

firemisc

Visibility Study

Vision

Leverage intelligent engagement platform to everyone and everywhere

Business Model Canvas

Partnerships

1. Cloud provider to host the solution at.
2. Digital Marketing company.
3. Website design company.
4. PBX provider (Asterisk) none ME

Key Activities

1. Clear scoping and MVP specification.
2. Disable unneeded functions from firemisc
3. Fix issues in the current firemisc platform within scope & Testing
4. Upgrade UI interface to express version
5. Deploy production.
6. Marketing plan and execution
7. Engage & Support

Key Resources

1. Main site content and product spec
2. Project Team (MA , AR)
3. Administrators
4. Partner Manager

Value Proposition

1. Avail Omnichannel to SM companies
 1. WhatsApp
 2. Facebook Messenger
 3. Avail chat service
2. Avail telephony service for SM
3. Avail CRM capabilities for SM companies
 1. Avail project management.
 2. Avail Sales.
 3. Avail Billing.
 4. Avail ticketing system
4. Avail Multi lang

Relationships

1. Start up to enable WA service B2C (through Cloud)
2. Start up to enable WA service B2B (through Partner)

Channels

1. Web portal
 2. Mobile application
- Through
1. Social (TBD) Ads
 2. Email channel
 3. Phone call (sales)

Segments

1. Startups 3 years with 5 users minimum in.
 1. Middle east
 2. Gulf
 3. Europe
 4. North America
 5. South America
2. Enterprise in
 1. Middle east
 2. Gulf
 3. North Africa
 4. Europe
 5. North America
 6. South America
3. End user (Working from home as agent).
 1. World wide.

Cost structure

1. Cloud provider cost
2. Marketing cost
3. Free lancing team cost
4. Project Team cost (MA , AR)

Revenue streams

1. Startup subscription monthly fees
2. Enterprise product licenses , CAPEX , OPEX
3. Professional services (Extra mile)
4. Margin from End user (Uber model)
5. Marketing Media

Leverage intelligent engagement platform to everyone and everywhere

MVP Scope

Partnerships

1. Cloud provider to host the solution at.
2. Digital Marketing company.
3. Website design company.

Key Activities

1. Clear scoping and MVP specification.
2. Disable unneeded functions from firemisc
3. Fix issues in the current firemisc platform within scope
4. Testing
5. Deploy production.
6. Marketing plan and execution
7. Engage with customers
8. Support

Key Resources

1. Main site content and product spec.
2. Project Team (MA , AR)

Value Proposition

1. Avail Omnichannel to SM companies
 1. WhatsApp

Relationships

1. Start up to enable WA service B2C (through Cloud online)

Channels

1. Web portal

Through

1. Facebook Ads.
2. Google Ads.
3. Website SEO.

Segments

1. Startups 3 years with 5 users minimum in.
 1. Middle east
 2. Gulf

Cost structure

1. Cloud provider cost (1000 USD)
2. Marketing cost (60,000 EGP)
3. Free lancing team cost (20,000 EGP)
4. Project Team cost (180,000 EGP) for 6 months
5. Management cost (50,000 EGP) for 6 months

Revenue streams

1. Startup subscription monthly fees (20 subscription maximum, 0 minimum)
2. Professional services (Extra mile)

MVP Cost

Element	Cost	Notes	Comments
Cloud host	16,000	Provider Amazon or any other	Cost of 1 year
Marketing cost	60,000	Digital , SEO	Cost of 1 year
Free lancing team cost	20,000	Website design	One time cost
Project team	180,000	Development	Could be changed according to scope of work One time cost
Management cost	50,000	Development	One time cost

1st Year Cost

Total CAPEX for 3 years **326,000**

Element	Cost	Notes	Total
Cloud host	16,000	Provider Amazon or any other	16,000 + 60,000 + 7,000 + 60,000 + 17,000 160,000 LE for the first year
Marketing cost	60,000	Digital , SEO	
Free lancing team cost	7,000	Website design	
Project team	60,000	Development	
Management cost	17,000	Development	

Revenue streams

Type	Expected number of customers	Cost of first year	Potential sub fees	Potential PS fees	P/L
Minimum	0	160,000	0	0	-160,000
Maximum	20	160,000	240,000	30,000	110,000
Average	10	160,000	120,000	15,000	-25,000

Subscription Model

- Per transaction.
- Per user
- Per channel

Package A Standard	Package B Advanced	Package C Premium
Channel WAB Users 5 Transaction 500 msg daily Sales 20 Sales order 200 LE per user	Channel WAB Users 20 Transaction 2000 msg daily Sales 0	Channel WAB Users 50 Transaction 5000 msg daily Sales

> 50 user
contact us

MVP Scoping

Create super admin user while creating tenant for sake of development / troubleshooting

Functional capabilities

- WhatsApp Business Routing based on skill groups
- Dashboard function
- Historical function to display history
- ODI function
- Queue function
- Agent status function
- Team status function
- Feedback function

User capabilities

- **Agent**
 - Can open todo
 - Can check queue
 - Can receive WhatsApp conversation
 - Can reply to conversation
 - Can transfer to agent / queue conversation
 - Can terminate conversation
 - Can see his status
- **Supervisor**
 - Same agent function
 - Can see his team
 - Can reskill agents
- **Administrator**
 - Can manage work flow , type , skill group
 - Can manage tenant
 - Same agent function
 - Can see his team
 - Can reskill agents

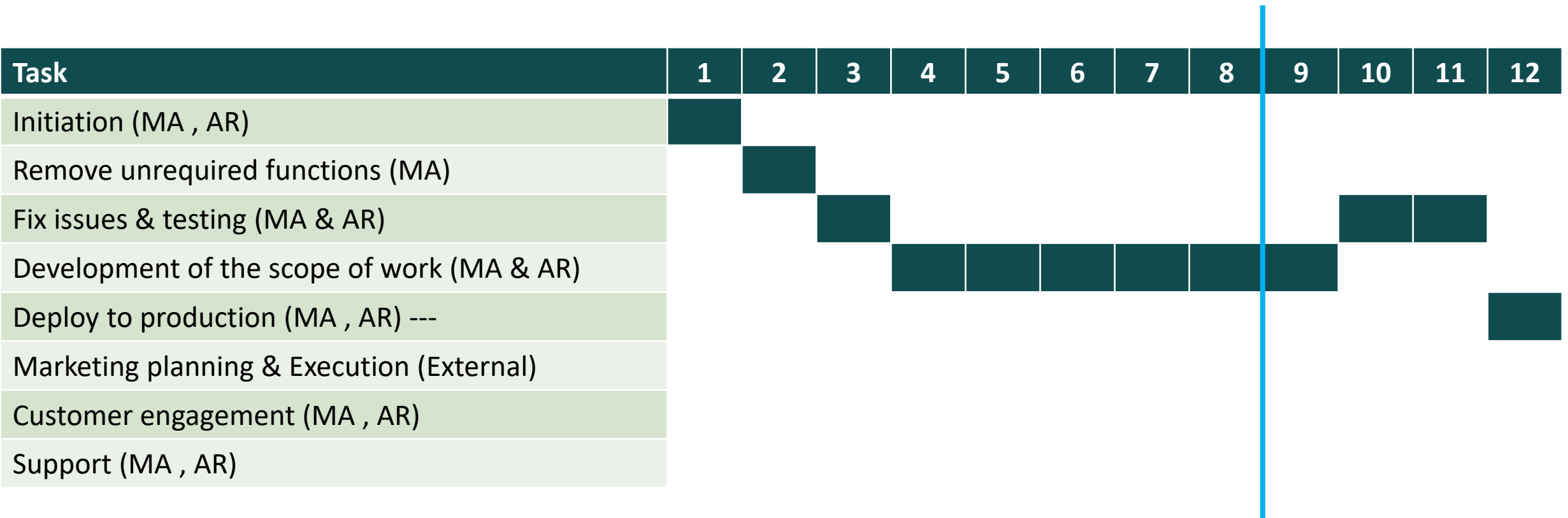
Planning months

Application should be ready

Task	1	2	3	4	5	6	7	8	9	10	11	12
Initiation (MA , AR)												
Remove unrequired functions (MA)												
Fix issues & testing (MA & AR)												
Development of the scope of work (MA & AR)												
Deploy to production (MA , AR)												
Marketing planning & Execution (External)												
Customer engagement (MA , AR)												
Support (MA , AR)												

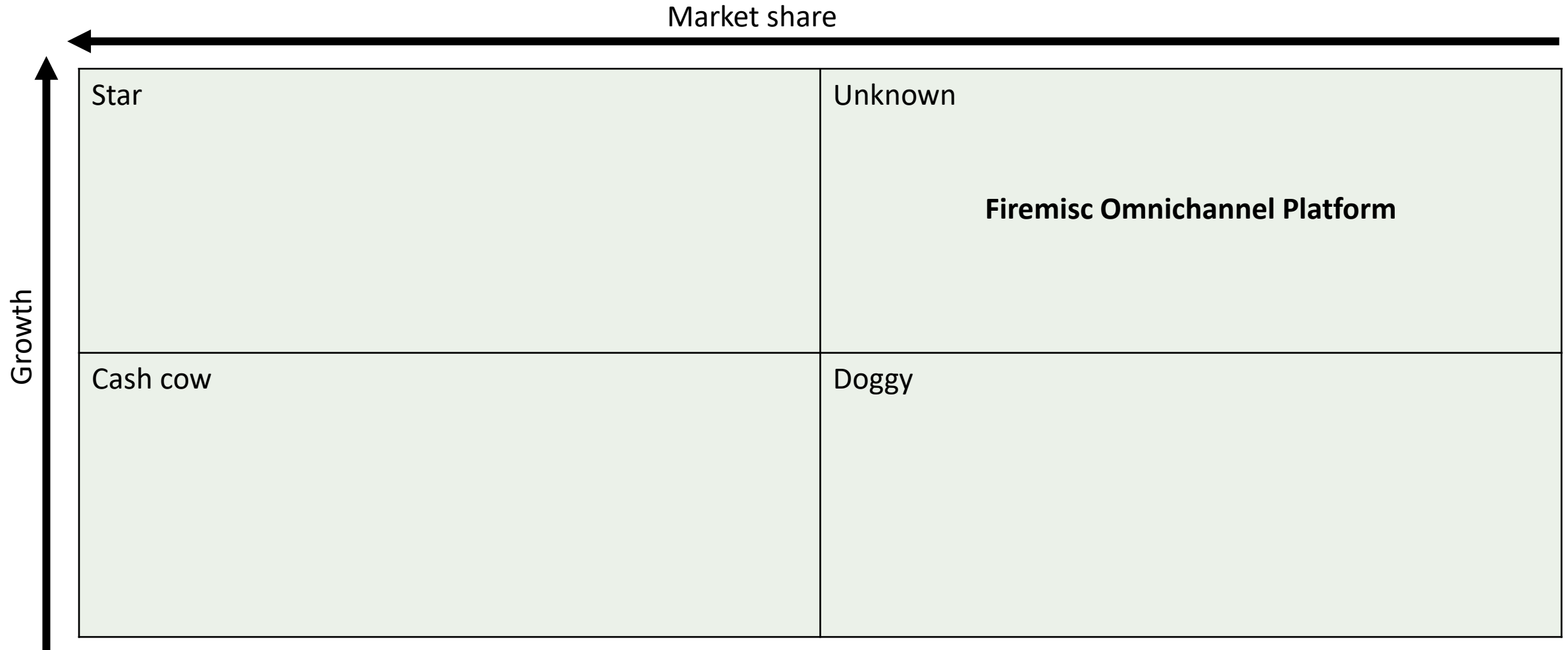
Marketing should start
& Beta should be ready

Planning weeks



Marketing should start
& Beta should be ready

Production positioning



Competitive advantage

- Low price WhatsApp solution rather than others
- Plug & play (Auto enrollment online)

Resources Cost

Profit	Ahmed	Mamdouh	CAPEX
Annual Salary first year agreement	100,000 LE		Fund allocated
% of net profit	25%	25%	50%
Quarter Salary	25,000 LE		