



# HomeBox

The Next Generation of Telework and Remote Collaboration

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# Business/Project Management

Taryn Miller





# HomeBox - Executive Summary

## Purpose/Goal

Building a telework and remote collaboration platform that increased productivity.



## Target Audience

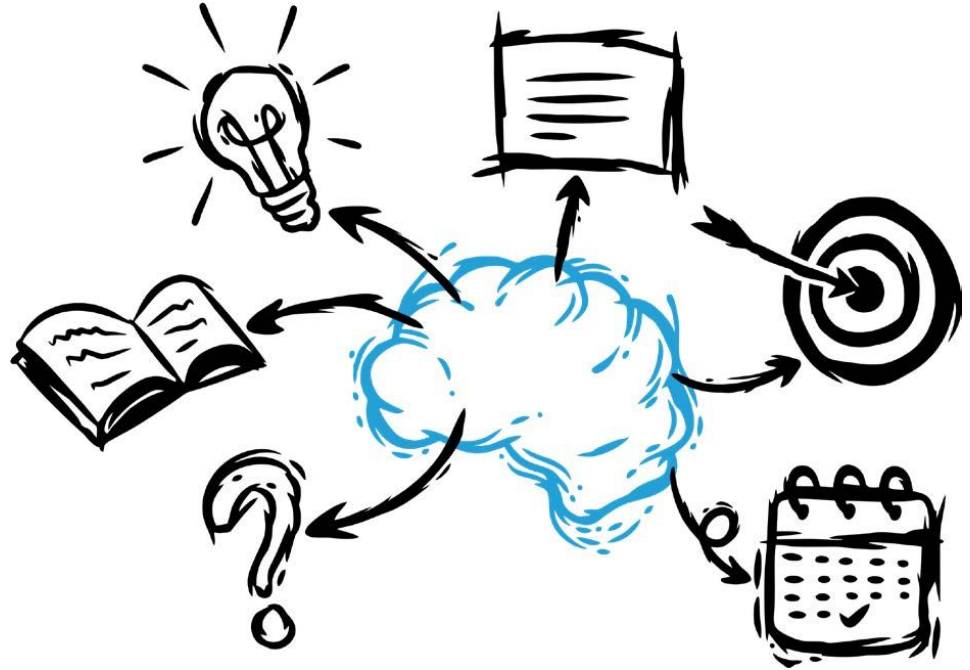
Small/midsize companies and individuals who telework or work from home. People who struggle with efficiency and productivity in an online environment



# HomeBox - Executive Summary cont.

## Key Features

- Pre-meeting agendas
- Collaborative notes/whiteboards within a meeting
- Google Drive integration
- JIRA integration
- Recorded meeting minutes/notes/agendas pushed directly to their Google Drive/JIRA/Trello board accounts
- Chat system
- Video & Audio conferencing

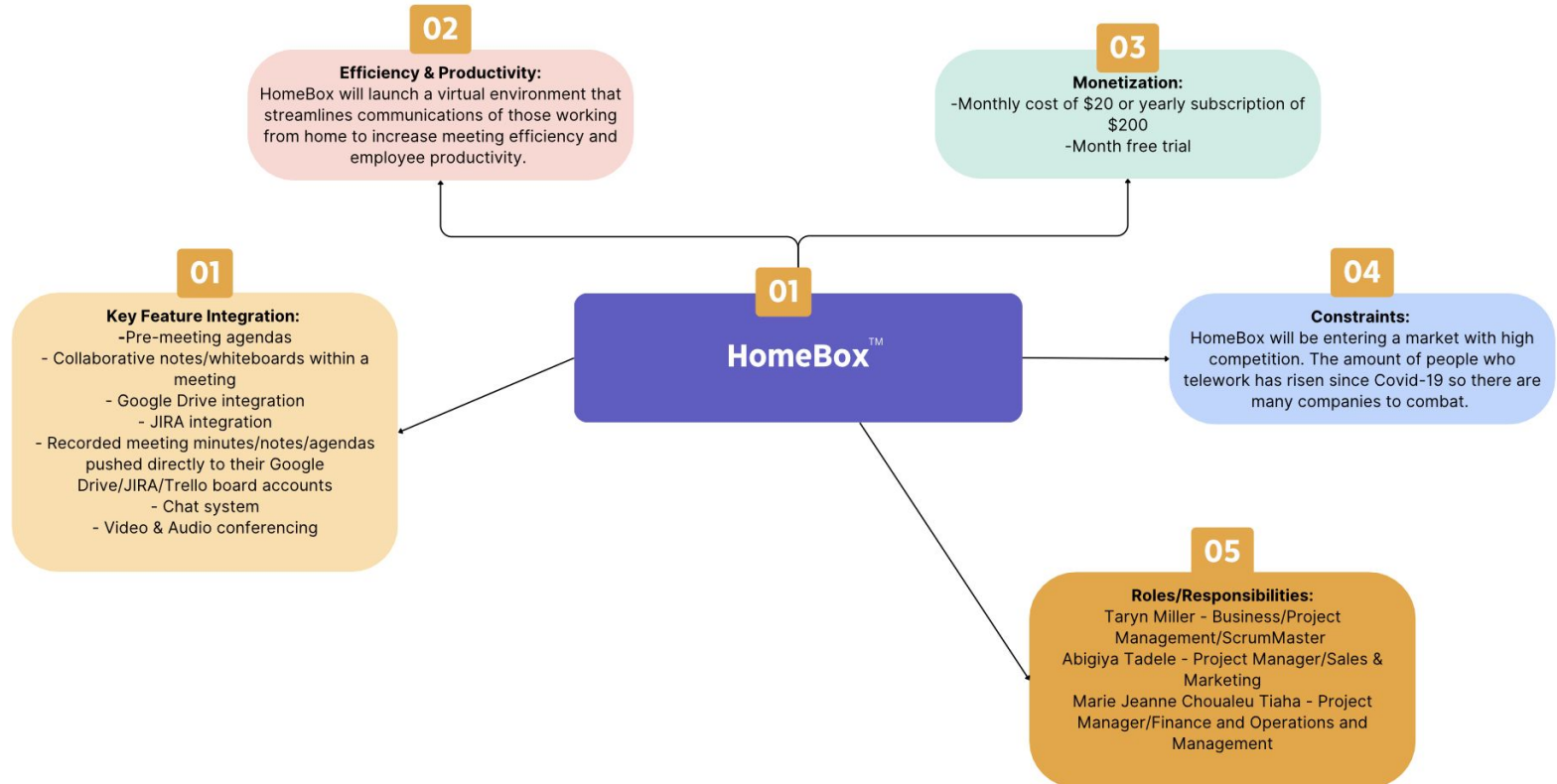




# Project Scope



# Project Scope Map



# Business Product Pricing

- Month free trial
- Monthly cost of \$20
- Yearly subscription of \$200

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# Staffing

Executive employees (2) - CEO/CFO

Marketing (2) - Advertise the product successfully

Tech (3) - Ensure all key features are present in platform

Operations & Maintenance Manager (8)  
– Maintain and edit platform going to market

Finance (2) - Handle financial projections such as product and MVP creation

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# Sales & Marketing

Abigiya Tadele



# NICHE TARGET MARKET

Chosen Niche:

- Organizations( small to mid level businesses, non profits, etc.) and individuals in hybrid or complete remote work
- Professionals who struggle with remote work productivity

<https://www.techknowable.com/wp-content/uploads/2023/03/Benefits-of-Remote-Work-1024x614.jpg>



# Marketing Strategy

## Launch and Brand Awareness:

- Social media campaigns and Ads designed to maximize visibility among our target audience
  - LinkedIn, Facebook, Instagram, X
- Monthly webinars and live demos to showcase platform features
- Booth presence at business expos, networking events and remote work summits
  - Ex. TechTalk DC, Running Remote, The Future of Work Expo, CES (Consumer Electronics Show)
- Over time, create partnerships with established coworking orgs for joint packages



# Sales Approach



## Sales Team:

- **Sales Manager(1)** - Main Lead, sets targets, and tracks results
- **Business Development Representatives(2)** - Find Potential Clients & Research Market/competitors
- **Account Executives(2)** - Negotiate and Close deals
- **Customer Success Specialist(1)** - Help get New clients Started and retain clients
- **Marketing & Sales Coordinator(1)** - Manage marketing outcomes and event coordinators/campaigns

## Sales Strategy:

- 1 month free trial for new customers
- **Monthly subscription:** \$20
- **Annual subscription:** \$200 (save \$40 vs. monthly rate)
- **Enterprise clients:** Negotiated discounts available





# Finance Management

Marie Jeanne Choualeu Tiaha



# Finance Management

## Budget Allocation (Year 1)

- Marketing & Brand Awareness – 30% (\$120K)
- Operations & Maintenance – 40% (\$160K)
- Help Desk Support – 10% (\$40K)
- Miscellaneous & Contingency – 20% (\$80K)
- **Total: \$400K**

## Revenue Projections (Year 1)

- \$20/month per user or \$200/year subscription
- Estimated 5,000 paying users in Year 1 → ~\$1M revenue
- Break-even point: Month 8–10





# Operations and Maintenance

Marie Jeanne Choualeu Tiaha



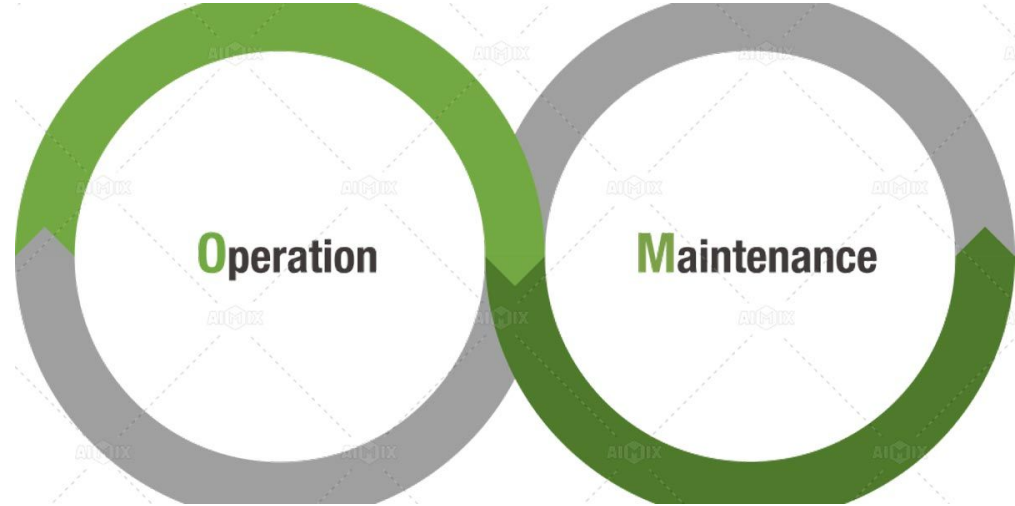
# Operations & Maintenance

## Staffing Needs

- Operations Manager (1) – Oversees platform performance
- System Administrators (2) – Maintain servers & updates
- Support Team (4) – Handle customer issues
- QA Specialist (1) – Test features & integrations

## Support Strategy

- 24/7 Help Desk (rotating shifts)
- Ticketing software (e.g., Zendesk/Freshdesk)
- Online Knowledge Base & FAQs





# Operations & Maintenance

## Maintenance Plan

- Weekly bug fixes & security updates
- Monthly performance reports (uptime, response time, satisfaction)
- Quarterly feature reviews & improvements

## Key KPIs

- Uptime: 99.9%
- Avg. Response Time: <1 hour
- First-Contact Resolution: 85%+

