**Task Sheet 6 - “Solutions 2022” Business Proposal Outline**

Your team is very keen to do well in the “Solutions 2022” business proposal initiative. Your team has decided to approach your mentor for guidance, and (s)he has asked to see a draft outline to prepare for your first meeting in the week 5. Before the meeting, your mentor needs to review your proposal so that (s)he can offer you feedback during the meeting. **Please complete the following table and submit this draft onto LumiNUS by 21 Sep 2022.** Do bear in mind the 2Ps and 5Cs in this communication.

After the meeting, you can proceed to write your **business proposal** which is due on **7 Oct 2022.**

**Task Sheet 6 - “Solutions 2022” Business Proposal Outline (please limit it to 3 pages)**

Names of group members: Qian Yi, Zhi Hao, Jordan, Zhan Ting, Changyang

Name of Client: Shopee

Business Model (some relevant details)

| Target Market | **Shopee Sales and Marketing Department** |
| --- | --- |
| Value Proposition | **This software strives to improve employee productivity and motivation by incorporating gamification and virtual reality features into the working platform.** |
| Revenue Stream(s) | **The software makes sustainable income by charging a monthly subscription fee and maintenance fee to its customer (Shopee).** |
| Any other information to take note of? | - |

Outline of Business Proposal

Name of your product/service: **Smart Worq**

| What is the problem you are helping your client solve?  *Evidence to show scope and extent of the problem.* | ***Consider why it is so important for your client to solve this problem?***  One of the major consequences of a post-pandemic world is a shift in the future of work (who does the work, how the work is done, when and where work is done). When COVID-19 first struck, governments imposed lockdowns which limited mobility. This forced organisations to accelerate their digitalisation journey. For one, the format of work turned virtual.  A McKinsey (2022) survey found out that when given the option to work flexibly, 87% of people would take it. Having worked remotely for the majority of the past 2 years, most employees found that work can be done remotely and prefer this mode of working due to the huge time and cost savings. With employees now seeking to work on their own terms, organisations face several challenges:   1. How to improve productivity in remote work? 2. How to foster teamwork in remote work? |
| --- | --- |
| Business Concept  (How does your product/service meet the needs of your target market? | ***Suggested structure (in no more than 2 sentences)***  ***XXX (the name of your product/service) helps YYY (the name of your organization/business) to >>>>> (what is the value-add?) by \*\*\*\*\* (what does your product/service do?)***  ***Smart Worq*** *helps the marketing department of Shopee to* ***promote employee engagement and productivity*** *by providing a* ***gamified work platform*** *that acts as a one-stop repository for project stakeholders while keeping the employees engaged when in a hybrid or remote setup. This is achieved by providing challenges and achievements on the platform to motivate the employees for better productivity and engagement.*  Proposed solution: An integrated software   1. Project and time management function. Upon the start of every project, a digital workspace will be created. The workspace will act as a one-stop repository for project stakeholders (project manager, technical developers, sales and marketing team, compliance team etc). It will include the contractual details, roles and deliverables, timeline and deadlines, etc. Within the workspace, supervisors can assign specific sub-tasks for their employees, assign deadlines. Employees can update their progress, upload deliverables. A reward system could be integrated to motivate employees, such as the reaching of a specific milestone will “unlock” rewards including a meal, or even downtime. -> Allows employees to work on their task at their own preferred timing, maintains transparency and accountability by outlining deliverables and deadlines (How does employer benefit from this reward system? -> increase workplace productivity) (How to make majority of them feel motivated or included in the system - training/consider other dimensions - where they may be contributing in other areas) (Can allow nominations among the employees - include some questions for justification) 2. Team-building games that utilises Virtual Reality or Augmented Reality. To preserve the essence of social interactions, the software can simulate the real world and enable participants to interact within them. For example, a team can choose to host a virtual meeting with a virtual reality of an office space. For team-bonding purposes, a team can choose to play mini golf in a virtual reality of a golf club with hills and terrains. 3. How to make majority of them feel motivated or / and included in the system: The company's leadership can broaden the achievement system to include a variety of achievements based on regular milestones set for core missions, which can be classified as easy, medium, or hard, with different rewards for each difficulty level. We can also set various achievements according to the different levels of abilities among employees so that most of them can participate actively such as the person who makes the fastest progress within a certain period, the fastest online bug solver, etc. In addition, by setting some specific achievements to invisible mode, you can let employees receive achievement unlock notifications without their awareness, thus stimulating their curiosity and desire to explore. 4. Personalized achievements and challenges can be created according to each of the employee’s job scope and experience. For example, for an intern at the company, we may provide a day to day task that is going to suit his/ her role at the company, while for higher level executives, we may provide a KPI for his/her department as one of the challenges. 5. A personalised dashboard for each of the employees to have a rough idea of what is their progress for the missions and challenges they are assigned to. This is to provide visualization for the progress each employee is making and motivate them to achieve the desired results. It also lighten the burden on supervisors and managers by providing a visual aid for the evaluation of each of the employees.   ***Has it solved the problem above?***  In a remote work setup which is increasingly popular post-pandemic, it has always been an uphill challenge for companies and firms to actually come up with ways to motivate and keep employees engaged in the workplace. Another difficulty faced by firms is the fact that remote working for the past two years has deteriorated the relationships between colleagues, and leads to employees feeling less comfortable and productive in the workplace. Our SmartWork software strives to provide the functionalities similar to popular team management softwares such as Microsoft Teams and Monday.com, while also providing our unique personalized gamified platform for companies to challenge employees to achieve better productivity in their respective roles. |
| Product/Service Description  (Features, functions, USP) | ***What are the features of your product/service that solves the problem?***  **Related Features:**   1. **Training & Development:** 2. Develop online mini-courses with entertaining quizzes and score system in place of teaching staff via presentations or manuals.  * We hope to increase employee engagement and participation through the use of interactive features, which will help learning stick.  1. Create an online course library with a variety of topics, and offer certificates to staff who pass the courses coupled with “experience points”.  * In this approach, the business encourages workers who choose to expand their skill sets   **2) Performance Management:**   1. Develop points system for employees to earn points for completing tasks or achieving certain results. Employees are able to compare performance across own department through the final deliverables of individuals or how much they accomplished daily and monthly. 2. Create leaderboards such that employees can “compete” to earn the highest point and ranks out of their colleagues. 3. With virtual badges that employees can accrue on their profiles, we can award them for accomplishment, successful completion, and exemplary behavior.  * Performance Metrics:  1. Customer Satisfaction Score (CSAT) 2. Total tickets and Tickets per customer   **3) Employees Wellness Management:**   * Most of the time, employees sit in front of laptop or computer displays without doing much physical work. This ultimately leads to the development of numerous chronic ailments. * To encourage employees to take up a healthy lifestyle while being at their jobs through implementing employee wellness program. For e.g. For employees, we can establish daily step goals that they need to meet. * Alternately, we may include health challenges that one needs to complete in a certain amount of time. * One of the finest approaches in this situation is to pair these activities with rewarding rewards that are immediately given out when tasks are completed.   **4) Task Management:**   * Create-Project function for employees and employers to create project and split into different tasks for them to implement. * Able to set different priorities and deadlines according to the importance of the task. * On the user side, team members can sort the tasks contained in the project according to different categories, such as deadline, task priority, tasks assigned to them, etc. * Project managers can check the information of all the tasks contained in the project at any time. * The commenting function allows managers to track the quality and progress of tasks in real-time and make corresponding suggestions. * Forum function under particular project where team members can discuss issues about the project and tasks to speed up the progress and quality of their work.   **5) Team Building Program:**   * Team-building games that utilises Virtual Reality or Augmented Reality. To preserve the essence of social interactions, the software can simulate the real world and enable participants to interact within them. For example, a team can choose to host a virtual meeting with a virtual reality of an office space. For team-bonding purposes, a team can choose to play mini golf in a virtual reality of a golf club with hills and terrains.   **6) Rewards System:**   * Beyond badges and points, real-life rewards like vouchers and discounts can further incentivize participation. * Nomination feature for employees and superiors to nominate a colleague for awards like “Most Improved Employee of the Month” etc. It will be conducted anonymoulsy with the need of justification to be provided. The award recipient will be decided through an anonymous voting system consisting of all the nominees.   **7) Help/Assistance:**   * Help/Assistance feature serves as a platform for employees that may be struggling in completing the tasks/ feel that they are losing out in the system/ losing motivation etc, but afraid to reach out for help from their colleagues can make use of the function which connects them to their respective superiors for guidance while maintaining anonymity.   ***What are its Unique Selling Point?*** (How is our platform better than other gamification platform like Agile(CRM)?)   1. The intention of designing this software is not to make the employees in the company more and more competitive. If the company's internal competition and roll are too fierce, it is easy for the employees to become negative due to the neglect of their superiors, resulting in a serious decline in the quality of work. The original goal of designing the software is to make employees maintain a passionate heart for their work in different working environments. Taking more experience and inner thoughts of the employees into account to design the corresponding software functions is the advantage of our app compared to other similar apps. |
| Operations –Implementation plans (timeline) and another other relevant details   * Logistics * Staffing plans * Legal arrangements * Terms and conditions | ***What turns your idea into reality? How can you effectively operationalize this for your client? Note that you would need to find out the organization processes of your client and make your idea relevant to their context.***  Logistics:     * Production logistics:   + Tech Stack: Node.js, React.js, Express.js, Socket.io, MySQL, Firebase   + Version Control: GitHub, Git   + Deployment: Google App Engine, Vercel * Sales logistics:   + App Store/Google Play   + Email   + Advertisement * App maintenance: through constantly bug fixing and update the current version every 2 weeks * Communication logistics (Information interchange plays an important role in creating a cost-effective and agile logistics management process. It ensures that tasks are completed and transferred from one point to the other seamlessly and without delay)   + Internal (within company): Email, Bulletin board, Zoom, Announcement   + External (with client): Email, Telephone, Zoom   Staffing plans (fill out the experience related to client’s need):   * Toh Zhan Ting   + Occupation: Associate partner (a senior consultant with extensive experience in the field)   + Experience: 7 years of experience in digital solutions for delivering significant levels of value and service for clients and building solid employee engagement. At least 10 years of business experience executive search or a mix of business & recruitment experience in Asia and US. * Ng Han Leong, Jordan   + Occupation: Sr Software Engineer (deals with the design, development, testing, and maintenance of software applications)   + Experience: 4 years of experience in designing and creating applications to solve real-world problems. Expertise in iOS and software development. * Loh Qian Yi   + Occupation: Sr Risk assessment analyst (financially-savvy people who use their analytical skills and wide business market knowledge to help clients reduce their losses or make vital decisions that could cost them their business)   + Experience: 5 years of experience in the financial risk analytics industry. Have experiences in consolidating data sources to model risk, design risk mitigation plans, and make data-driven decisions. * Yu Changyang   + Occupation: Sr Business Analyst (review a company or client's business processes and identify opportunities and strategies to improve business efficiency)   + Experience: 6 years of experience in business analysis. Expert in evaluating information and delivering data-driven solutions in complicated scenarios to achieve business goals * Lo Zhi Hao   + Occupation: Engagement manager (provide quality customer service, ensure contract terms and conditions are met, and to allocate the proper resources to solve complaints and issues)   + Experience: 5 years of experience in marketing and E-commerce. Worked with multiple companies across different industries, including airlines, hospitality and professional services to identify, prioritize and deliver over $15 million in revenue improvement opportunities.   Legal Arrangements:   1. Maintenance Support:  * Kellton Tech will provide free maintenance of the application for 12 months. Subsequently, an annual maintenance and support cost will be charged * Shopee will be reported about any changes made during the maintenance * Shopee must not engage maintenance service provided by a third party  1. Privacy  * User Data is kept confidential and the use of which is subjected to users’ content * Kellton Tech must not share, use or collect data supplied by Shopee or their users  1. Copyright  * Kellton Tech owns and copyrights all source code and business materials. * Shopee can use, modify, remove the product under License of Copyright and Exclusive License Scheme * Shopee cannot delegate the license, or sell the product without Kellton Tech’s approval * With Exclusive License, Kellton Tech guarantees not to grant a license to, nor develop similar systems for other organizations, for a period of 36 months from the date of deployment. * Kellton Tech is not legally responsible for Shopee’s decision relating to *SmartWork* in absence of Kellton Tech’s consultation. |
| Management – who is the team? Credentials to build credibility. | ***What makes you the best people to do this? What makes Kellton Tech the best company to drive this?*** |
| Pricing (financial analysis to show feasibility for client/Kellton Tech) | ***Need to reflect an understanding of the market.***  To Note: Revenue (Assumption made: Department will grow by 5 staff per month) can stay constant as turn over rate is quite high now   1. Software Application Revenue    1. Promotional Pricing during first three months (Jan-Mar). $25/user per month    2. Normal Pricing - $40/user per month 2. Maintenance Revenue    1. Charged fees for updating of software and security patching etc   Project net profit for Kellton Tech - **$68,475**  Intangible Return of Investments for Shopee   * With the introduction of Smart Worq, we aim to change employee’s perspective of work being boring into something that’s more exciting and fun, with features like the reward system and leaderboards which motivates them to work harder, increasing their productivity. |
| Call to action | ***Depending out audience – what do you want Kellton Tech to do? What do you want your cient to do?*** |

*\*\* Please note that this is a general conception of your proposal idea. The idea needs to be adapted for different audience.*

SWOT analysis of proposal idea

| **Strengths**  Relevant to the current climate. Supports digitalisation in work processes - in line with SG’s vision of being a tech savvy country. | **Weaknesses**  Designed specifically to suit a certain purpose, it lacks flexibility and is hard to duplicate for other departments and companies. |
| --- | --- |
| **Opportunities**  Improve employee satisfaction and productivity. Maximizes company output. | **Threats**  Risk of being replaced by a solution that better suits the role. Returning to a physical workspace might lead to less reliance on the software. |