

Finding YOU

Business Plan for SICE-Y 100

Section 1: Table of Contents

(NOTE: Each section is bookmarked below.)

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Section 2: Executive Board Structure and Functioning

(to be completed by the Sunday after Week 2's class, **except** role choice)

Principal Members / Executive Board

Name	Phone	IU Email	Role (choose after Week 3)
Jonathan Ding	508-762-2696	jonding@iu.edu	Project Manager (nee... ▾
Luke Hiner	317-995-4205	lhiner@iu.edu	Designer (need 1-2) ▾
Presley Beck	732-524-8160	presbeck@iu.edu	Consultant (need 1-2) ▾
Isabel Nold	847-274-2247	inold@iu.edu	Consultant (need 1-2) ▾
Maksat Sharshekeev	312-730-4540	msharsh@iu.edu	Engineer / Data Scien... ▾
Ahmed AlMansoori	317-313-6066	ahmalman@iu.edu	Engineer / Data Scien... ▾
			Engineer / Data Scien... ▾

(NOTE: Group member names are visible on Canvas group page)

Communication and Meeting Plans

1. Communication Plan

What is your group's method of communication (GroupMe, Discord, Text, Email etc.)?

iMessages group to communicate with group members.

2. Meeting Plan

When and **Where** does your group plan to meet outside of class each week (either in person or virtually)?

We will be meeting virtually (Zoom) during the weekends.

(continue to next page)

Group Functioning

(Please include a least a one sentence description)

1. What are the **overall expectations** for the group?

Participate in work thoroughly and communicate clearly with the group.

2. What will you do if a group member **drops the class**?

Fill up the role/help the person who has the same role catch up on work.

3. What will you do if a group member is **not participating**?

Talk to them and see what is going on and nicely ask if they can participate more.

4. How should a group member handle things if they **are really busy**?

Communicate with the group and tell the group what needs to be done.

5. How will **each person (especially the Project Manager)** be involved in maintaining these group guidelines?

Each person will make sure to submit their work on time and the Project Manager will make sure that all tasks are completed punctually. The Project Manager will also make sure that everyone is completing their respective roles.

Company Overview

1. **Company Name and Location:**

Finding YOU (App)

2. **Product** (Include the name of the company and a brief description of the products / services provided by your company.)

Finding YOU is an app that allows first-year/new students to narrow down their organization/club/social life search. The app allows incoming students (first-year, transfer, etc.) to fill out a questionnaire that analyzes and matches the students to specific organizations and events on campus. The organization would fit the needs, personality, and traits of each specific student and allow the student to see where they fit in on campus. The app would provide key information about the organization, such as other members and date/times. The app simplifies college life for incoming students and makes the college experience easier and less stressful.

3. Customers (Who are your users / clients?)

IU Students

4. Future of the Company (Where does your group see your company heading?)

Expands the product line to other IU areas, such as dorms, events, classes, etc.

Career Roles

Each group member should choose a professional role within your company.

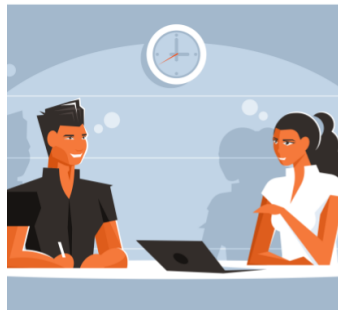
You will be responsible for representing your role and its department during your recruiting presentation in Week 7. Each group requires the following to make the project run smoothly:

- Project Manager (need 1)
- Designers (need 1-2)
- Consultants (need 1-2)
- Engineers / Data Scientists (need 1-2)

- Are you good at keeping track of project deadlines?
- Can you get an idea of a project's "big picture" as well as the details?
- Do you want to motivate your peers to do their best work?
- Can you help your group combine their various ideas into a final concept?



Try being a Project Manager!



- Do you like to look for solutions to what people need?
- Can you get people to talk about their opinions?
- Do you know how to listen and ask good follow-up questions?
- Can you provide your team with valuable user input as they create a product?

Try being a Consultant!

- Do you think about ways to design better tech products?
- Would you like to create the look & feel of a tech product?
- Do you enjoy the design aspects of group projects (like making the slide show or designing handouts)?
- Are you interested in the user's experience of tech?



Try being a Designer!



- Interested in learning about programming languages and other tech skills?
- Do you want to plan the technical details for your group's product?
- Can you imagine ways to use data to make your company better?

Try being an Engineer/Data Scientist!

More information on roles can be found in Canvas (Designing Your Workplace Module).

(see next page to write meeting notes)

Week 2 Meeting Notes

Meeting in Class	
Date / Time:	10/26
Location:	Teter F104
Members Present:	Jonathan, Isabel, Luke, Presley, Ahmed
Members Absent:	Maksat
Topics:	<ul style="list-style-type: none">• Start Week 2 Business Plan by 11:59 Sunday.• Answered all required questions for Section 2• Discussed communication methods and time

Meeting Outside of Class	
Date / Time:	We finished in class and communicated using iMessage
Location:	We finished in class and communicated using iMessage
Members Present:	Isabel, Presley, Jonathan, Luke, Ahmed, Maksat
Members Absent:	
Topics:	<ul style="list-style-type: none">• Finish Week 2 Business Plan by 11:59 Sunday.• Answered all required questions for Section 2• Discussed communication methods and time

This is the end of Section 2.
One group member should turn in Canvas (Module 2) group assignment by 11:59pm Sunday of Week 2.

Section 3: Company Mission, Values, Structure, and Perks

(to be completed by the Sunday after Week 3's class)

Company Mission, Values, Structure, and Perks

1. Mission Statement

- What will your company stand for?
- What is the driving force behind the work that your company plans to do?
- Here are some tips on [how to write a powerful mission statement that resonates](#).

Company Mission Statement:

Finding YOU seeks to ease the transition to college life for incoming first-year IU students. We strive to grow our business by generating a large social impact through collaboration and compassion.

2. Values

Identify 3 or more company values, with an explanation of how it is visible in your company.

Value	How is it Visible?
Balance	There will be a balance of working hard on your assigned task, but at the same time being able to have fun and do what you need to take a break and still have some free time.
Collaboration	There will be collaboration between different sectors of the company to allow for greater social impact. Constant and clear communication will be required within the company.
Compassion	We are hoping to have an environment where everyone is compassionate about their job and the company. This will be important when recruiting new members and growing the company.
Helping Others	This value is the driving force of our company, as our fundamental goal is to help students with their transition into a new period of their life. Additionally, our company wants to help our employees lead a less stressful life, therefore, we incorporate company benefits such as paid time off and fun perks.
Variety	The variety of our company will include many different options including a variety of jobs, people, things to do within the work environment, and perks. We will not be discriminatory towards anything and will include and help a variety of people into joining our company.

3. Organizational Structure

Outline the [organizational structure](#) for your company and why you chose it.

We chose the functional organizational structure because it is the most concise and easy to follow structure in our opinion as well as it is structured in a way that allows each employee to focus on their role in the company.

4. Benefits and Perks

Include at least 4-5 employee benefits / perks, with a brief description. Possibilities include:

- Health insurance (employees and family)
- Paid time off / sick time / vacation / holidays
- Flexible schedule / remote work /telecommuting options
- Company stock options
- 401(k) or other retirement plan
- Professional development / continuing education
- Life insurance
- Wellness programs / mental health benefits / gym memberships or benefits
- Discounts on products or services (i.e., working for Apple = discounted Apple products)
- Family benefits – daycare, elder care, paid leave for family caretakers
- Fun perks - free cafeteria, on-site gym, annual staff retreat in Aruba...

Benefits / Perks	Description
Health Insurance	A health insurance that an employee will receive will cover not only his expenses, but also his family.
Paid time off	Up to 15 days of paid-time-off a year.
Flexible Schedule	If an employee does his/her job on time and successfully, then he/she gets an opportunity to work remotely/online.
401(k) or other retirement plan	A retirement plan that allows employees of our company to retire safely and easily so that they have no stress later in their life.
Fun Perks	Each office has a gym, orders lunch on Fridays, and team bonding field trips twice a year. Moreover, there is a “chill zone” where employees get some time to take a rest.

Week 3 Meeting Notes

Meeting in Class	
Date / Time:	11/2/22 - 9:45 - 11:00

Location:	Teter F104
Members Present:	Luke, Jonathan, Isabel, Maksat
Members Absent:	Presley, Ahmed
Topics:	<ul style="list-style-type: none"> • How is communication going? Is everyone participating? • Choose roles and discuss role responsibilities. • Start Week 3 Business Plan.

Meeting Outside of Class	
Date / Time:	iMessage (finished in class)
Location:	iMessage (finished in class)
Members Present:	Jonathan, Luke, Isabel, Maksat
Members Absent:	Ahmed, Presley
Topics:	<ul style="list-style-type: none"> • Finish Week 3 Business Plan by 11:59 Sunday. • [fill in other agenda items]

This is the end of Section 3.
The Project Manager should turn in Canvas (Module 3) group assignment by 11:59pm Sunday of Week 3.

Section 4: Self-Evaluation

(to be completed by the Sunday after Week 4's class)

Group Meetings - Check-in

For this week, just add your meeting notes to this document.

Each group member will individually complete the self-evaluation on Canvas.

Week 4 Meeting Notes

Meeting in Class	
Date / Time:	11/9/22 9:45-11:00

Location:	Teter F104
Members Present:	Luke, Presley, Isabael, Jonathan, Ahmed, Maksat
Members Absent:	None
Topics:	•

Meeting Outside of Class	
Date / Time:	iMessage (finished in class)
Location:	iMessage (finished in class)
Members Present:	Luke, Presley, Jonathan, Maksat, Isabel, Ahmed
Members Absent:	None
Topics:	<ul style="list-style-type: none"> • Finish Week 4 Business Plan by 11:59 Sunday. • [fill in other agenda items]

This is the end of Section 4.
EACH group member should complete this week's Canvas assignment by 11:59pm Sunday of Week 4.

Section 5: Position Descriptions and Presentation Modality

(to be completed by the Sunday after Week 5's class)

Position Descriptions

For each role that your company is hiring for, include a detailed description of the tasks to be completed, as well as the skills and requirements needed to be successful. Please share at least three resources where you researched this information (links are fine - these can include sample job descriptions from other employers as well).

1. Project Manager (PM)

Project Manager	
Tasks	<ul style="list-style-type: none"> - Leads team - Communicates with stakeholders - Defines project goals - Sees project through its closure

Skills	
Technical	<ul style="list-style-type: none"> - Analytical Skills - Problem solving abilities - Project management software tools - Sound foundational knowledge of IT infrastructure and architecture
Non-Technical	<ul style="list-style-type: none"> - Resourceful - Strong interpersonal skills - Proven ability to complete projects in an outlined scope, budget, and timeline - Strong presentation, written, verbal skills
Education / Experience (background needed)	Undergraduate Bachelor's degree Certifications PMP At least one year work experience

Resources:

Resource #1:

<https://www.simplilearn.com/project-manager-job-description-article#:~:text=A%20project%20manager%20has%20to,performance%20of%20their%20team%20members.>

Resource #2:

<https://www.glassdoor.com/Job-Descriptions/Project-Manager.htm>

Resource #3:

<https://business.linkedin.com/talent-solutions/resources/talent-engagement/job-descriptions/project-manager>

2. Designers

Designers	
Tasks	Sketch out a design mock-up for the recruitment flyer
Skills	
Technical	<ul style="list-style-type: none">- Design Software tools<ul style="list-style-type: none">- Adobe tools- Figma or InVision- User Experience Design<ul style="list-style-type: none">- Market & User Research-
Non-Technical	<ul style="list-style-type: none">- Communication- Design Principles- Ideation- Creativity- Team Work- Time Management
Education / Experience (background needed)	While not needed, it is recommended to have a bachelors or associates degree in any sort of design or computer program.

Resources:

Resource #1:

<https://invotech.co/blog/designers-must-have-skills-that-you-need-for-your-team/>

Resource #2:

https://learn.org/articles/Computer_Designer_Your_Career_and_Salary_Questions_Answered.html#:~:text=If%20you%20have%20a%20high,such%20as%20C%2B%2B%20and%20Java.

Resource #3:

<https://www.zippia.com/computer-designer-jobs/education/>

3. Consultants

Consultants	
Tasks	<ul style="list-style-type: none">-gives business advice as to how to:<ul style="list-style-type: none">-increase profit-improve product design-add company value-help improve different parts of the

	business (Management, finance, HR, etc.) -interview employees -research market -analyze data -talking with clients about their experience with the company -interviews people to get multiple opinions and perspectives on the business
Skills	
Technical	-Attention to detail -Analytical skills -Multitasker -Verbal and Written Communication -Tech savvy -Problem-Solving skills
Non-Technical	-people skills -teamwork skills -good communication -problem solving skills
Education / Experience (background needed)	-degree in a relevant business major -economics, statistics, finance, or business administration

Resources:

Resource #1:

<https://www.brightnetwork.co.uk/career-path-guides/technology-consulting-project-management/technology-consulting-skills-you-need-get-sector/>

Resource #2:

<https://uk.indeed.com/career-advice/finding-a-job/what-does-business-consultant-do>

Resource #3:

<https://paperbell.com/blog/consulting-skills/>

4. Engineers / Data Scientists

Engineers / Data Scientists	
Tasks	<ul style="list-style-type: none"> • Collecting structured or unstructured data • Sourcing missing data

	<ul style="list-style-type: none"> • Organizing data in to usable formats • Building predictive models • Building machine learning algorithms • Enhancing the data collection process • Identifying relevant data sources for business needs
Skills	<ol style="list-style-type: none"> 1. Machine Learning 2. Deep Learning 3. Processing large data sets 4. Data Visualization 5. Programming and Mathematics 6. Data Wrangling 7. Statistical analysis and computing
Technical	Python Coding Predictive Modeling Calculus and linear algebra Machine Learning Model deployment and production Statistics
Non-Technical	<ul style="list-style-type: none"> • Effective communication • Teamwork • Critical thinking • Intellectual curiosity • Problem-solving skills • Business sense
Education / Experience (background needed)	At least: Bachelor degree in Computer Science, Data Science or any related field.

Resources:

Resource #1:

<https://www.computerscience.org/careers/data-science/how-to-become/#:~:text=Data%20scientists%20typically%20need%20at,usually%20need%20a%20bachelor's%20degree.>

Resource #2:

<https://www.simplilearn.com/what-skills-do-i-need-to-become-a-data-scientist-article>

Resource #3:

<https://www.tableau.com/learn/articles/data-science-skills>

Presentation Modality for Week 7

Is your group planning to **record your presentation** prior to Week 7, or **present in person** during Week 7's class?

Person

(continue to next page)

Group Meetings - Check-in

(Specifically) Designers and Engineers / Data Scientists: Where are you at with your project tasks? Role information can be found below.

Project Manager:

- How is the project moving forward?
 - Team is working together smoothly and efficiently.
- Are all team members on track?
 - All team members are on track and completing work on time.

Designers:

Begin to sketch out the design mock-up (a sketch or digital representation), and prepare to share it with the group.

- Digital representations can be made in PowerPoint, Adobe, etc. If you make a drawing, take a picture of it.

Engineers / Data Scientists:

Research and share your technical specifications and data plan with your group. Include:

- Tech languages and software necessary to build the product
- Hardware necessary for the product (if applicable)
- Data collection and analysis
- Distribution of the product

Consultants:

- Are you offering feedback to Designers and Engineers / Data Scientists?

(see next page to write meeting notes)

Week 5 Meeting Notes

Meeting in Class	
Date / Time:	11/16/22 9:45-11:00
Location:	Teter F104
Members Present:	Luke, Jonathan, Isabel, Presley, Ahmed, Maksat
Members Absent:	none
Topics:	

Meeting Outside of Class	
Date / Time:	iMessage (finished in class)
Location:	iMessage (finished in class)
Members Present:	Luke, Jonathan, Presley, Isabel, Ahmed, Maksat
Members Absent:	none
Topics:	<ul style="list-style-type: none">• Share updates from all roles.• Finish Week 5 Business Plan.• [fill in other agenda items]

This is the end of Section 5.

The Project Manager should turn in Canvas (Module 5) group assignment by 11:59pm Sunday of Week 5.

Section 6: Obstacles

(to be completed by the Sunday after Week 6's class)

Obstacles

Select just ONE of the following scenarios and provide a detailed explanation of how your company will address the issue.

- ☐ **Remote work options:** Post-pandemic, remote work is a very attractive element to many jobs and can sometimes be the make or break point with a potential new employee.

The twist: Your company does not have the financial means or ability to provide for remote work at this time. How will you offset this issue and provide incentive for employees that are seeking that opportunity?

- ☐ **Multiple offers / attractive offers:** It's a job-seeker's market, and you're excited because you have a large talent pool.

The twist: Your company is a new, relatively small start-up. Many of these potential employees have multiple offers on the table, several from larger, more well-known companies. What can you do to make your company stand apart? Additionally, how will your team not only recruit, but also retain and keep that talent?

- ☒ **Competition:** One of your major sources of competition just took your product idea.

The twist: They did not compensate or credit you with the idea, and now your company must pivot from its primary product pitch. What are your company's next steps for product development, and how will you factor that in when recruiting new employees?

- ☐ **Diversity, equity, and inclusion:** This is a big draw for many job seekers, and can often be a deterrent when they feel that they are solely being hired to fill a "diversity quota."

The twist: Your company has recently decided that inclusion plans and initiatives are a necessary part of your approach. What do those look like, and how are you going to ensure that you are drawing from a diverse pool of candidates?

Explanation of How Company will Address the Issue

Competition:

We will make the cost of our app cheaper than our competitor and make our app more user-friendly and easy to use. We also will offer large events that lots of people can meet at instead of our original plan, that the competitor copied (we will still have small group/1 on 1 meetings, the large event is in addition). This way we will stand out from the competitor(s).

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Finalizing Your Project

1. Who is **compiling the slides** for next week's presentation?

Everyone in the group

2. Who is **turning in the slides and recruitment flyer** next week?

Luke is turning in the recruitment flyer. Jonathan will turn in the slides.

3. If recording, who will be **organizing the recording / turning in the recording**?

N/A

Week 6 Meeting Notes

Meeting in Class	
Date / Time:	11/30/22 9:45-11:00
Location:	Teter F104
Members Present:	Luke, Jonathan, Isabel, Maksat
Members Absent:	Ahmed, Presley
Topics:	<ul style="list-style-type: none">• Share updates from all roles.• Start Week 6 Business Plan.• [fill in other agenda items]

Meeting Outside of Class	
Date / Time:	iMessage (Finished in Class)
Location:	iMessage (Finished in Class)
Members Present:	Luke, Presley, Jonathan, Isabel, Maksat, Ahmed
Members Absent:	None
Topics:	<ul style="list-style-type: none">• Share updates from all roles.• Finish Week 6 Business Plan.• [fill in other agenda items]

This is the end of Section 6.

The Project Manager should turn in Canvas (Module 6) group assignment by 11:59pm Sunday of Week 6.