Micro-Enterprise A Comprehensive Overview

Vision Statement For Micro-Enterprise
- To orchestrate a complete professional lifecycle to create opportunities for students to experiment with real-world jobs and gain experience in streams of their choice.
- To reimagine the education of software development in an attempt to create the best engineers of tomorrow.
- Catapulting members to higher-level corporate roles such as product manager upon graduation.
- Create an industry standard for crafting software developers.
- Improve the Employer Reputability of UTM.

Mission Statement For Micro-Enterprise
- To achieve a consistent 100% internship opportunity for the registered members.
- Train members to utilize industry-standard design patterns and architectural philosophies.

Organization of units
Micro-Enterprise is a collection of 4 Units - the marketing unit, the education unit, the recruitment unit, and the virtual companies unit. Each of these decentralized units creates Micro-Enterprise.

The Marketing unit
- Responsible for designing a clean marketing mix to deterministically onboard N users per semester.
- Responsible for orchestrating exclusive events, meetups to onboard critical members of micro-enterprise
- Creating a social media presence and maintaining a good brand image for micro-enterprise.
- Responsible for affiliating with real-world companies for various engagement.

The education unit
- Responsible for designing the syllabus in accordance with the required skillset of the virtual-companies.
- Responsible for creating reliable testing methodologies in order to validate content understanding
- Responsible for conducting various training sessions parallelly
- Responsible for conducting tests such as quiz and mini-projects.
- Responsible for setting up a knowledge hub where consistent support is given to those who require them.

- Responsible for deterministically producing skilled personnel who will then move on to getting recruited.

The recruitment unit
- Responsible for inducting newly educated members on:
    - Functionings of virtual companies and expectations
    - The point system, which will determine their scope for promotions.
    - Job fairs and general guidance on crafting a winning resume.
- Responsible for delivering resource requirements of the virtual companies.
- Responsible for ensuring the best match of skills and culture between virtual-companies and recruits.
- Responsible for delivering urgent resource requirements to virtual companies.

The virtual-companies unit
- Responsible for inducting new recruits on:
    - Task adherence
    - Company culture
    - Coding, documentation and design standards to be followed
    - Chain of Command within the organization
    - Company policy and guidelines.
    - Tools used and mini-training if any
    - Access to the companies resources.
- Responsible for continuously logging performance reports of each member in the organization.
- Responsible for timeline management and schedule adherence of the project.
- Responsible for budgeting resources
- Responsible for maintaining a high level of developer satisfaction.
- Responsible for maintaining a low attrition rate.

Membership hierarchy for each unit

Core Unit

Title	Role	KPI
CEO	- Define company mission and goals - Ensure all stakeholders are aligned in a common direction	- Improve Employer reputability ranking by 10% per annum. (Marketing) - Undiscounted Value of business (Revenue) % of people being part of this organization (effectiveness)

	● Measure outcome, introspect and improve	● Student Satisfaction index improvement (staff)
CKO	● Set training programs and run effectively	● The satisfaction of student on the training conducted ● % Adherence in number of the program provided as defined in the plan ● Student attendance rate
CFO	● Financial management of the company. ● Effective management of coin price(without loss to the company) ● Project control	● Timely adherence to financial reporting ● Timely release of compensation to Students ● Project control reports ● Zero non compliance to governing financial processes
CHRO	● Ensure the happiness index of the student is at the highest. ● Recruit students ● Define Compensation and arrange payout	● Happiness index ● Adherence to SLA of Timely assignment. ● Attrition rate
CPO	● Ensure the vendors are negotiated and the best price and quality is achieved ● Timely contracts and Maintenance in place	● % of Dollars saved ● Adherence to SLA of procurement
CMO	● Marketing of concept to university ● Marketing to the external world (in an effort to bring projects) ● Bring in sponsorship	● Recognition of the body in the university ● Number of Club Registration request ● Number of mentors (Professors and external persons) ● Number of companies reached out

		● Revenue in sponsorship received per academic semester. ● Companies onboard for work ● Companies onboard for internship
CSO	● Responsible for bringing more work	● Networth of projects onboarded
CQO	● Create standards for each process ● Ensure the standards have adhered ● Create and refines goals for each role ● Continuous process improvement	● % adherence to standards ● % of Improvement standards ● % of improvement of quality
CAO	● Ensure logistics are not hindering the progress ● Responsible for house management of events,	● Adherence to SLA ● Helpdesk effectiveness
CTO	● Responsible for the technical blueprint of the organization ● Responsible for introducing new technologies ● Reviews the solution direction of each project ● Technically support Projects at a high level ● Create an expert team for Projects to reach out ● Technically take part in getting projects (sales role) ● Advise the training program	● Peer team rating of his effectiveness ● % of problems resolved ● % of projects that does not have architectural rollback. ● Attrition of the expert team

Title	Role	KPI
COO	● Responsible for after-sales execution of all projects	● Profitability (execution within budget) ● Schedule adherence (execution within schedule) ● Quality adherence with % of delivered defects ● Student satisfaction ● Clients satisfaction

Marketing Unit

Title	Role	KPI
Social Media Marketer	● Manage social media presence ● Ensure continuity of interest in followers by frequently adding content	● Follower Count ● Rate of increase of follower base ● Monthly Average of shares per post
Branding Executive	● Responsible for a crafting marketing mix, suitable for alleviating the goodwill and image of micro-enterprise to the members of UTM	● Brand goodwill index (Collected through periodic surveys)
Graphic Designer	● Responsible for working with marketing individuals and produce assets required for marketing.	● Satisfaction index of the assigner ● Schedule adherence
Content Writer	● Responsible for writing captivating writeups, which is requested by marketers	● Satisfaction index of the assigner ● Schedule adherence
Field Marketers	● Responsible for setting up booths, attending events, speaking, in an attempt to onboard members.	● Number of students on-boarded per semester

Education Unit

Title	Role	KPI
Knowledge Champions	- Create Tests - Craft syllabus - Curate teaching resources - Verify methodology by experts	- Student satisfaction index - Student attendance rate
Knowledge Masters	- Help clear doubts of individuals during training - Teach students/play content via the projector.	- Student satisfaction index - Rate of change of % of student understanding per lecture.

Recruitment Unit

Title	Role	KPI
Hiring Manager	- Matches virtual-companies requirements with educated members. - Oversees any hiring events	- SLA adherence with the virtual company - Schedule adherence with virtual company
Event Manager	Manages events related to hiring	- Satisfaction index of attendees - Satisfaction index of executive members

Virtual-Companies Unit

Legend		
Trophy	**Colour Coding**	**Points Required**
Bronze		**0.1K (Arbitrary)**
Silver		**1K (Arbitrary)**
Gold		**10K (Arbitrary)**
Platinum		**100K (Arbitrary)**

Title	Role	KPI
President	- Accountable for a group of projects. - Perform a review of the CEO's progress and advise as required.	- Profitability (execution within budget) - Schedule adherence (execution within schedule) - Quality adherence with % of delivered defects - Clients satisfaction - Student satisfaction
CEO	- Point of contact to President. - Ensure overall success. - Accountable for sustainable business, happy students and happy client. - Develop business in alignment with CSO	- Cost adherence (execution within budget) - Clients satisfaction - Grow business
COO	- Takes the overall responsibility to deliver a project. Both External and internal-facing role. - Produce Project plan - Strategies execution. - Assess Progress - Intervene to ensure success. - Team management	- Cost adherence (execution within budget) - Schedule adherence (execution within schedule) - Quality adherence with % of delivered defects - Student satisfaction
CTO	Takes the overall responsibility to deliver technically a project. Internal facing role	- Quality of design(review comments from CTO) (Schedule adherence (execution within schedule) - Quality adherence with % of delivered defects

Quality assurance lead	- Ensure standards and processes are adhered at project level - Collect Metrics - Menter quality to team	- No non-adherence to agreed standards and processes - Adherence to Timely reporting of metrics
Functional Architect	- Responsible for the overall functionality of the project - Shall work with the client to document the needs - Perform functional design - Produce Functional specification - Review the tested product	Quality of functional doc measured with review comments
Data architect	Model data and implement	- Adherence to schedule - Delivered defects to system testing
Application architect	- Responsible for technically designing and documenting assigned project work. - Shall Guide developers for technicals - Help in recruiting Developers - Review Developers work	- Adherence to schedule - Delivered defects to system testing
Tech Lead	- Integrates Code written by everybody else - Responsible for releases - Code related Clarification - Integration Testing	
UI/UX Developers	- Responsible for designing the user interface - Responsible for designing the user experience	- Adherence to schedule - Delivered defects to system testing
Backend Developers	Write code from the specification given	- Adherence to schedule - Delivered defects to system testing - Code quality

| Testers | ● Responsible to assess the quality of the system to be delivered
● Produce Test plan, Produce test cases and execute | ● % coverage using automated tests

● % of Delivered defects |