

Company Background



DVO Enterprises is a privately-held software company dedicated to strengthening families through quality software. DVO develops and markets the Cook'n line of recipe organizer software, the premier recipe software on the market today.

DVO Enterprises was founded in a spare bedroom by software developer Daniel V. Oaks Jr. in March of 1992. As a student at Brigham Young University with one computer, little capital, and no connections, Dan set out with the goal of creating quality software products to strengthen families.

While studying at school and working at IBM, Dan developed *The Food Planner*, to help families plan their food storage. For members of The Church of Jesus Christ of Latter Day Saints, storing a year supply of food is a challenge. The Food Planner made the difficult task of planning and using food storage easy.

Despite good sales in the region, the limitations of the food storage market soon became apparent. Dan also discovered that many of his customers were using his software to store recipes, plan menus, and make grocery shopping lists. The name Cook'n came to him one day while wondering at the catchy name Intuit chose for its financial planning software, Quicken.

Notwithstanding the new direction and an excellent product, Dan struggled to get national distribution. With a degree in hand and a young family to support, it was difficult to hang in there.

"Even my Mother cornered me one Christmas and told me to go get a job," said Oaks.

Perseverance paid off a year later. In the fall of 1997, a courageous buyer at Sam's Club named Mark McKane decided to take a risk with this no-name software developer called DVO. Sam's Club was really "Cook'n" four months later, after selling 40,000 copies. By the end of the year, Cook'n was the 35th best-selling software product in the Personal Productivity category and DVO climbed to #20 out of all of the software developers.

After the success at Sam's Club, Dan could have lived rather comfortably for a time. But, much to his wife's dismay, he set his sights on a higher goal: to make Cook'n the best recipe manager in America. Considering the fact that there were 26 different competitors in the cooking software category with names such as Betty Crocker[®], Better Homes & Gardens[®], Williams-Sonoma[®], and The Joy of Cooking[®], Dan had his work cut out for him.

The effort required a greater investment than he ever expected.

"I thought my ship had come in but before I knew it I was borrowing money from my parents and friends just to survive. At one point we had to search the house for spare change just to buy some milk. There were times when I didn't think we would make it. It was very discouraging," remembers Oaks.

Despite their deep pockets and well-established names, Dan's competitors soon discovered that, in order to compete with Cook'n, they would have to make a significant investment to add new

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features to their software AND lower their price at the same time. One by one, the competition began exiting the category. Perseverance paid off in the spring of 2001 when Dan's last competitor, Sierra, withdrew their MasterCook™ line of products from the retail channel.

Today DVO Enterprises has over 12 Cook'n software titles on the market, and will continue to release exciting new products to bring value to new and existing customers. The company is still run from Dan's home, although it's now housed in an office that he built into the basement of his current Alpine residence. The company also has a warehouse in Pleasant Grove, and five employees to help with sales and marketing, shipping and administrative tasks.

About Cook'n Software

Cook'n is recipe organizer software for the average "soccer mom", and is designed to make their hectic lives a little easier. Cook'n helps users collect and keep track of recipes from any source, making it easy to find just the recipe they need without thumbing through countless cookbooks or piles of recipe cards.

Each Cook'n product comes with a variety of great recipes, and users can input their own recipes and recipe collections into the program as well. Once in Cook'n, recipes can be printed, downloaded to a Palm-based handheld or emailed to friends with the click of a button. Cook'n will automatically adjust recipes for larger or smaller servings, and perform a nutritional analysis of the recipes. In addition, users can type in the ingredients they have on hand, and Cook'n will find all the recipes that use those ingredients.

Cook'n also allows users to put recipes together into menus, and generate shopping lists to make grocery shopping a breeze. The program includes video clips with cooking tips and advice, and even lets you add video, pictures and sound to create your own cooking library.

Current Cook'n Titles:

Cook'n with Taste of Home
Cook'n Deluxe
Cook'n & Grill'n
Cook'n Fix & Forget
Cook'n Quick & Easy
Cook'n Vegetarian

Cook'n Lite & Healthy
Cook'n for Diabetics
Cook'n for Kids
Cook'n on the Go
Cook'n for Every Holiday
Cook'n Favorites

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