

Managing an Agile Team

Part 1: Positioning Statement

For the Enterprise as a Whole








For Parents/Guardians who are looking for primary/secondary education institutions for their child/ward in and around their neighborhood, 'PrimEdu' is a mobile application that provides a comprehensive list of institutions in and around the chosen location. Unlike conventional search methods, i.e. neighborhood magazines, newspaper ads, word of mouth marketing, etc., our application is committed to equipping parents/guardians with essential information that allows them to make well researched and educated decisions that meet their child's/ward's developmental growth plan, when short listing education institutions in and around their location/s.

For their Digital Platform

For working Parents/Guardians who are re-locating their families, have limited time and resources at their disposal and are looking for primary/secondary education institutions for their child/ward in and around their neighborhood, 'PrimEdu' is a mobile application that provides a comprehensive list of institutions at the click of a button. Unlike conventional search methods, i.e. neighborhood magazines, newspaper ads, word of mouth marketing, etc., our product allows the Parent/ Guardian to formulate a consolidated and reliable list of education institutions in their location that meet their criteria based on essential decision making information such as Distance from Home, Size (both population and area), Accreditations, Affiliations, Tuition Fee Structure, Facilities Available, Extra Curriculum Activities, etc.

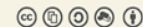
Part 2: Focal Questions

1. What's important to this business? Why? How is it measured with regard to customer/user behavior?

Intrapreneurial Investments  <ul style="list-style-type: none">• App Development Team	Key Assets & Capabilities  <ul style="list-style-type: none">• Investor bank• Senior Management• First Movers	Big Innovation Goals  <ul style="list-style-type: none">• Starting point for searching for the right school• Open platform to list and compare feature mixes that meet the users requirements• Platform for schools to showcase their holistic offerings for the development of children• One stop solution for school admissions	Problem Scenarios  <p><u>Problem Scen. 1</u></p> <ul style="list-style-type: none">• Consolidated list of schools in and around a selected residential area. <p><u>Problem Scen. 2</u></p> <ul style="list-style-type: none">• Short listing schools based on a variety of parameters/filters <p><u>Problem Scen. 3</u></p> <ul style="list-style-type: none">• Ease of “Appointment Scheduling” for the user.	Customer Segments  <p><u>Working Parents</u></p> <ul style="list-style-type: none">• Mike the Working Parent• Fiona the Working Parent <p><u>Families Re-locating</u></p> <ul style="list-style-type: none">• Marian the Stay-At-Home Parent <p><u>Single Parents</u></p> <ul style="list-style-type: none">• Joanna the Working Single Parent <p><u>Guardians</u></p> <ul style="list-style-type: none">• Paps the Retired Grandfather• Aunt Mary the Stay-at-Home Relative• Bill the Working Uncle
Innovation Investment Charters  <ul style="list-style-type: none">• Improve visibility of education institutions in 4 metropolitan cities• Get schools to subscribe to the platform and manage their content• Offer comparative analysis reports to users• Offer facilitation services between schools and parents looking for admissions for their children			Innovation Metrics  <ul style="list-style-type: none">• Target a minimum of 1000 downloads within the first 4 months• Get a minimum of 100 schools per city onto the platform within the first 4 months• Drive 2% of downloads to subscribe to a comparative analysis• Target 10-20% of downloads to request appointments/school admission material	

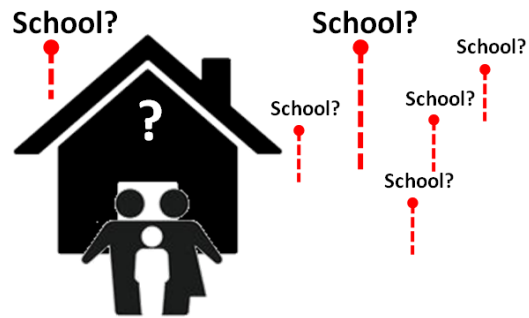
<https://www.alexandercowan.com/corporate-innovation-canvas/>

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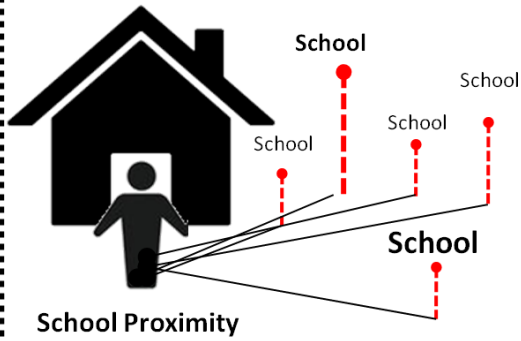
A

School Search



B

Consolidated List of Schools



C

Filter Parameters



Filtered List of Schools



D

Comparative Analysis



E

Schedule Appointment



F

Panel	Notes	Questions & Observations/Metrics
A	Working Parent's / Guardians looking to get their child admitted into a School around their place of residence.	N/A
B	With the use of our App the user is able to get a list of schools in and around their residence.	<ul style="list-style-type: none"> • Need to identify areas to showcase availability of our App. • Monitor number of downloads. <u>Metrics:</u> <ul style="list-style-type: none"> • Need to get a minimum of 1000 downloads within the first 4 months of release.
C	User is provided the option of refining their search criteria with a list of filter options.	<ul style="list-style-type: none"> • Are our filters robust enough?
D	User gets a list of Schools that meet their requirements.	<ul style="list-style-type: none"> • Format of list along with minimum information to be displayed to be worked out.
E	Users are able to request for comparative reports on schools shortlisted by themselves	<ul style="list-style-type: none"> • Do we need to factor in a customer service center? <u>Metrics:</u> <ul style="list-style-type: none"> • Need to convert a minimum of 2% downloads into report requests.
F	Users are able to book/schedule appointments with the school administration and request for admission materials via our App.	<ul style="list-style-type: none"> • Do we need to factor in a customer service center? <u>Metrics:</u> <ul style="list-style-type: none"> • Need to convert 10-20% of the downloads into service requests.

2. For which problem scenarios/jobs-to-be-done should we test new propositions?

Problem Scenario/Job-to-be-Done	Your Value Proposition	Notes (optional)
Facilitate working parents / guardians with a mobile application that provides them with a list of schools in and around a selected residential area.	Our application will be able to facilitate the parent/guardian with a list of schools in and around the area selected as the place of residence. The user may extend or reduce the search radius as per their need.	The application will feature a special segment for residential schools within the country.
To allow users to shortlist schools of their choice	Schools appearing in the list on the mobile application will	Search facility to allow users to filter

based on a variety of parameters/filters.	be supported with information regarding general information on the school, admission availability, fee structure, accreditations, affiliations, etc.	schools by feature lists.
To facilitate the ease of “Appointment Scheduling” for the user with the school administration in order to propel further discussions around admissions.	Our App will allow users to book / schedule an appointment via an in built appointment scheduling system, with the schools admissions department.	

3. How will we define and measure success?

Problem Scenario/Job-to-be-Done	Measuring Success/Outcomes
Facilitate working parents / guardians with a mobile application that provides them with a list of schools in and around a selected residential area.	1000 downloads in the first 4 months
To allow users to shortlist schools of their choice based on a variety of parameters/filters.	See above
To facilitate the ease of “Appointment Scheduling” for the user with the school administration in order to propel further discussions around admissions.	Need to convert a minimum of 2% downloads into comparative report requests. Need to convert 10-20% of the downloads into appointment booking and admission process service requests.