

Business Plan

CollaB

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Brief description

CollaB is a collaboration and communication tool which is being used to document and discuss projects online in real-time. Instead of using a variety of different communication programs CollaB aims to unify these communication streams in one place.

CollaB is a website hosted on a companies private server. It comes with various plugins which integrate other communication tools. All chats are saved and can be accessed by the users.

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Company background

Vision statement

CollaB tries to enable a better form of communication and documentation of business decisions. It will be easier to use and more portable than other solutions and will provide a variety of plugins gathering all communication in one central place.

Management team

Bernhard Posselt

Bernhard Posselt is one of the founders and the user interface expert behind the project. He is responsible for testing and designing the user interface.

Philipp Langer

Philipp Langer also one of the founders and responsible for the software back-end. He represents the company as CEO.

Brand name

CollaB is an abbreviation for collaboration. The name was chosen to clearly state the program's intent on enabling better collaboration.

Customer needs

In larger companies, information is often scattered across multiple programs and documentation is hard to locate and update. It requires the customer to update, learn and watch a large variety of different programs. This can lead to inefficiency and mistakes. Moreover, if it's hard to use, users just don't use it that much.

CollaB tries to solve all this problems by uniting all communication and documentation in one easy to use and easy to update software. Designed with usability in mind, the program is easy to learn and to maintain. Finding important information is simple.

Product

Benefits

CollaB makes it easy to find and maintain conversations. It provides a clean and easy to use interface which highlights the important parts of communication. All information, documentation and communication is centrally available at all times.

Moreover it integrates flawlessly into existing platforms which often represent high investments for our customers. Achieved by plugins, it is easy to extend and integrate new protocols and has the advantage of seamlessly migrating existing solutions to our platform.

Technical description

CollaB is being built on proven and popular frameworks notably Ruby on Rails and jQuery. Both frameworks are Open Source and free of charge for commercial purposes. The software will be available for different Linux platforms.

After installation the administrator will be able to create users and groups. Groups and users can be

assigned to streams and can invite other users to join. A stream is a chat channel which is being stored on the server. Users can post media and source code which will directly rendered in the chat e.g. an uploaded picture will appear as it is in the chat. Each line in the channel can be tagged as important and each channel can be tagged with keywords which make it easier to categorize and search.

Moreover it will be possible to directly record voice input and create conferences.

Costs and pricing

The software will be available in three different categories: small companies (1-15 users), medium (15-100 users) companies and large companies (100-500 users) which will cost 50\$, 150\$ and 500\$ per month. Companies with more than 500 users will be handled personally to guarantee the best solution for the customer. Included in these fees are support costs and updates.

If needed, all installations can be maintained on our own servers with customizable hardware. The costs per month will be calculated according to the hardware requirements.

Market

Target market and distribution

The target market are companies and enthusiasts who will commercially use our program. The program will be offered on our own website in different price categories for small, medium and large companies. Customers can deploy their own installation or choose to host the program on our dedicated servers which will be updated and back-upped automatically which guarantees high security and reliability.

Competition

A wide spectrum of collaboration solutions is already available from many notable companies such as IBM and Novell. What they all have in common is a high complexity in setup and a high cost to maintain and support. Many of them use a proprietary exchange protocol which makes it difficult to integrate into existing solutions. We aim to provide an easier to integrate and easier to maintain solution allowing companies to cut costs not but reducing quality but by reducing complexity and efforts.

Market potential

According to SearchAndMarkets.com collaboration and communication tools are still on the rise and the market is growing despite of anticipated demises. The enterprise market is a stable and reliable market which favors long-term contracts and support over inexpensive solutions.

According to Gartner “The worldwide market for enterprise social software will top \$769 million in 2011, up 15.7 percent from the \$664 million spent in 2010”

Promotion and future plans

Public relations

The program will be available to a limited circle of testers in the Open Beta phase. Testers can invite up to five people to join the Beta. Testers will also be able to give feedback and earn bonus points which can be used to get a discount on the final product.

At the time of the release we will ally with big Open Source websites offering them exclusive access to the software for non-commercial purposes. This will help the product to spread among professional and enthusiastic developers.

Simultaneously we will release press releases on all major tech blogs and websites.

In the future we plan to Open Source large parts of the product and focus on support and commercial plugins in the long run.

Advertising

As we cooperate with Open Source portals we will rely on word-to-mouth marketing and free trials for non-commercial purposes. We know our product is superior to every existing solution on the market and therefore we try to convince users to try out our product. Moreover, 10 per cent of our income will be spent on advertising on Google.

Sales promotion

In the first year after the release we will offer free support and updates to early adopters.