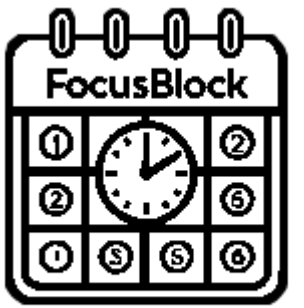


# FOCUSBLOCK

Task management simplified



# FocusBlock



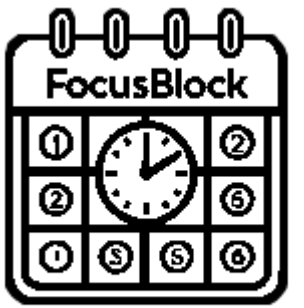
Task management simplified. Elevate productivity.  
Minimize Stress.

*“Imagine never missing a critical task again.  
FocusBlock enables professionals to keep track of  
tasks arising from asynchronous communication.  
FocusBlock ensures no task is missed, boosting your  
productivity and reducing workplace stress.”*





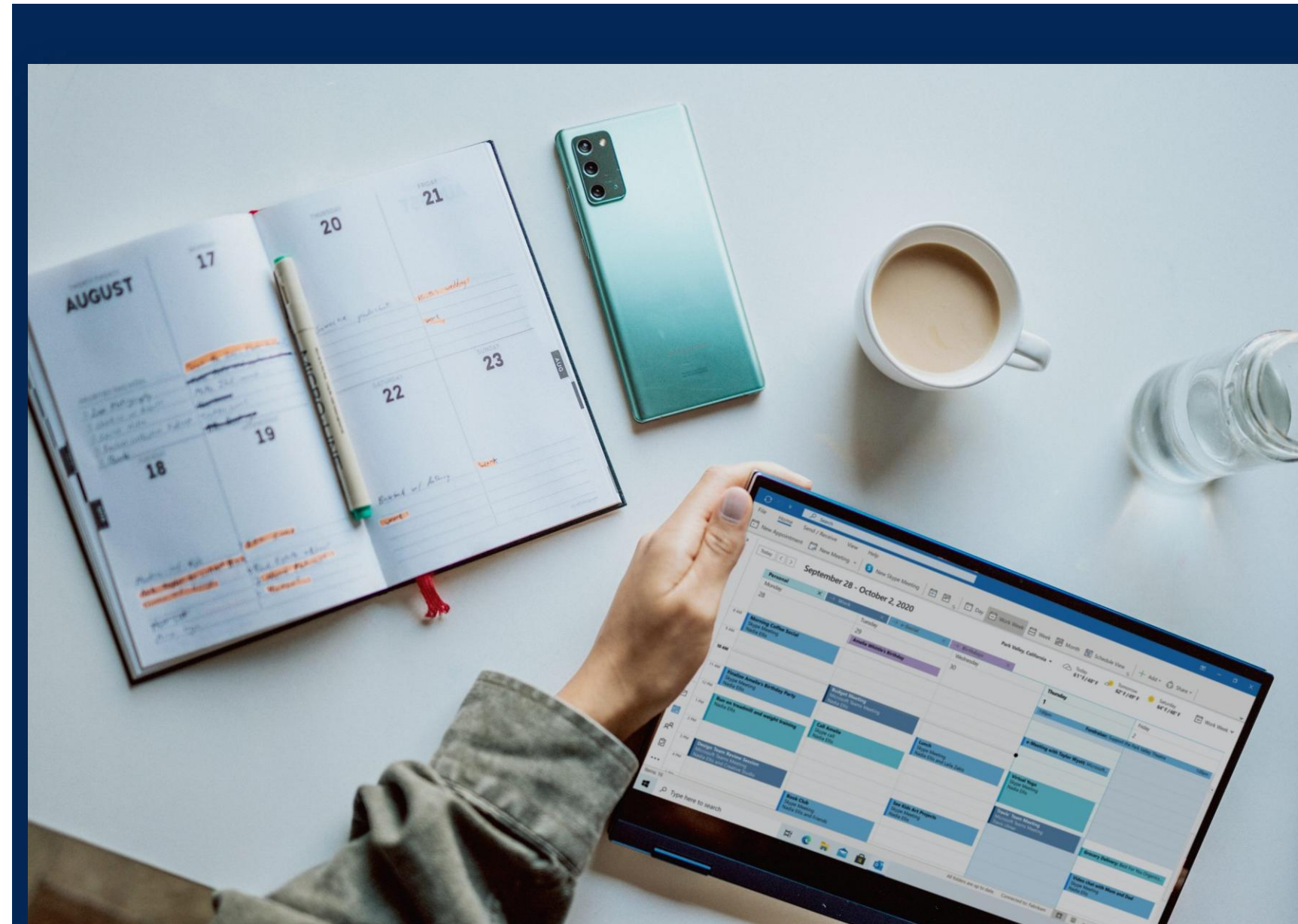
# FocusBlock



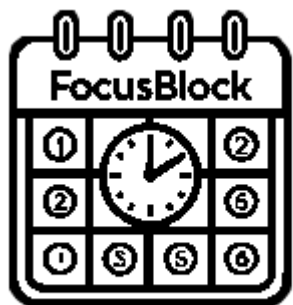
**Scenario:** In our daily communication across different countries and time zones, action items often arise that require our immediate attention. However, with our busy schedules, it's easy to forget and **allocate time to address tasks**.

**Solution:** FocusBlock seamlessly **integrates with your communication platforms**, allowing you to instantly schedule and prioritize tasks directly from the notification interface. Whether it's an important email, a critical chat message, or a significant action item, FocusBlock ensures these tasks are promptly **added to your calendar**, eliminating the need to switch contexts or manually update your schedule. Additionally, FocusBlock integrates AI to support the rescheduling and prioritization.

**Impact:** By using FocusBlock, you can manage your workload more effectively, prioritize tasks efficiently, and maintain productivity across different time zones. This tool not only streamlines task management but also **reduces cognitive load**, enhances focus, and ultimately improves job satisfaction.



# FocusBlock Demo



Activity

Chat

Teams

Calendar

Calls

OneDrive

...

Apps

Chat

Copilot

Pinned

Silvio Marcovic (You) 04/03

You: Sent a file

TorusBot 20/06

Expired Eligibility

Silvio 07:04

You: Show Focus Block Demo

Rich Malak 03/07

Yes that's exactly how I felt, that...

Michal Sipek 12/07

You: sounds good

Falkor 07:04

Prokop: Oh, looks li...

Falkor stand-up 11/07

Monika: Yep, should be on 7th fl...

[Product Maker] 1st ... 12/07

Joan: Added a title for Slide 5

[On Hold] Audience ... 08/07

Denis: I'll remove Gallatin/Moon...

Skype Push Notificati... 28/06

User added

[On Hold] MediaPaa... 11/07

Denis: Sounds good Kyle, thank...

[In Review] Lync Gate... 02/07

Denis: Abhishek, thanks for the r...

Broker - RA Schema 10/07

Silvio Chat Files Recap Attendance Breakout Rooms Speaker Coach Q&A

Join

04b20001-003a-4030-a000-713ac35003ed

subs:  
f7629b82-c33c-4c33-a1e5-8c0aaa03eb19  
b544da9a-14eb-4ee2-97f4-f05061a3a316  
e1d4e856-8c89-4b58-b55a-76e18ce369ae

28 February

28/02 10:52

prdtrs01\spochyobva\_debug  
prdtrs01\petralekseev\_debug  
prdtrs01\melikesahin\_debug

09 May

27 May

10 June

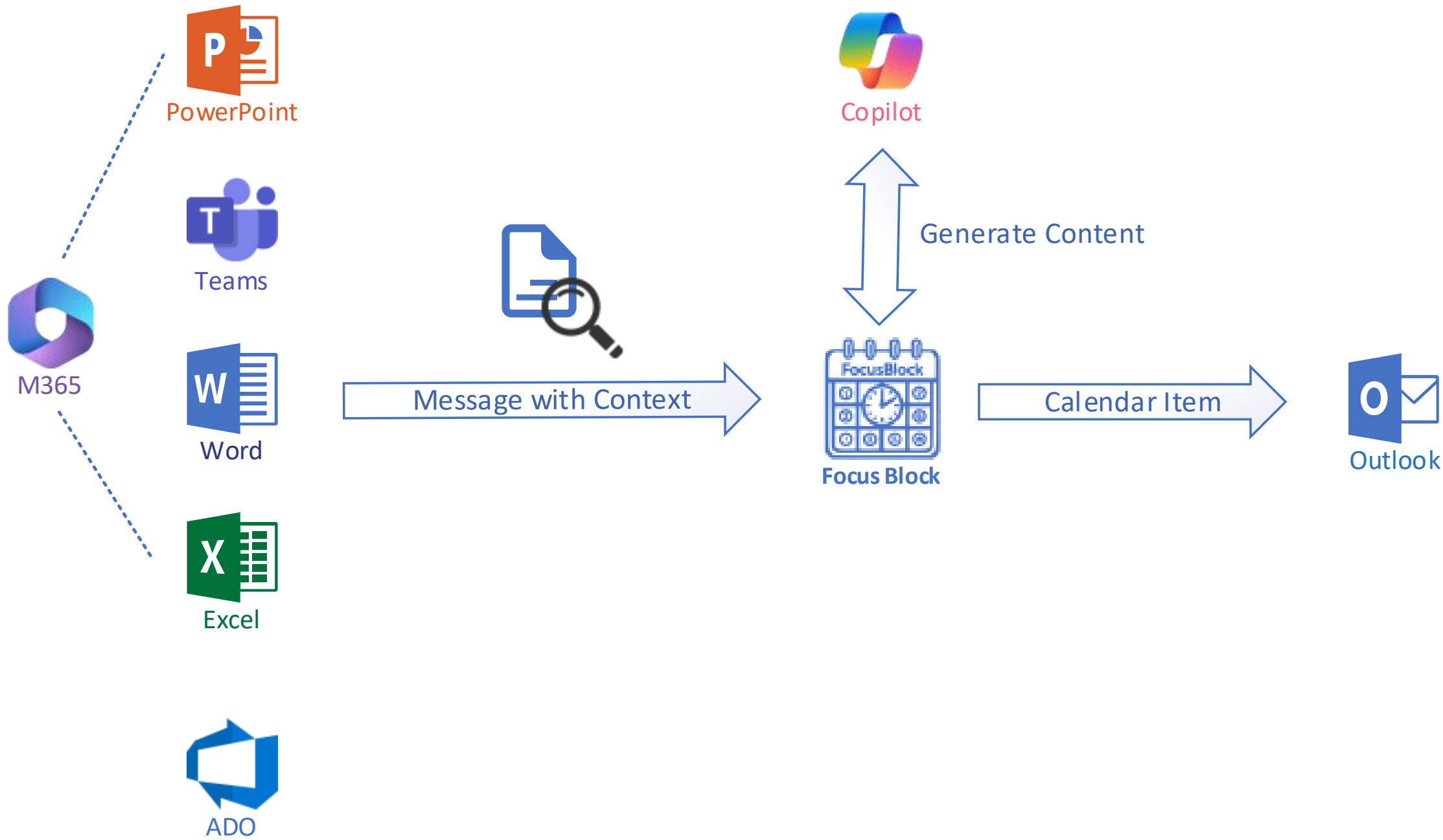
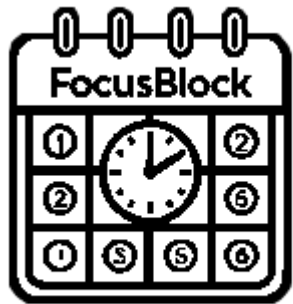
Today

07:04

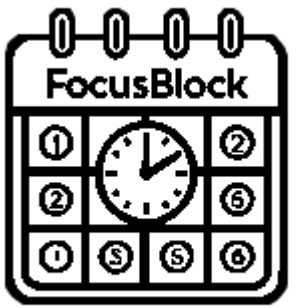
Show Focus Block Demo

Type a message

# FocusBlock Flow



# Driving Adoption and Efficiency with FocusBlock Integration



## Copilot & Microsoft To Do

- Integrating with Copilot tasks, summaries.
- Ensuring tasks are prioritized and managed effectively within the calendar.

## M365 Calendar companion

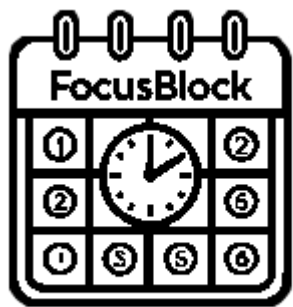
- Integrating task scheduling from communication platforms directly into M365 Calendar companion.
- Encouraging users to fully utilize M365 Calendar companion.

## Cohesive experience on Windows

- Leveraging existing M365 tools, creating a more cohesive user experience.
- Supporting use case for Windows as the essential OS for productivity customers and users.



# Market Analysis



**Market Trend:** Increasing demand for productivity tools that integrate seamlessly with communication platforms.

## Competitor Comparison

Tool Name	Key Features	Number of Users
Trello	Task boards, checklists, team collaboration	50 million+
Asana	Task assignments, project tracking, integrations	100 million+
Monday.com	Workflow automation, project templates, tracking	150,000+ teams
Todoist	Task lists, priority levels, productivity reports	30 million+
Microsoft To Do	Task management, integration with Microsoft 365	20 million+

## Gap Analysis

- Current Tools: Primarily focus on task management and project tracking but often lack seamless integration with multiple communication and notification platforms.
- User Pain Points:
  - Switching contexts between tools
  - Manual task scheduling
  - Inconsistent prioritization of tasks

## FocusBlock: Closing the Gap

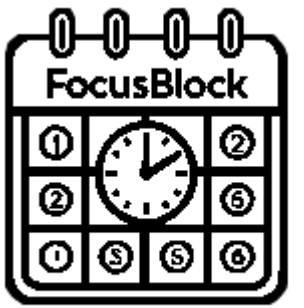
- Key Differentiator: Seamless integration with communication and notification platforms for instant task scheduling.
- Unique Value Proposition:
  - Reduces cognitive load and context switching
  - Ensures immediate prioritization and scheduling of tasks
  - Enhances productivity and efficiency

## Market Potential

- Total Addressable Market (TAM): 1 billion+ professionals globally
- Serviceable Available Market (SAM): 300 million professionals using digital task management tools
- Serviceable Obtainable Market (SOM): 10 million+ potential users in the first year

*“FocusBlock addresses the unmet need for seamless task scheduling directly from communication platforms, positioning itself as a crucial tool for professionals aiming to enhance productivity and task management efficiency. By closing the gap in the market, FocusBlock is set to attract a significant user base and achieve substantial growth.”*

# Risks



# Technology

- Case Study – Grammarly
  - Complex integration with 3rd party software.
  - Teams not officially supporting Grammarly

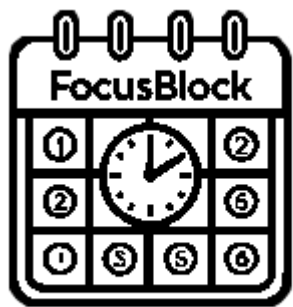
# Organizational

- How to implement and deliver the component across multiple M365 workloads?
- Are different organizations developing their own feature?





# Financial/Budget Assessment



Total Budget Request: \$XXXXX

1. Project Duration: 12 months
2. Team Composition and Roles
  - a. Software Engineers: 5
  - b. Program Manager: 1
  - c. Technical Lead/Advisor: 1
  - d. Engineering Manager: 1
3. Project Phases and Timeline
  - a. Phase 1: Planning and Requirements Gathering (1 month)
  - b. Phase 2: Development (6 months)
  - c. Phase 3: Testing (3 months)
  - d. Phase 4: Production Deployment and Monitoring (2 months)
4. Justification
  - a. Personnel: Experienced team for successful project execution
  - b. Software Licenses and Development Tools: Essential for task efficiency
  - c. Cloud Services: Necessary for hosting and testing
  - d. Training and Workshops: Keep team updated on latest technologies
  - e. Contingency: Covers unforeseen expenses

**Note:**  
The financial/budget assessment does not include related costs to service hosting, cloud infrastructure, data storage, long-term maintenance, support, and updates necessary for the deployment and ongoing operation of FocusBlock.

## Team Costs

Role	Monthly Salary	Number of People	Duration (months)	Total Cost
Software Engineers		5	12	
Program Manager		1	12	
Technical Lead/Advisor		1	12	
Engineering Manager		1	12	
Total Personnel Cost				

## Additional Costs

Item	Cost per Month	Duration (months)	Total Cost
Software Licenses		12	
Development Tools		12	
Cloud Services		12	
Training and Workshops		-	
Total Additional Costs			

## Contingency and Miscellaneous Costs (10% of Total Costs)

Item	Percentage	Total Cost
Contingency	10%	
Total Contingency Cost		

# Return on Investment (ROI)

**Assumption:**  
FocusBlock will be integrated as an additional capability in Microsoft 365 tools, preventing users from purchasing external software for task scheduling and productivity management.

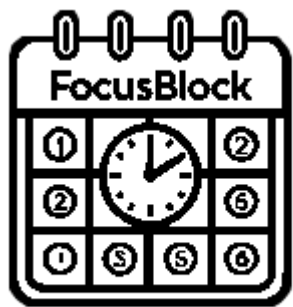
- Cost Savings:**
- 1. Current Spending on External Tools:
  - 2. Cost with FocusBlock Integration:

**Increased Productivity:**

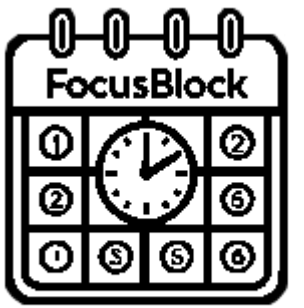
- User Satisfaction and Retention:**
- 1. Improved User Experience: Seamless task scheduling and management
  - 2. Reduced Churn Rate: Users are more likely to stay with Microsoft 365
  - 3. Potential Increase in Subscriptions: Enhanced features attract new users

**Total Quantifiable ROI:** \$26,097,800 annually

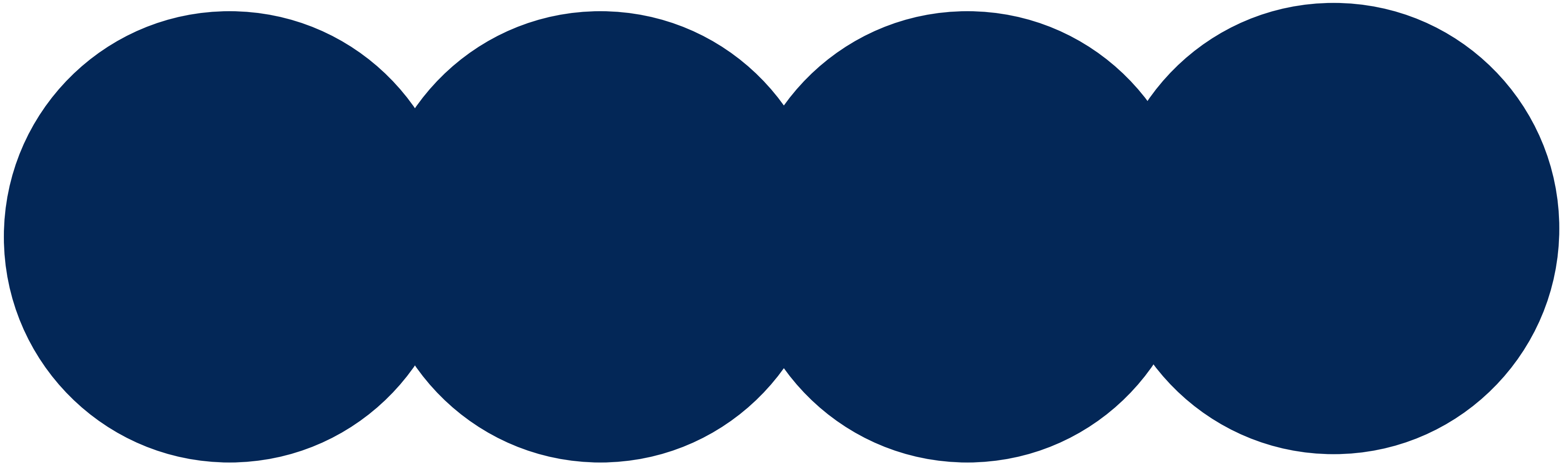
Metric	Annual Value
Cost Savings on External Tools	
Increased Productivity	
Improved User Satisfaction	Qualitative Benefit
Potential Increase in Subscriptions	Qualitative Benefit

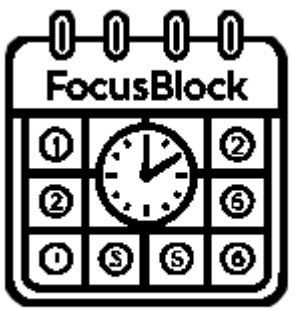






# Our Team





# THANK YOU

“

Success is determined by how you  
manage your time.