

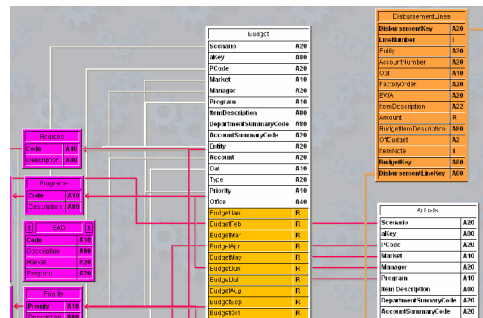
Ultra Golden Software

Custom Software Development for Business and Administration

We focus on developing customized business software applications utilizing database, internet and mathematical modeling technologies. We have many years of real world business experience coupled with a rich understanding of computer technology and its application.

Databases

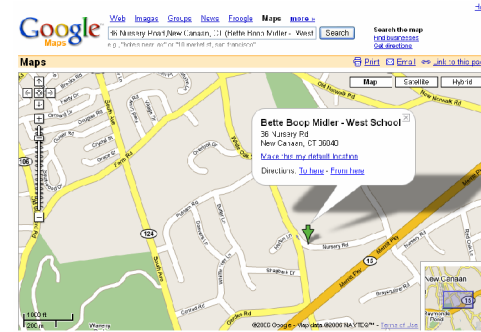
A database is simply a collection of data organized so that its contents can easily be accessed, managed and updated. Common applications of databases are invoicing systems, accounting and budgeting systems, product catalogs, inventory systems, document catalogs, medical records, criminal records, etc. **Ultra Golden** has broad experience in designing and developing database systems for small, medium and large organizations.



We can enhance the value of your database application in a variety of ways:

- **Web Interface.** We can connect your system directly to the World Wide Web, enabling data to be published to the

Web and enabling data to be entered into the database from the Web.



We can even teach your system to search other Web sites for data, such as stock prices, exchange rates, economic data or news articles, to be included in the database.

- **Web Harvesting.** A relatively new capability is for a system to automatically harvest, or mine, data from the Web on current or potential customers and competitors. For example, your system could routinely scan the Web for news articles, financial reports and press releases for companies which are of interest to you. Another use of Web harvesting is to monitor the Web for price changes for products of interest to you made by competitors or on sites like eBay. Web harvesting picks up where Web search tools like Google, Ask and Yahoo leave off. The system not only identifies possible Web sites of interest, but also scans those sites, eliminates duplicate articles, and extracts their content and stores the findings directly into your database.
- **Multi User.** We can easily make your system usable simultaneously by multiple users (two to thousands). The users can connect from PCs or Macs or both.
- **eMail.** Your system can automatically generate eMail to confirm entries, notify managers of unusual activity or just to

produce end-of-day or end-of-week summaries.

- **Vendor Interfacing.** We can directly link your system with many vendors such as FedEx, UPS, USPS, Google, eBay, Amazon and Yahoo to automate shipping authorizations, product ordering or sales and so on.
- **Exchange Data.** Your system can easily import data from many other systems and export it to them. Examples of other applications which support data exchanging are Microsoft Excel, Microsoft SQL Server, Oracle, Microsoft Access, 4th Dimension, SAS and SPSS.
- **Mail Merge.** Your system can easily provide data to Microsoft Word to be merged into a Word template to produce customized letters for a selection of recipients. For example, you could automatically generate letters to all customers who are behind in payments to you and include their names, addresses and account balances directly from the database. Or you could send notices of new offerings to all customers who have purchased a particular type of product or service from you after some date you specify.
- **Custom Reports.** You will be able to design and run your own customized tabular and cross-tab reports. You can include automatic subtotaling and/or counts and send your results to the printer, a text file or even to an HTML file for publishing to the Web.

Integration of Existing Systems (Portals)

A Portal is a customized database which can keep multiple existing databases fully synchronized in real time. This assures that data stored in two or more of your existing

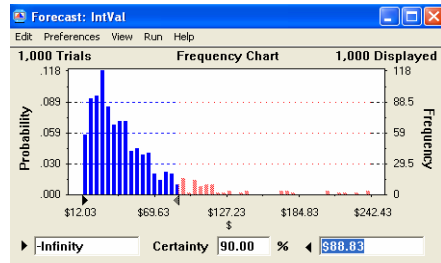
systems – for example, customer names and addresses – are always consistent. Developing a Portal is almost always considerably less costly than replacing several existing systems with a complete replacement, especially when the existing systems are otherwise satisfying your needs and well understood by your organization. All the enhancements available for general databases can be applied to Portals as well.

Mathematical Models

Ultra Golden has developed a wide variety of models for a wide variety of purposes. A few representative examples are:

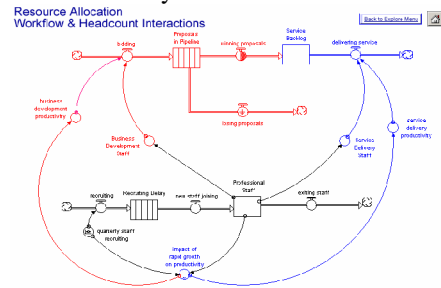
- **Financial planning.** Models are often used to forecast future business performance based on standard business assumptions such as revenue growth, investment plans, gross margin percentages, advertising requirements, etc. These models can be extremely detailed or very broad-brush and are often developed using a spreadsheet or dynamic system paradigm.
- **Business and Equity Valuation.** **Ultra Golden** has developed several modeling systems for determining the value of a business or a stock (equity) as a function of the company's financial projections. These models are generally appropriate for the long-term investor rather than technical traders, day traders or "news" traders.
- **Risk Analysis and Monte Carlo.** A common misuse of forecasting models is to take their projections too literally. Practically all forecasting models are based on some set of assumptions, which are themselves forecasts. An example would be to forecast your business's sales as a function of macroeconomic assumptions about GDP growth and the prime interest rate. To the extent that the macroeconomic assumptions are misguided, the sales

forecast will also be off the mark. One way to deal with this issue is to describe the assumptions as probability distributions rather than single point forecasts. The forecasting model will then produce a probability distribution of your sales forecast.



With your forecast in this form, you will be able to assign confidence levels to any given sales projection. For example, you could say that the probability is 90% that your sales will be at least \$100,000.

- **Simulation Models.** Simulation models, sometimes called What-If models, describe real-world systems mathematically.



They can be extremely valuable in analyzing the pros and cons of alternative business strategies. The user of a simulation model first describes the “rules of the game,” for example, how various competitors might react to a price cut initiated by you. The user would also specify global assumptions such as the total size and growth rate of the market for the product whose price

you are cutting. The model would then determine the net financial impact on your company under these rules and assumptions. By modifying the rules and/or varying the assumptions, you will be able to determine how sound your price cutting strategy is.

- **Optimization Models.** There are many forms for optimization models, but they all seek to establish a plan for something which would result in maximizing or minimizing the resulting value of some objective. A simple example is to determine how to travel by car to each of 20 locations so that the total amount of gas required is minimized. This problem can be solved using an integer programming algorithm. Other applications of optimization models include investment portfolio planning to minimize risk while achieving a target return; scheduling equipment and personnel subject to capacity constraints while satisfying demand and minimizing cost; determining where to locate warehouses in order to minimize total distribution costs and determining how to cut patterns from a bolt of material so as to minimize the amount of wasted material.

How We Work

In General:

- You contact us
- You tell us what you want
- We make a written proposal to do the work, which includes:
 - A recap of your request.
 - A description of our work plan.
 - A description of the resources we would bring to bear on your project, e.g., special skills, special software, or additional manpower.
 - A budget and planned payment schedule for the project.

- You review the proposal and request changes as needed.
- You approve the proposal, schedule and budget.
- We do the work.
- We install your system on your hardware.
- We train you in the use of your system.

After Installation:

After installation, Ultra Golden will continue to provide support for your system for as long as you want. Bugs will be corrected quickly at no cost to you. Feature enhancements and modifications can be handled on an hourly rate basis (if not overly involved) or on a new project proposal basis.

If you are not sure what you need:

A sure way to make a project fail is to dive right in producing code when the functionality and general scope of the system are still unclear. In these instances, **Ultra Golden** will propose a Scoping project to sit down with you and determine exactly what kind of system would best fit your business needs and budget. We will provide you with a written proposal for Scoping projects.

What we do not do:

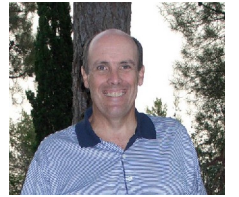
We will not propose a project which we do not believe will materially benefit your business. We will not propose a project which requires skills which we are lacking or which could be done more effectively by another firm.

About Us

Paul S. Davis

Paul has dual backgrounds in the world of Corporate Business Planning for a major multinational manufacturing corporation and in the world of computer science and programming. His academic background includes a B.S. in Aerospace Engineering and a Ph.D. in Applied Mathematics & Computer Science. The corporate experience included roles as an internal management consultant and as the corporate

strategic planner. Responsibilities included activities in the United States, Europe, Canada, Russia and Australia. The computer-related experience has included: development of business valuation models for a private equity investment firm; development of Web-enabled database applications for businesses and schools; and development of complex Excel models for businesses and schools.



Deanna B. Davis

Deanna has backgrounds in business administration, Web-based business research, financial analysis and the application of Microsoft Office (Excel, PowerPoint and Word). Her academic background includes both a B.A. and an M.B.A. in Finance. Her business experience includes roles as office manager, research analyst, presentation developer and Excel developer.



Phred Davis

Programmer in training.



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