

# OPS Solutions: One Startup's Journey to Success

After working for major Tier 1 automotive suppliers for 30-plus years, Paul Ryznar grew weary of seeing the same problems, challenges, and bottlenecks on the factory floor. His frustration sparked an idea for an intuitive, hands-free system of mounted overhead projectors to guide operators through a process using augmented reality technology to superimpose a computer-generated image composite view on a user's view of the real world.

Today, his OPS Solutions LLC produces Light Guide Systems (LGS), a tool that uses projected lights and proprietary software to transform manufacturing in industries ranging from automotive and energy to medical and aerospace. Designed to eliminate hard-copy instructions, LGS simplifies the complex manual tasks found in assembly, inspection, sequencing, and training by having operators simply follow illuminated signals.

Ryznar has been working the past few years with MEDC to expand internationally. He says MEDC assistance and MI-STEP funding for international trips have helped land orders and grow sales to 25 countries since 2013. Now the company, which was tracking to increase sales by 70 to 100 percent over 2017, is aiming to grow in India, Brazil and China, Ryznar says.



How did Ryznar's idea become a company? Here's a look at the progression.

- Ryznar patented his idea, founded OPS Solutions in 2005, and released the first generation of LGS in 2009.
- Light Guide Systems received a \$400,000 MEDC Business Development Program grant in 2012 that allowed OPS to establish its first headquarters in Novi.
- Starting in 2014, OPS Solutions benefited from the MEDC's MI-STEP program, which is funded in part by the U.S. Small Business Administration. The program helped to underwrite trade missions that resulted in sales of the LGS augmented reality system in 15 countries.
- In early 2016, LGS joined forces with HP Inc. to launch Light Guide Systems Pro, combining LGS's proprietary software with HP's AR-friendly Sprout Pro PC platform.
- OPS Solutions posted a 100 percent year-on-year revenue increase in 2016, and anticipates maintaining this growth rate for the next five years.
- Michigan Capital Advisors invested \$3 million in the company in 2017. The partnership will allow OPS Solutions access to MCA's relationships in the industry and expand the company's growing network of sales opportunities around the world.
- As of June 2017, OPS Solutions had a staff of 22. It was also working closely with Kettering University to hire co-op engineering students, with the goal of hiring them full time upon graduation.
- OPS Solutions today engages with more than 120 companies (clients, partners, and channel partners) in 15 countries worldwide, with clients including HP, Fiat Chrysler Automobiles, Tesla, General Electric, and Faurecia.



OPS Solutions' Light Guide Systems simplifies complex manual tasks by having equipment operators follow illuminated signals.