

8 Steps for Creating Small Business Success Stories





Background

Laser Shot provides firearms training simulation solutions to military and law enforcement professionals around the globe. Laser Shot systems are utilized by some of the most respected federal, state, and municipal government entities on the planet. Federal Law Enforcement Training Center (FLETC), US Office of the Inspector General, FBI, Department of Defense, and West Point Military Academy are just a few of Laser Shot's customers.

Profile

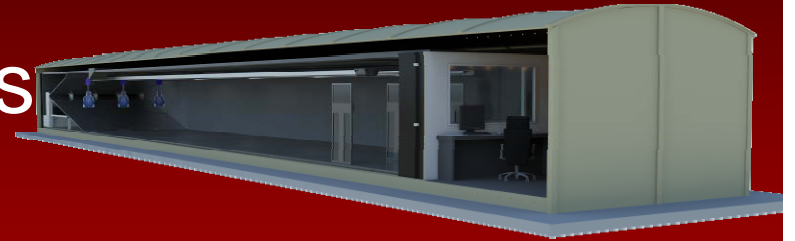
- 35M Annual Revenue
- 6K Systems Deployed
- 10K Inert Training Weapons
- 13M in Ranges
- 95 Employees
- 3 Office Locations, 4 Satellite Locations
 - Stafford, TX Corporate Office
 - Orlando, FL
 - London, England
 - Bahrain, Guam, Imperial Beach CA and Norfolk VA.



Live Fire Products

- Modular Shooting Ranges

- No Surface Danger Zones
- Green Range Technology



- Mobile Ranges

- 40', 48', 53' and 106'
- Rated to 7.62mm



- Modular Shoot Houses

- No Surface Danger Zone
- Re-Configurable Interiors
- Explosive, Shotgun and mechanical breaching



Crew Training Systems

- Vehicular Convoy & Gunnery Trainers
- Helicopter Crew & Gunnery Trainers
- Boat Gunnery Trainers



Naval Boat Gunnery Trainer Project

- Purpose: To enable immersive mission & crew training in a reactive environment.
 - Conduct day or night afloat training missions as groups or individuals
 - Include onboard systems for radar, ship to shore, & crew communications
 - Provide functioning inert weapons package that included the MK19 40MM, M2 .50Cal, & M240 7.62MM weapon systems and all crew personal small arms.



Step 1: Identify Market Demand

- Attend industry specific events
- Collect Feedback
- Evaluate competitors



Step 2: Research & Development

- Create Team
- Develop Concepts
- Test Concepts



Step 3: Evaluate

- Create Focus Group
- Gather Feedback
- Refine Product



Step 4: Market Strategy

- Who are you trying to reach?
- What are their objectives?
- How does your product meet those objectives?
- Know the Decision Makers within the market
 - Budget
 - Keywords
 - Meeting places



Step 5: Demonstrate

- Decide on venue
- Invite potential & existing clients
- Create special kits for VIP clients and press
- Designate specific personnel to handle press



Step 6: Launch

- Issue Press Release
- Follow up with event attendees
 - Thank
 - Brief product overview
 - Release date
- Remind
- Sell!



Step 7: Quality Control

- Inventory

- Inspect



- Test

Step 8: Project Evaluation

- Process
- Market Impact
- Buyer feedback
- Press Campaigns



Boat Gunnery Trainer Results

- Objective met
- 3.2 million dollars in fuel savings
- 2.8 million dollars in ammunition savings
- 30% reduction in boat maintenance
- 38% increase in 1st time qualification rates of gunners on all weapons systems



Thank You For Watching!

