Technovation Challenge 2018

Business plan for "e-CITY"

Team: Haha.h

Location: Tashkent, Uzbekistan

Team Members: Anna Khalikova, Ekaterina Pustynnikova, Violetta Sim, Diyorakhon Akbarkhujaeva, Sevara Shokirjonova.

Mentor: Sitora Salaeva

Coding Advisors: Sherzod Abdullaev, Bekzod Buranov

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1. Executive Summary

1.1 Business name and location.

Our team is based in Tashkent, Uzbekistan, and consists of 5 members and a mentor. Our project, an ambitious mobile application call "**e-CITY**", targets problems that exist in our community related to the environment and contributes to the development of our cities and towns.

1.2 The product we offer.

"**e-CITY**" gives the opportunity for citizens to directly contact with the government authorities to resolve the environmental and municipal problems, express their suggestions and wishes. They can file a complaint or suggestion in written form, attach a photo (if there is a certain problem), share their location, vote for the relevancy of already added problems in their respective profiles, be notified when the issue is solved.

1.3 The purpose of our project.

In our country, people face many difficulties regarding the well-being of their villages, towns, and cities. Oftentimes, their complaints don't reach the executives that are responsible for maintaining prosperity in their areas. In some cases, citizens simply don't know who to turn to for help. Our purpose is to launch an application that is intended to function as a link between citizens and the government authorities. Another purpose is to attract the targeted audience and secure investors. The effects of implementing this app into common use are increased participation and activity among people in the development of their communities, higher productivity of the administration.

2. Company description

2.1 The kind of business we are.

"**e-CITY**" is the product of a social enterprise company. The main objective of our company is to contribute to our country's progress and assist citizens of our country in solving their local problems. In order to function and improve our app, our project requires funds from the government, investors, and other organizations. The incomes that we receive will be directed to implement in-app purchases and other improvements.

2.2 Mission statement

"If not you, then who?

If not now, then when?

Your city is in your hands"

This is the motto of our company. It calls for each citizen to be involved in the public life of the area they live in, collaborate with their neighbors and strive to transform their hometown into a cleaner, more peaceful and prosperous place.

2.3 Important people in our business and their roles.

The Haha.h team is comprised of 5 team members, 1 mentor and 2 coding advisers. Every single one of them put a tremendous amount of time and effort into making this project happen.

Anna Khalikova played a significant role in the coding process, designing the prototypes, and doing market research. She also took part in making the survey, pitch and demo videos happen. She is active and energetic, which inspired every member of the team.

Ekaterina Pustynnikova conducted a broad spanned survey among the citizens of our city, bringing out important statistics and facts, which

helped us to research our market and targeted audience. Her creative ideas produced major improvements in the business plan and her operation related to the code is tremendous.

Violetta Sim put lots of effort into coding and designing the app, she did extensive research of the consumers, scripted the pitch and demo videos. Violetta managed to assemble all the team members and prompted us to collaborate as a team. Her creative outlook brought many bright ideas to our project.

Sevara Shokirjonova is the artist and designer of the team. She masterfully illustrated the prototypes of the app, worked on the business plan, invested a great strength in the progress of the pitch and demo videos, and brought in priceless innovative ideas into the project.

Diyorakhon Akbarkhujaeva is a diligent person, whose endeavors proved to be innovative and practical. She helped to design and code the app, invested ideas that resulted in the flourishing of the project. Diyorakhon was also partly responsible for the business plan and participated in the creation of the pitch video.

Sitora Salaeva is the devoted mentor of our team. Her leadership skills, and constant hard work guided us throughout the entire Technovation experience, teaching us to reach out, think bigger, reason critically, and make the right choices. She provided us with endless resources, valuable knowledge and managed to keep us motivated and overcome obstacles. Sitora is an expert at coding and marketing.

Sherzod Abdullaev and Bekzod Buranov are the coding advisors. They led us through the difficult journey of programming the app, getting familiar with Android Studio and its functions. Bekzod taught us to work with Photoshop and clarified some features, concerning app's interface formation. And Sherzod helped us to install Android Studio and to run our first app (with single button! so long ago it was!). His priceless advices helped to develop our skills. Moreover, his active spirit taught us to operate as a team and be united.

Kamoliddin Muhiddinov is representative of authorities, who has expressed his willingness to collaborate with us. He is the chef of Main Administration for the Improvement of the City of Tashkent in the Ministry of Housing of the Republic of Uzbekistan.

2.4 Consumer and market overview.

The target consumers of our product are the locals of villages, towns, and cities of Uzbekistan.

On the first stage of our development we are going to work within Tashkent. 2.4242 million people live here. Among them 61% are of 18-60 age group – people whom we expect to be active. 75% of them use Android device.

2.5 Future Goals.

In the upcoming years, after gaining sufficient profits, our company plans to extend the platform for private companies, that will be able to place advertisements of their products and services, which are relevant to helping to solve problems that occur. For example, if someone needs to repair their leaking roof, they can buy materials from sellers, that offer the required products, tools, or workforce. These companies and private sectors will place advertisements for a fee, which will bring us funds for further improvement.

Also, after success in the first year, we will develop our app and expand into every other region of our country, giving people from other districts, towns, villages, isolated areas the opportunities to quickly solve their issues without leaving their homes. This will also encourage people to become aware of the problems in their environment and communities, as well as teach them to use their devices to contact the municipal authorities.

Due to the increase of application's users number and expansion of its functions, we are planning to implement opportunities of artificial intelligence to our application for operational processing of data, automation of state authorities' routine activities, execution of monitoring

and supervisory functions without negative influence of human factor. In the prospect the application will be able to "guess" users' needs depending on the situation.

2.6 Brief history.

Our story starts with a group of 5 young girls, who wanted to create something useful for their society. Fortunately, TechnovationChallenge gave us the opportunity to make our dreams come true. We came together as a team, with a brilliant team name – haha.h. It resembles to the laughing and shows our easygoingness and good mood. ".h" is in our team name because of analogy with libraries in C++ (because we love coding!). Then we and started to think about an idea, that would tackle a social problem. As we were strolling the streets of our city, we noticed many different problems. In some places we walked and couldn't find disposal cans, or saw dumps of trash on the streets. We came across little children playing in an empty open space, dangerously close to the road, because they didn't have a fenced playground. At that moment, a single thought came to each of our minds – What can we do to fix these issues? That is how we came up with the idea of creating a social project, which would allow people to inform about their concerns or suggestions, to contribute to the well-being and development of our common home. We spent long hours discussing ideas, sharing thoughts, creating prototypes of the mobile application, gathering information about our customers, learning the basics of coding, design, researching the market and competitor, thinking of how we will implement our project into common use, and many other factors. As a result, we created a functioning application, learned to work in a team, and heard the voices of citizens who care about the future. The experience we gained is priceless, and it will help us in the future to bring our project to life.

3.   Product & Service Description

3.1 In-depth description of our product

Our app was designed for improvements in our city and to aid citizens effectively to connect with government. Citizen (usual user) personally will define the problems, disorders in the city, denote the location of them and straightly send it to the governmental department, who will have the same app with little differences in functioning. Governmental department will send the special workers to the marked location. As soon as the problem determined, it will disappear from our app and Governmental department will send the report to the user.

3.2 Advantages over competition

In Uzbekistan there are 2 projects that provide public control and connect people with government to solve their problems. One of them is The Single Portal of Interactive State Service. What makes us different is the simplicity of using. Our app has precise categories to determine the problem which will allow to sort easily and prevent the confusion. Because of this features it will be easy and comfortable to use our app. Also there are some apps whose functional resembles the functioning of our appfor other cities. One of them is "Нашгород" and another one is "FIXiT".

About the app "Наш город".

Make the city better even easier. A list of categories, easy form filling, instant messaging - all of this in the annex "Our Town"! Do not take out the garbage on time? Noticed a hole in the roadway? Traffic lights not working? Point out the problem and it will not remain without attention of the city! [1]

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[1] http://mosapps.mos.ru/application/item/mp

About the app "FIXiT".

FIXiT app is used to report issues to the New Zealand Wellington City Council. FIXiT gives residents, businesses and visitors another way to let us know about problems they see that need fixing around the city. The free app allows users to take a photo, tag the location on Google maps and leave a description of the problem. Once sent, the message is logged with our contact centre and the right staff notified. Users will also receive a follow-up email.[2]

Table below contains comparative analysis:

	"e-CITY"	"Наш город"	"FIXiT"
Map&List	+		+
Geolocation	+		+
Voting	+		+
Back-end (authority)	+	+	+
Photo attachment	+	+	+
Statistics	+		
Sorting by districts	+	+	
Sorting by actuality	+		

3.3 Current stage of development

In current stage of development our app has access only for 2 types of users:

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[2] https://wellington.govt.nz/your-council/news/2013/02/new-fixit-app

-Citizens (usual users) who will determine the problem

-Government department the aim of whom would be solving of this problems.
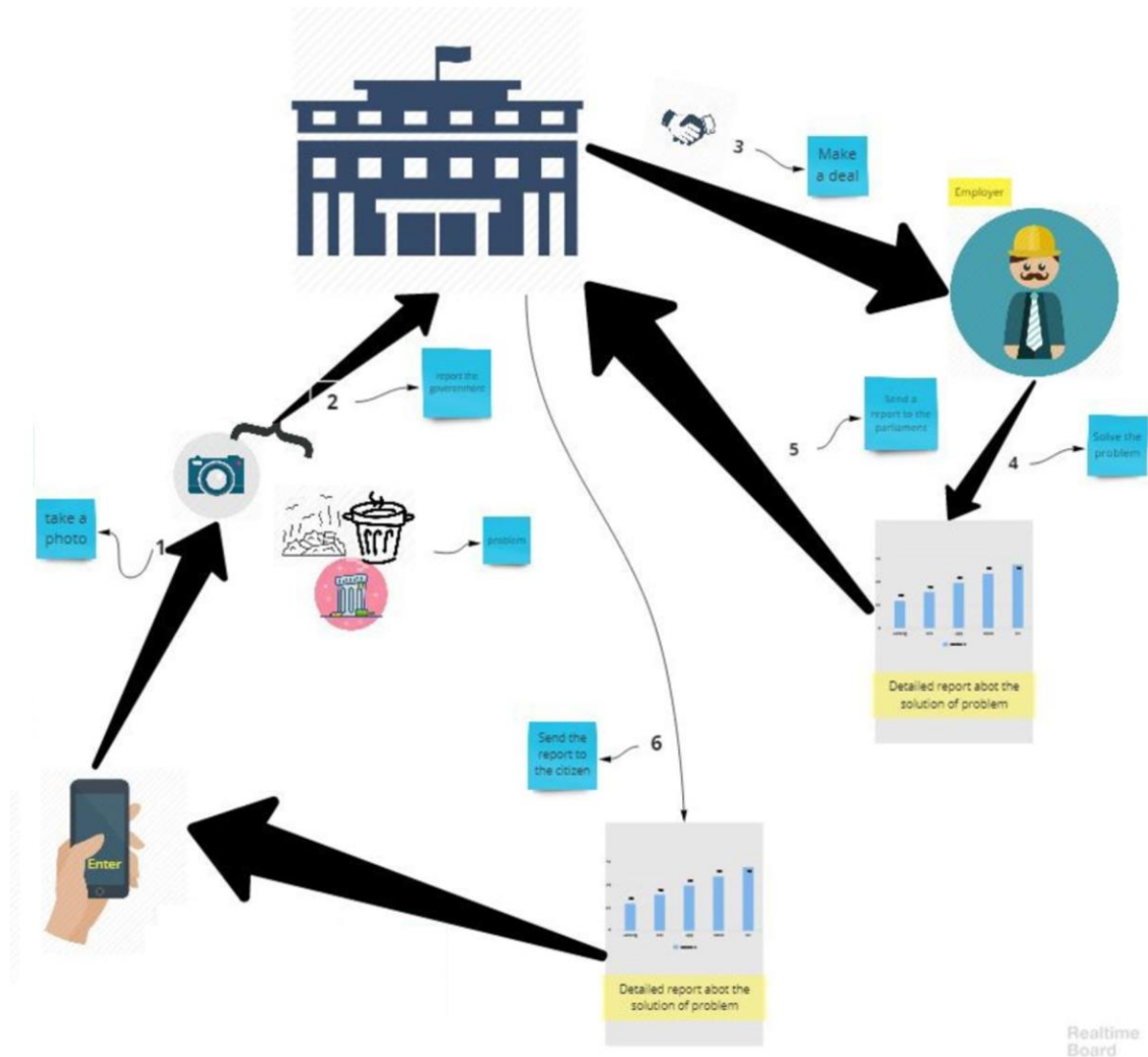
On the current stage **e-CITY** is ready to perform following functions:
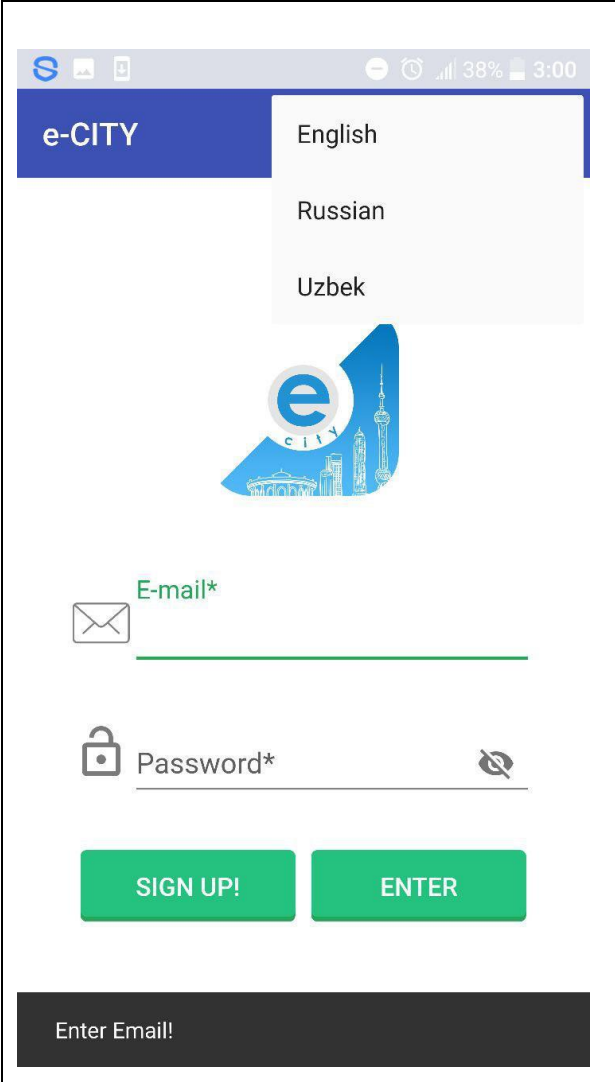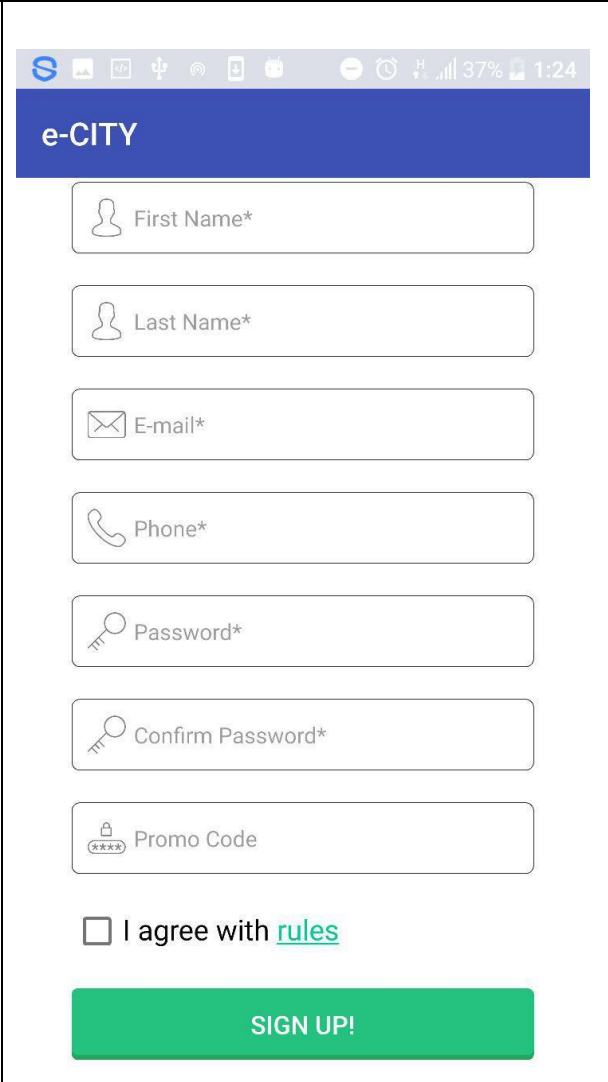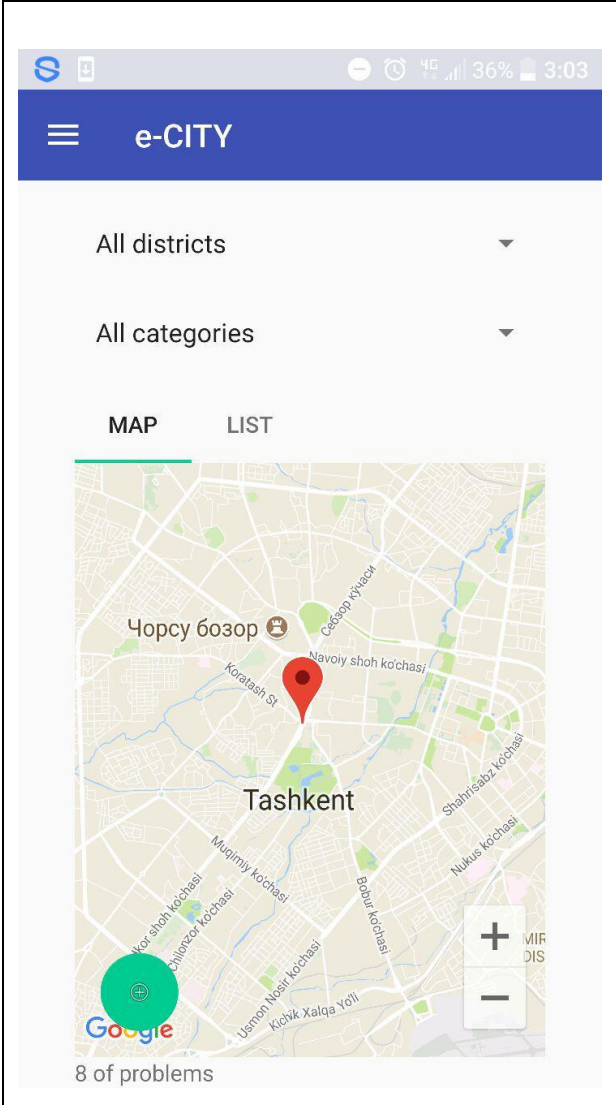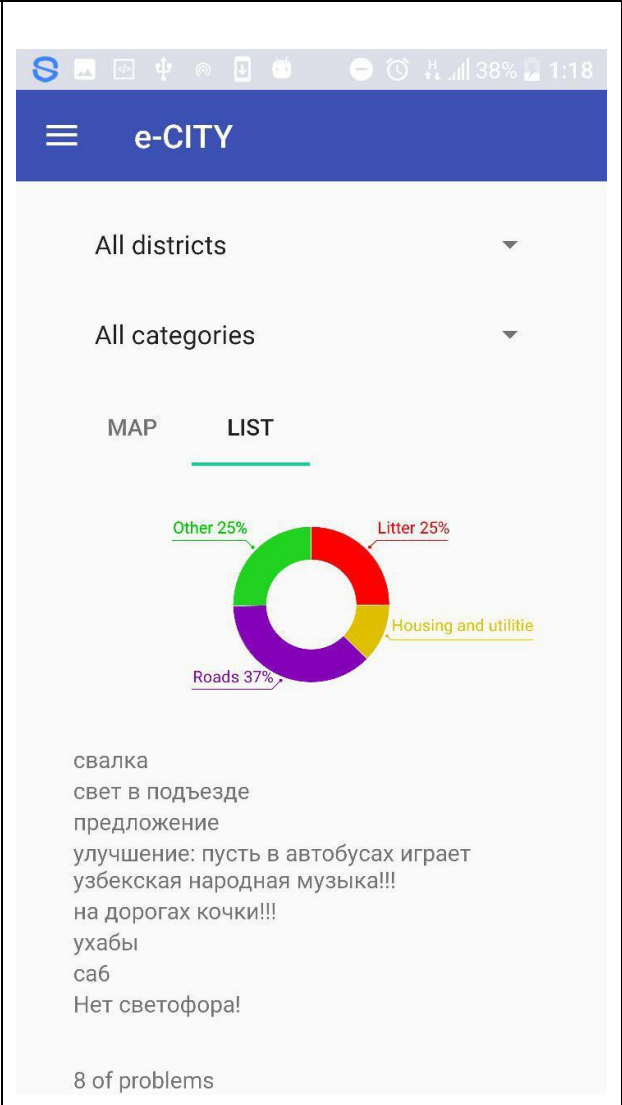
For citizens:

- Registration, authorization and location attachment

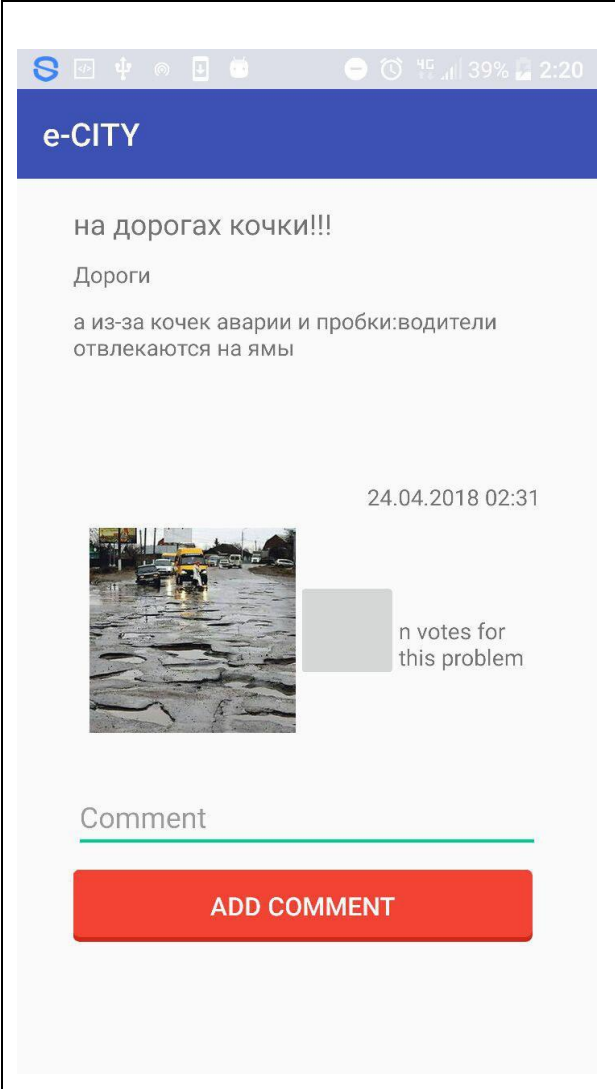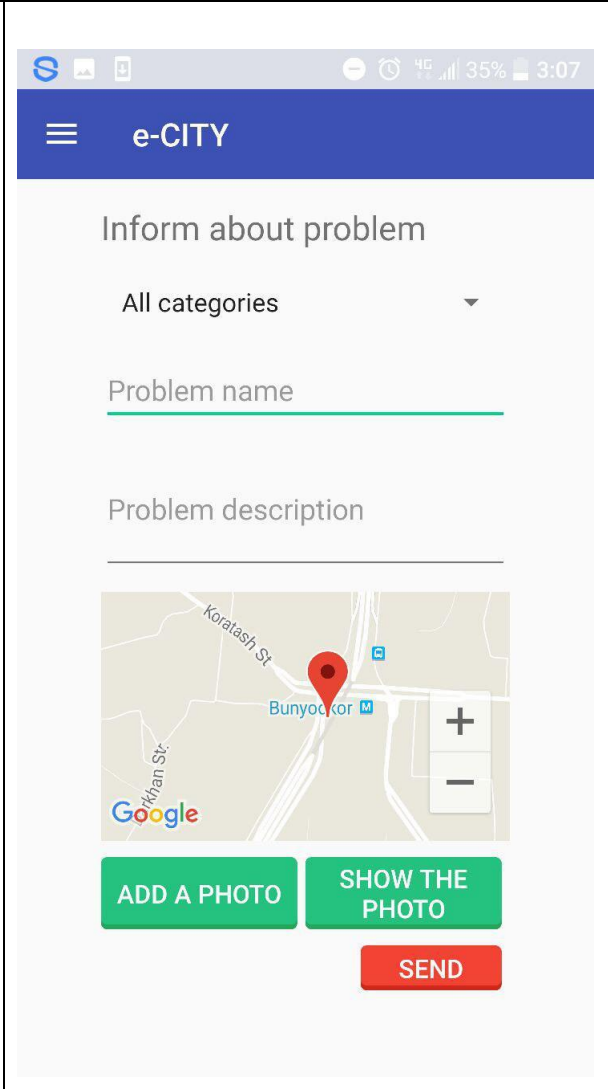- Top-list and map-interpreted set of problems set of problems

- Voting system and sorting of list of problems by their rating

- Supports 3 languages: Uzbek, Russian, English

- Informing authorities about a problem with description, photo

Moreover, we have created the back-end for <u>authorities</u> with such functions as:

- Receiving a massive of problems with their description location and illustration supported by Firebase

- Showing map with problems pointed on

- Showing a profile of each particular problem

- Tool for informing citizens about problems solved and receiving feedback

Registration or Authentication screen. Shift of language is available here.	Registration screen. If entered promo code is correct, user is registered as authority representative. Note for TechnovationChallenge judges!!! Enter 1111 as promo code to register as government and see back-end interface.

Home screen. Here geo markers of problems will be added to the map soon. So users will see them and clearly understand location.

Home screen. List of problems will sort the problems by quantity of votes. Statistics in form of pie chart compares frequency of occurrence of this or that category.

| Problem Profile. User chooses a problem in Home screen and sees details in Profile. User votes and comments it, if he wants. | Notification about a problem. User should select category, enter name and description of problem he/she encounters, attach photo either from camera either from gallery and press "send" button. Then information will be sent to the database and it will appear in map and list. |

Also there is navigation drawer (menu), which lets user log out, change language, check rules and go to Home screen.

Back end screens are resembling. Difference is that there isn't screen Notification about a problem, no "vote" option in profile. Instead there is button "report about solution".

See ₐₚₚₑₙdᵢₓ 1. to see flowchart of the application.

All these features make our application multifunctional for both sides of interaction, citizens and government, and at the same time easy-to-use.

3.4 Further development and new services

In further developing of our app we are planning to extend its functioning and add the new abilities for new users. These new users might be Legal entities or Physical bodies, whose accounts will be available for fee. They will be able to sell their services to usual users(citizens). This new facility will give opportunity to Legal entities and Physical bodies to sell and advertise their services. And for citizens this change will bring the opportunity to solve their problems with the help of other citizens. See Appendix 2. to find out how it will work.

Moreover, we are going to add new 3 languages to engage more people to our app. These new languages will be: Kazakh, Kyrgyz, Tajik.

4. Market Analysis

4.1 Description of the market

In Uzbekistan there are 2 projects that provide public control and connect people with government, take into consideration people's problems. These are The Single Portal of Interactive State Services and Virtual Reception Platform of President. These project are vast. They provide consultations, information, make online-services besides taking propositions. And they bear personal importance, which brings chaos. And actually, they are not mobile apps. Our application is targeted to narrower field, namely, to establishing connection. And the voting system will help authorities to sort problems by their importance. A mobile app format adds geolocation feature, which is extremely useful in our case.

4.2 Key competitors.

Currently, there are no analogies to **e-CITY** in Tashkent. But we found applications with similar aim: "Наш город" and "FIXiT". In table above comparing analysis is given. As it is seen, **e-CITY** provides features that others do not.

|	**"e-CITY"**	**"Наш город"**	**"FIXiT"**
Straight connection with the government	+	+	+
Comfort and easy	+	+	
Operation	+		+
Efficiency	+	+	
Help to fellow citizens	+		
Selling services by individuals and legal entities	+		

Mentioned in former passage Portal is not actually a competitor, since this project is not a mobile app and has different approach to the issues. Our main advantage over Portal is voting system: inaccurate data isn't supported, while actual get a lot of voices and shown in top.
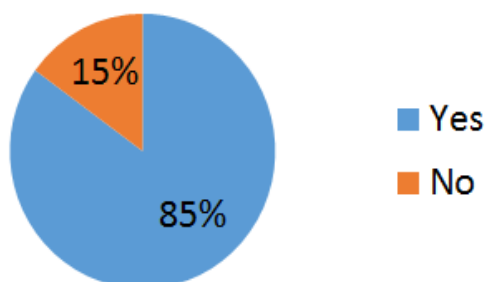
4.3 Customer research.

Although our app is intended for the citizens of several ages who are interested in the life and prosperity of Tashkent-city, we have conducted a research that showed the potential audience of customers.

Our research includes survey and in-person interviews so that to know our customers particularly. Through the interview we have found out that our target is community of socially active people, volunteers or people who have faced problems connected with utility.

Our survey was conducted via Google Forms where more than 100 respondents participated (namely 130). We brought up the following questions:

How often do you participate in social life?

8%

20% 40%

32%

■ Sometimes
■ Seldom
■ Often
■ Never
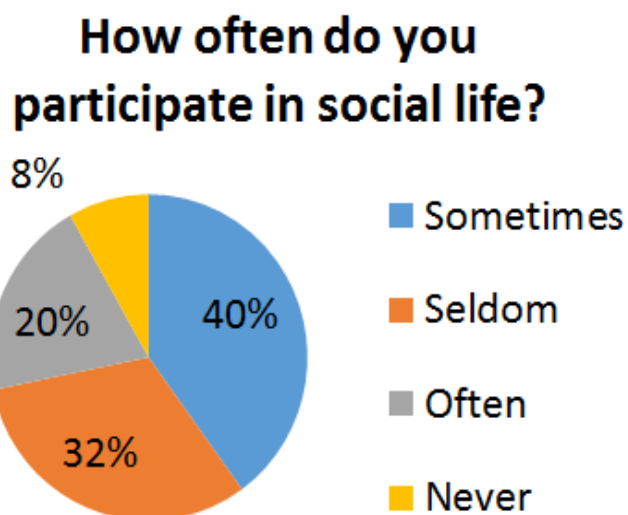
Are you ready to participate in urban upgrading?

15%

85%

- Yes
- No

Have you ever had a situation when you needed to turn to the government for solving problems?

25%

75%

- Yes
- No
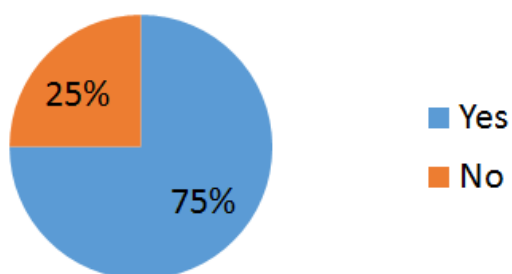
How fast has the problem been solved?

12%

27%

61%

- Fast
- Slow
- Hasn`t been solved
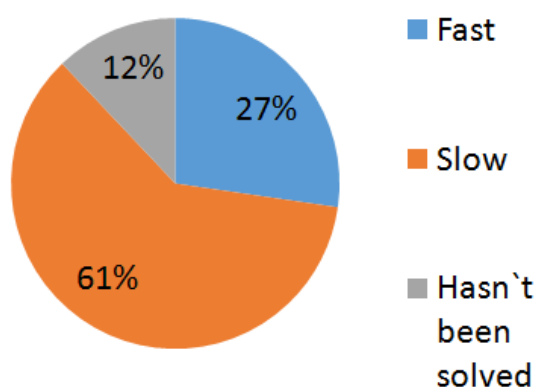
Are you satisfied with city utilities ?

39% Yes
61% No
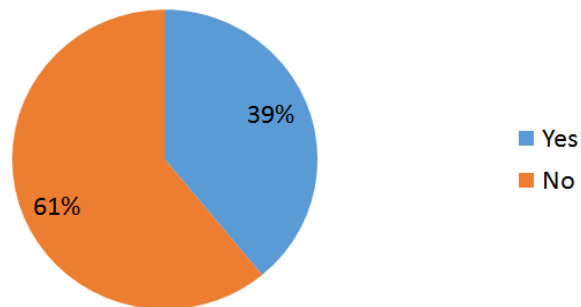
Is the amount of trash cans sufficient?

15% Yes
85% No

Indicate your age

1%
20% Younger than 18
15% 18-25
20% 26-40
44% 41-60
60+
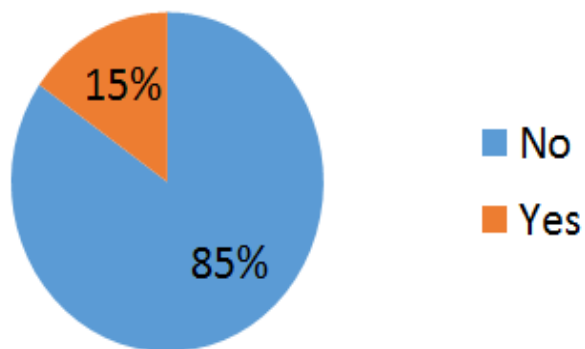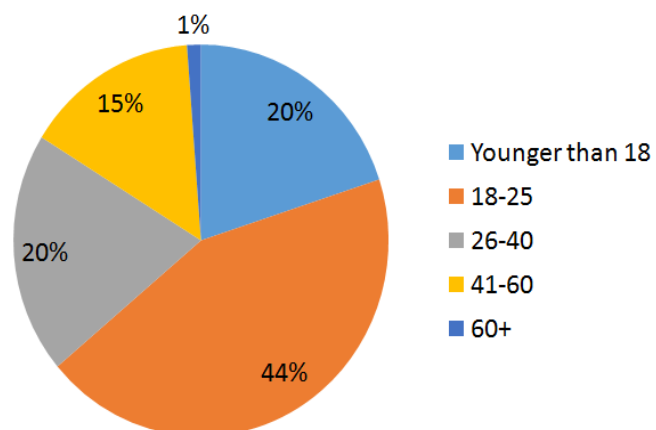
Having conducted the survey, we defined our main customers- people from 16 to 40 age group. This group comprises more than ¾ of all respondents who are interested in city development. The figures above show how often people participate in social life of our city. It occurred that 40% sometimes take part in social interaction. Our application is to help people to be a part of social life more regularly. We also asked people, whether they are ready to participate in urban upgrading. The overwhelming majority answered "yes", particularly 85%.

Moreover, we have found out that 75% of respondents had situations when they needed a help from government but in more than 70% of such cases the problem has been solved very slowly or has not been solved yet. There are some evident issues with utilities and trash and more than a half agreed that these issues exist.

According to stat.uz, there are 2.424 million people, and among them 1.190 million are of 18-60 age group. Majority (0.9 million) of them has Android. These people are our potential customers.

5. Strategy & Implementation

5.1 How we plan to enter the market

We will undertake promotion campaign to raise awareness. Afterwards, we will place **e-CITY** in Play Market, so it will available to the public. On advertisement QR code and link will be disposable.

5.2 Pricing, promotions, and distribution.

Both downloading and registration in **e-CITY** will be free, because of social orientation of the project. We provide services that are part of human rights, to we consider it inappropriate to make money of it. Advertisement, fees for service makers and companies (in 2nd part) will make our profit.

We are negotiating with Youth Union, with The Ministry of Housing and Communal Services of the Republic of Uzbekistan and the Main Administration for the Improvement of the City of Tashkent about terms of collaboration.

We plan to promote **e-CITY** by advertising it in public transport (busses, metro), in mahalla committees[3], by radio, in Facebook and вКонтакте and in telegram channels, such as MDK, PVT, Gazeta.uz. Also we plan to make social advertisement of it on TV. Secondly, in-app proposition "get others to vote for your problem" will ask for permission to send messages to chosen people.

Branding:

- name: **e-CITY**. It is quite an ingenious acronym: electronic-Citizens Involved Techno Yard.
- logo: blue color is associated with prosperity and responsibility. Our most beautiful buildings invoke love towards our Motherland. Taking into consideration these factors, we can conclude our logo to be highly appropriate. It is good encouragement to be involved.

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[3] *Mahalla committees* are independent and decentralized self-government entities

5.3 How the company will function.

First year we will watch over our app to know how the pilot version functions. With new information we that we will acquire we will plan our actions. That will include solving unexpected bugs and gathering ideas about improvement of our applications work. Possibly, we will add new categories of problems.

Also we will interact with governmental side, as we are intended to connect our databases. Also, the commercial (second) part will be elaborated and tested.

5.4 Necessary employees.

Company's staff includes 5 Haha.h team members, Sitora Salaeva, Sherzod Abdullaev and Bekzod Buranov, as techsupport.

In future we will need PR-manager in order to make our advertising and promotion campaign more effective.

Possibly, a person with experience of work in governmental IT departure will be hired.

# 6.   Financial plan & Projections

6.1 Current budget.

Currently, we are looking for investors. Probably, Youth Union of Uzbekistan will support us. We will use money for launching (25$ for PlayMarket) and for promotion (4 000 for the first year) so that to attract people, to have planned (or more) number of consumers.

## 6.2 The money we need to develop for further development.

Afterwards we want to expand our target market to iOS users as well. So, we will need 99$ per year to place **e-CITY** into AppStore. Also we will put more efforts on promotion&advertising, because we want all possible people to use our app when it is fully debugged (second year). Advertising includes social advertisement on TV under support of Youth Union, public transport boards, social networks, radio. Also our placards will be in mahalla committees. Because we expect tremendous growth of our consumers, we will need more powerful and secure database, for which we will pay 420$ per year (**VPS hosting: 35$ per month).

6.3 Financial plan for the next 5 years.

During first year we plan to launch our app in Tashkent and work it out all detail. Second year we plan all Tashkent to use **e-CITY**. Third year we will expand to Tashkent region, Fergana and Samarkand. Fourth - to Bukhara, Nukus and Urgench, fifth - to Termez, Andijan, Navoi and Namangan, having implemented **e-CITY** to whole Uzbekistan. On the diagram below the expected number of customers is shown.

Target Customer Population
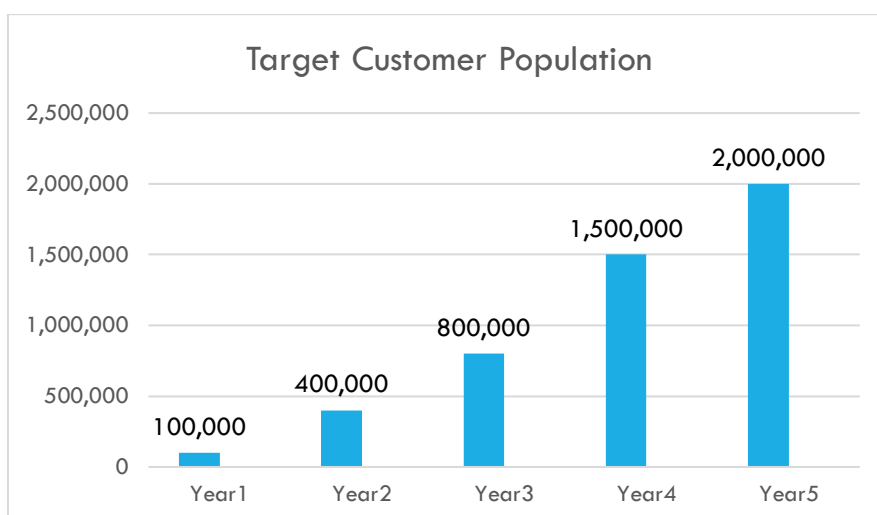
Our income will consist of money we get from service-givers (individuals) and from companies, who also would be able to place advertisement. Service-giver will have a bargain with us: for 1$ per month we will provide him with access to information about job. For 25$ legal entities will be able to advertise themselves and to have access to information about ordinary citizens' problems. On diagrams below expected number of service-givers (mainly capable of working men without constant job) and companies (mainly specialized on building, repairing, painting) is given.

Expected number of service-givers

Expected number of legal entities

	Year1	Year2	Year3	Year4	Year5
	0	62	188	250	250
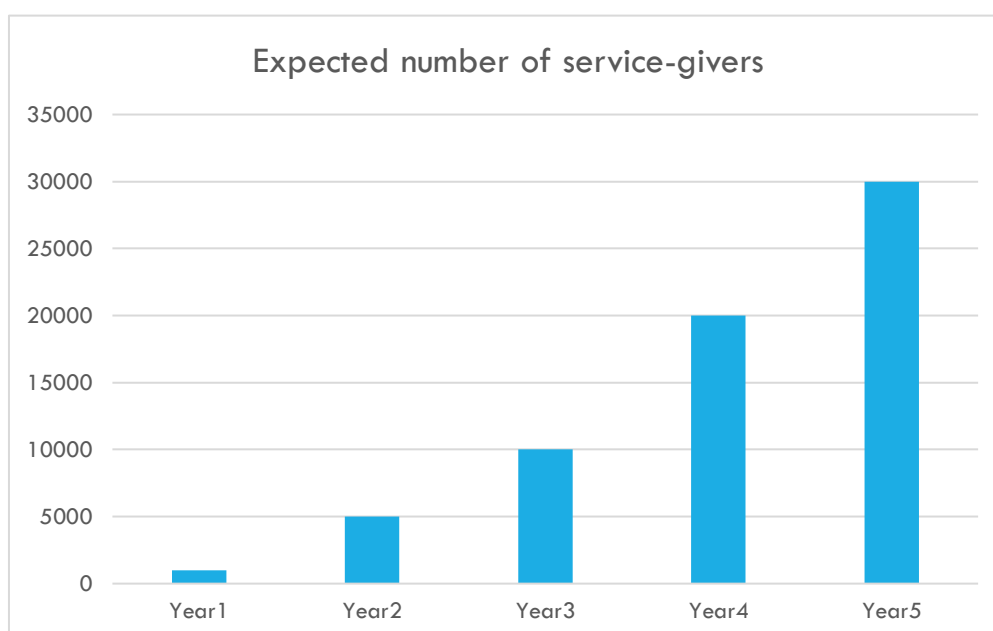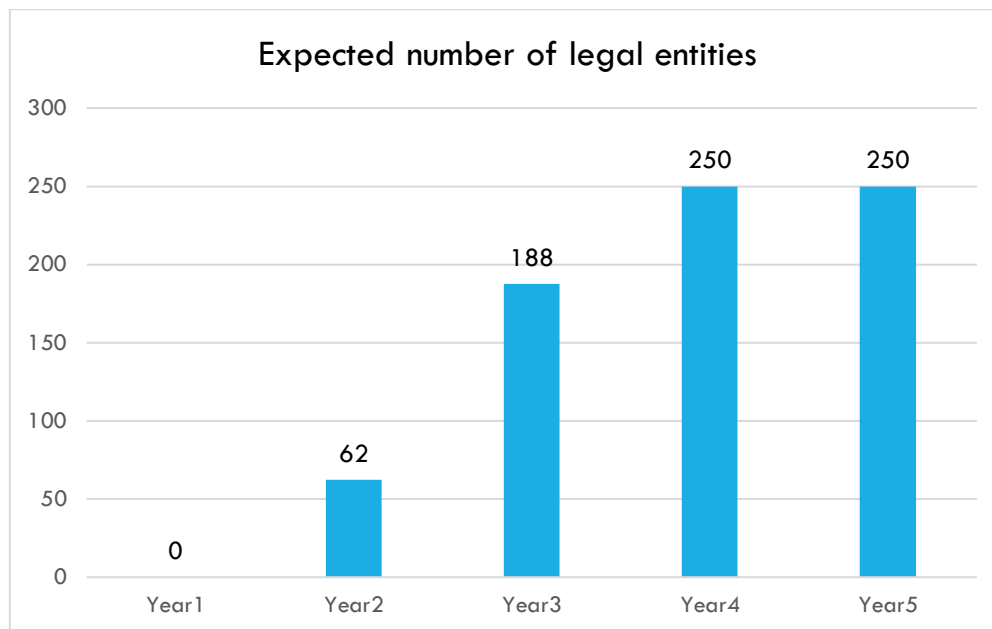
Our costs will include network (cost of the Internet per month multiplied y 5 (number of team members) and by 12 (to count annual expenditures) and advertising expenditures. Beginning from second year we will add our salary (250$ per employee per month) to the costs.

The graph below shows dynamics of the net profit (in dollars, USA).

NET PROFIT IN 5 YEARS

| Year1	Year2	Year3	Year4	Year5
7975	32881	67331	188531	308,481
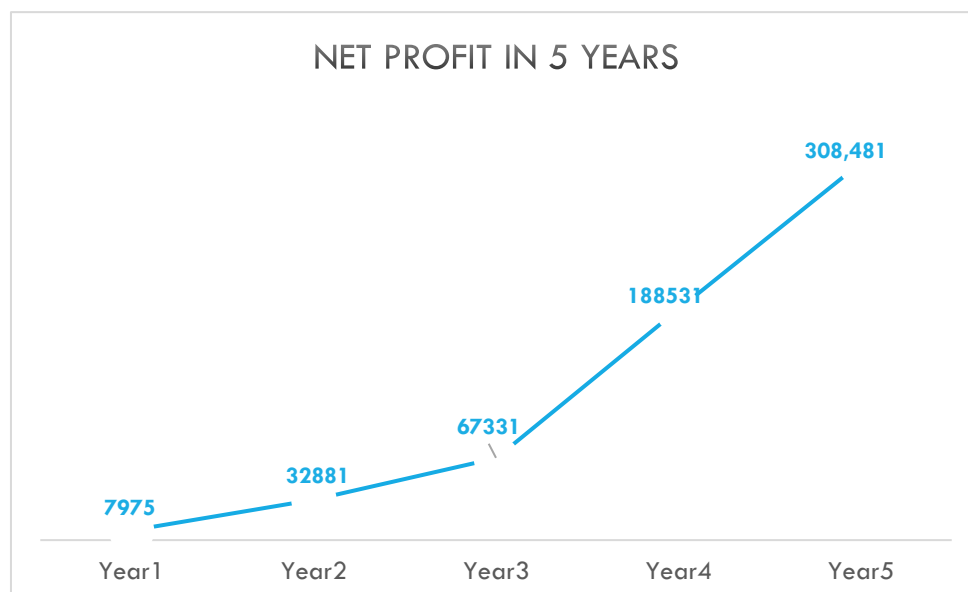
Our dream is to contribute to the promotion of IT-sphere in Uzbekistan. So when we have a lot of money, we will spend them on charity to organize IT-events and to support young developers.

In the table below concrete numbers are given: (in dollars, USA)

	Year1	Year2	Year3	Year4	Year5
Startup Capital					
Investors	4 025	none	none	none	none
Income					
Target Customer Population	100 000	400 000	800 000	1 500 000	2 000 000
App cost	0	0	0	0	0
In-app purchases (12$)	12 000	60 000	120 000	240 000	360 000
Advertising sales (25$)	0	1 250	3 750	5 000	5 000
Total Revenue	12 000	61 250	123 750	245 000	365 000
Operating Costs					
Equipment (networks)	800	850	900	950	1 000
Software	0	0	0	0	0
Service fees(databases,Amazon AWS)	0	420	420	420	420
Registration for Apple or Google developers	25	99	99	99	99
App store fees (for hosting)	0	0	0	0	0
Licensing fees	0	0	0	0	0
Marketing&Advertising	4 000	12 000	40 000	40 000	40 000
Emploee salaries	0	15 000	15 000	15 000	15 000
Total Costs	4 025	28 369	56 419	56 469	56 519
Total profit	7 975	32881	67 331	188 531	308 481

Appendix 1.
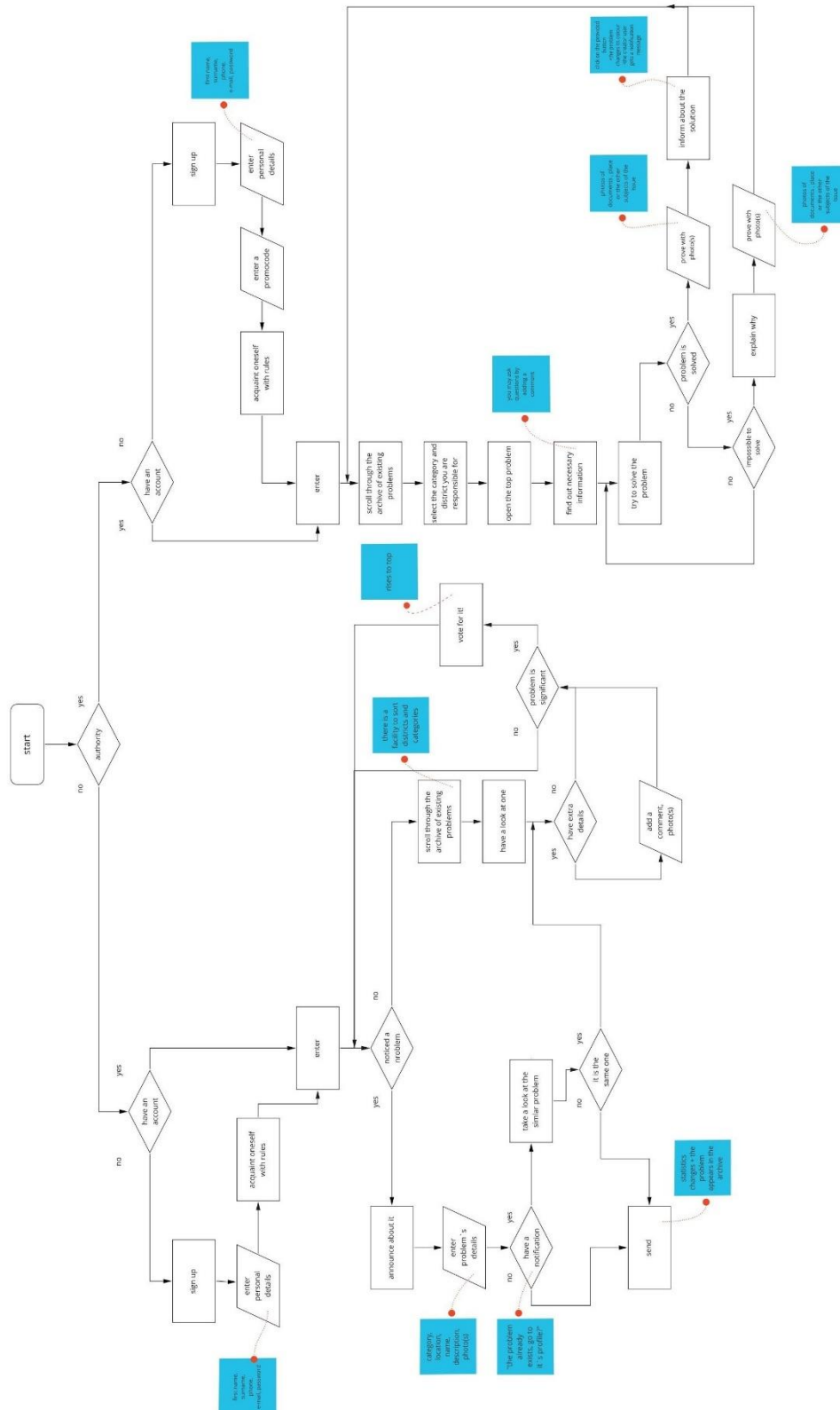
Appendix 2.
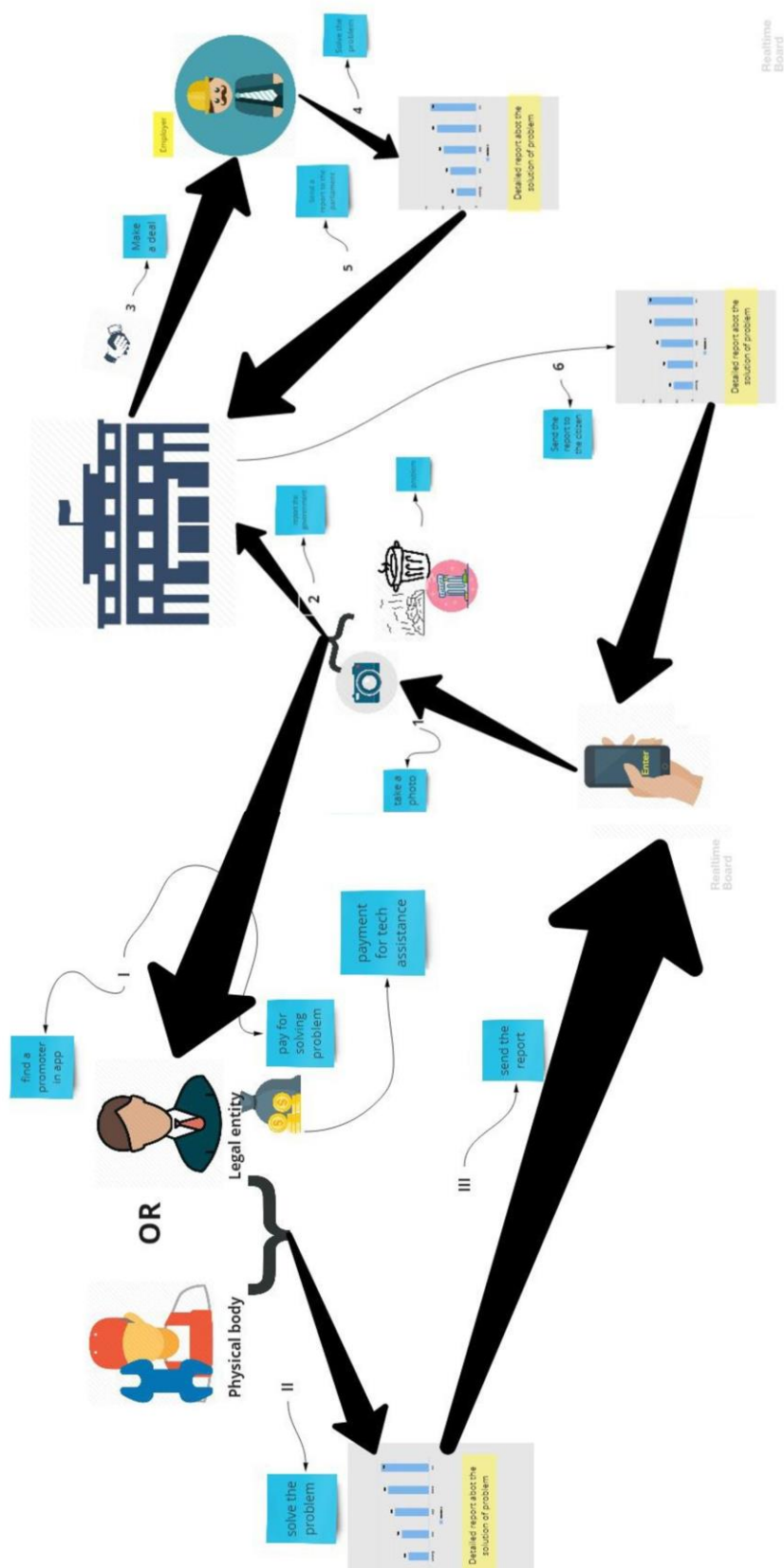
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1. https://my.gov.uz/ru/type/services?RefService%5Bcat_id%5D=7&RefService%5Brecipient_type%5D=1&RefService%5Btype%5D=offline&RefService%5Bservice_search%5D=&yt0=

2. http://mosapps.mos.ru/application/item/mp

3. https://wellington.govt.nz/your-council/news/2013/02/new-fixit-app

4. http://archive.uzonline.uz/ru/services/archived_tariffs/?sphrase_id=2058596

5. https://stat.uz/ru/ofitsialnaya-statistika/demografiya-i-trud/demograficheskie-pokazateli/2400-chislennost-gorodskogo-i-selskogo-naseleniya-po-regionam-na-nachalo-goda-tysyach-chelovek

6. https://stat.uz/ru/ofitsialnaya-statistika/demografiya-i-trud/demograficheskie-pokazateli/433-analiticheskie-materialy-ru/2055-demograficheskaya-situatsiya-v-respublike-uzbekistan

7. http://glotr.uz/reklama_na_obshestvennom_transporte_4877-v_tashkente/

8. https://www.goldenpages.uz/rubrics/?Id=1683&Page=13