**Entrepreneurship Project   
Part#1**

**Information:**

Name: Abdul-Rehman (19L-1135)

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**Elevator Pitch:**The idea is to make a Google extension that allows people to connect their phones with their laptops, computers, desktops, or even tablets so that they can have a two-way access connection on their device (access the storage and data of one device from another device) and avoid the unwanted inconvenience of connecting the two devices via Bluetooth, connection wire, etc.  
  
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**Executive Summary:**The plan shows how a Google extension can help make the devices more connective while making a stable income. Its main purpose is to reduce the inconvenience or the hurdles people face while accessing and transferring data. An initial investment of PKR 4,000,000 will be required, that will result in a **reasonable** profitable amount of money in the upcoming years.

● Vision:   
The goal is to assist people access their data and not go through the trouble of physically accessing or connecting their source device with their destination device (little similar to I Cloud) without using Bluetooth, connection wire, etc. And also, to introduce something that is not brand dependent (something for both android and IOS devices) and can be used in any and all devices just like a browser.  
  
● Issue to Address:   
The issue is that suppose I want to access something stored in my phone from my laptop while I am in a meeting and my phone is in my bag on floor below the meeting room. So, I’ll first have to get my phone and then connect it to my laptop. Then maybe I’ll have to run some third party app to access. This will not only be time consuming but also troublesome as well. So the idea is to make a system or method to effectively access the data without wasting a lot of time.

● Keys to Success:   
They are:   
- Easy-accessibility  
- Simple and friendly user-interface  
- Multiple features  
- No competitors in the market

● Ownership:   
The ownership will be a partnership between me, Mr. M.Ahmed, Miss Kunzah, Miss Maryam, and Miss Zanjeel. I (Founder) will own 54% of the company’s shares. The rest of the group (being co-founders) will own 10% of the company’s shares. The remaining 6% will be reserved for any potential investor that might invest in our business. (This section might be revisited in the future with the entrance of new investors or stock offering or share-selling).

● Products and Services:   
The Google extension service will offer a secure connection for the manageable accessibility of data stored in different devices.   
  
● Strategy:   
The Strategy is to make a considerable number of users by targeting the demographics that are in a constant need for accessing data again and again from multiple device and desire an connectivity between their devices (such as computer-engineers, business men, stock-analysts etc.).  
  
● Favorable conditions:   
As the world is heading towards the digital era more and more every day, and the amount of data that is to be processed or dealt with by a person daily is, as compared to previous years, steadily increasing and people store them in various devices, but it also increases the issue of accessing that data and as the data increases, so the time it takes to access that data also increase, especially when that data is stored in parts in multiple devices. So, the need for an app or an extension like this is very desirable in the distant future.

● Management:   
Our administration is required to utilize assets carefully, work productively, pay debts, and abide by laws and guidelines of the international data management corporation. Our philosophy reasoning depends on cooperation/teamwork, duty, and shared regard/liabilities.   
Abdul-Rehman will be the CEO of the company will be helped by the co-founders for the management of the company.

● Financials:   
As per our moderate and very precise estimates, we rely on keeping a healthy financial position throughout the following 2 years. Our organization will rely on making back the initial investment in the 1 year. We likewise hope to be productive in the first year of tasks, with benefits expanding the year, as we build up and increment our customer base.

Our fundamental concern will be to have adequate money close by to meet our installment commitments (if any for things such as the building, equipment etc.), server charges, marketing schemes etc. and be ready for surprising requirements of money in our expansion. Our moderate projections show that our business can create positive incomes and sufficient money save.  
  
**Feasibility:**Before starting on the implementation of any business play, it is always the best approach to conduct a feasibility analysis to have an estimate of whether or not the idea or plan is worth implementing or is there a demand for the service/product that we offer in the market.

● Product/service feasibility:   
- Product/Service-Desirability:   
This will depend entirely upon the user-interface that is provides by our product and the efficiency of our service.  
  
- Product/Service-Demand:   
For this, we will conduct online questionnaires and interviews as the combination of these methods can give us fast and accurate statistics.  
  
● Industry/Target Market feasibility:   
The market will be in the Google chrome users who are facing the same issue of data accessibility as described above. The demographics being targeted are teenagers, mid-ages industry people.   
  
● Organizational feasibility:   
This can be easily-organized and managed on any scale (Small/Large). The key equipment needed will be desktops, data storage servers, routers. At Small scale, the office space required will only be as big as a room, however at large scale, the office space required will be a 2 kanal **commercial-building** (or larger), to accommodate all the equipment and employees. We will also need to accrue a license for the Gov. to run the online business and also get our company registered.   
  
Note:Commercial building/property is real estate that is used for business activities and is legally approved.  
  
● Financial feasibility:   
- Start-up cost:   
The estimated or expected cost for the development, implementation (**Large-scale**)/ (**Small-scale**) and maintenance of the extension for 2 years will be approximately PKR 4,000,000(**Large-scale**)/PKR 40,000(**Small-scale**) for the initial set-up.  
  
- Maintenance cost:   
The funds required for maintenance will PKR 1,500,000(**Large-scale**)/PKR 10,000(**Small-scale**) annually.   
  
- Estimated-Recovery of Funds:  
The Estimated- Recovery time of the funds that were invested for the establishment of the business is:-  
 At Small Scale: 2-3 years  
 At Large Scale: 4-6 years  
 **Key Personal and Staffing:**● Occupation’s targeted:   
The occupations that will be targeted will be IT engineers, web-designers, data-miners, computer engineers.  
  
● Estimated Staff-Strength:   
The Estimated number of people required in staff for the efficient management of the Google extension and the division of the work will be: -  
 At Small Scale: 8-15 people  
 At Large Scale: 950-1200 people  
  
● Potential Consultants:   
The people with whom I can consult for advice are ex or current Google web developers, website owners, app developers etc. I will also need to consult with financial advisers and experienced-business to better manage my Product.

**Market Analysis Summary:**The Market that our idea is going to be focused on is online market. The strength of the market that we are targeting depends on the total number of Google chrome users (which is currently **310** **million** active Chrome users). The market is mainly related with the IT and web services industry.  
  
**Marketing Strategies:**- Pop-ups  
- Social media platforms  
  
**Strategy and Implementation Summary:**

● Strengths of our idea:   
They are:   
- High chances of rapid growth  
- Easy coverage of a large market segment  
- Easy marketing   
- Low chance for bankrupt  
- No raw material/manufacturing costs involved   
- No real-life risks involved  
- Not many legal firms involved  
  
● Weaknesses:   
They are:   
- Chances of data leakages or data hacking  
- High need for maintenance of credibility  
- Maintenance of Software-Device compatibility  
- High need for providence of friendly UI (user-interface)   
  
● Opportunities:   
They are:   
- In college/university students  
- In providing easy accessibility  
- Popular product to be used in busy workplace environments  
- Popular product for transferring photos and videos  
   
● Sales Strategy:   
They are:   
- The extension will cost about $10 (PKR 1600).  
- Monthly expense for the service will be $1.5 (PKR 240).  
  
**Financial Plan:**  
● Break-even Analysis:   
For our break-even analysis, we assume running-costs of approximately PKR 10,000 /month, which include our payrolls, utilities, insurance, electricity cost, server-hosting and internet access cost for Small-scale and for large scale, we estimate approximately PKR 1,500,000 /month, which include our payroll, employee-payroll, utilities, insurance, electricity cost, server-hosting, building rent, and internet access cost. To meet these expenses and earn more profit, we must have at least 10,000 users at large (240\*10,000 = PKR 2,400,000) scale and 1,000 users at small scale (240\*1,000 = PKR 240,000). (Not including the sale cost of $10).  
  
● Projected Cash Flow:   
Our conservative projections indicate that our business is able to generate positive cash flows and sufficient cash reserves.  
  
● Long-term Plan:   
This is a 2-3 year plan. Projections for further periods are not considered relevant at this time as the service will take time to reach the targeted number of users.



**Important Assumptions:**

● Security Risks:   
The risk of cyber-security must be strongly taken into account as even a one-time incident of security could result in the dead of the whole business.  
  
● Cash flow deficiency:   
In case the service does not achieve the desired amount of user-base or the service is not that widely used or the app loses its usability. Therefore, it is advised to first test the value and implementation of the app at small scales then, if the results are positive then move to large scale implementation.

