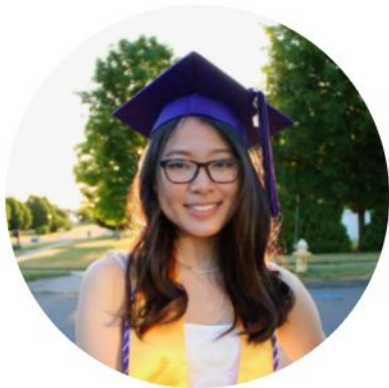# Progress, Reminders, and Consultant Team (PRACT)

Team Name: Set
Emily Ngo, Tobey Tan, Zijin Liu
ITWS 2110 Web Systems Development

Meet our Team

Emily Ngo

Tobey Tan

Zijin Liu

The Problem

- *Students trying to budget time with busy schedules*

- *Elders remembering to follow through with daily tasks*

- *Children and teenagers need their progress to be monitored*

- *Employees organizing their schedule at the workplace*

- *Project members checking up on each other's work*

- *& many more!*

Progress, Reminders, And Consultant Team
(or PRACT for short!)

Your PRACTical and good-PRACTice solution.

Now... LIVE DEMO

TRANSITION TO BUSINESS PLAN

Relevant Stakeholders

- Users
  - General Members
  - Administrators
- Website/Database Management Staff
- Investors

Our Team, Present → Future

- SET currently has 3 members
- Expand Company:
  - Further Website Development
    - Get user testing & feedback
  - Data management
  - Sales & marketing
  - Customer Service

Market Forecast

Yes, we do have a market for our product!

How much are they willing to pay? Let's take a look at our target audience again to reevaluate.

Market for PRACT

- **Students, Employees, Organizations, etc**
  - **Project Groups**
- **Older Generation, Caretakers**
- **Children, Adults**

For project management groups, people were willing to pay as much as $8 a month per user for Monday.com

Our Competition

	Monday	Trello	General LMS System	PRACT
Displays Tasks	✓	✓	✓	✓
Discussion Board	X	X	✓	✓
Self-Hosted/Cloud?	Cloud	Cloud	Both (costs differ)	Cloud
Shows Contact Info	X	X	✓	✓
Designed for Project Management	✓	✓	X	✓
Cost (per group of 10)	$8/usr/mo = **$80/mo**	Free w/ restrictions	$5/usr/mo = **$50/mo** + initial cost of setting up DB ($4000 - $7000)	$6/usr/mo = **$60/mo**

Financial Projection

- Upper bound of $8 per person (unscaled) -
  we decided to price our product at **$6 per person (unscaled)**

  Let's do a projection of groups of 10 using PRACT.

#Users	Revenue ; Profit (in $/mo)
100 (10 groups)	$600 ; $100
1000 (100 groups)	$6,000 ; $1,000
10000 (1000 groups)	$60,000 ; $10,000

*Costs go towards DB/Site managers and cloud service

*Idea is to break-even and invest a little more into developing further parts of our web-app.

Funding - Monetization Strategy

1. **Investments**
2. **Advertisements → target audiences who work in groups**

Funding

Where is money going?

1. Website maintenance
2. Server
3. Web promotion

Conclusion

Keep yourself and others accountable!
Choose P.R.A.C.T.

Thanks for Listening

Any Questions?