



Sunday Projects Overview
<http://www.asksunday.com>

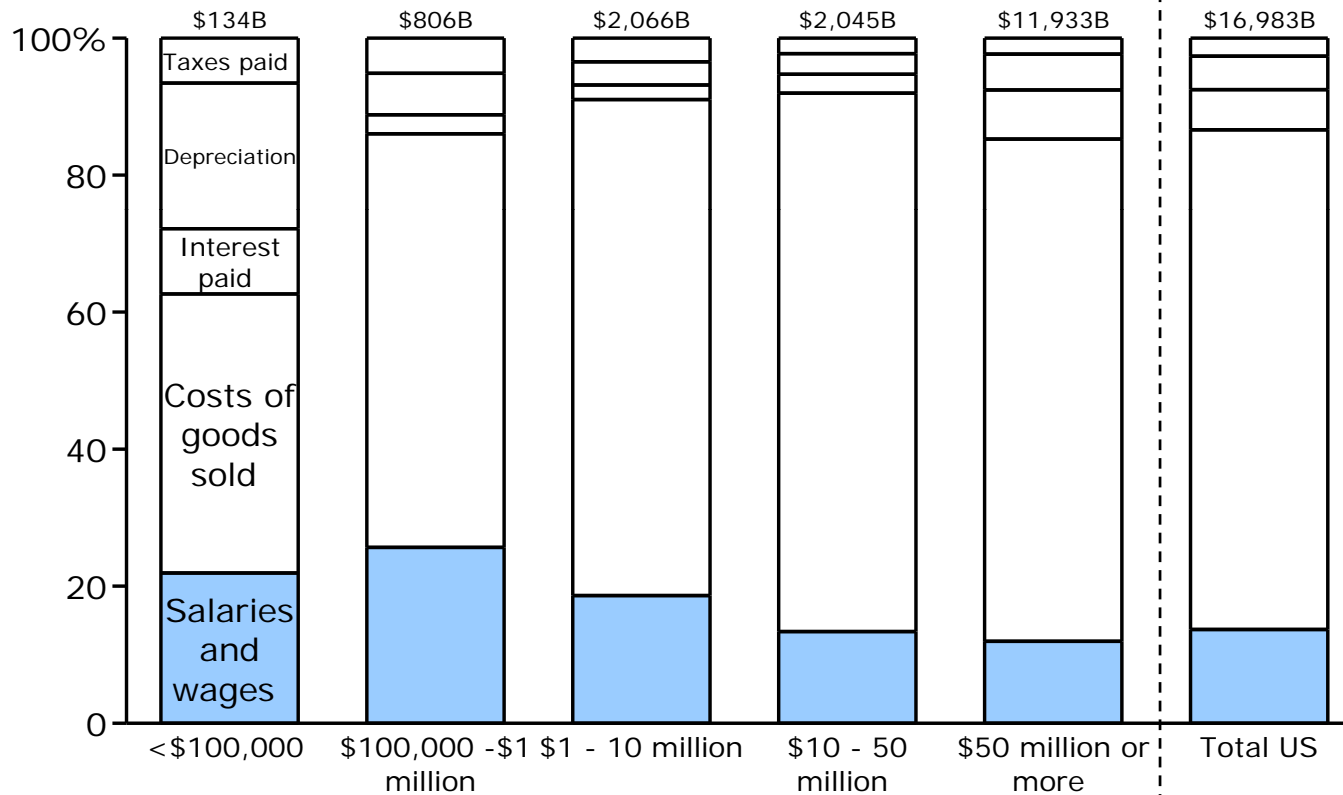
- **Why Outsource?**
- Sunday Projects Overview
- Case Studies
- Sunday in the News
- Contact Information

Sunday Projects

For a given unit of production, salaries and wages are a higher for small businesses than large businesses. To stay competitive, small businesses will need to evaluate ways to reduce wage related costs

Why Outsource?

Total US Business Deductions 2002
(Grouped by Company Revenue)



Salaries & wages %	22%	26%	19%	13%	12%	14%
Filings (thousands)	20,521	4,699	1,063	124	28	26,434

Note: Nonfarm businesses include tax returns with and without net income.

Source: U.S. Small Business Administration, Office of Advocacy, from data provided by the U.S. Department of the Treasury, Internal Revenue Service, Statistics of Income.

Sunday Projects

The real cost of a full time, on-site employee is greater than just the hourly wage rate. Salary, employment taxes, and benefits can be 1.25x to 1.40x the cost of base salary

Real Full-Time Employee Costs

- *In his article, “How Much Does an Employee Cost”, Joseph G. Hadzima, Jr., Senior Lecturer MIT Sloan School of Management, details the real costs of full time employment*
- **Recruiting/HR**
 - Time commitment from management/HR to find well qualified talent
- **Basic Salary**
 - The nameplate salary/hourly rate the employee receives
- **Employment Taxes**
 - Social Security/FICA of 6.2% on the first \$90,000 of salary
 - Unemployment/FUTA of 6.2% on the first \$7,000 of salary
 - Workers compensation ranging from 0.3% to 7.5% depending on employee job function
- **Benefits**
 - Health Insurance ~\$2,000 to \$3,000 for individuals and \$6,000 to \$7,000 for families
 - Life insurance ~\$150, long term disability ~\$250, and other benefits
- **Office Space**
 - For cubicles of 225 to 250 sq. ft. ~\$2,000
- **Other Equipment**
 - Computers ~\$1,000, software ~\$500 and telephone ~\$250

Sunday Projects

The PPO industry presents a tangible opportunity for small businesses to reduce certain wage-related costs. Excluding unallocated overhead, an outsourced worker can result in ~80% savings vs. a full-time employee

Relative Cost Comparison

Full-Time Employee

	Annual	Weekly	Daily
Full Time Employee - Hours	2,250.0	45.0	9.0
Base Wage Rate per Hour	\$15.00	\$15.00	\$15.00
Direct Cost	\$33,750	\$675	\$135
Benefits and Taxes @ 30% ⁽¹⁾	\$10,125	\$203	\$41
Total Cost	\$43,875	\$878	\$176
Actual Hours Worked			
Initial Hours at Work	2,250.0	45.0	9.0
Breaks (2 per day at 15 min)	125.0	2.5	0.5
Lunch Breaks (1 hr per day)	250.0	5.0	1.0
Other Personal (2 per day x 10 min)	83.3	1.7	0.3
Washroom Breaks (2 per day x 10 min)	83.3	1.7	0.3
Casual Conversations (2 per day x 10 min)	83.3	1.7	0.3
Total hours actually worked	1,625.0	32.5	6.5
Realized cost per hour	\$27.00	\$27.00	\$27.00

Outsourced Worker

	Annual	Weekly	Daily
Outsourced Worker - Hours	2,250.0	45.0	9.0
Base Wage Rate per Hour	\$15.00	\$15.00	\$15.00
Direct Cost	\$33,750	\$675	\$135
Medical, Vacation and other Benefits @ 0%	–	–	–
Total Cost	\$33,750	\$675	\$135
Actual Hours Worked			
Initial hours at work	2,250.0	45.0	9.0
Breaks	–	–	–
Lunch Breaks	–	–	–
Other Personal	–	–	–
Washroom Breaks	–	–	–
Casual Conversations	–	–	–
Total hours actually worked	2,250.0	45.0	9.0
Realized cost per hour	\$15.00	\$15.00	\$15.00
Savings on Outsourced Worker			
	80.0%	80.0%	80.0%

Source: How Much Does an Employee Cost - Joseph G. Hadzima, Jr., Senior Lecturer MIT Sloan School of Management

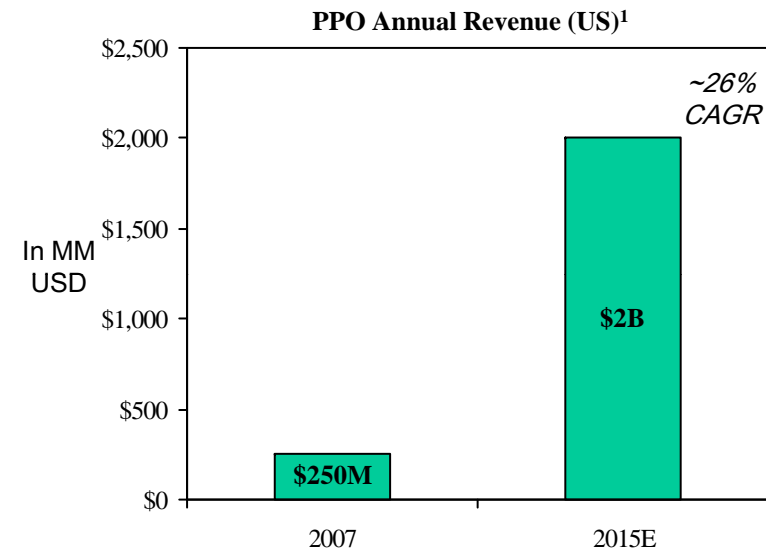
Note: Estimate does not consider allocated costs associated for rent, technology HR/recruiting, and other general overhead.

Sunday Projects

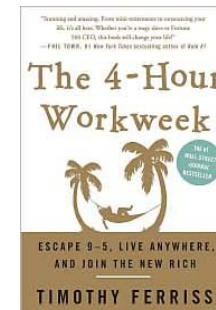
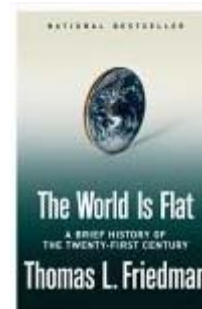
The industry of Person-to-Person Offshoring (“PPO”) is young and predicted to grow substantially over the coming years

PPO Industry Trends

- PPO is beginning to enter the mainstream in the US, touching both consumers and small businesses
 - Reminiscent of 1991-92 when manufacturing in China and other low-wage countries began to impact the general populations in developed countries
- PPO annual revenue expected to grow at ~26% CAGR to \$2B in 2015
- Total addressable PPO market in the United States exceeds \$20 billion¹
 - Consists of multitude of individual, low value contracts, usually between \$100 - \$5,000 each



- Increased media attention and acceptance of trend of globalization
 - The books *The World is Flat* and *The 4-Hour Workweek* had extended runs at the top of the NY Times Bestsellers list



Source: Person-to-Person Offshoring: Offshoring of Services Reaches Small Businesses and Homes, Evalueserve, April 2007;

- Why Outsource?
- **Sunday Projects Overview**
- Case Studies
- Sunday in the News
- Contact Information

Sunday Projects

Sunday Projects provides cost-effective, flexible solutions to execute work when and how you need it

Sunday Service Highlights

- **Dedicated Resources**
 - Sunday Projects provides dedicated resources to quickly and effectively execute short or long-term project work
 - Team skills and project length can be highly tapered to meet your project needs
- **On-demand Availability**
 - In most cases, work on projects can begin quickly within one business day
- **High-quality Workforce**
 - Fully staffed operation center in India provides a committed and quality workforce
 - Skilled project managers facilitate work flow from start to finish
- **Robust Telecommunications Infrastructure**
 - Sunday has built its own proprietary telecommunications backbone ensuring consistent, high quality phone conversations
- **Cost-effective Solution**
 - Rates vary based on scope and length of project
- **No HR Administration**
 - Eliminates need to search and identify talent
 - Payroll and HR admin managed by Sunday
- **US-based Presence**
 - Seasoned NYC-based management team ensures accountability

Sunday Projects

With a broad set of skills on staff, Sunday Projects is able to successfully execute a wide array of projects

Sunday Projects Skill Sets

Sales and Marketing

- Sales lead generation by outbound calling
- Warm lead follow-ups by phone and email
- Targeted outbound email campaigns
- Blog and other copy writing
- Public relations outreach to various media
- Local phone number provisioning

Administrative

- Scheduling and appointment setting
- Travel management
- MS Office document editing / creating
- HR related tasks – sourcing and screening
- Purchasing management
- Multiple language support – English, Hindi, Telugu, Tamil and Urdu

IT Related

- Data Entry
- Graphic design
- Computer / network support
- Email and database support

Research

- Market research
- General internet research
- Outbound calling / surveying research
- Research assistance to writers and authors
- Financial related research

- Why Outsource?
- Sunday Projects Overview

- **Case Studies**

- Sunday in the News
- Contact Information

Sunday Projects

By utilizing Sunday projects, a dentist in New Hampshire was able to make a highly informed decision for his practice

Case Study – Market Research

- **Project Overview:** A successful dentist in New Hampshire was looking to accept an additional insurance provider for his practice and needed to evaluate his options
- **Duration:** 12 hours

Key Tasks

- Identify and collect contact information for all dental insurance providers in New Hampshire – over 20 in total
- Collect reimbursement rates from each insurer for 10 key dental procedures
- Gather 3 active dentists as references for each insurer
- Contact each insurer and request a new provider information package to be mailed

Outcome

- Agent was able to gather the information as requested
- Output was sent as an organized excel spreadsheet
- The dentist was able to make a highly informed decision as to which insurer would best suit his needs

Sunday Projects

An energy auditor in Washington D.C. used Sunday Projects for ongoing customized report generation

Case Study – Report Creation

- **Project Overview:** An independent energy auditor in Washington D.C. needs to quickly create hundreds of reports for his customers based on his audit work
- **Duration:** Ongoing, as needed

Key Tasks

- 2 agents were quickly trained on his process, data set and templates
- Agents created the reports per the customer's instruction

Outcome

- Reports were delivered as needed
- The energy auditor was able to meet the delivery deadlines required for the reports without having to hire his own staff
- Going forward, the auditor can focus on doing the audits and let his Sunday Agents take care of his backend work

Sunday Projects

A senior PR executive in LA was able to expand his contact base by utilizing Sunday Projects to make outbound calls on his behalf

Case Study – Outbound Calling

- **Project Overview:** A senior public relations executive in LA was looking to expand his contact list and identify potential new business opportunities
- **Duration:** 16 hours

Key Tasks

- Identify the 100 largest privately-owned companies in southern California
- Contact those companies and ask for the contact information for the PR decision maker at those firms

Outcome

- Agent contacted each of the 100 largest privately-owned companies in southern California
- Output detailing the information gathered from each call was delivered as an organized excel spreadsheet
- The PR executive increased his business leads database creating additional sales opportunities

Sunday Projects

Sales Executive and mother of two in Connecticut needed help getting organized for the holidays

**Case Study –
Personal Help**

- **Project Overview:** Consolidate contacts from various address books into a master list and then cross reference against and update existing Christmas card list
- **Duration:** 6 hours

Key Tasks

- Collected exported contact information from Outlook, Lotus Notes, Gmail, and Optimum Online
- Consolidated all contact lists while checking for duplicates
- Cross referenced new master list against existing Christmas card list, updating as needed
- Update contact list in Shutterfly to reflect the revised Christmas card list

Outcome

- Busy working mother able to prioritize buying the right holiday gift over figuring out the right mailing address
- List gets updated over a two day span vs. having it sit on her to-do list for multiple weeks

- Why Outsource?
- Sunday Projects Overview
- Case Studies
- **Sunday in the News**
- Contact Information

Sunday Projects

As featured in major media outlets, Sunday is leading the trend in personal and small/medium business outsourcing

**Sunday
In the News**

- **Sunday selected as one of the top 10 websites of 2007**
- *Time Magazine 12/24/07*
- **"This service is great in a pinch to make your life a little smoother"**
- *NY Times 10/31/07*
- **Sunday featured as one of "5 websites that could change your life"**
- *The Today Show on NBC 10/16/07*

The New York Times

TIME

THE  TIMES



CNN INTERNATIONAL
.com

am
New York

Los Angeles Times

- Why Outsource?
- Sunday Projects Overview
- Case Studies
- Sunday in the News

- **Contact Information**

Sunday Projects

Project managers and agents are easily accessible for scoping and following up on your project

Contact Information

- Submitting a project
 - Email you project details to **projects@asksunday.com**
 - A project manager will follow-up with you after receiving your requirements
 - In some instances, work can begin within one business day
 - You can interact with your project manager directly via phone or email once the project has started for status updates and follow-up
- For further information on Sunday Projects, contact us at:
 - USA: +1 (212) 660-9960
 - UK: +44 (20) 718-38320
 - Canada: +1 (647) 722-6999
 - Australia: +61 2 8898-9294
- Additional information available online – <http://www.asksunday.com>