

SightLine LLC – SCORE Success Story

Penny Anstey a business school graduate, and William Krueger who has a Master's in Architecture, had an idea. The idea came from a study abroad program where they learned how to document existing structures. What if it could be done with technology?

After months of research and exposure to various types of technologies, Penny and William decided they had found a product that could assist them in bringing new methods of data collection to the world of preservation and documentation of existing structures.

The 3D laser scanning device can automatically measure buildings, rooms, etc at an accuracy of 5mm at 75 meters. The data then could be translated into 2-D and 3-D CAD drawings using AutoCAD, an industry standard documentation system. They decided that the process could save time, money and provide a quantum leap in accuracy.

Penny and William adopted the process and decided to start a business scanning and documenting existing structures. That is where SCORE came in. They worked with SCORE counselor Jim Reynolds, who told them they had to have a business plan. “Jim was a stickler for a business plan, it had to be right, and he mentored us through many iterations of the plan” said Krueger. “The first iteration was really quite large and Reynolds told me it was too big with out even reading it.”

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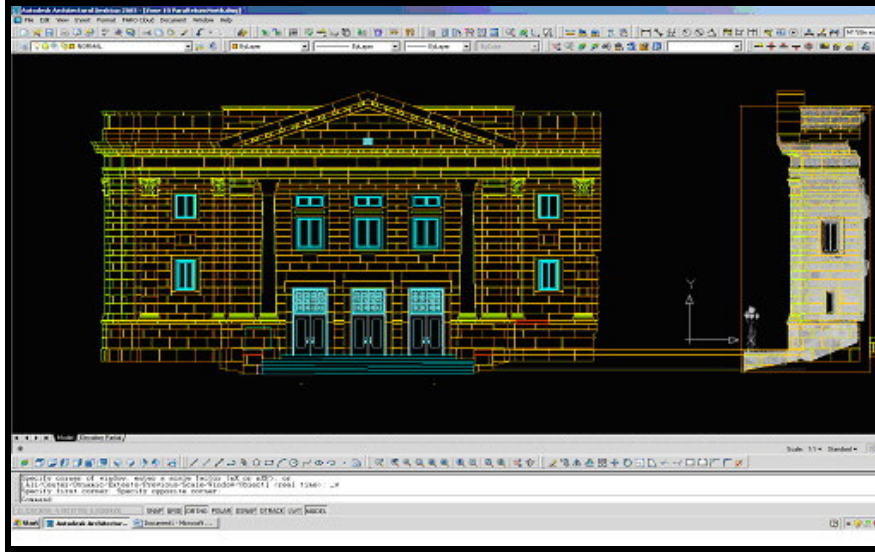
With their business plan perfected and having attended the SCORE loan seminar they applied for a loan to purchase the laser scanning equipment. They ended up with two loans, one from the City Of Milwaukee and the other from a local bank.



Sightline owners Penny Anstey and William Krueger



Laser Scanner



Cad Drawing

In April of 2007 **Sightline LLC** was established. The new company turned a profit their first year in business, which is very unusual for a start up business. SightLine, LLC continues to grow in these tough economic times.

Their market is quite diverse, from the initial thrust into historic buildings to local large businesses that have either need of repair or renovation. They have done work in Italy, and are looking at Australia as a lucrative market. SightLine's goal is to grow both domestically as well as globally.



Visit SightLine online at www.sightlinescan.com, or call 414-791-1331.