

# Funding for ATRC Projects

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**What's so special about ATRC ?**

**Applied Technology Research Center (ATRC) is the name chosen to represent feasible businesses.**

**The company has been around since 1992.**

**For the last 30 years we have been working on some of the the most important technologies which are relevant now and shall be for the next 20 to 30 years at least.**

**In the 1990s to 2000s we were ISP consultants and implementers.  
2000s to 2010s we were more into training and development of important courses related to ICT and management.**

**2010s to 2020s we expanded into Energy and water technologies. Areas which we were researching since the 1990s but not active in practically.**

**From 1990s to 2020s we were also researching company design structures which would be stable and feasible for our type of businesses. We used to consult, research, train and support other businesses while continually improving our ideas on how a business should be structured.**

**Now we are offering our over 30 years of research into useful, feasible, important and exciting fields so others can participate and benefit from our research and practical experiments so far.**



**We are open to investors who can participate with resources like time, experience, efforts, selling, networks, moolah, and jazba to propel the projects and companies forward into the next century.**

**Since we want to find investors and partners who are beneficial in the long run, we are not in a hurry to just get financial start some startup and see what burn rates can be achieved.**

**We are looking for long term investors who are real investors instead of the common speculators. Investors are those who understand the value of the business vs speculators who look at the price mostly.**

**If this sounds like a buffet type of business idea, then you are right. We have been heavily influenced and trained and are practically focused on value based investments and methods learned from people like Al Rajhi, Mr. Charlie, Mr. Warren, and Mr. Benjamin and more.**

# **The business opportunity**

**If you want to invest in projects and companies which are long term stable and have products and services which are very important according to the market, then we are the opportunity for you.**

**Business runs on trust.**

**Before we partner, you need to get to know and trust us and also we need to know and trust you.**

**This is a prerequisite of being in participating in our businesses.**

**We have many products, services, ideas, designs, intellectual property, and many other interesting things to partner and invest in. But we have to start somewhere specific so we have selected one of the products and companies for this.**

**As we discuss with potential business partners, we might see a better fit in another project or company and we shall inform of other opportunities which could be partnered in.**



**We plan to hire separate people and managers for each project so that they are well managed.**

**ATRC is now set to perform as the incubator and overall management company.**

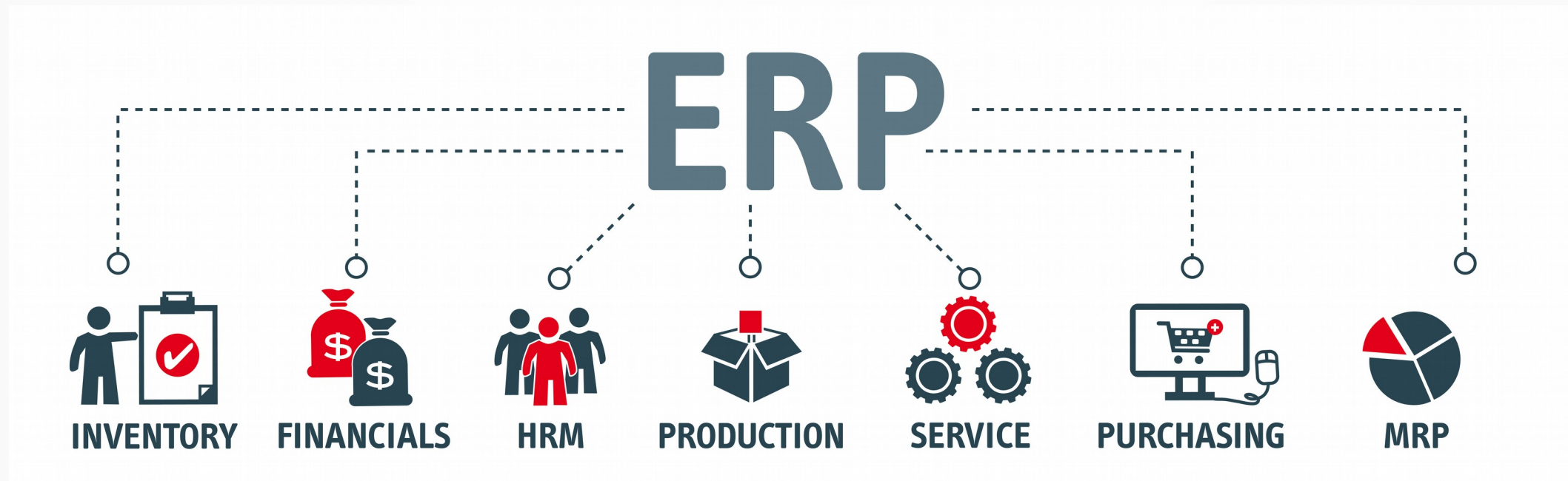
# Project to be funded :

## Karachi Computer Services



# What we do

We offer support, development, integration and training services for the best REAL opensource ERPs in the world.



# What we do

We say best, because I think we have evaluated all of the other options and then arrived at this.

Not an easy feat considering the time it takes to find and evaluate all of the many opensource and commercial ERPs available.

# Why this

The ERP we selected has the following characteristics.

Easy to use

Clean and user friendly interface



# Why this

Based on the most popular development platform in the world currently. LAMP.



# Why this

Almost all common functions available out of the box.

Is an application which is useful for almost all companies with more than 10 employees.

There are about 215 million companies in the world currently.

# Basics

We also provide basic services to support the ICT functions.

These include services like networking, hardware sales, maintenance and support, common desktop software support, SME server support, Internet services, Data backup support.



# Complete system support

These functions allow us to provide a complete peace of mind without the customer getting excuses from multiple suppliers about segregation of work.



# Oracle idea

This idea is similar to oracle.

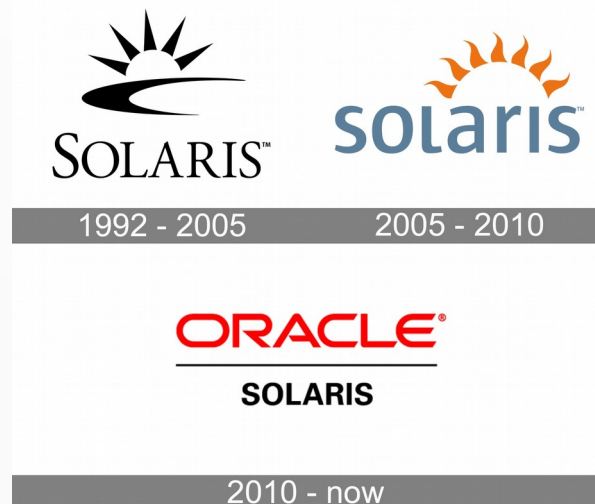
They started with a database, then expanded into ERPs.

Then to avoid excuses, they bought a hardware company called Sun microsystems which also owned an operating system SunOS/Solaris.



# Oracle idea

This allowed them to offer the hardware, operating system and ERP software from a single vendor and eliminate the chance of any part being declared end of life.



# Oracle idea

We are doing something similar.

We are offering the ERP application and offering to provide support for the networking, OS and hardware layers below the ERP from a single vendor with full responsibility of the “Complete SYSTEM”

# Better

Ours is the best idea because our software, and OS are both opensource.

Also our experience provides an exceptional level of reliability, security and performance. We do not expect any other vendor to be able to beat us on the metric of performance to price ratio when considering the quality of services and the price they are available at from us.

# Flexibility

When we mention opensource, some people may think we only provide limited solutions.

We want to make clear that we are also one of the most flexible companies when it comes to integrating opensource and commercial propriety applications and existing systems.

Our support extend to hundreds of thousands of applications and hardware components.

# Quality guarantee

A lot of our reliable systems can be offered with a service level agreement (SLA).

So customers do not have to worry about how many branches we have in how many countries.



# Quality guarantee

They can be rest assured that the services are guaranteed to be delivered by us or by companies globally which we partner to provide support with.



# Quality guarantee

This is an important way we can offer the great performance to price ratios and also offer SLAs.



# **Intellectual Property FAQs**

# What is your IP strategy?

We optimize the costs of patenting, trademarking and copyrighting.

We shall not disclose how we actually optimize the costs because we consider that proprietary information.

Our methods are also suitable for our businesses and if anyone copies the methods outright, it may not be suitable for them.

# What is your IP strategy?

We only spend on products which are expected to be feasible for at least 20 years.

We do not use intellectual property just for show.

# Does your company have any IP?

We have trademarks for almost all of our projects. These trademarks shall be useful when we expand the projects into separate companies.

The trademarks preserve the brands and shall be registered as the companies grow.

# Does your company have any IP?

We do make sure that there is enough evidence to prove that we have been using these for many years.

After funding, we can go ahead and pay for registrations if the board of directors of the project think it is the right time to do so.

# Does your company have any IP?

We have been building many applications over the last 30 years and have plenty of important components and applications which are very useful.

Most were developed to meet our own needs, but those needs are also faced by others.

These softwares can be sold via licensing or provided as incentives to customers.

# Do your competitors have IP?

Definitely.

I think everyone of our competitors which are in the ICT field have all three types of intellectual property.

Copyrights for code, documentation and training material.



# Do your competitors have IP?

Not so sure of patents. But in the fields of energy they definitely have patents. In the field of water, not so much.

Trademarks. Everyone has these.

Some of the competitors have registered trademarks.

# Have you filed for IP in the past?

Yes we have and one has even expired since we did not feel it was important enough to renew.

We can revive it by modifying it according to new things we have learned and apply for a modified version or multiple versions.

# Who else have you talked to about your idea?

We first qualify investors based on seriousness.

If we can find investors who can trust us, then we do not expect them to bother with the details of what is in the IP section.

Most of our serious investors want to make sure that we are technically capable, seriously involved for the long term (largest issue for emerging markets), and shall do our best to keep the business feasible and profitable in the long run.

# Do you have any strategic partnerships?

We partner with multiple people who have their own companies.

This allows us to leverage a lot of human resources without paying for retainers.

We have a very strong network when it comes to technical human resources which trust us if we say our project is serious and there shall be no payment issues.

# Have you ever received government funding?

Not directly. We have received payments for work. Also we have gotten funding for projects which we worked on for other companies.

We usually stay away from government funding and government contracts.

# Have you ever received government funding?

If we do a government contract, then we do it as a subcontractor who gets paid in advance.

We do have contacts in public sector universities which can be integrated for government research grants.

The Pakistan government only gives to public sector universities and only into their accounts.

# Have you ever received government funding?

For other countries, we can apply for collaboration with universities and apply for research grants.

We are familiar with UAE and Singapore as the two countries where we know how to collaborate.

These collaborations shall be done if a project is feasible for the country being collaborated with.

# How will you manufacture your product again?

We shall be using direct hire labor in Karachi for manufacturing.

Since the labor costs are less than China.

We have the capability to train people to do what is required.



# How will you manufacture your product again?

The only thing needed would be any special equipment for the products we are making.

This should not be an issue, because most of the manufacturing equipment is made in China and can easily be imported.

# Do you use open source code?

We have been using opensource code for over three decades and are very familiar with the licensing schemes and how to manage them.



# Do you use open source code?

Our products are based on opensource platforms but are separated legally and can be copyrighted as separate components, libraries and programs.

Almost all of our products are separate programs which communicate with other applications to complete tasks.

# Do you use employment or consulting agreements?

To make sure there are not IP issues, we shall be making sure that IP clauses are clearly included in all work and contracting contracts.

Or company policies do include such clauses and are signed by every consultant, worker, or participant before any project is discussed with them.

This is in order to not just protect our data, information and intellectual property, but the customers information also.

# Where are you headed with your IP strategy?

Our objective is not to become a holding type company dependent on intellectual property for valuation.

Our IP strategy is to spend the least amount to secure the IP we have created and also to keep investors who like the concept of IP as a form of risk management, feasibility and protection from competition.

# How are you planning to protect your competitive edge?

Our own concept is to spend heavily on R&D at levels above 20% of revenue so that there is something to sell next year.



# How are you mitigating risk?

We have comprehensive policies to protect our data and also our customer's data.

These policies are very strict as compared to industry standards and norms.



# How are you mitigating risk?

By standards, we mean stricter than OECD norms.

The reason we do this is that it is possible in the country we operate and the one thing we need to do is clearly explain to all those entering the company to work for us, that these are serious terms of employment and are not to be taken lightly.



# **Investment opportunities**

# Service industry

Since this business is a service industry, there is no major capital expenditure.

Therefore there is a very limited amount of investment which can be invested into it.

# Service industry

We estimate a maximum of PKR 1 Million per month of expenses.

With an investment of PKR 15 Million we can expect to cover the operating costs for a year and keep the employees comfortably working to provide a great service.

# Service industry

Preferably 15 customer investors with an investment of PKR 1M each.



# Service industry

We are also offering potential customers to invest and buy services at a discount.

We shall be providing the investing customers services at a discount in the first year of operations.

This offer may not be available after the first year of operations.

# Service industry

Investments shall be provided a dividend from the profits made.

The rates for profit are the same for both types of investors.



# Service industry

Bond type investors can offer debt financing on their terms. If there is a feasibility in the future, we might consider their offer.

Priority shall be for dividend based investors.

# Other projects

Small investment amounts are also considered.

Early investors in shall be provided priority in investing in our other projects as they become available for investing.





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