

Queryon 2020 Plan

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1. Document Purpose

We hope to provide the reader with a summary of Queryon and our strategic plan. The intended audience is prospective and current employees, strategic partners, and clients.

2. Company Summary

Queryon is an Information and Technology (IT) services company focused on data analytics. We were incorporated in July 2015 in Alaska by Orion Matthews as an LLC with a mission to *help managers leverage data*.

Our team of data scientists performs three key roles: programming, business analysis, and project management. The company provides ongoing flex staffing, project work on a time and materials basis, and occasional fixed-price projects for well-scoped engagements. We are Microsoft Gold Certified (the highest level of Microsoft certification) and, as such, generally, work within the Microsoft technology stack and around other standard modern web technologies.

We have no debt and, in 2019, had \$970,000 in revenue, which is in line with the last four years of business. Orion Matthews is the sole shareholder and CEO. We do not have aggressive growth targets. However, each year since 2016, we have grown between 10 – 20%.

3. 2020 Strategy

Our strategy is to build a brand to help companies systematically manage all their corporate data leveraging Microsoft technologies in the United States, starting with Alaska then eventually moving into the Pacific Northwest and greater United States. According to Garner's 2019 BI Analytic Report, Microsoft is the top leader in the data analytics field. International Data Corporation (IDC) forecasts revenues for big data and business analytics solutions will reach \$189 billion this year with double-digit annual growth through 2022.

As a current Microsoft Gold Partner, Queryon's strategy is to be a premier boutique provider of data solutions with a specialty in PowerBI for the next five years. With respect to PowerBI, we are a Microsoft Certified Gold Partner in the Data Analytics category (their highest level of certification.) We have also built custom visualization and included them in the PowerBI marketplace -- a key growth strategy for other PowerBI implementors. We were recently featured on Microsoft's PowerBI blog, highlighting the novel visual we built to over 50,000 subscribers. Although we can't see everyone using the tool, we have been contacted by ScotiaBank, GlaxoSmithKline, and have many 5-star reviews. We see PowerBI as a great tool that is just emerging. Managers (particularly those that deal with lots of data and disparate systems) leverage PowerBI to present data faster, allowing organizations to make better decisions and stop passing around PowerPoints, Excel files, or other demos. Their pricing model is lower than competitors, and as the Gartner grid indicates, they are in a stronger position than most others. Combined with Microsoft market cap, the domination of the office suite (PowerBI is included for Office365 users), and history of



winning in the business productivity space, we expect Microsoft partnership and PowerBI specialty to be an excellent choice for positioning in the analytics landscape.

4. Team

Queryon has a team of 6 full-time employees working from home, client sites, or a co-working space as needed. Four staff are in Alaska. Orion Matthews is in Eugene, Oregon, and regularly travels to Alaska. All staff report to Orion directly. We plan to have 6-7 direct reports per supervisor, following the [span of control best practice for the Coach archetype](#). Thus, as the business exceeds seven direct reports, additional management layers may be introduced, but that is not anticipated in 2020.

We use a co-employment model with [Justworks](#), a Professional Employer Organization (PEO.) Justworks provides payroll, contractor pay, 401k, health insurance, and other benefits across the United States. This model allows us to add staff quickly and at a reasonable price within any state. It also reduces our employment liability. We founded the company on the [distributed workforce model](#), and it has increased employee satisfaction, reduce operating costs in terms of turnover, and eliminated long-term lease obligations. Most importantly, the distributed model makes us an attractive employer in the competition for top talent, particularly to new entrants to the workforce.

In 2020 we plan to add a few new resources:

Developer	Barbara Decares
Business Analyst (BA) / Consultant	Nick Conrad
Developer	Luke Dubber
Developer	Allen Geiger
Business Analyst / Developer	New Hire*
Executive Assistant	Abby Owens
Project Manager	New Hire*
Management	Orion Matthews
Marketing	Samantha Torres
Alaska Manager	New Hire*
Financial	Outsourced to Organized to the Nth

* Plan to recruit for new hires in 2020

5. Executive Bio

Orion is an Alaskan born award-winning programmer, serial entrepreneur and former Chief Information Officer (CIO.)

Orion has always been fascinated with technology. At the age of six he was taught programming at an after-school program (Camp Fire Alaska at Chugach Optional Elementary.) Since that time Orion has continued to program and stay involved in technology industry. Orion has founded and operated technology businesses over the last twenty years in various states, beginning in Alaska. His work has been featured in the media number times, including CNN, Maxim Magazine, the Howard Stern Show, and physical work has been on display at the Anchorage Museum and NOAA's Seattle campus. He was runner up for the Helios award a prestigious BP global award and has started, succeeded, and failed many times over in various business ventures. Orion and his team

have touched much of the nonprofit infrastructure in Alaska from medical centers to foundations. His technology skills place him at the intersection of Philanthropy, Nonprofits, and large business.

Orion has served as the CEO of Design-PT (Anchorage, AK), CEO of Partners International (Washington, DC), CIO of the Council on Foundations (Washington, DC), CIO of Philanthropy Northwest (Seattle, WA). Volunteer activities include the trustee of Camp Fire, board member of Anchorage Downtown Rotary, Anchorage Project Access, and Chapter Director of Startup Grind in Eugene, Oregon.

6. Client Profile

Queryon currently services only Alaskan companies. Our client mix consists of Oil & Gas, Foundations, mid to large Nonprofits, and other mid to large Alaskan corporations. Notable clients include the Rasmuson Foundation, Oilsearch, BP, Doyon Utilities, Camp Fire, Alaska Village Electrical Corporation, and United Way of Anchorage. As we grow the business, we hope to focus on the Microsoft technology stack. Specific vertical industries we plan to specialize and grow include Project Controls organizations, Oil and Gas companies, Foundations, and Non-Profit/NGO businesses in the health and human services space.

7. Sales Strategy

Queryon is a boutique consultancy, so we will continue to rely on referrals, word of mouth, and awareness marketing activities such as sponsoring local groups (currently Code for Anchorage and the Alaska Dev Alliance.)

When new deals arise, we take a [team selling approach](#). Team selling means everyone sells. When we get an opportunity, we think of three roles and assign resources to them (sometimes the same person.) Each key role works together to sell. The first role is the *relationship lead* who is thinking about the long-term relationship with that buyer. The second role is the *pursuit lead* who is focused on the deal structure, win themes, and the path to a successful opportunity with the client, this will most likely be the new resource we are looking to hire. The *last role* is the solution lead who is responsible for discovering what and how we are going to deliver and helping achieve the outcome with the client. Usually, this role is someone on the team with Business Analysis skills.

8. Brand

Mad Dog Graphix professionally designed our brand in 2017. Queryon was issued a Trademark by the US Patent and Trademark Office (USPTO) for the name Queryon on February 13, 2018, for the field of business analysis and business strategic planning services in the technology industry; Business management consultation in the field of database engineering and data supply; Business assistance, advisory and consulting services in the field of data systems. We have and hope to increase our presence on various online properties, notably media accounts, such as @queryon on twitter, our LinkedIn page, the Microsoft Marketplace, and of course, www.queryon.com.

9. Core Values

Queryon has a set of fundamental values that drive our culture. A culture that fosters a certain level of creativity and freedom but also maintains discipline and relentless focus on the client is essential for success in the data consulting space.

Data safety is job 1

Inaccurate, leaked, or accidentally deleted data is intolerable. Data accidents can threaten people's physical safety or cause businesses to fail. Data safety is the most critical objective and is everyone's responsibility.

Focus on the client

Think about problems and solutions from the client perspective first.

Communicate early and often

Good, bad, or otherwise, we let our clients and teammates know what's going on.

Sometimes you should paint outside the box

Follow the rules, but don't follow them off a cliff. Take time to stop and look around – what is the client really asking? Is there a way to get from A to B cheaper? Smarter? Simpler? Bring it up, do it, don't let the "box" define sub-optimal delivery – you have permission as Queryon to break out of bounds to deliver excellence.

Be creative explorers

To provide value in the creative age, we foster an environment that promotes creative, imaginative, and exploratory staff. We embrace change, sometimes we drive it.

Be inclusive and diverse

Diversity and inclusiveness build stronger teams. We don't tolerate racism, bigotry, discrimination in the workplace. We won't do business with people that aren't aligned with those values, including customers.

Maintain life-work balance

High performance starts with balancing personal life and work. Note that we put "life" before work – that's the way it should be. We still make a profit and believe you can do that and have successful lives at the same time.

Keep learning and level up

Stay ahead of the status quo and complacency. A world that is continually innovating means we need to keep investing in our people with training. It's our job to be looking at new technology and staying up on the latest advancements in our field.

Keep calm and Queryon

People hire us to handle complicated, tough, and sometimes terrifying situations. We bring the level head; we introduce the calmness. Low drama, easy to work with, occasionally cracking a joke or two. It's grit with a touch of humor.

10. Bonus structure

Queryon bonus structure is subject to change at any time. Currently, we distribute out 10% of the net profit evenly among the team each quarter.

11. Concluding thoughts and summary of 2020 tactics

Queryon is a well operated, successful, distributed boutique consultancy based in Alaska. We offer our people a fantastic deal: great benefits, the ability to work from home or in other places anytime, and a great bonus structure. We have no debt, a simple corporate structure, and have enjoyed a history of successful projects due to a long-term team that works well together.

Over the next few years, data analytics is poised to grow double-digit percentages. Queryon looks grow along with it and to become established as a premier boutique data analytics and management consultancy. In Alaska, we want every CIO and business leader to at least have heard our name by the end of the year.