

# 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**

<b>Title</b>	<b>Role</b>	<b>KPI</b>
CEO	<ul style="list-style-type: none"> <li>• Define company mission and goals</li> <li>• Ensure all stakeholders are aligned in a common direction</li> </ul>	<ul style="list-style-type: none"> <li>• Improve Employer reputability ranking by 10% per annum. (Marketing)</li> <li>• Undiscounted Value of business (Revenue)</li> <li>• % of people being part of this organization (effectiveness)</li> </ul>

	<ul style="list-style-type: none"> <li>● Measure outcome, introspect and improve</li> </ul>	<ul style="list-style-type: none"> <li>● Student Satisfaction index improvement (staff)</li> </ul>
CKO	<ul style="list-style-type: none"> <li>● Set training programs and run effectively</li> </ul>	<ul style="list-style-type: none"> <li>● The satisfaction of student on the training conducted</li> <li>● % Adherence in number of the program provided as defined in the plan</li> <li>● Student attendance rate</li> </ul>
CFO	<ul style="list-style-type: none"> <li>● Financial management of the company.</li> <li>● Effective management of coin price(without loss to the company)</li> <li>● Project control</li> </ul>	<ul style="list-style-type: none"> <li>● Timely adherence to financial reporting</li> <li>● Timely release of compensation to Students</li> <li>● Project control reports</li> <li>● Zero non compliance to governing financial processes</li> </ul>
CHRO	<ul style="list-style-type: none"> <li>● Ensure the happiness index of the student is at the highest.</li> <li>● Recruit students</li> <li>● Define Compensation and arrange payout</li> </ul>	<ul style="list-style-type: none"> <li>● Happiness index</li> <li>● Adherence to SLA of Timely assignment.</li> <li>● Attrition rate</li> </ul>
CPO	<ul style="list-style-type: none"> <li>● Ensure the vendors are negotiated and the best price and quality is achieved</li> <li>● Timely contracts and Maintenance in place</li> </ul>	<ul style="list-style-type: none"> <li>● % of Dollars saved</li> <li>● Adherence to SLA of procurement</li> </ul>
CMO	<ul style="list-style-type: none"> <li>● Marketing of concept to university</li> <li>● Marketing to the external world (in an effort to bring projects)</li> <li>● Bring in sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>● Recognition of the body in the university</li> <li>● Number of Club Registration request</li> <li>● Number of mentors (Professors and external persons)</li> <li>● Number of companies reached out</li> </ul>

		<ul style="list-style-type: none"> <li>● Revenue in sponsorship received per academic semester.</li> <li>● Companies onboard for work</li> <li>● Companies onboard for internship</li> </ul>
CSO	<ul style="list-style-type: none"> <li>● Responsible for bringing more work</li> </ul>	<ul style="list-style-type: none"> <li>● Networth of projects onboarded</li> </ul>
CQO	<ul style="list-style-type: none"> <li>● Create standards for each process</li> <li>● Ensure the standards have adhered</li> <li>● Create and refines goals for each role</li> <li>● Continuous process improvement</li> </ul>	<ul style="list-style-type: none"> <li>● % adherence to standards</li> <li>● % of Improvement standards</li> <li>● % of improvement of quality</li> </ul>
CAO	<ul style="list-style-type: none"> <li>● Ensure logistics are not hindering the progress</li> <li>● Responsible for house management of events,</li> </ul>	<ul style="list-style-type: none"> <li>● Adherence to SLA</li> <li>● Helpdesk effectiveness</li> </ul>
CTO	<ul style="list-style-type: none"> <li>● Responsible for the technical blueprint of the organization</li> <li>● Responsible for introducing new technologies</li> <li>● Reviews the solution direction of each project</li> <li>● Technically support Projects at a high level</li> <li>● Create an expert team for Projects to reach out</li> <li>● Technically take part in getting projects (sales role)</li> <li>● Advise the training program</li> </ul>	<ul style="list-style-type: none"> <li>● Peer team rating of his effectiveness</li> <li>● % of problems resolved</li> <li>● % of projects that does not have architectural rollback.</li> <li>● Attrition of the expert team</li> </ul>

COO	<ul style="list-style-type: none"> <li>Responsible for after-sales execution of all projects</li> </ul>	<ul style="list-style-type: none"> <li>Profitability (execution within budget)</li> <li>Schedule adherence (execution within schedule)</li> <li>Quality adherence with % of delivered defects</li> <li>Student satisfaction</li> <li>Clients satisfaction</li> </ul>
CIO	<ul style="list-style-type: none"> <li>Responsible for undertaking change management.</li> </ul>	<ul style="list-style-type: none"> <li>% of Plan adherence</li> <li>Stakeholder satisfaction index during phasal shift</li> </ul>

## Marketing Unit

Title	Role	KPI
<b>Social Media Marketer</b>	<ul style="list-style-type: none"> <li>Manage social media presence</li> <li>Ensure continuity of interest in followers by frequently adding content</li> </ul>	<ul style="list-style-type: none"> <li>Follower Count</li> <li>Rate of increase of follower base</li> <li>Monthly Average of shares per post</li> </ul>
<b>Branding Executive</b>	<ul style="list-style-type: none"> <li>Responsible for a crafting marketing mix, suitable for alleviating the goodwill and image of micro-enterprise to the members of UTM</li> </ul>	<ul style="list-style-type: none"> <li>Brand goodwill index (Collected through periodic surveys)</li> </ul>
<b>Graphic Designer</b>	<ul style="list-style-type: none"> <li>Responsible for working with marketing individuals and produce assets required for marketing.</li> </ul>	<ul style="list-style-type: none"> <li>Satisfaction index of the assigner</li> <li>Schedule adherence</li> </ul>
<b>Content Writer</b>	<ul style="list-style-type: none"> <li>Responsible for writing captivating writeups, which is requested by marketers</li> </ul>	<ul style="list-style-type: none"> <li>Satisfaction index of the assigner</li> <li>Schedule adherence</li> </ul>

<b>Field Marketers</b>	<ul style="list-style-type: none"> <li>Responsible for setting up booths, attending events, speaking, in an attempt to onboard members.</li> </ul>	<ul style="list-style-type: none"> <li>Number of students on-boarded per semester</li> </ul>
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## Education Unit

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

## Recruitment Unit

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

## Virtual-Companies Unit

Legend		
Trophy	Colour Coding	Points Required
Bronze		0.1K (Arbitrary)

Silver		<b>1K (Arbitrary)</b>
Gold		<b>10K (Arbitrary)</b>
Platinum		<b>100K (Arbitrary)</b>

Title	Role	KPI
President	<ul style="list-style-type: none"> <li>Accountable for a group of projects.</li> <li>Perform a review of the CEO's progress and advise as required.</li> </ul>	<ul style="list-style-type: none"> <li>Profitability (execution within budget)</li> <li>Schedule adherence (execution within schedule)</li> <li>Quality adherence with % of delivered defects</li> <li>Clients satisfaction</li> <li>Student satisfaction</li> </ul>
CEO	<ul style="list-style-type: none"> <li>Point of contact to President.</li> <li>Ensure overall success.</li> <li>Accountable for sustainable business, happy students and happy client.</li> <li>Develop business in alignment with CSO</li> </ul>	<ul style="list-style-type: none"> <li>Cost adherence (execution within budget)</li> <li>Clients satisfaction</li> <li>Grow business</li> </ul>
COO	<ul style="list-style-type: none"> <li>Takes the overall responsibility to deliver a project. Both External and internal-facing role.</li> <li>Produce Project plan</li> <li>Strategies execution.</li> <li>Assess Progress</li> <li>Intervene to ensure success.</li> <li>Team management</li> </ul>	<ul style="list-style-type: none"> <li>Cost adherence (execution within budget)</li> <li>Schedule adherence (execution within schedule)</li> <li>Quality adherence with % of delivered defects</li> <li>Student satisfaction</li> </ul>
CTO	<ul style="list-style-type: none"> <li>Takes the overall responsibility to deliver technically a project. Internal facing role</li> </ul>	<ul style="list-style-type: none"> <li>Quality of design(review comments from CTO)</li> <li>(Schedule adherence (execution within schedule)</li> </ul>

		<ul style="list-style-type: none"> <li>Quality adherence with % of delivered defects</li> </ul>
Quality assurance lead	<ul style="list-style-type: none"> <li>Ensure standards and processes are adhered at project level</li> <li>Collect Metrics</li> <li>Mentor quality to team</li> </ul>	<ul style="list-style-type: none"> <li>No non-adherence to agreed standards and processes</li> <li>Adherence to Timely reporting of metrics</li> </ul>
Functional Architect	<ul style="list-style-type: none"> <li>Responsible for the overall functionality of the project</li> <li>Shall work with the client to document the needs</li> <li>Perform functional design</li> <li>Produce Functional specification</li> <li>Review the tested product</li> </ul>	<ul style="list-style-type: none"> <li>Quality of functional doc measured with review comments</li> </ul>
Data architect	<ul style="list-style-type: none"> <li>Model data and implement</li> </ul>	<ul style="list-style-type: none"> <li>Adherence to schedule</li> <li>Delivered defects to system testing</li> </ul>
Application architect	<ul style="list-style-type: none"> <li>Responsible for technically designing and documenting assigned project work.</li> <li>Shall Guide developers for technicals</li> <li>Help in recruiting Developers</li> <li>Review Developers work</li> </ul>	<ul style="list-style-type: none"> <li>Adherence to schedule</li> <li>Delivered defects to system testing</li> </ul>
Tech Lead	<ul style="list-style-type: none"> <li>Integrates Code written by everybody else</li> <li>Responsible for releases</li> <li>Code related Clarification</li> <li>Integration Testing</li> </ul>	
UI/UX Developers	<ul style="list-style-type: none"> <li>Responsible for designing the user interface</li> <li>Responsible for designing the user experience</li> </ul>	<ul style="list-style-type: none"> <li>Adherence to schedule</li> <li>Delivered defects to system testing</li> </ul>
Backend	<ul style="list-style-type: none"> <li>Write code from the specification</li> </ul>	<ul style="list-style-type: none"> <li>Adherence to schedule</li> </ul>



Developers	given	<ul style="list-style-type: none"> <li>• Delivered defects to system testing</li> <li>• Code quality</li> </ul>
Testers	<ul style="list-style-type: none"> <li>• Responsible to assess the quality of the system to be delivered</li> <li>• Produce Test plan, Produce test cases and execute</li> </ul>	<ul style="list-style-type: none"> <li>• % coverage using automated tests</li> <li>• % of Delivered defects</li> </ul>