Startups on the cloud

BRD

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Introduction

- ## Executive summary

Startups on the cloud is a website which can be considered as the linkage between startups and their customers. It will be a very important tool for startups owners in order to market their projects. Startups on the cloud will also help whoever is looking for new nearby place(ex.: restaurant, café or coworking space) to find it easily.

- ## Document overview

This document introduces startups on the cloud product study plan. It introduces general description, technical description, development plan and operation plan.

- ## Business objectives

  - o Growth in potential
  - o Reduced expenses
  - o Elegant communications
  - o Better control
  - o Improved customer service
  - o Marketing for startups

Background

• Introduction

In the past, marketing tools were very difficult due to lack of technology but nowadays the facilities which the internet provide made marketing much more easier .The internet became more common for usage by different ages and wide range of mindsets, it provides a lot of information, offers a great opportunity for users to search for a specific information or whatever they want. It connects people all over the world, no time, no place, and no any barriers can prevent this wide connection. Actually, such a tool has made a revolution in many fields and one of the most important fields is marketing.

Today, online marketing is considered a very essential method. Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM).

In fact, marketing role's becomes very obvious and effective when we talk about starting projects. This is because such projects are in need to reach large number of people without consuming much time.

A startup or start-up is started by individual founders or entrepreneurs to search for a repeatable and scalable business model. More specifically, a startup is a newly emerged business venture that aims to develop a viable business model to meet a marketplace need or problem. Founders design startups to effectively develop and validate a scalable business model. Hence, the concepts of startups and entrepreneurship are similar. However, entrepreneurship refers all new businesses, including self-employment and businesses that never intend to grow big or become registered, while startups refer to new businesses that intend to

grow beyond the solo founder, have employees, and intend to grow large. Start-ups face high uncertainty and do have high rates of failure, but the minority that go on to be successful companies have to potential to become large and influential.

Have you ever heard about startups around and think about trying them? Can you imagine how many startups closed their activities after just 5 years? According to Harvard business study, it's around 50%, and after 10 years around 70%, which is really terrifying. That's why online marketing for such projects helps the a lot.

Actually, our website provides a wide platform for marketing all kinds of startups and helping them to become more popular and stabilizes their work.

• Survey [1]

Search Engine Journal launched the results of a survey, where over 200 industry professionals were surveyed. Some of the outcomes were surprising, but some were expected. For example, only 43% of marketers perform an SEO audit for new clients (we do it almost every time). Also, only 53% have a documented content strategy. We agree with the fact that the most effective type of content is a blog post.

Digital marketing evolves extremely fast, so it can be difficult to prioritize which parts deserve your attention. Analyze this survey to find out where digital marketers focus their time and budgets

• Ideas of startups [2]

1) Co-working spaces

Co-working is a business services provision model that involves individuals working independently or collaboratively in shared office space. ... Larger enterprises sometimes use co-working facilities to provide office space when they have more than the normal number of employees working at any given time.

2) Event and project planning

Contrary to popular belief, you don't actually need to be location dependent when it comes to event and project planning. Most of the work can be done remotely and if you are truly worried that you need to be somewhere for the planning process, you could always work in or around the location by handling your calendar from home and holding meetings at cafes and restaurants. If you do choose to work remotely, the best part is that you can plan an event around the world if you can get the clients and are amazing at your job. A lot of clients even pay for the airfare and lodging if they really want you to work on a certain project.

3) Handmade jewelry

There have been several people who have founded extremely successful businesses based on creating handmade jewelry. In fact, platforms like Etsy are some of the biggest marketplaces where everyone from novice jewelry makers to professionals can sell their products. There is a huge market for custom-made jewelry and even young people have been able to build thriving brands that offer a range of unique items. Everything from classic and traditional pieces to extremely quirky statement pieces is appreciated in this market and this segment is currently growing at a rate of 5-6% a year. For inspiration, you could look at names like Origami Owl and M3 Girl Designs.

4) Custom clothes

Just as with custom-made t-shirts, custom-made apparel is also gaining popularity amongst various markets. If you're able to create fashion-forward pieces that have an edge to them and are catering to the taste of your niche audience perfectly, then you may be sitting on a goldmine! It's not difficult to find buyers in the market, especially on platforms like Etsy and if fashion designing has always been your calling then this is the best way to break into the segment for anyone who is slightly risk-averse.

5) Open days

One of the most popular projects that youth seeks nowadays is open days where it discarded the idea of a fixed shop; however they tend to offer their projects /products in more than one place in order to be more reachable where anyone can attend the day without previous invitation and buy whatever they want, whether it's jewelry, home appliances, clothes or food …etc.

6) Startup café

Usually startup cafés offer different types of food, drinks or snacks mainly targeting youth with modern, elegant and attractive decorations.

7) Entertainment places

Finding yourself bored? You need to do something different or new ?have a good company and try one of these great adventures, such places usually offers you different games, rooms with all the techniques required to simulate exciting situations for you .

8) Keto foods

The ketogenic diet is a high-fat, adequate-protein, and low-carbohydrate one. The diet forces the body to burn fats rather than carbohydrates and has become fairly popular over the past few years. While the fitness and healthy food industries are constantly hit with swells of new-age fads, the keto diet has some solid medical backing and thus has stayed around for a while. There is a niche for keto products and it has a pretty solid consumer base too. In order to break into this niche, it would be advisable to really dig in deep into the world of fit foods, ingredients that constitute such foods and alternative nutrient sources. Once you get the hang of it, the pay-off can be pretty big.

9) Vegan food

Veganism isn't just a trend anymore but instead a lifestyle or cultural choice for a growing number of people. The vegan food industry is booming and it's a market with a lot of development potential as it isn't quite in the mainstream yet. Be it soy products or vegan "meat," vegan alternatives to household items or even chains of vegan restaurants – there is so much untapped potential. Think about all the food choices and options that are available to the majority of the urban population – confectionery items, condiments, gourmet desserts, home-delivered meat cuts, recipe books, website and channels – it's an endless world. Finding alternatives to these products and services for the vegan sector can help you break into and carve your own startup in this segment while establishing a base for a solid business in the vegan foods industry

System description

- ## What is startups on the cloud

Have you ever wanted to go somewhere but didn't know where to go? Somewhere new, extraordinary, hospitable, offers you services of great quality and suitable amount of money.

BUT, Have you ever heard about startups around and think about trying them? Can you imagine how many startups closed their activities after just 5 years? According to Harvard business study, it's around 50%, and after 10 years around 70%, which is really terrifying .Do you want to give a hand?! …

Either you are a customer or the owner of the startup, our website will help you a lot. Actually, our website provides a wide platform for marketing all kinds of startups and helping them to become more popular and stabilizes their work.

However, it also helps the customers to find a good place which provides services with high quality and good cost without any efforts of searching.

Actually our website is going to support two types of users:

1. The startups owners

The website offers the owners a great chance as marketing platform for their projects to help customers reach them easily and faster and will be notified immediately if any customer choose them from our website with their generated promo codes to save their rights .

2. The customers

Users could search for all the nearest startups, just enter the region you want and the type of service you want to get ,then any options will appear ,you can find detailed description ,reviews ,the exact location and all the available offers , just

choose your place from our website and you will get your promo code and of course you will be more than welcomed to leave your review or feedback after your great visit to help owners improve their services
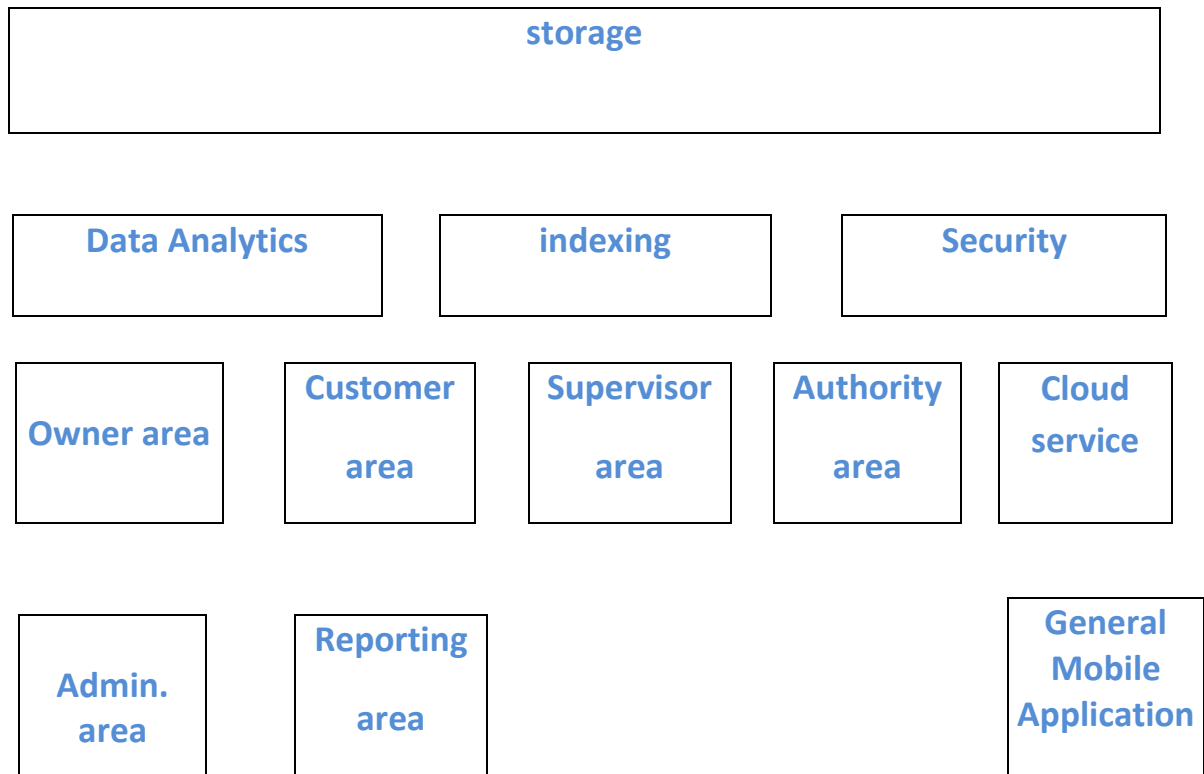
• System Architecture

Startups on the Cloud system introduces huge amount of information about Startups contents.
The system offers the contents and services to both mobile and desktop users via web-based or dedicated mobile software.

The system consists of following modules:
- Storage.
- Data analysis.
- Indexing.
- Security.
- Cloud Service.
- Customer Area.
- Owners of Start Ups Area.
- Supervisors Area.
- General mobile Application.
- START UPS Authority area.
- System Administration Area.

storage

Data Analytics	indexing	Security

Owner area	Customer area	Supervisor area	Authority area	Cloud service

Admin. area	Reporting area			General Mobile Application

Storage

Startups on the cloud uses different types of storage:
- Core storage for Startup information and user interaction.
- System storage for system configuration, users information and fresh logs.
- Indexing storage to support part and full text search engines.
- Analytics storage(s) to store the outcomes of data analytics module

Core storage uses MYSQL database. SQL database is a Relational database. In an SQL database, data is stored in multiple tables instead of in a single row. The different tables are related or connected using a common field called the key that is common to one or more tables. Using SQL, the data from multiple tables can be combined to get the information that we need.

If the library data in the above example is stored in a relational database, we could break up the long row of data into multiple tables. In a relational Database, System storage uses traditional structured database which provide better queries and data processing.

Data Analytics

Startups on the cloud holds huge amount of Startup Projects, information about them and their locations , user interaction and logs.

This modules is important to study the Projects carefully(Description and location).

Basically this module support following data analytics.

This analysis is important to avoid non useful Projects and incorrect data(like : location of startups ,user accounts) .

Quality analysis to study the importance of the Startups based on user interaction.

Statistical analysis to produce a set of statistical studies regarding Startups Projects and users interaction.

It can study user satisfaction based on reviews, Rating , interaction with website and contribution to the system.

Indexing

This module is responsible for indexing textual contents to allow internal part and full text search queries.

 Full text and sub-part text search is used by final users to find certain contents.

Also, it used by other modules like data processing to locate contents in a fixed time regardless the overall contents size.

Security

Security module is responsible for user authentication and communications security. User can register/login using internal accounts . The portal access is made using https protocol in order to secure the communication.

Security module is also responsible for managing the permissions and roles.

Cloud Service

This module provides all system feature through set of APIs. APIs are required by mobile applications

and other software interfaces. External developers with permissions can use those APIs to build

additional applications with different flavors. Startups on the cloud encourage developers to build dependent

software systems. Developers may build software applications for Mobile, Web and Desktop

General Mobile Application

Mobile application provides most of the web based system features using Mobile graphical user

interface. Mobile application are offered to normal users like Customers & Startups Owners. Activities like administration, supervision, and authority management are supported only by the web based

system. Mobile applications supports major mobile platforms like Android, Windows-Mobile and IOS.

System Administration Area

This module is dedicated for system administrators. System administrators are responsible for system

management, configuration, backup and solving technical issues. System administrator, can view system

status, data status, logs and other system status and measures.

START UPs Authority Area

Users with permission (Owners) can edit the information, Update offers and view promo codes.

Customer Area

This module provides user with all tools required to reach his destination. User can create account, add likes, comments and feedback. User can use the report button to announce for a problem so we send him an email containing a form to tell us his issue. The owner will be informed if the reports about a problem exceeds a certain number, in order to reach the user's satisfaction and trust. There is also 'contact' us form if the user faces any problem with the website, if he wants to leave a message or a comment and it also have a rating question concerning the website.

Owner Area

This module provides the owner with main system activities like creating his own page, he/she can control it by writing description, uploading pictures or videos of the place & he/she can also update them, he/she can put their location so it helps the user to reach the destination faster. One of the important features he/she has, Which is replying to the customers and communicating with them. But his/her account has some different features than the user, he/she can't search for any other page using this account, They have to make another account as a user, Because the user is the one who can do that.

Supervisors Area

This module is dedicated for system operators. System operators are responsible for managing the system operation and contents. System operators, can access all system contents, the report button which the user clicks, when he/she faces a problem, we directly send him/her an email with a form containing some questions which are the place name, the issue, when did this problem happened, was it the first time, what could the place do to compensate you? , and any other comment, this helps us a lot, because if a certain place got a certain number of reports, we as the supervisors send him an email and warn him/her, and if they don't take an action, we delete them after giving him/her enough time to do something.

System features

• Create accounts:

SOC allows you to create account for both our customers and the startup owners. At the start page, user should decide whether to enroll as a customer or a startup owner. SOC offers two different forms for each kind of user. Customers should provide their name, e-mail, phone number and city. Startup owners should provide the startup's name, kind of service, e-mail, location in details (Format: building number, street, district), google maps link, working hours and images.

• User profile:

It displays his/her visited places, general info as: name, e-mail, phone number and city.

• Give feedback:

It's common that customers skip feedbacks, SOC solves this problem by offering a new method which is "pros and cons". Also user can give an overall rating. Customers can choose from default checkboxes statements to cover overall startup services as:

- Service
- Prices
- Quality
- Time Management

• Startup page:

The Startup page contains information about the startup; its name, service category, hotline, location in details, google maps link, working hours and images.

Moreover, the owner can check the reviews of the customers. Having pros and cons helps to provide better services.

Users also can reserve slots through the startup page, get membership offers (loyalty membership) and discounts (promo codes). They can recommend startups. The number of recommends hits will be displayed on the page. Ones with highest recommendation numbers will be shown at the top of the search result. And because startup can be good, very good or excellent, recommend won't be enough to describe the excellence of a startup rather than another one. SOC provides cloud rating.

• Filter startups:

SOC offers categories for users to choose from such as co-working spaces, restaurants, cafés, shops and many more. After that the users should choose the district they want, and the results shown to the users will be filtered according to their choices and preferences.

• Display the highest recommended startup:

Highly recommended startups have the privilege to be at the top of search results which will increase the popularity of this startup.

- ## Place of the day:

The website displays a place that is highly rated as the place of the day. This place changes daily and another place with high ratings gets the title and replaces the previous one.

- ## Set promo codes:

This allows the owner to set the number of promo codes per day, and the customer can get one once he visits our website and the promocode is available.

- ## Loyalty membership

SOC provides a special service for long term frequent visits for a startup. The owner can set custom privileges of loyalty membership so a customer gets discounts.

- ## About:

This Page mentions the aim of SOC, year of establishment, the founders and other general information about the website.

- ## Contact us:

Allows users to contact the website team for any suggestions or modifications related to the website.

- ## Give a feedback:

SOC provides a textbox for users to express their opinions about the places or the events they attend. Users' recommendations will help a lot. There is also a report button to allow users to explain a problem if needed.

System development and operation

• Overview

The system development is performed using "Agile" methodology. This project will take 4 months from now to be released. During this period the whole team will be communicating with each other and with the doctor's assistants if there is a problem or for more information. Through the first week the backend team will be collecting the data we need, while the frontend team will be making a prototype for the web page design. After that, each team will start to do his role.

• Team

Team	Role	Members
Frontend team	• Learning HTML , CSS , JavaScript , JQuery. • Web page design for the users • Web page functions	1. Reham Ashraf El-Sayed Ali 2. Rita Ehab Moris Abd-El-Qodos 3. Mennat-allah Muhammed Ahmed 4. Nour El Hoda Ashraf Muhammed
Backend team	• Owner Data base • Customer data base • Data access • Security	1. Mennat-allah hussien ali 2. Mennat-allah Ayman Muhammed 3. Mona Mahmoud Abel-Hafez 4. Salma Hesham Salah 5. Esraa Mohsen Salah Ali 6. Haidy Samir El-Sayed

- ## Tools

Startups on the clouds will be developed using open source tools, languages and servers. Commercial tools will be used in case there is no open source alternative. This will decrease the cost especially for long term operation.

The languages we are using are: HTML, CSS, PHP native, MY SQL, JavaScript especially J Query and Ajax.

The site we use to upload our work on is GitHub.

References

1. https://www.searchenginejournal.com/sej-annual-report-state-digital-marketing-2017-data/187577/
2. https://bootstrappingecommerce.com/startup-business-ideas/