

From: Brian Kausler <briank@skipline.com>
Sent: Monday, November 18, 2019 8:34 AM
To: Wilson Zehr <wzehr@eou.edu>
Subject: Re: Class Feedback

Hey Wilson,

I really enjoyed the project we did together last year. The students were impressive and it was nice having a platform to share some of my experiences.

To be honest, I did not think the final product was going to help much at first. It felt that the students didn't quite understand some of the industry limitations. The overall consensus was to focus on increasing recurring revenue - which sounds nice, but our existing recurring revenue platform hasn't taken off as it should have. We have invested a lot in the platform and created a beautiful product, but it hasn't been well received. We had essentially concluded that the market wasn't ready. In truth, our past frustrations have blinded us to the potential, and we haven't marketed the platform the way it needed.

Since that time, we have partnered with a data services company and have mapped out a path forward. The market might not have been ready, so we're going to change it. I can't share too much more since there are NDA's involved and an agreement is still in draft - but don't be surprised if our core business shifts from manufacturing to data services in the next 3-5 years! We'll be manufacturing with data collection and reporting in mind, instead of data collection as an afterthought.

I do not think the company would have been nearly as prepared to accept the imminent changes without your help.

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