



# Software Publishing Corporation

PO Box 50575  
Palo Alto, CA 94303  
415-368-7698

June 17, 1981

**COMPANY  
CONFIDENTIAL**

## STATUS REPORT

### General

Congratulations everyone... we're a "two-product" company!!

### May Numbers

	<u>Actual</u>	<u>Target</u>	<u>% (+/-)</u>
Orders	1130 (505 PFS 625 REPORT)	500	+ 126%
Shipments	\$21,703	\$26,100	- 17% **
Receipts	\$28,919	\$22,777	+ 27%
Expenses	\$70,520	\$90,649	- 22%

\*\* Shipments were impacted by backlog of PFS:REPORT orders. As of June 16, shipments for June are \$71K. (Total June target is \$50K).

### Major Milestones (May 15 - June 15)

#### Operations

- : Moved into new office May 20 - furniture, phones, equipment, and insurance are all in place -- we're in business, folks!
- : PFS:REPORT shipped June 10 - backlog of over 1500 products completely shipped by June 12
- : Open house on June 10 was a success - approximately 125 people attended. Good food and bartending thanks to the Bedke family.
- : Employee stock options issued - Tom Duffy gave a presentation on "everything you ever wanted to know about stock options"

#### R&D

- : Heavy recruiting efforts - we're interviewing for R&D software engineers and a manual writer. Currently have two offers extended - Bessie Chin and Brian Look.
- : New product strategy resolved - plan is for 3 new products

	<u>Person Responsible</u>	<u>Status</u>
PFS II	D.D.	ERS (ugh) out
PFS:GRAPH	John	In design
PFS:PLANNER	John	??

R&D (cont)

- : D.D. updated the PFS recovery program based on new inputs from Pete - Pete's got crashed data base repairs down to 15 minutes!

Marketing

- : We broke 1000 orders for the month of May - 1130 total!
- : Added two new distributors:
  - Team Electronics (midwest)
  - Iret Informatica (Italy)
- : Pete got good reponse on his 2-for-1 offers - so far we've received 149 -
  - 53% 1st time dealers
  - 22% 2nd time dealers
  - 25% current PFS dealers
- : Continuing promotional efforts
  - interview with Infoworld
  - demo to Computerland corporate
  - demo to Castro Valley APPLE Computer Club

Goals for June 15-July 15

- : Hire R&D engineer and manual writer
- : ERS for PFS:GRAPH
- : Structural design complete for PFS II
- : Dealer demo should be complete by July 15 - plan to announce to dealers in August
- : Sign up Xerox retail stores
- : Complete Computerland show arrangements - show is in Toronto in August
- : Vacation time for Jackie and Fred!!
  - Jackie - midwest family visit - June 15-July 5
  - Fred - Virgin island sailing- June 25-July 12

*Janette*