



If You Don't Know How, Ask Amigos With The Know How!

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Project:

Coffeefy

Presented to:

John Dupin
of
LocalLife

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Company Introduction

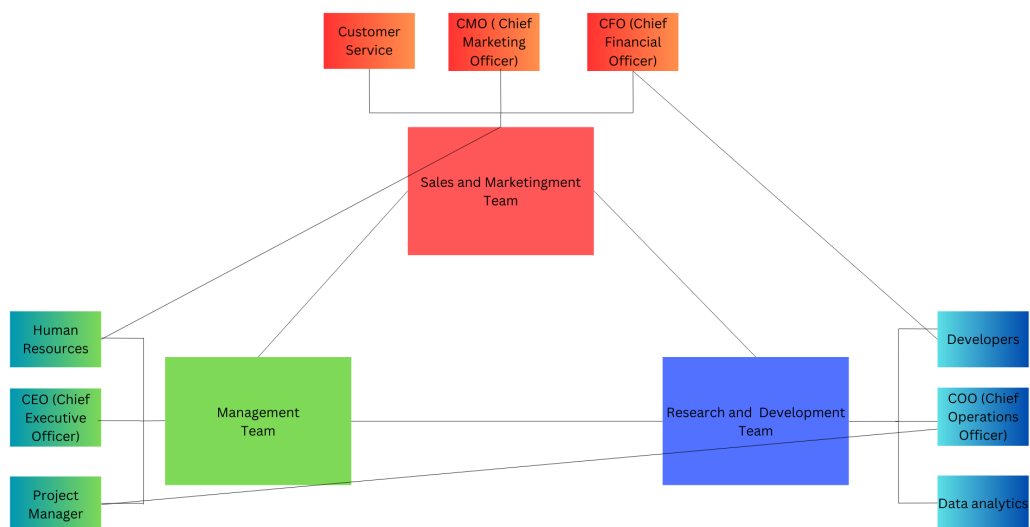
About Us

3MiGO is a software development consultancy agency started by three friends , or amigos, passionate about everything tech-related wishing to create a space for creative and friendly people to work and flourish together in a positive environment.

Structure

Our company is divided into 3 departments, each with several groups working within these departments. Each group will have a team leader who will be responsible for relaying information and the current progression of each group in meetings.

The way we decided to assign roles was based on where our talents and experiences were more ideal. Giulio having experience with leadership and a very reliable personality was given the Manager position, Alejandro having the knack for practical tasks was assigned as head of research and development, and Alberto was assigned as head of sales and marketing for his creativity and ability to sell ideas.



Culture

We aim to achieve a positive , healthy environment by minimising levels of hierarchy and mental stress, and allowing employees to explore their creativity and work in a method and schedule they would be more comfortable with. By allowing more freedom, we hope to keep employees' passion and love for software development intact and make our projects feel less like a job and more like a hobby.

Our Purpose

At 3MiGO we strive to empower creativity and camaraderie in the software development world. We wish to create an environment where tech aficionados and innovators can thrive, without the added stresses of hierarchy and micromanagement. Our goal is to transform software development from a boring job to a joyful pursuit.

Project Introduction and Plan

We have been commissioned by LocalLife to help with the creation of an app to promote local coffee shops and also help consumers find the perfect coffee shop for them based on their preferences. We will need to seamlessly integrate AI and google maps into the app to allow for necessary features that will help businesses to find customers and to allow consumers find the right coffee shops for their current needs. While keeping two way communication with LocalLife we aim to create a great and intuitive app.

Management meeting (9 oct - 15 oct)

We will hold a meeting with all heads of departments to discuss a clear , feasible plan for each department.

Plan Approval (16 oct - 20 oct)

Head of departments will have meetings with their group to see if the plan is appropriate and any changes will be discussed and finalised.

Study market (20 Nov - 20 Dec)

Sales and marketing department will conduct ongoing market studies and keep close communication with other departments in small weekly meetings.

Software design (20 Nov - 25 Dec)

The design of the app, considering UI and UX, will be drawn up and everything will be ready for the development team to begin creating the app.

Market strategies (20 Nov - 20 Dec)

Possible marketing strategies will be discussed and slowly implemented to see online reactions towards the app and to create excitement.

Development and Coding (1 Dec - 5 Jan)

Development on the app will commence , starting with just the fundamentals as the other groups continue to conduct their research. Vigorous communication and group work will be pivotal during this stage.

Prototype Release (5 Jan)

A working prototype will be released to the public as a beta product.

App Testing (6 Jan - 28 Feb)

During this period we urge customers to give any feedback or ideas we could use to improve the UI and UX or the app, and we will regularly monitor and take notes of any issues which may arise.

Adjustments (1 Mar - 15 Mar)

All feedback will be assessed and considered, and any appropriate adjustments will be implemented.

Launch on Android (16 Mar)

App will be released onto the Google Play store.

Launch on iOS (1 Apr)

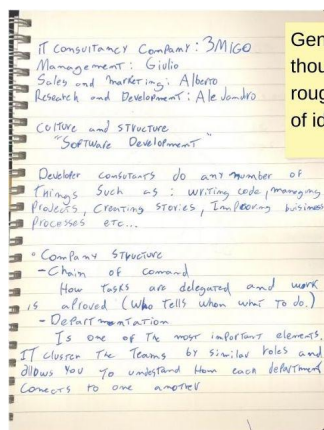
App will be released on the Apple store.



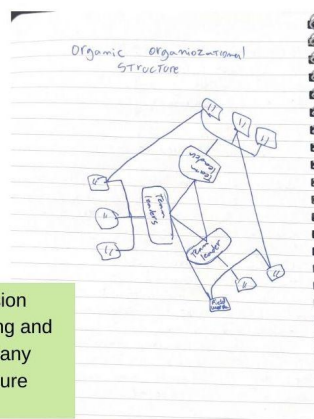
Brainstorming

3MIGO was created thinking in our daily routine, the name stands for “Tres Amigos”, which translates into “Three Friends”, from Spanish, Alejandro’s native language. Coffee was the thing that brought us together, since day one it was the main reason we would gather, have a chat and discuss projects.

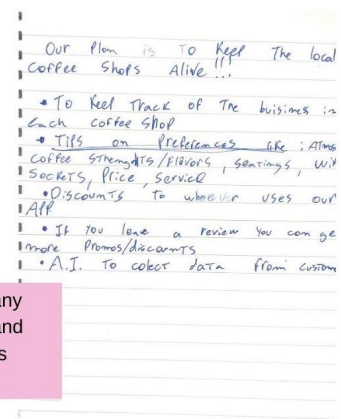
One day we were having some coffee in a Starbucks, and we noticed that Starbucks and another huge companies have much competitive advantage in against small businesses, so we thought it was a brilliant idea if there was an app to help smaller businesses attain a greater audience, without being hidden behind the appeal of larger coffee chains, raising their sales and allowing them to innovate a little more. Also, we thought, it would be great for coffee lovers to find a coffee shop perfect for them, in regards to various parameters which would be important to them , such as coffee cost, location, whether seating or Wi-Fi is available, and more.



General thoughts and rough sketch of ideas



Decision making and company structure



Company goals and projects