

Customer Statement of Requirements

Problem:

The Economy in Egypt has been rapidly changing in the past few years, marking new events. One of which is the Start-Up scene which is mostly composed of young men and women eager to start their own business and play a key role in their community as a business owner, as well as to themselves as dreamers who trail the untrodden path. However, According to Forbes Writer Neil Patel, 90% of startups fail. 42% Due to wrong audience and planning, 29% due to running out of cash, 23% due to wrong team choices and finally 6% fail due to inability to cope with a fast changing market. In attempt to face these obstacles, Rise Up began as an initiative to bring closer entrepreneurs and experts as well as investors from all over Egypt through an event in one place in an effort to make startup launching smoother. The event takes place once a year and although the benefits it gives attendees, new issues emerge such as the need for advice not necessarily through the event, as well as inability for some entrepreneurs to attend due to distance. Our project aims to bring the services of Rise Up closer to the Entrepreneurship community by providing a digital platform available all year.

More Specifically:

According to GEM (Global Entrepreneurship Monitor), 73% of Egyptians believe that Entrepreneurship might be a sound career option, and while according to GEM Egypt ranks lower than average in the number of early-stage entrepreneurs (7.5% for an average of 13%) The number is surely rising. The problem occurs with a rather important factor which is 42% of early-stage entrepreneurs are “necessity entrepreneurs” which means that these people did not plan to become entrepreneurs but were rather forced to become one due to the circumstances of life, not necessarily with previous knowledge of business. Taking these circumstances in mind, it becomes apparent that services of Rise Up are needed. The last Rise Up event of year 2017 hosted 5159 attendees from 41 countries and 190 cities, the event itself was widely popular; scoring 94% engagement rate on social media.

Rise Up offers six main services to its attendees:

- The knowhow: through available experts and the content they offer.
- Funding: Through investors attending the event as well as a wide range of opportunities for entrepreneurs who are looking for the best investor matchup.
- Tools and services: a feature Rise Up offers to new entrepreneurs teaching them about the business side of things, one example being how to obtain data such as Ecosystem Mapping.
- Marketplace: where Rise Up offers feedback to entrepreneurs about their chosen marketplace as it is a core detail in any business.
- Talent: is basically a feature for matchmaking entrepreneurs with talents to interested investors looking for their next venture, as well as talented people working in any field searching for their next challenge.
- Exposure: through media as Rise Up has a large stretch in the world of social media which can certainly benefit a business.

Of course, the need for each one of these resources differ from one stage of a startup life cycle to the other. So in the early stage in a startup cycle, it's just the founder with his\her idea and no formal steps are taken yet. The founder just identified a market need that has not been supplied yet, and they have the idea to supply this need through a certain method. The next stage is the seed where the founder\founders go to the market itself and researching to figure out if the expected product is the right product or not for this market and how will the founder finance their startup? The main aim is to develop the MVP. (Minimum Viable Product). Funding needs for example would differ from this beginning stage than at a more established state where the business is seeking to expand.

As discussed above, the needs of a startup is numerous and cannot be covered through one event. This creates a gap as although the startups would gain knowledge in the event, it's hard to continue on their own without guidance for the remainder of the year till the next event. So the plan is to create an online platform that enables its users to book sessions with experts for a fee in many fields in order to be able to accelerate their businesses and make better decisions approved by an experienced member in the field.

The platform would allow users of both sides to share their feedback and it allows other users to learn from the sessions of other previous users. All in the aim of helping entrepreneurs expand their business so it passes the key milestones in any startup life.

Background:

Office Hours is the key factor for making the users have the opportunity to ask the experts about their business strategy, key decisions, next steps and more.

Having office hours lets you fit things in your schedule where they make sense and keeps you in control. When you're in control you're able to be more productive, and actually work less, So it makes you more productive.

Meanwhile, setting office hours is important. As if anyone is interested to start a business and don't know how to start a business, how to make a business model canvas or how to handle his talents, he can go to the office hours platform and meet the experts to ask them and help him to start his business.

Solution Technologies

It is believed that experience generally is highly crucial especially when it comes to startups, as a consequence our target is to provide a platform that directly connects experts (entrepreneurs, business owners, etc..) with users who aim to start their own startups, or could be anyone who is interested in those topics and find them useful. Experts are normal users with extra features who have experience that enables them help users with any information they might need concerning money, right planning, sales, marketing and time management. In addition to experts and users, there are admins who monitor all actions on the website, they are the ones who choose the experts according to certain features, and they can add more admins.

The plan is as follows: Our website accommodates contacts between users and experts from many different fields, users register normally and apply for experts. Contacts could be either a group conversation or a private conversation between the user and the expert. Contacts could be either using video calls or phone calls. Concerning video calls, the expert is the one who is allowed to start a video call with a maximum number of 5 users, a user is allowed to leave the video call if any emergency or unusual event took place, while a user is not allowed to start a video call, it is a valid option for the expert only.

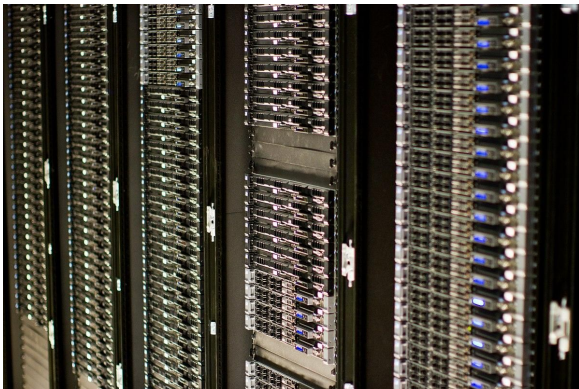
The process takes place as follows: the user selects the topic he is interested in and would like to know more about, as well as selecting number of experts between 1 and 3, then he asks a question finally requests to book a slot. The expert receives a notification on the website as well as a mail with the request, and decides if he is interested in that topic or not, if yes he suggests exactly 3 suitable slots and sends the user an email with those slots. The user chooses the slot that best suits him, he registers for it and as a consequence that slot gets added to the expert's schedule as a reserved slot. Both user and expert receive a confirmation and a URL for the chat room. After the session, both get to rate one another and give a feedback note.

1.2.3 System Architecture Diagram

This diagram highlights our system architecture: Users register normally to the website and search for experts (advanced or basic search), the system gets the data from the server and database which stores the data. The website display the results to the user, the user can display any expert profile to select number of experts (1-3). Then the user can ask a question and request to book a slot. System sends the expert a notification on the website and mail with the request. Expert suggests 3 slots and sends the user a mail. User chooses a slot. System sends both user and experts get confirmation and URL for the chat room ,After the session is over both get to rate and give a quick feedback note.



Website



web server



database

Figure 1.1: System design

Product Usage

- the user create his profile and choose username and password and edit his profile
- All users register as a normal users and then they can apply to be expert and only admin can accept or decline
- users may filter the searching so the result will be more accurate and more helpful
- the users choose a topic in which he wants to ask a question
- the software views all the experts that the user chose
- the users search for the experts and can add up to 3 in each field
- the user can ask the expert a question if the expert accept it then the user can book a session with any of them in their available time and the expert should confirm this reservation

- Users may choose to have public or private office hours with an expert and can rate the expert after the session
- Users may choose audio call or video call