

## **Appendix B**

### **Strengths:**

- Wisconsin division of the largest IT training company in the country
- Largest catalog of IT classes in the marketplace
- Largest schedule of guaranteed-to-run classes in the country
- Efficient, convenient classes, from 1-5 days on average
- Best instructors teaching, regardless of geography
- Convenient locations in Fox Cities, Madison and Milwaukee

Our catalog's depth, scheduling and size of instructor pool will be leveraged and communicated to the marketplace, so our specific advantage is understood by our prospective students. Our guaranteed-to-run course schedule eliminates the professional problems caused by cancelled and rescheduled classes. This allows our students the peace of mind that when they enroll with us, they will improve their skills expediently and have the best chance for a new job quickly. Our schedule is expecting similar expansion in 2018 as we did in 2017.

All three learning centers in Appleton, Madison and Brookfield allow for a student-focused experience. We continue to upgrade facets of the student experience, including seating, monitors, technology, internet speeds and reliability, comfort, space and local amenities. We provide a semi-private learning station for each of our students to use for the duration of their learning experience. Our technology is extremely reliable and efficient, giving our students the ability to focus on their learning.

### **Weaknesses:**

- Students have adapted to our online live modality and recent preferences are gearing towards self-paced learning
- Although we have grown our brand in Wisconsin, there is still a lot of marketing and awareness to promote on our end
- Communicating our huge, always-changing catalog and class options to our marketplace
- Need 2-3 additional team members to support our centers

### **Opportunities:**

- Continue to expand the depth of our catalog, which has recently included soft skills, leadership and Human Resources
- Promote ourselves in the marketplace through Networking Events
- Technology is always changing and it is important for individuals to keep their skills current

### **Threats:**

- Biggest threat is individuals who choose to do nothing, not improve skills
- Some competitors in marketplace, however, we are very different from any other
- The internet, individuals can find free training and answers to their questions

We continue to see significant growth and demand in the IT industry, but still lack the depth of qualified candidates to fill all of these positions. Our business is focused on providing professional skill improvement, counseling and certifications to support all careers utilizing technology. Riley Technologies, LLC, dba: New Horizons is uniquely positioned to help close this skill gap.

We continue to have a small footprint in the marketplace. As a result, many potential students are not even aware that we exist and do not know how we can help them reach their career goals. We have had several changes in our marketing efforts, but continue to keep our presence on social media. We continue to enhance our guaranteed-to-run course schedule and adapt to the current preferred training modalities.

It is our goal to continue to adapt to the changes in technology, in order to help students understand the importance that professional training can have for them in their careers.