Team02's Business Plan

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I. Executive Summary

The focus of the business idea is to provide a 3D animation tool for diagrams that could be used collectively. The tool will be accessible online for a minimal subscription fee.

The product will allow easy creation of diagrams individually and collectively, by creating group rooms. Moreover, to help improve its users' knowledge and understanding of the subject the tool will provide a neat 3D animation, as well as allow concurrent diagram simulation.

In a years' time, Team02 plan to have reached their reasonably sized goals. In that time, the small company's website should have had at least 100 visits. Moreover, 50 diagrams should have been simulated and an additional 50 made using the provided software.

The tool is being developed with software engineers in mind. The target users are individuals working in the software industry. The ideal customers are either individuals that are studying or working with UML or business in need for a documentation of their software through UML diagrams. Once the product has reached enough notoriety or financial gain its capabilities will be expanded to include a more varied selection of diagrams. With this we aim to attract more customers by increasing our target customer base.

The 3D animations (and animations in general) will differentiate the product from current market options. The product provides group rooms and chat capabilities which will make it more inclusive and easier to work with in group than the current options. Additionally, the tool will allow to concurrently simulate multiple diagrams.

II. Company Description

Company Description

Business Name	Team02
Company Mission Statement	Come learn in 3D. Our aim is to provide a valuable diagram learning tool, with 3D animations and diagram simulation capabilities.
Company Philosophy/ Values	The company values openness and community amongst its desired users. Team02 believes that by practicing honesty and respect with its users, we can expect the same in return.
Company Vision	The company's vision is to revolutionize the way people make and animate diagrams online and to make the world a better place through 3D diagram simulations.
Goals & Milestones	1. 100 visits to Team02's website within the first year. Team02 is a small startup with limited funds therefore we believe in setting smaller, reasonable goals. 2. 50 diagrams simulated within the first year, 3. 50 diagrams made within the first year. 4. Gain notoriety amongst other similar platforms. The main goal is to create a tool that could rival our competitors.
Target Market	Schools, universities, firms and other businesses. In general, any environment with a need for diagrams.
Industry/ Competitors	The market for online diagram tools and software could be described as stable with several main competitors holding the revenue. The main hurdle for Team02 will be emerging and making a name for itself in the market. However, this is doable, since Team02 offers 3D animation, which sets it apart from its competitors. The 5 main competitors are listed below: 1. draw.io 2. LucidChart 3. Gliffy 4. Cacoo 5. Creatly
Legal Structure/ Ownership	Team02 is a small startup and therefore the ownership is divided amongst a partnership of six people. The partners are Elaine Qvarnström, Boyan Dai, Erik Laurin, Joacim Eberlan, Justinas Stirbys and Shaun McMurray.

III. Product Description

Product & Service Description

Business Name	Team02
Product/ Service Idea	The product, Diagram Animator and Visualization Environment (DAVE) will provide a web based diagram making tool. The tool will include diagram simulation based on imported files, 3D animation and is required to simulate multiple diagrams concurrently, as well as group rooms for chatting and working simultaneously.
Special Benefits	The tool is being developed for 2 teachers at Gothenburg University. If the DAVE gains the approval its user base could then be expanded to multiple teachers, students and courses at the university, gaining a sharp increase in its user base quickly.
Unique Features	3D animation Concurrent diagram simulation Group room with chat capabilities
Limits and Liabilities	DAVE is web based, therefore it has all the limits of a web based application
Production and Delivery	The software is being produced in autumn 2017, and will be available, by the latest, on January 2018.
Suppliers	Supplied by the company
Intellectual Property Special Permits	None
Product/ Service Description	To experience the full capabilities of the product, users will be required to register and pay a subscription fee. The company is based in Sweden therefore the monthly fee is 24SEK ($2.99), the low-end pricing compared to our competitors. However, the product will be available for free with some limitations. Without paying the subscription, users will not be able to experience group room formation. They will also lose access to some of the more advanced diagrams and animations.

1. **Market Research**

Primary market research has showed that the industry size is rather small, with a few service providers cornering much of the market. The industry seems to be stable with no discernable growth patterns within it. However, because of the few main service providers and their products' similarities there seems to be room in the target market for newcomers. Our product aims to provide a more inclusive and unique product therefore, we are aiming at 10% percent of market.

2. **Barriers of Entry**

Our company will have an uphill battle trying to emerge and make a name for itself within the market, therefore we can project high marketing costs. We aim to counteract this by offering up ad space on our website and seeking financial aid from investors. Another projected challenge will be brand recognition. This issue is faced with most online diagram software, since so few of them have name recognition. We will tackle this issue, by purchasing ad space and improving our marketing strategies. Our aim is to sell our product to the point that our logo and company name becomes a household name. Moreover, since our product is web based our company will be required to pay server hosting fees. Our solution to this problem is to have a low-price subscription fee in the hopes of attracting more customers as well as selling ad space on our website.

3. Strengths, Weaknesses, Opportunities and Threats

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering	3D animations Group rooms Chat	No brand Recognizability	Target market is looking for something more	Fade out in to oblivion Large companies
Brand/ Marketing	Has logo Has unique features No scandals with branch	No brand recognizability Limited Funds	Buying and selling ad space	Funds spent on marketing don't bring results
Staff/HR	Small staff results in less salary to be paid	Lack of experience Lack of knowledge	Hiring new/more staff	Loss of current staff Difficulty hiring new staff
Finance	Have unique selling points	Limited budget No current financial investors No experience with finance	Seeking investors	Bankruptcy
Operations/ Management	Small number of staff is easier to manage	Small staff produces less		Staff quit
Market	Open to new products	Has established competitors	Room in target market	Fade out in to oblivion

Our strengths improve weakness
We plan on using our unique selling points to differentiate from our competition using marketing. Additionally, we plan on using these the selling point to gain investors and financial backing that can then be used to improve our staff and management.
Our immediate goals
Build brand recognition Improve our marketing capabilities Seek out new more experienced staff
Our long-term goals
Gain notoriety in target market Have 50 diagrams made Have 50 diagrams simulated Have 100 visits to Team02's business website

4. Product Benefits

Our company will provide a web based product, Diagram Animator and Visualization Environment (DAVE). DAVE will allow its users to simulate and animate imported diagrams as well as build their own. The animations will be done in 3D setting it apart from its competitors. Additionally, the user will be able to simulate multiple diagrams simultaneously, because DAVE will process the diagrams concurrently. DAVE will grant its registered users capabilities to make their own group rooms, where multiple people will be able to work simultaneously. This feature will be coupled by built in chat, making it project and work friendly.

Our company will also provide several services geared towards improving user experiences with DAVE. Access to tutorials, aimed at training DAVE's new users, will be available online. Additionally, the company will provide additional ongoing support, in case of troubleshooting.

5. Target Customers

The product is intended to support an array of diagrams, however at the early stages it will mainly focus on differing UML diagrams. Therefore, before the tool is expanded, the target customers will focus on people in the software engineering field. The ideal customers can be divided into 2 sections: the ideal user and the ideal business that buys and supports DAVE.
Ideal Customer:
- Age: 18+
- Gender: Unimportant
- Location: Sweden / Round the world
- Salary: Student (CSN) / Teachers
- Occupation: Student / Teacher
- Education: Higher Level Education

The ideal customer would have to have their own funds to afford the subscription fee, this would imply they are over 18 and have disposable income. At the early stages of release the tool will support UML diagrams. UML is tackled in university. Therefore, the target customer would most likely be a teachers or student working with UML and have a higher-level education. These customers would have a teacher's salary or CSN (if studying in Sweden). The product is developed in Sweden so the initial target location is Sweden, however since it's web based and in English, anyone around the world can have access. The tool will initially focus on providing value to software engineers and people with knowledge of UML, so the product is not gender specific.
Ideal Businesses:
- Industry: Software
- Location: Round the world
- Size: Medium / Large
- State: Growing or Mature

The ideal business to buy the initial product, would work in a software industry. To get the most value from the company, it would have to be of medium or large size, and have multiple departments that could use the tool. The company would also have to be growing or mature, to ensure the continues purchase of the product. Since, the tool is web based the company's location does not matter.

With enough financial and/or fame gain the tool's diagram selection will be expanded to include more universal diagrams. Once the tool has been expanded the target customers base becomes more general. It will no longer be limited to software engineering, the age and education levels for ideal customers will lower also.

IV. Competitor Information

Competitor Data Collection Plan

This sheet demonstrates how Team02 is planning on collecting data on their main competitors, draw.io, LucidChart, Gliffy, Cacoo and Creatly.

Price	The pricing information will be collected from the competitors' websites
Benefits/Features	Benefits and features will be collected by examining the competitors' sale products and their capabilities
Size/profitability	To establish the competitors size and profitability an examination into their sales records must occur
Market strategy	The information on market strategy will be collected from the competitors' online and social presence

Competitive Analysis Worksheet

This sheet is used to explain Team02's competitive advantages and disadvantages. Each factor listed in the first column, is assessed to be a strength or a weakness (S or W) for our business and for our competitors. Then followed by a rank on how important each factor is to the target customer on a scale of 1 to 5 (1 = very important; 5 = not very important).

FACTOR	Team02	Draw.io	LucidChart	Gliffy	Cacoo	Creatly	Importance to Customer
Products	W	S	S	S	S	S	2
Price	S	S	W	W	W	W	5
Quality	W	W	S	S	S	S	5
Selection	W	S	S	S	S	S	4
Service	S	S	S	S	S	S	5
Reliability	W	S	S	S	S	S	3
Stability	S	S	S	S	S	S	4
Expertise	W	S	S	S	S	S	3
Company Reputation	W	S	S	S	S	S	4
Appearance	W	W	S	S	S	S	4
Sales Method	S	S	S	S	S	S	3
Advertising	W	W	W	W	W	W	4

1.   Positioning

Based on our primary research and the *Competitive Analysis Worksheet,* Team02 and DAVE has an uphill battle against its primary competitors. In this scenario Team02 are the underdogs. To successfully succeeded against

our competitors, we aim to exploit or low prices and service. While slowly building up our customer base we intend to relocate funds to improve or performance in the other Factors.

2. Product Marketing

Team02 plans on using Social Media to market DAVE, since it's the cheapest, most popular and most accessible platform out there. Marketing will be done via our Business Website, Networking, bought ad space and the Twitters and Facebooks.

Marketing will aim to convince people that DAVE is a fresh, new, state-of-the-art tool that makes you student and business life easier. Marketing will also focus on painting Team02 as a new and innovating brand/company. To increase our brand recognition the Team02 and DAVE logo will be plastered during advertisements.

Unfortunately, Team02 being a small startup, without any current investors, it does not have a promotional budget. Therefore, most of the advertising will be done through Social Media.

3. Pricing

Pricing Strategy

Business Name	Team02
Market Strategy	Cost Plus (The costs of making/obtaining your product or providing your service, plus enough to make a profit)
Brief Explanation: Due to already established competitors in the market, Team02 opted out to lower their prices to attempt and compete with their rivals. The product will be sold using Software as a Service model (SaaS). The product will be found and provided on Team02's webpage for a small subscription fee. The pricing will be done with a subscription fee of $2.99 (24Kr) a month or $30 (240Kr) a year. By buying the yearly subscription the customers same additional money This price is the lower-end price in the market. The lower price is important to the customer base, since the ideal customers are students. The aim of our price is to attract more customers by offering up our product for a lower price and students would appreciate it. Additionally, we aim to use our unique 3D animations and group rooms to attract teachers and educators to our product. Addictingly, support and tutorials will be available for that price.	

4. Distribution Channels

The product will be distributed mainly through the company's website, which will act as a distribution channel. The product is currently being made for the consideration of 2 teachers at Gothenburg University. If the product is acceptable, then perhaps the teachers or university, will buy it and act as a second distribution channel. Additionally, if the product makes enough sales, then the company will aim to buy ad space.

Distribution Channel Assessment

This sheet assesses the company's distribution channels based on several criteria.

	Company Website	Face to Face meetings	Ad Space
Ease of Entry	Easy	Hard (Requires networking)	Medium (Requires money)
Costs	Server host price	Travel cost Representative cost	Requires a capital and budget
Competitors' Positions	Have their own websites	Provide customer support	No add space found during primary research
Management Experience	Low	Low	High
Staffing Capabilities	Low	Low	N/A
Marketing Needs	High	Medium	N/A

V. Operational Plan

This section explains the daily operation of your business, including its location, equipment, personnel and processes.

1. **Production**

The production of DAVE will be handled by small developer team of six people. The developed team act as the owners of the company as well. Since the product is web based it will also be distributed through the company's web page.

2. **Quality control**

The company has strict quality control and measures will be taken during the production phase to ensure that the product developed adheres to all standards. The quality control measures include code inspection, testing and developers/ release branching. Additionally, the users will have the opportunity to report any bugs or error via the web page.

3. **Location**

As mentioned before the company is comprised of 6 people. It's based in Gothenburg, Sweden and currently is based out in Lindholmen, Gothenburg. The company does not have any official quarters.

4. **Personnel**

The current personnel consist of 6 software engineering students and is currently not hiring any employees, but in the future, it might require legal assistance, developers and customer support. For the developers, it is important to be familiar with C# and Unity, to work at the company (as unpaid interns).

VI. Management & Organization

Management Worksheet

This worksheet provides a brief summary of Team02's past experiences

Team members and Bio/s	All six members are students at Gothenburg University and have previous experience in Java and software process management. The team members include: Elaine Qvarnstörm Boyan Dai Erik Laurin Joacim Eberlen Justinas Stirbys Shaun McMurray
Gaps in Management or Experience	The gaps in experience will be attempted to fill by additional courses in university and online as well as the use of advisors
Advisors	The group has 4 main advisors. Michel Chaudron and Michael Palka who acts as product owners of DAVE. Mayra Soliz and Emanuel Marcos act as Team02 advisors and teaching assistants.

Organization Chart

This sheet showcases the hierarchy of the group plus who they report to.

Michel Chaudron,
Michael Palka
Product Owners

Mayra Soliz,
Emanuel Marcos
Teaching Assistants

Elaine Qvarnström
Scrum Master

Joacim Eberlen
Test Manager

Shaun McMurray
Assistant to the Test
Manager

Boyan Dai
Social Media
Coordinator

Justinas Stirbys
Secretary (of
Defense)

Erik Laurin
Quality Manager