(xyz) Company Search Options:

Search pertains to the functionality that will allow visitors to search for businesses and business resources on our platform. These searches will query our database or our partner database or both. Search should return the following:

- Businesses
- Member businesses
- Products

Search will not return:

- Articles
- Videos
- News
- Other

There may be other searches specific to the above items within the appropriate sections but these should not be confused with the primary business search functions. We demonstrated in our meeting that we can frame and scrape (X) database searches but we can’t comingle our results and (X) database results.

Recommended Search Options for Launch

For launch we recommend the following options be considered. Post launch we can undertake a new effort to enhance the search based on new requirements.

Since our member db will be mostly empty. We can launch with a simpler search function and then convert/add later to include the member db? Search options include:

- Search for businesses via a modified Google search.
- Integrate (X) database and promote them as our search partner for commercial and products.
- Search our (xyz) Company member database.

The method we can do this is via the search box below where a user will select from radio buttons

- Commercial = just search (X) database
- Products = just search (X) database
- Residential = just search (xyz) Company members. We will display members by the following:
  - Premium (xyz) Company members
  - Basic (xyz) Company members
  - Others?
• All (xyz) Company members (only)

Depending on the radio button selected the search query will only hit the appropriate database. This may cause an issue with (X) database branding since their logo may not appear unless the user selects Commercial or Products.

(contains) Company Members

(contains) Company Registrants will be able to become (contains) Company members. Non-registrants cannot become members because it will dilute the database and open the door to spam.
• (contains) Company registrants will be contacted for registration via email. The email could be sent from our ARI database or by individual Registrar if such an agreement is made with them.
• (contains) Company registrants can also register via a registration form on the website.

Registration will be promoted by offering the following benefits.
• Free registration in our (contains) Company directory of professionals.
• Access to our (contains) Company network of sites.
• More exposure for your business on the web.
• Access to exclusive business tools.
• Possible affiliate discounts
• Free job postings
• Other?
The Registration form will ask for the following information to populate the free member listing:

<table>
<thead>
<tr>
<th>Info</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Profile</td>
<td>Co. Name and short description – need to limit characters.</td>
</tr>
<tr>
<td>Contact Name</td>
<td></td>
</tr>
<tr>
<td>Contact email</td>
<td></td>
</tr>
<tr>
<td>Year Established</td>
<td></td>
</tr>
<tr>
<td>LEED Experience</td>
<td>optional</td>
</tr>
<tr>
<td>BIM Experience</td>
<td>optional</td>
</tr>
<tr>
<td>No of Employees</td>
<td>Required (dropdown list)</td>
</tr>
<tr>
<td>Locations</td>
<td>Required. We need to talk about is this an auto fill (See Regions in (X) database) for consistency</td>
</tr>
<tr>
<td>Address</td>
<td>Required. Including Country / Need to look at international requirements so they are consistent with our needs and what a country uses. I.e. not all countries use Zip Codes.</td>
</tr>
<tr>
<td>Contact</td>
<td>Required. What about multiple contacts in the same company. Different pricing for multiple users on one domain name.</td>
</tr>
<tr>
<td>Phone/Fax</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Image</td>
<td>Logo (potential security issues)</td>
</tr>
<tr>
<td>Industry tags</td>
<td>Need List</td>
</tr>
<tr>
<td>(xyz) Company website URL(s) purchased</td>
<td>Need to check against our registrar DB.</td>
</tr>
<tr>
<td>SM links</td>
<td>Optional: FB, LI, Twitter, Google, Skype, etc.</td>
</tr>
<tr>
<td>Certifications</td>
<td>Optional. Phase 1 free form then check boxes as we gather data / work with partners</td>
</tr>
<tr>
<td>Type of User</td>
<td>Required: GC / Sub / Supplier / Owner / Service</td>
</tr>
<tr>
<td>Industry</td>
<td>Residential / Commercial Check Boxes, as they could work in multiple areas: Commercial / Industrial / Residential Multi Family / Residential Single Family / Hospitality / Infrastructure /</td>
</tr>
<tr>
<td>Trades / Products / Materials and Services</td>
<td>Prepopulated list per (X) database categories, note over 500. We could refine the categories by Trade / Products / Materials / and Services. For instance a GC would not really mark anything here. A sub might click “drywall&quot; &amp; “painting&quot; A supplier might click “Doors and Windows” We need to figure out a clean and intuitive way for user to define. Possibly they enter what they want and it refines to a short list close to what they typed?</td>
</tr>
<tr>
<td>Geography Service Area</td>
<td>Areas that they select from a list (need list) I think this is the same as above. For US we can use the regions or something similar. In General Cities or Counties. Need to be able to select multiple areas. A</td>
</tr>
</tbody>
</table>
national contractor may need to pick by city/state or might just click US or Canada for example

| Typical Project size | Optional. Range of choices to choose from |
| Licenses | Required. Location / number |
| Associations & Memberships | Optional. Drop down list for our affiliates for consistency with the allowance for “other”? |

Following are the member levels and the proposed access/benefits. For Phase 1 we will just have one paid member type (for a total of 3 types – below) and that additional benefits, like advertising credits or job postings can be paid extras.

1. Visitor=Marketing lead
2. Basic Member= bought a (xyz) Company name + filled out directory info of required sections and has been verified.
3. Paying member: same as basic but receives access to additional sites and services across the platform.

Cells in Blue are ones we’ve identified as (X) database powered. See below for our comments on (X) database features.

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Non/Visitor</th>
<th>Basic</th>
<th>Premium</th>
<th>Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access/Benefit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search (xyz) Company directory</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>1</td>
</tr>
<tr>
<td>Search (X) database</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>1</td>
</tr>
<tr>
<td>Inclusion in our Directory</td>
<td></td>
<td>X</td>
<td>X</td>
<td>1</td>
</tr>
<tr>
<td>View top level Employment (Resume's and Help Wanted) need partner: LI or Indeed?</td>
<td></td>
<td>X</td>
<td>X</td>
<td>2</td>
</tr>
<tr>
<td>Employment (Resume's and Help Wanted) View Only</td>
<td>X</td>
<td>X</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Employment Priority (Resume's and Help Wanted) View and Post</td>
<td></td>
<td>X</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>(xyz) Company Advertising Posting</td>
<td>X</td>
<td>X</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>(xyz) Company Advertising Priority</td>
<td></td>
<td></td>
<td>X</td>
<td>1</td>
</tr>
<tr>
<td>Project Posting</td>
<td>X</td>
<td></td>
<td></td>
<td>1 - 2</td>
</tr>
<tr>
<td>Project Bidding</td>
<td>X</td>
<td></td>
<td></td>
<td>1 - 2</td>
</tr>
</tbody>
</table>

(xyz) Company documentation 2014
(xyz) Company Database

(xyz) Company is planning on building a database that will contain commercial, residential and non construction related members. All members must have purchased a (xyz) Company domain. Members will join and fill in a form of questions that will classify them within the search.

We recommend utilizing ARI as our primary method to build the member database. Other options are to ask the registrars to send emails to all (xyz) Company registrants with a promo for our membership so they will sign up. Issue is that if we have multiple member signup methods (organic, registrar emails, ARI, etc.) we will have duplication of data and we will have to constantly normalize the database. It will also require more time and management to work with all the registrars. It will be easier to have a single source for registrant data (ARI).

ARI Integration:
• ARI’s tech team can build us a Database of our users, we just need to get them the parameters and they can provide an estimate and timeframe.
• ARI can Whitelist our access to their Database through port 443. We can then pull thick “who-is” data and build our database. The only issue is “proxy/private” registrations where we may only get minimal data. Godaddy does email proxy registrants but we would have to check to see if other registrars do the same, if not we may have to have several strategies based on Registrars’ policy.

Proposed Phase 1 Structure

The structure for Phase 1 (Trade and Geo pillars) has the following parameters:

Trade / Geo Website:

Global Nav:
  Domain Registration
  Business Search
  Social Media
  Subscribe to News
  Member login

Home
About (specific (xyz) Company)
  Press
Community
  Become a member
Member FAQ
Project posting and bidding (depends on BB)
Associations

Tools
Resources
Codes/specs
Media (videos)
Web services (via affiliates)
Advertising on (xyz) Company

Blog
News/Articles

Key Components
• CMS Framework
• Member Tiers (Basic / Premium / Admin)
• Member Profiles
• Search Member DB
• News Feeds
• Blog
• Ecommerce
• Advertising Banner Management

Technical Recommendation

Our technical development goals include the following:
• Develop on a flexible open-source platform – PHP based framework (Zend or Cake, etc).
• Utilize GIT/Github for code management
• Create a website structure that will be easy to replicate over multiple Pillars.
• Provide multiple user types (Master Admin, Site Manager, Contributor, Member, Visitor).
• Implement a simple CMS for maintenance.
• Use SEO friendly code, such as html5 tags (header, article, footer, h1, h2.. and titles and descriptions attributes into tags)
• Potential future API integration with other websites such as, indeed, linkedin, (X) database
• Use best-practices to properly “comment” code. Comments are usually added with the purpose of making the source code easier to understand.
• Develop a user guide (many times this is done as a “Wiki”) should be created that outlines the framework and key components and application logic so that a new developer can get up to speed quickly.
• Integrate a backup system.

Hosting Recommendation
We recommend we start with a VPS product (Virtual Private Server). Costs for the VPS range from $100 - $300 per month depending on the hosting provider. This is a low-cost and flexible solution that can support multiple sites. As the project progresses and our membership increases we recommend moving to a more secure and robust DV product (dedicated server) that will just host (xyz) Company. Costs for the DV range from $1,500 - $2,500 per month. Specs on a DV hosting solution (from MediaTemple.com) are:

• Single-tenant, dedicated server
• Root access
• Unlimited domain hosting
• 3TB monthly bandwidth
• 64GB buffered DDR3 RAM
• Multi-core (HT) Intel Xeon 2.13 GHz
• Fully redundant RAID-10
• 8x 300GB 10k RPM SAS hard drives
• Battery-backed write-cache

Our development process would be to create a “Staging” environment for website development and testing. Github would be utilized to ensure integrity of code and that backups are available. Once the site is approved, we can move it into a live “Production” environment to launch. During development we will employ “agile” development processes in order to tackle the key phase one functionality.

Development Schedule

We recommend starting with a (xyz) Company trade such as “concrete(____) Company” and once the site is complete, using it as the template for additional pillar websites. The schedule for developing the first (xyz) Company website is as follows:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Weeks Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Interface Design</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Programming</td>
<td>12 weeks, may be concurrent with interface design.</td>
</tr>
<tr>
<td>Marketing/SEO</td>
<td>1 week may be concurrent with</td>
</tr>
<tr>
<td></td>
<td>programming.</td>
</tr>
<tr>
<td>---------</td>
<td>--------------</td>
</tr>
<tr>
<td>Testing</td>
<td>2 weeks</td>
</tr>
</tbody>
</table>

Total elapsed time: 14 – 18 weeks

For subsequent sites the development time could be half or less (4-6 weeks) because most of the complex data issues will be solved during the first project.

**Budget Estimate**

There are still unknowns around the (X) database integration and ARI registrar data but a rough budget range is $60,000 - $85,000 for the first website and $4,000 - $10,000 for additional Trade websites.