



# INTERIM PROJECT MANAGEMENT

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## Logos Innovations Oy

### FOR BETTER BUSINESS

Do you need a highly experienced, business-minded project manager, but just for a few months? Avoid your expensive hiring investment by using an interim project manager.

Do your customers feel comfortable with your current project management methodology? Gain customer satisfaction and market share by professional project management.

How many internal projects does your organization start each year? How many do you see ending? Let us help you.

Do you know how you could lead your organization towards a world-class performer just by avoiding the most obvious project management pitfalls? Please give us a call.



*Logos (λόγος) is a Greek word having multiple meanings. It may mean speech, word, meaning, consideration, thought, intelligence, principal, rule, or law, and it is often connected to heavenly values – like is the landscape in the Finnish Lapland's wilderness.*



## Project Management Services

- Interim project management assignments
- Project management coaching
- Project guidebook creation and project office establishment
- Product portfolio gate model process creation and improvement
- Organizational project management maturity assessment
- Project management training (Cadence Management Corporation, see [www.cadencemc.com](http://www.cadencemc.com))

## Typical Interim Project Management Assignments

- Business start-ups
- Technology R&D projects
- Market-driven B-to-B product commercialization
- Internationalization ventures
- Business development programs

## Customer Benefits

Logos Innovations Oy's value proposition is to increase their customers' revenue and profit by innovative yet simple project management, which will lead both to new opportunities and better efficiency.

With interim project management resources, our customers will

- Save money, when they can get project management resources only when they need them
- Gain market share by increasing customer satisfaction with professional project management in customer projects, and
- Increase their profit by better internal efficiency in project and project portfolio management.



## Reference Customers

- Collex Oy  
([www.collex.fi](http://www.collex.fi))
- Elektrobot Oyj  
([www.elektrobot.com](http://www.elektrobot.com))
- Oy Modilis Ltd  
([www.modilis.fi](http://www.modilis.fi))
- Optofidelity Oy  
([www.optofidelity.fi](http://www.optofidelity.fi))
- Orbis Oy  
([www.orbis.eu](http://www.orbis.eu))
- ... and others



Logos Innovation Oy's founder, **Mika Holmström**, M.Sc.(EE), holds a long experience both with business development and project management in global organizations, including management positions in sales, marketing, business development, R&D, and solution development at Nokia, Hewlett-Packard, Logos Test Engineering, Tecono, and Orbis. Mika's current special area of interest is in coaching both innovative technology entrepreneurs and larger corporations in creating better project management practices and project and product portfolio management.

Mika was born in Copenhagen, Denmark, and is a Finnish citizen living in Espoo, Finland. He has graduated from a senior high school both in Finland and in the United States, and holds a Master of Science degree in Electrical Engineering from Helsinki University of Technology, where majoring in RF, microwave, and telecommunications.



## Example Commercialization Project Work Breakdown Structure

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### 1 MARKET STUDY

- 1.01 Plan market study
- 1.02 Approve market study plan
- 1.03 Define geographical area for study
- 1.04 Select n customers for survey
- 1.05 Select n potential distributors/partners for survey
- 1.06 Interview by phone the selected n customers for survey
- 1.07 Interview by phone the potential n distributors/partners for survey
- 1.08 Visit n survey customers (in n countries)
- 1.09 Visit n potential distributors/partners for survey (1 per country)
- 1.10 Finalize study report
- 1.11 Arrange n customer visits for xxxx exhibition
- 1.12 Arrange n potential distributor/partner visits for xxxx exhibition

### 2 BUSINESS STATEMENTS

- 2.01 Define value proposition
- 2.02 Define target customers after the market study
- 2.03 Define target geographical sales area after the market study
- 2.04 Define earnings and pricing principles
- 2.05 Define sales channel process
- 2.06 Define support and maintenance process
- 2.07 Decide marketing material languages
- 2.08 Create product roadmap
- 2.09 Set sales and margin targets
- 2.10 Set sales costs budget
- 2.11 Define delivery and warranty conditions

### 3 SALES, DELIVERY, AND SUPPORT PROCESSES

- 3.01 Define VAR (Value Added Reseller) sales process (marketing activities, forecasting, etc.)
- 3.02 Define delivery project process and organization (project deliveries)
- 3.03 Define after-sales support process (repair, calibration, tech. support, etc.)
- 3.04 Create a simple database for the installed base and version handling
- 3.05 Select one VAR and negotiate a distribution contract
- 3.06 Sign distribution contract

### 4 MARKETING AND SALES MATERIAL

- 4.01 Create data sheet in English
- 4.02 Create product brochure in English
- 4.03 Order printed brochures and data sheets
- 4.04 Create a selection guide in English
- 4.05 Create a price list and pricing guide in English
- 4.06 Create PowerPoint sales presentation in English
- 4.07 Create web pages for the product in English
- 4.08 Create a competitor analysis in English
- 4.09 Create a quotation template in English
- 4.10 Create sales training material
- 4.11 Create technical project training material
- 4.12 Create exhibition posters
- 4.13 Create a press release in English
- 4.14 Create customer seminar model and material in English
- 4.15 Create an magazine advertisement
- 4.16 Build a demo system for own use incl. s/w (separate project)
- 4.17 Build a demo system for sales channel use incl. s/w (separate project)

### 5 PRODUCT FINALIZATION

- 5.01 Freeze design and finalize specifications (separate project)
- 5.02 Document CE compliance
- 5.03 Document RoHS compliance
- 5.04 Document WEEE compliance
- 5.05 Document local compliances in target sales area outside EU
- 5.06 Document export restrictions outside EU
- 5.07 Create and document software drivers (in a separate project)
- 5.08 Create user manual in English
- 5.09 Create repair and maintenance manual
- 5.10 Define FAT (Factory Acceptance Test) procedure and documents
- 5.11 Define SAT (Site Acceptance Test) procedure and documents
- 5.12 Define spare part kits
- 5.13 Define product packing
- 5.14 Document calibration requirements

### 6 MARKETING ACTIVITIES AND TRAINING

- 6.01 Train project manager on the product
- 6.02 Train other project personnel on the product
- 6.03 Publish product on own web pages
- 6.04 Select magazines for the advertisements
- 6.05 Select magazines for the press release
- 6.06 Publish advertisement in the selected magazines
- 6.07 Publish a press release
- 6.08 Prepare xxxx exhibition in xxxx
- 6.09 Set goals for xxxx exhibition attendance
- 6.10 Attend xxxxx exhibition in xxxx
- 6.11 Hold sales training to the first VAR
- 6.12 Hold technical project training to the first VAR
- 6.13 Hold customer seminar roadshow in the first VAR's country
- 6.14 Select an exhibition to attend in the first VAR's country

### 7 SECURE FUNDING

- 7.01

### 8 PROJECT MANAGEMENT

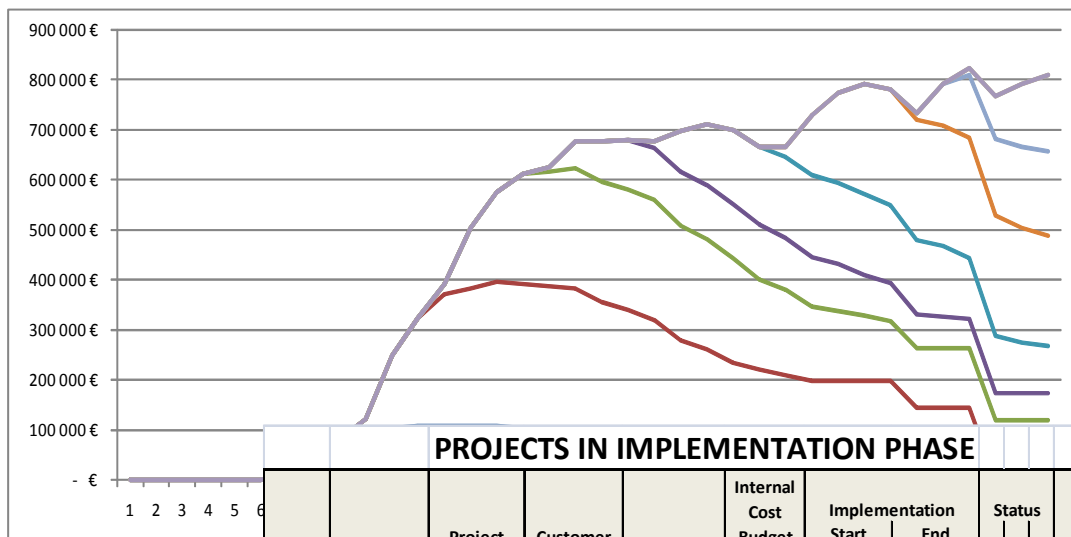
- 8.01 Create project plan
- 8.02 Approve project plan
- 8.03 Manage and run the project
- 8.04 Create status reports once per month
- 8.05 Create final report
- 8.06 Hold a project-end party

### 20 EXCLUSIONS (Tasks not included in this project)

- 20.01 Translate sales material into other languages
- 20.02 Create application notes and white papers
- 20.03 Translate press releases into local languages
- 20.04 Publish product documentation in own extranet
- 20.05 Define software update policy and process
- 20.06 Translate CE-required user manual parts into local languages
- 20.07 Prepare an exhibition in the first VAR's country
- 20.08 Attend an exhibition in the first VAR's country
- 20.09 Product design freeze in a separate project
- 20.10 Demo system (2 pcs) tasks not included; their price is in the costs of this project



# PRODUCT LIFETIME AND TURNOVER IN 36 MONTHS



## PROJECTS IN IMPLEMENTATION PHASE

Priority	Project #	Project Name	Customer or Sponsor	PM	Internal Cost Budget (k€)	Implementation Start Date	Implementation End Date	Status			Objective
								C	S	P	
1	P0845123	Rotoshop	Rotodyne / Systems BU	John Karhunen	412.0	Jun 5, 2008	Dec 21, 2008	G	G	G	Develop automated shop scheduling software by December 21, 2008 within a cost of 412 k€.
2	P0700124	B6-Yield	Production	Rod Holmström	278.0	Nov 12, 2007	Jan 20, 2009	R	G	G	Increase the yield on the 2270-B6 tube to 95 % at bake-out by January 20, 2009 within a cost of 278 k€.
3	P0700190	Cascam	Imaging Business Unit	Bruce Ross	4450.0	Oct 7, 2007	Apr 12, 2009	G	G	G	Develop and introduce to the marketplace a cassette-loaded camera system by April 12, 2009 within a cost of 4450 k€
4	P0887991	Pieksamäki	Admin	Rod Holmström	243.0	Jan 12, 2008	Dec 12, 2008	G	G	G	Move to Pieksamäenkatu location by December 12, 2008 within a cost of 243 k€
5	P0870007	Diamond	R&D / Tekes&EU	Scott Tervonen	978.0	Mar 1, 2008	Nov 12, 2008	G	R	G	Develop an ultra-high-speed camera front-end subassembly by November 12, 2008 within a cost of 978 k€

## PRODUCT DESCRIPTION TEMPLATE FOR THE STUDY PHASE

Product Short Name				55.0	NOT STARTED	ON HOLD				Develop and introduce to the marketplace a CAN-bus camera system by xxxxx within a cost of 3355 k€
Product Long Name										
Product Group										
End-User Price Range				44.0	NOT STARTED	ON HOLD				
Options										
Business Model and Earnings Principle, Partners										
Target Customers	1. xxxxxx	2. xxxxxx	3. xxxxxx							
Industry Area										
Geographical Area										
Sales Channel										
Decision Maker										
End-User Person										
Applications										
Customer Benefits (Why does he/she buy it, how does he/she calculate ROI)										
Competitive Advantages (Why does the customer buy from us)										
Use Cases (How does the end-user use the product, typical examples)										
Specifications										



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