

Micro-Enterprise A Comprehensive Overview

The mission of micro-enterprise is to orchestrate a complete professional lifecycle, in order to give its members - consistent internships, training with recognized certification, recognition by real-world companies, access to work for higher-level positions like product manager upon graduation.

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.

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	<ul style="list-style-type: none">● Define company mission and goals● Ensure all stakeholders are aligned in a common direction● Measure outcome, introspect and improve	<ul style="list-style-type: none">● Improve Employer reputability ranking by 10% per annum. (Marketing)● Undiscounted Value of business (Revenue)● % of people being part of this organization (effectiveness)● Student Satisfaction index improvement (staff)
CKO	<ul style="list-style-type: none">● Set training programs and run effectively	<ul style="list-style-type: none">● The satisfaction of student on the training conducted● % Adherence in number of the program provided as defined in the plan● Student attendance rate
CFO	<ul style="list-style-type: none">● Financial management of the company.	<ul style="list-style-type: none">● Timely adherence to financial reporting

	<ul style="list-style-type: none"> • Effective management of coin price(without loss to the company) • Project control 	<ul style="list-style-type: none"> • Timely release of compensation to Students • Project control reports • Zero non compliance to governing financial processes
CHRO	<ul style="list-style-type: none"> • Ensure the happiness index of the student is at the highest. • Recruit students • Define Compensation and arrange payout 	<ul style="list-style-type: none"> • Happiness index • Adherence to SLA of Timely assignment. • Attrition rate
CPO	<ul style="list-style-type: none"> • Ensure the vendors are negotiated and the best price and quality is achieved • Timely contracts and Maintenance in place 	<ul style="list-style-type: none"> • % of Dollars saved • Adherence to SLA of procurement
CMO	<ul style="list-style-type: none"> • Marketing of concept to university • Marketing to the external world (in an effort to bring projects) • Bring in sponsorship 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Responsible for bringing more work 	<ul style="list-style-type: none"> • Network of projects onboarded
CQO	<ul style="list-style-type: none"> • Create standards for each 	<ul style="list-style-type: none"> • % adherence to standards

	<ul style="list-style-type: none"> process • Ensure the standards have adhered • Create and refines goals for each role • Continuous process improvement 	<ul style="list-style-type: none"> • % of Improvement standards • % of improvement of quality
CAO	<ul style="list-style-type: none"> • Ensure logistics are not hindering the progress • Responsible for house management of events, 	<ul style="list-style-type: none"> • Adherence to SLA • Helpdesk effectiveness
CTO	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Peer team rating of his effectiveness • % of problems resolved • % of projects that does not have architectural rollback. • Attrition of the expert team
COO	<ul style="list-style-type: none"> • Responsible for after-sales execution of all projects 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none">● Manage social media presence● Ensure continuity of interest in followers by frequently adding content	<ul style="list-style-type: none">● Follower Count● Rate of increase of follower base● Monthly Average of shares per post
Branding Executive	<ul style="list-style-type: none">● Responsible for a crafting marketing mix, suitable for alleviating the goodwill and image of micro-enterprise to the members of UTM	<ul style="list-style-type: none">● Brand goodwill index (Collected through periodic surveys)
Graphic Designer	<ul style="list-style-type: none">● Responsible for working with marketing individuals and produce assets required for marketing.	<ul style="list-style-type: none">● Satisfaction index of the assigner● Schedule adherence
Content Writer	<ul style="list-style-type: none">● Responsible for writing captivating writeups, which is requested by marketers	<ul style="list-style-type: none">● Satisfaction index of the assigner● Schedule adherence
Field Marketers	<ul style="list-style-type: none">● Responsible for setting up booths, attending events, speaking, in an attempt to onboard members.	<ul style="list-style-type: none">● Number of students on-boarded per semester

Education Unit

Title	Role	KPI
Knowledge Champions	<ul style="list-style-type: none">● Create Tests● Craft syllabus● Curate teaching resources● Verify methodology by experts	<ul style="list-style-type: none">● Student satisfaction index● Student attendance rate
Knowledge Masters	<ul style="list-style-type: none">● Help clear doubts of individuals during training● Teach students/play content via the projector.	<ul style="list-style-type: none">● Student satisfaction index● Rate of change of % of student understanding per lecture.

Recruitment Unit

Title	Role	KPI
Hiring Manager	<ul style="list-style-type: none"> Matches virtual-companies requirements with educated members. Oversees any hiring events 	<ul style="list-style-type: none"> SLA adherence with the virtual company Schedule adherence with virtual company
Event Manager	<ul style="list-style-type: none"> Manages events related to hiring 	<ul style="list-style-type: none"> Satisfaction index of attendees Satisfaction index of executive members

Virtual-Companies Unit

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

Title	Role	KPI
President	<ul style="list-style-type: none"> Accountable for a group of projects. Perform review of the CEO's progress and advise as required. 	<ul style="list-style-type: none"> Profitability (execution within budget) Schedule adherence (execution within schedule) Quality adherence with % of delivered defects Clients satisfaction Student satisfaction

CEO	<ul style="list-style-type: none"> ● Point of contact to President. ● Ensure overall success. ● Accountable for sustainable business, happy students and happy client. ● Develop business in alignment with CSO 	<ul style="list-style-type: none"> ● Cost adherence (execution within budget) ● Clients satisfaction ● Grow business
COO	<ul style="list-style-type: none"> ● 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 	<ul style="list-style-type: none"> ● Cost adherence (execution within budget) ● Schedule adherence (execution within schedule) ● Quality adherence with % of delivered defects ● Student satisfaction
CTO	<ul style="list-style-type: none"> ● Takes the overall responsibility to deliver technically a project. Internal facing role 	<ul style="list-style-type: none"> ● Quality of design(review comments from CTO) ● (Schedule adherence (execution within schedule) ● Quality adherence with % of delivered defects
Quality assurance lead	<ul style="list-style-type: none"> ● Ensure standards and processes are adhered at project level ● Collect Metrics ● Menter quality to team 	<ul style="list-style-type: none"> ● No non-adherence to agreed standards and processes ● Adherence to Timely reporting of metrics
Functional Architect	<ul style="list-style-type: none"> ● 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 	<ul style="list-style-type: none"> ● Quality of functional doc measured with review comments
Data architect	<ul style="list-style-type: none"> ● Model data and implement 	<ul style="list-style-type: none"> ● Adherence to schedule

		<ul style="list-style-type: none"> Delivered defects to system testing
Application architect	<ul style="list-style-type: none"> Responsible for technically designing and documenting assigned project work. Shall Guide developers for technicals Help in recruiting Developers Review Developers work 	<ul style="list-style-type: none"> Adherence to schedule Delivered defects to system testing
Tech Lead	<ul style="list-style-type: none"> Integrates Code written by everybody else Responsible for releases Code related Clarification Integration Testing 	
UI/UX Developers	<ul style="list-style-type: none"> Responsible for designing the user interface Responsible for designing the user experience 	<ul style="list-style-type: none"> Adherence to schedule Delivered defects to system testing
Backend Developers	<ul style="list-style-type: none"> Write code from the specification given 	<ul style="list-style-type: none"> Adherence to schedule Delivered defects to system testing Code quality
Testers	<ul style="list-style-type: none"> Responsible to assess the quality of the system to be delivered Produce Test plan, Produce test cases and execute 	<ul style="list-style-type: none"> % coverage using automated tests % of Delivered defects