

**Proposal for the Marketing and Management
of Hardee County Incubator's
Production Fill Line at Innovation Place**

**Submitted by:
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1. Summary and Background

Debut Development, LLC is submitting a proposal response to market and manage the manufacturing production "fill-line" at the Hardee County Incubator, Innovation Place. Our in-house team includes the combined experience needed to successfully market, manage, operate and administer the budget in accordance to the outlined grant boundaries.

Kristin Giuliani is a creative and pragmatic business development professional with demonstrated success in sales growth, managing strategic and key partnerships, and dynamic team development. She has built innovative and effective marketing strategies with result oriented execution to increase brand awareness and market share for both supplement and skin care companies. She is driven to provide early staged companies with the tools and supports needed to become sustainable and viable businesses.

Vanessa Thomas possess a Master's degree in Cosmetic Science and has over a decade of product development and manufacturing experience in the Health & Beauty, Personal Care, Sun Care, and Dietary markets. She fully understands the process from product idea/concept to scale-up manufacturing and has worked with leading brands and contract manufactures to formulate and provide technical support for daily quality and production operations.

2. Proposal Guidelines

Our contract terms and conditions will be negotiated to include the scope, budget, schedule, and other necessary items pertaining to this project.

3. Project Purpose and Description

Debut Development understands this project's purpose to offer economic diversity in manufacturing and economic growth and development in Hardee County. Debut Development also acknowledges Innovation Place was created to foster startup to medium sized companies that have a product or idea, but lack the necessary skills, capital and staff to effectively produce and grow their business. Debut Development will be the primary contact point for individuals and companies seeking to develop and/or purchase contract production services of the fill-line. Debut Development will be responsible for the direct oversight of price quoting, staff and all protocols necessary for the fill line production.

4. Project Scope

Reporting to the IDA, Debut Development will manage the fill-line under the direction of the Economic Development Office with/in two main capacities: 1) recruiting start-up companies and entrepreneurs in order to maximize occupancy of production fill line, and 2) working with tenants to promote a growth strategy of their brands. In addition, Debut Development will work with/in state and federal requirements to effectively manufacture the tenants existing products or help bring new products to market.

With the combined skills of the Management team, Debut Development will be able to offer the services to support the full scope of the project.

- General management and operational oversight of the fill-line to include but not limited to:
 - Creating and monitoring Standard Operating Procedures.
 - State and FDA Regulatory Compliance.
 - Quality Assurance and Control
 - Maintaining weekly production and efficient project management schedules
 - Inventory management
 - Accounting
 - Human Resources Management
 - General equipment management

- Supervisory Responsibilities to include acquisition, training, and oversight for:
 - Fill-line employees
 - Production Manager
 - Batching/Production Team Members
 - Quality Assurance
 - Receiving/Warehouse
 - Temps
 - Marketing and Customer Service/Admin
 - Bookkeeper
 - Customer Service/Marketing Outreach
 - Interns and volunteers

- With a goal to grow the fill line to a solid, sustainable business within 12 months of contract. Debut Development will develop and monitor a budget reliant in part on subsidy but transitioning to self-sufficiency for the fill-line as soon as possible through the following plan of action.
 - Work with the Tenants to find solutions and suppliers to increase profit margins needed to grow their business
 - Increase revenues through Contract Manufacturing with external businesses
 - Establish timelines and profits necessary to add employee needed to meet the demand of growing schedules

- Manage the fill-line operation thru the establishment of production schedules to accommodate Tenants and Contract Manufacturing needs. Debut Development will hire a Production Manager to manage schedules. We will meet weekly to ensure that we are setting priorities and meeting customer needs as expeditiously as possible.
- Design and disseminate marketing materials for the promotion of the fill-line services. Debut Development currently has a website which outlines services provided in Product Development, Marketing, and Production. Debut Development will create a brochure capturing photos of the equipment as well as services provided.
- Cultivate relationships with local businesses in support of mentorship programs for tenants related to the fill-line where possible. Debut Development is currently in the process of collaborating with the EDC on an Education/Training platform designed to foster future business owners. The program is designed to utilize successful business owners to provide information and guidance through all aspects of the business planning process as well as encourage and advise individuals with great ideas on how to move forward.
- Serve as media liaison as necessary to promote the fill-line.
- Provide the EDC with recommendations on additional programs needs to support the development strategy for entrepreneurial growth related to the fill-line. By working closely with the entrepreneurs, Debut Development will be able to assess and identify services that are not currently available.
- Work with SBDC to develop overall strategy for services provided each fill-line tenant, as needed. Debut Development has already cultivated a relationship with the SBDC and is working collaboratively to create a menu of available services and available classes.
- Coordinate efforts to locate appropriate external resources to support fill-line tenant's business development needs including but not limited to marketing & sales, technology, product development, etc. As Interim Managers of the Fill Line, our team has begun identifying resources needed to support production as well as other Innovation Place business needs. Debut Development will establish a list of Hardee County professionals able to meet these needs and seek outside consultation where necessary
- Coordinate and monitor development of new and expanding businesses related to the fill-line. The Management Team at Debut Development has experience working in all aspects of Business Development with both small and large companies. We are able to analyze and assess the health of a company and provide various solutions and road maps to growth and success.
- Quarterly evaluation and reporting of program goals, objectives, successes, and risks to all stakeholders related to the fill-line.
- Performs other duties as needed and defined. Debut Development is open to working in any applicable manner with the EDC and IDA to expand manufacturing programs, further market Hardee County opportunities, and most importantly, increase job creation.

5. Request For Proposal and Project Timeline

The principals of Debut Development are ready to begin fill-line management immediately.

6. Proposer Qualifications

Through our diverse backgrounds, our team combined possess the following experience and skills:

- Marketing principles and Plan development
- Social Media strategy and major platforms
- Research methods
- Knowledge of applicable federal, state, and local laws, rules, ordinances, statues, and regulations
- Public relations principles
- Budget Administration principles
- Program coordination principles
- Effective communication with colleagues, stakeholders, and
- Proposals, presentations and information packages development
- Ability to facilitate prospect tours
- Budget monitoring
- Respect and meet deadlines
- Relationship building between the business community, local government, and the Company
- Use of computer and related software for production management

7. Proposal Evaluation Criteria

- See attached resumes for specific qualifications
- Debut Development was established on May 15, 2013 as the Sole Proprietorship of Vanessa Thomas. In February 2015, Vanessa and Kristin Giuliani partnered and registered the company as an LLC.
- Debut Development has sought quotes for the \$2,000,000 liability insurance and will obtain the policy if awarded the contract.

Vanessa Thomas

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OPERATIONS MANAGER

Areas of Expertise

- TECHNICAL SUPPORT
- APPLICATIONS
- FORMULATIONS
- DOCUMENTATION
- RESEARCH
- REGULATORY

12 years professional experience as a Senior Formulation Chemist in the Personal Care/Cosmetic industry. Advanced degree in cosmetic science, in-depth understanding of personal care/cosmetic manufacturing processes, exceptional technical skills, and practical experience. Exceptionally innovative, detail oriented, analytical and resourceful. Extremely successful in achieving all technical, quality, productivity and financial goals.

PROFESSIONAL EXPERIENCE

Celmark International, Orlando FL

2011 to 2014

Contributed to the formulation of an extensive library of skincare, first aid, dietary, hair care, and health & beauty cosmetic products, for leading Personal Care marketing companies. Successfully meets and/or exceeds the expectations of buyer's needs, in a fast-paced environment while staying within formulation parameters and budgets in order to achieve maximum profit margins. Performs stability and quality measures to ensure success to market. Oversees product scale-up batching. Provides technical support to sales, marketing, customer services, and regulatory.

Sun & Skin Care Research, Inc. – Ocean Potion and NO-AD Brands, Cocoa FL
Manager, Laboratory Services

2006 to 2010

Managed all aspects of laboratory operations for a leading \$50 million OTC/cosmetic and sun care manufacturer. Oversaw activities and efforts of chemists, lab technicians, microbiologists, quality inspectors, and third party testing facilities. Wrote and conducted performance appraisals and vendor audits. Screened and evaluated resumes of potential/current employees, interviewed candidates and made hiring decisions.

Served as key contact to marketing and upper management for new ideas and development. Managed to completion, the project cycles for all R&D development – Defined scope and direction; acquired and coordinated resources; performed regulatory investigations; developed formulations; documented procedures, observations and results; presented projects for approval; oversaw product stability and manufacturing scale-ups.

Biddiscombe International, LLC, St. Petersburg, FL

2005 to 2006

R&D Senior Cosmetic Chemist

Formulated a variety of skincare and tanning products that fulfilled the needs of our private label customers – lotions/creams, tanning booth sunless sprays and lotions, aloe vera and lidocaine gels, body washes, air brush spray color cosmetics, flavored lotions and oils. Delivered an effective and quality product within forecasted timeframe, including overseeing pilot/scale-ups.

Hair Systems, Inc., Englishtown, NJ

2003 to 2005

R&D Color Chemist

Formulated reactive hair care products. These included permanent, semi-perm and temporary hair color bases, coloring hair bleaches, hair relaxers and depilatories. Responsible for color matching and hair swatching to ensure actual color. Worked closely with marketing and sales team to successfully deliver a remarkable product according to

customer's request. Oversaw scale-up batching.

EDUCATION

FAIRLEIGH DICKINSON UNIVERSITY, Teaneck, NJ
Master of Arts in Science concentration Cosmetic Science, 2005

NEW JERSEY INSTITUTE OF TECHNOLOGY, Newark, NJ
Bachelor of Science Degree in Chemistry, 2002

AFFILIATIONS

SOCIETY OF COSMETIC CHEMISTS-Florida Chapter
Active Member

PROFILE

Energetic, motivated, and innovative Business Development professional with strong Natural Products Industry relationships and excellent interpersonal skills. Driven to apply my combined sales, marketing, and business management work experiences; to continue acquiring knowledge; and to express my passions with challenging and progressive opportunities.

PROFESSIONAL EXPERIENCE

Partner/CEO, DEBUT DEVELOPMENT , Wauchula, FL

February 2015 – Present

- Responsible for overall Business Growth and Development
- Financial Projections/Budget Creation and oversight
- Human Resource Management; Recruiting, Training and Oversight of Sales, Marketing and Admin Employees
- Establishing Marketing Strategies and creating applicable collateral

Executive VP, STREAM2SEA, Wauchula, FL

September 2014 - Present

- Revenue Projections and Business Plan Development
- Employee Recruiting, Training, and Supervision; establishing Human Resource Policies
- Operational Accounting; Budget creation and monitoring
- Sales and Marketing Strategy Development and Execution
- Work with Independent Contractors on specific projects where needed

Partner, SUMMIT BUSINESS DEVELOPMENT , Saratoga Springs, NY

June 2014 – Present

- Work with companies at various stages of growth to maintain and expand business as desired
- Services offered include but are not limited to:
 - Develop a scalable sales strategy that outlines opportunity for next phase of growth
 - Development of a retail roadmap
 - Three revenue projections
 - Marketing and promotional planning
 - Education plan Strategy
 - Execute sales strategy
 - Analyze current collateral and assist with development as needed
 - Identify and recruit sales representation as needed
 - Develop a P&L for each key account to establish potential break even point
 - Business Growth Strategy
 - Competitive Market Analysis

Director of Business Development, BABO BOTANICALS , Scarsdale, NY

June 2013 – December 2013

- Grew Key Account Business through development and management of strategic and inspirational Marketing and Merchandising; Programs; manage execution
- Built successful and collaborative relationships with all corporate business contacts
- Held monthly business reviews with Sales and Executive management team
- Established and Managed retail revenue and expense budgets
- Identified openings in the marketplace and recommended new product development; provided feasibility studies to assess viability
- Created strategies to assist the companies transition from Growth phase to an Established business

National Sales Manager, BABO BOTANICALS , Scarsdale, NY

October 2012 – June 2013

- Develop, train, and sustain a broker network; ensure account coverage and responsibility to sales goals.
- Oversight and management of sales programs development and execution
- Evaluate and follow up on weekly and monthly sales reports; hold monthly business review with Sales Brokers and Executive management team
- Manage revenue and expense budgets
- National Sales analysis to determine opportunities for increased penetration including new business development, new product launches and line extensions
- Coach Sales team including Sales and Marketing Coordinator to perform at high levels including forecasting, managing account profitability, and building strong relationships with all stakeholders.
- Plan and oversee trade show set up.

Key Accounts Manager, DR.HAUSCHKA SKIN CARE, South Deerfield, MA

October 2010 - August 2012

Develop and implement strategic goals in relation to Key Accounts

- Meet revenue and budget goals for Key Accounts in the east region and Rocky Mountains
- Lead the prospecting process in the east region in relation to securing new key accounts including new markets
- Create compelling sales presentations by interpreting research, data and sales information
- Develop and implement successful promotions and programs
- Improve brand placement in the marketplace
- Rejuvenated the brand, rebuilt relationships, and regained relevancy in a down market.
- Created and executed a successful pilot growth program
- Created a Consumer Lecture program with focus on the brand ethos to better disseminate the brand message
- Responsible for acquiring, opening, and developing a new Key retail partner including contract negotiation

Sales & Marketing Manager, NATURE'S FORMULARY, Clifton Park, NY

2007 – 2010

- Responsible for brand building and national sales strategy for a line of top-quality Ayurvedic herbal supplements and body care
- Work directly with Distributor Buyers and Key Retail Account Buyers in the Natural Products Market
- Secure approval for new products, promotions and line extensions, including all paperwork and negotiation
- Provide direction, facilitate training and support, set sales goals and review performance against goals for all territory Brokers
- Manage product introductions and training of staff and retail partners where appropriate on new products; manage growth of product visibility, coordinating supports for product launches
- Market analysis to determine effective marketing and new product development; implementation of marketing initiatives that maximize sales opportunities.
- Accounting and Finance top-level overview responsibilities
- Created and administered a successful education program; reached out to Ayurvedic professionals nationwide to conduct retailer staff trainings and consumer seminars within a particular region; ensured that training manuals and educators provide comprehensive and informative material
- Spearheaded the company's transition to using organic and sustainably wild harvested herbs, and played an integral role in the packaging redesign
- Part of a team developing the first Ayurvedic Garden at the American Botanical Council in Austin TX.

****Additional Function as Operational Accountant from 2006 - 2010***

ADDITIONAL SKILLS/EXPERIENCE

Experienced in common office computer platforms including MS Office for Windows and Mac programs including Pages and Numbers;

Experience working with business financial programs and CRMs

Member of the Natural and Organic Cosmetic Alliance – subcommittees: Regulatory/Best Practices and Education

Knowledge of various plants and their efficacy regarding natural healing; continuing studies in herbalism

Effective and engaging communication skills, both written & oral

Highly organized and adept multi-tasker, with strong attention to details in fast paced environments.

EDUCATION

State University of NY, Albany, NY - Social Welfare/Psychology

State University of NY, Albany, NY - Accounting/Business Management