MeshWorks

MAKING EVERYTHING DIGITAL

Group 9 Members

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MeshWorks Business Model

MeshWorks is an industry-leading software company that specializes in providing networking solutions to large businesses and organizations with software services that help customers connect their networks together, manage them and secure them against cyber threats. MeshWorks aims to provide thorough software solutions that help companies work more efficiently and effectively.

A brief history of MeshWorks

MeshWorks was established in 2023 when a group of people saw an opportunity to provide enterprises with excellent networking solutions at a low price. Moving forward, we hope that as time passes, we will expand our product line and begin working with larger clients, helping to establish the company as a leading provider of networking solutions. The company would employ a cloud-based networking solution as well, giving businesses the ability to easily manage their networks from any place.
Also, in order to provide integrated solutions that would help businesses optimize their networking infrastructure, we would engage with a sizable technology company.
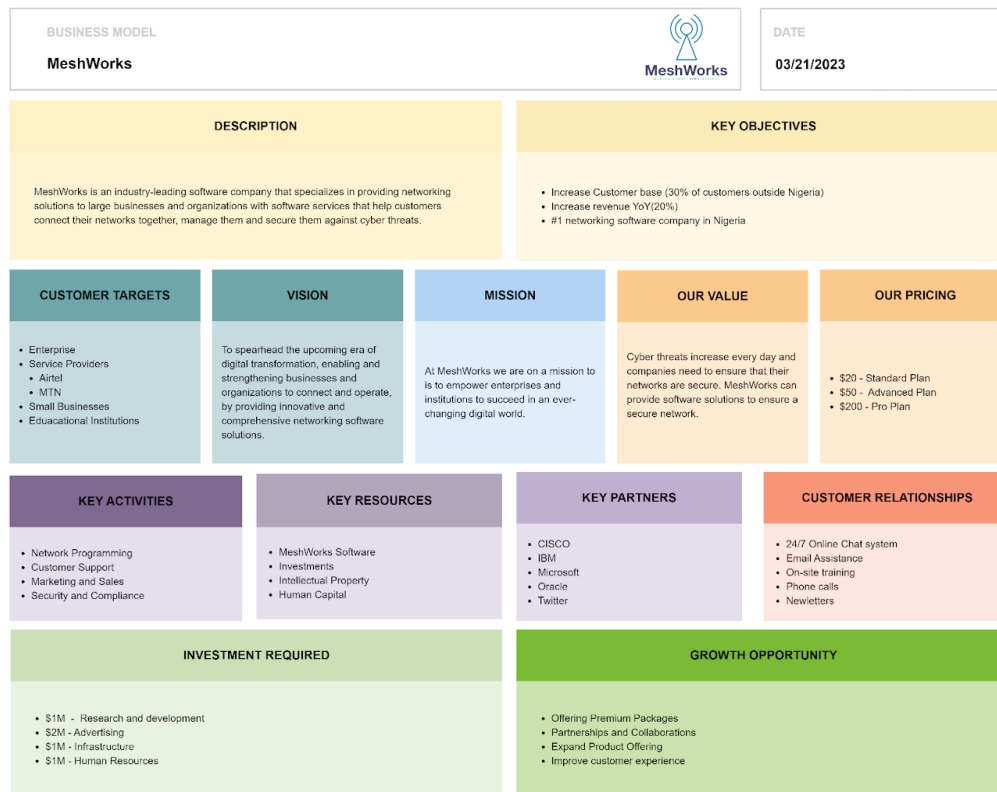
Vision Statement

To spearhead the upcoming era of digital transformation, enabling and strengthening businesses and organizations to connect and operate, by providing innovative and comprehensive networking software solutions.

Mission Statement

At MeshWorks we are on a mission to empower enterprises and institutions to succeed in an ever-changing digital world. We strive to achieve this by delivering advanced networking solutions with software that enables our clients to connect their networks, manage them effectively, and protect them against cyber threats

MeshWorks Business Model Canvas

BUSINESS MODEL		DATE
MeshWorks	MeshWorks	03/21/2023

DESCRIPTION

MeshWorks is an industry-leading software company that specializes in providing networking solutions to large businesses and organizations with software services that help customers connect their networks together, manage them and secure them against cyber threats.

KEY OBJECTIVES

- Increase Customer base (30% of customers outside Nigeria)
- Increase revenue YoY(20%)
- #1 networking software company in Nigeria

CUSTOMER TARGETS	VISION	MISSION	OUR VALUE	OUR PRICING

• Enterprise
• Service Providers
  • Airtel
  • MTN
• Small Businesses
• Eduacational Institutions
	To spearhead the upcoming era of digital transformation, enabling and strengthening businesses and organizations to connect and operate, by providing innovative and comprehensive networking software solutions.	At MeshWorks we are on a mission to is to empower enterprises and institutions to succeed in an ever-changing digital world.	Cyber threats increase every day and companies need to ensure that their networks are secure. MeshWorks can provide software solutions to ensure a secure network.	• $20 - Standard Plan
				• $50 - Advanced Plan
				• $200 - Pro Plan

KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS	CUSTOMER RELATIONSHIPS
• Network Programming • Customer Support • Marketing and Sales • Security and Compliance	• MeshWorks Software • Investments • Intellectual Property • Human Capital	• CISCO • IBM • Microsoft • Oracle • Twitter	• 24/7 Online Chat system • Email Assistance • On-site training • Phone calls • Newletters

INVESTMENT REQUIRED	GROWTH OPPORTUNITY
• $1M - Research and development • $2M - Advertising • $1M - Infrastructure • $1M - Human Resources	• Offering Premium Packages • Partnerships and Collaborations • Expand Product Offering • Improve customer experience

Target Markets

MeshWorks targets large companies and organizations with 500 or more employees functioning in different locations with complex network structures

Value Propositions

One of the most critical problems that businesses and organizations are currently grappling with is the issue of cybersecurity, Cyber threats increase every day and companies need to ensure that their networks are secure. MeshWorks can provide software solutions to ensure a secure network.

Channels

MeshWorks sell its networking software through one-to-one sales and online channels including our website social media platforms and online marketplaces

Customer Relationships

We relate to our customers through our online support which includes our 24/7 online chat system, email assistance, and on-site training we also relate with our customers through phone calls and newsletters

Cost Structure

MeshWorks will be primitively based on the development and maintenance of our networking software, customer support, and ads(advertising).MeshWorks will also have expenses related to server maintenance, cloud hosting, and third-party integrations

Revenue Streams

Our main source of revenue will be generated through our subscription-based model, The pricing of this model will be based on the size and complexity of the network chosen and the level of support required. We offer three pricing categories: Standard, Advanced, and Pro. Standard tiers offer basic network and minimal support while Advanced and Pro tiers offer more.

Key Resources

MeshWorks' key resources include our thorough networking software, intellectual property,investment, and human capital. MeshWorks will also utilize cloud services and third-party software packages and tools to support its operations

Key Activities

MeshWorks' key activities will include
1. **Network Programming**
   We would prioritize developing top-notch networking software with much attention to security to enable businesses to efficiently establish and manage their networks. This will entail collaborating with tech experts and keeping up with the latest network technologies
2. **Customer Support:**
   To ensure customer satisfaction and that customers are able to make the most of our networking software, We would provide robust customer support services. This will entail 24/7 online chat support, email assistance, or delivering on-site training for customers
3. **Network Security and Compliance:**
   We would base our focus more on security and compliance issues to protect against cyber threats or network hackers. This could include building security features to our software and ensuring that it follows relevant regulations and industry standards
4. **Marketing:**
   We would develop potent marketing and sales strategies to help us reach our target market and surpass our competitors and generate sales. This could involve attending

industry events, creating targeted market campaigns, sending out targeted newsletters, and building strategic partnerships with other networking software companies

5. **Partnerships and Alliances:**
   To effectively increase our customer base we would form strategic partnerships and alliances with other networking companies in the industry as we are based on networking software we could partner with companies like CISCO which are broader and deal with hardware, some networking consultants, and other network providers to offer a more comprehensive networking solution to our customers

Key Partners

This will include companies like
- CISCO
- IBM
- Microsoft
- Oracle
- Twitter

Projects Costs

Our business model is a subscription-based model and we offer 3(three) pricing categories depending on the size and complexity of the network chosen and level of support needed.
These pricings are as follows:

STANDARD	ADVANCED	PRO
$10	**$20**	**$50**

Service Level Agreement

Parties	This service level agreement is entered into the by the parties _____ (Customer Organization) and **MeshWorks -** (Service Provider Organization)
Size of the Service	According to the service description given by Meshworks. MeshWorks must offer network software services. Throughout this SLA, the MeshWorks will make economically reasonable efforts to keep the Service accessible around the clock, every day of the week. Updates and upgrades to the software will be included in the Service as they become accessible.
Availability of Services	To guarantee that the Service is accessible to the Customer at a rate of 99.9% uptime each month, MeshWorks shall use economically reasonable efforts. The percentage of time the Service is accessible to the Customer and available, excluding planned maintenance, is known as uptime. Any planned repair that could disrupt the Service must be disclosed to the Customer at least 24 hours in advance by MeshWorks. MeshWorks shall schedule maintenance outside regular business hours using commercially reasonable efforts.
Performances	Upon request, the Customer will receive records from the MeshWorks, detailing the Service's performance. In performance reports, the response times, uptime data, and other pertinent performance measures must be included.
Security	MeshWorks shall take reasonable security steps to prevent unauthorized access to, use or disclosure of the Service. MeshWorks must notify the Customer of any security vulnerabilities that could negatively affect the Service within 24 hours. Any security lapses must be swiftly fixed, and MeshWOrks shall make all commercially reasonable measures to do so.
Data Backup	All service-related data must be periodically backed up by MeshWorks. The backup data must be retained for 30 days. In a reasonable amount of time, MeshWorks shall make commercially reasonable attempts to restore any lost data

Limitations	MeshWorks will not be responsible for damages resulting from or connected to the Service or this SLA, including but not limited to lost revenue, profits, or data. The maximum amount for which MeshWorks would be responsible shall not be more than the amount of Customer's Service payments made in the six (6) months before the incident giving rise to the claim.
Support	MeshWorks will help the Customer during its regular business hours. There will be phone, email, and messaging support accessible. MeshWorks shall reply to all support requests within 24 hours using commercially reasonable endeavors.
Governing Law	The laws of the state where MeshWorks is situated shall control this SLA and be followed in construing it.
Termination	This SLA may be terminated by either party by giving the other party a thirty (30) days prior written notice. Then, a portion of any service fees paid after the termination date will be given back to the client.
Entire Agreement	This SLA is the sole contract between both parties regarding the Service and completely cancels any past or current verbal or written communication or proposals between us.
Customization Services	MeshWorks shall offer customization services upon the Customer's request, subject to additional fees and a separate agreement between the parties. A few examples of the customization services offered include user interface design, integration with third-party applications, and the creation of distinctive features.
Services Credits	If the Service uptime falls short of the predetermined level in any given month, MeshWorks will credit the Customer's account with a service credit equal to 10% of the monthly fees paid for the affected Service for each hour of downtime below the predetermined level, up to a maximum of 100% of the monthly fees paid for the affected Service. For any downtime brought on by planned repair, a customer's improper use of the service, or uncontrollable circumstances, no service credits will be given. If MeshWorks does not reach the uptime level specified in this SLA, the Customer's sole and exclusive remedy is service credits.
Amendments	This SLA may be amended or modified only in writing and executed by both parties.
Notices	All notices and other communications required or permitted under this SLA shall be in writing and deemed duly given when received by the recipient.
Agreement Start Date	This service level agreement will be in effect from the following date: _____ (Day / Month / Year)

Signatures

_____
(for customer organization)

Name: _____

Position: _____

Organization: _____

_____
(for service provider organization)

Name: _____

Position: _____

Organization: _____