated creating a new business that would provide a formidable defense for doctors sued for malpractice. With a full time job as a family doctor and a busy family life, he struggled with how to determine if his idea—Physicians' Defense, Inc.—was feasible.

Solution

The Ventura Project Group laid out a simple feasibility study roadmap to define and validate Dr. Kovar's business idea. Together, we worked to define the problem he wanted to solve in the market; identify the initial services; brainstorm new service features and benefits; develop market validation questions; and facilitate face-to-face validation meetings with potential customers, industry experts, and suppliers of malpractice defense services. We also put together a gross margin analysis showing three-year revenue, cost of service, and gross profit projections. Finally, several other revenue-producing ideas were explored to increase the potential viability of the business. Ventura Project Group employed strong, disciplined project management to help Dr. Kovar stay focused and accelerate results—all while keeping it fun for him!

Results

The written feasibility study was completed and validated in three months. The business, though viable, was not as large or as profitable as Dr. Kovar wanted it to be. Also, potential customers were reluctant to pilot the program to determine if the economics made sense for them. With these barriers identified, Dr. Kovar decided not to proceed to the next phase of writing a business plan and secure funding.

"David helped me get brutally clear about the viability of my new business idea. Before we started working together, I was paralyzed to make a decision; I did not know if it made financial sense or not. He provided a clear roadmap that we worked on together. Ventura Project Group helped me identify the strengths and weaknesses of my business before I spent more emotional and financial resources. My wife, Wendi, is grateful that I have closure. I finally have clarity about its lack of viability and have learned a process that I can use again with my next big idea!"

Dr. Michael Kovar, Entrepreneur, Physicians' Defense, Inc.

Project Deliverables

- Feasibility Study Roadmap
- Feasibility Study

To successfully plan, validate and launch your business start-up, contact Ventura Project Group at info@venturaprojectgroup.com.