

# MY INTERACTIVE VISION LLC

440 Burroughs, TechTown Box #162, Detroit, MI 48202



Speaker Pro Tempore Pam Byrnes  
Michigan House of Representatives  
PO Box 30014  
Lansing, MI 48909-7514

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I am George L. "Rob" Freeman, CEO of MyInteractiveVision, LLC, a Detroit Michigan Based Software Development/IT company. We have created MyVisionSystem™ which is an "Interactive Information Delivery System Software" designed for Out-of-Home Media Networks and is Patent-Pending (Published). With MyVisionSystem™ as the engine we will build private Out-of-Home Media Networks delivering real-time information along with Advertising and we allow patrons to interact with our network screens via a cell phone which acts as a personalized remote control. Our first specialized network is aimed at the Fantasy Sports Market and is called MySportsVision™. This will be a national network and could easily grow internationally with sports around the world. We intend to be an exciting Detroit Based, high-tech, high-profile, scalable and fast growth company. Our programming, content creation, sales/marketing, as well as co-locating and managing our server network will be done here in Michigan. Michigan has the people and infrastructure to allow us to build our company here.

I would like to offer the following comments in support of your plan to increase investment in the information technology, or 'IT' industry and create good-paying jobs by including software development as a specific growth sector eligible for state incentives through the 21st Century Jobs Fund.

The 21<sup>st</sup> Century Jobs Fund currently does not fit our company as we do not fall into one of the four (4) designated emerging industries. By opening it up to more tech/software development industries it will help companies such as ours start, grow and provide many good-paying & long-lasting jobs here in Michigan.

The 21<sup>st</sup> Century Jobs Fund could affect our growth by allowing us to "get to market" faster. Unlike traditional manufacturing, our product is created quickly. It will only take 90 days to get us to full production and the initial deployment of our Out-of-Home network. While hardware/equipment will become a major investment down the road as we build out the network, it is the people investment to create jobs that we need now to work on the software programming, data base programming, content creation (Flash Programming) and IT Development.

Job creation is upfront and personal for our company as it determines the look and feel of our product and will always be required to maintain and upgrade our product. The equipment will remain a stable investment but people design and create our software. We need the people now and the equipment later unlike typical manufacturing.

MyInteractiveVision, LLC is looking at a minimum \$250,000 up to \$500,000 investment to grow our company. We will have revenue in the first six months and will be break-even/profitable in the first year. This is well under typical manufacturing requirements and is a solid investment in jobs. We would have a short-term ROI, typically two years or less and could justify a profitable ROI as well. Software development can be a profitable business as the "Cost of Goods Sold" is much lower than most manufactured products.

Michigan stands to lose more high paying jobs in our industry if companies are forced to look for financial support in other more friendly "Software/IT" states. The people talent is here, the financial support should be here too. We have had discussions with several financial companies that are located outside of Michigan, but we want to be here and specifically in Detroit.

Michigan has taken many big "Unemployment" hits in recent years, isn't it time Michigan took an "Employment" hit by helping us become a "High Tech" hub for the country. Organizations such as TechTown, Automation Alley and Spark want that to happen. The 21<sup>st</sup> Century Jobs Fund could help them financially create more Tech Jobs.

For more information on our company please go to:

[www.myinteractivevision.com](http://www.myinteractivevision.com)  
[www.mysportsvision.com/msv](http://www.mysportsvision.com/msv)

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