**BUSINESS CASE of R Bambi Home (Pty) Ltd**

# 1 Executive Summary -

Reddy Home (Pty) Ltd was founded in 2016 to provide specialized software and digital business solutions that help organization to better their operations, employee relations, and customer experience and service and world communities. Reddy Home has rich knowledge and experience in education sector specifically universities. Our mission of ***empowering organizations and individuals to better world communities*** has enabled us to serve education sector with distinctions.

The Aspiration that drives us

* Helping organizations automate their business processes easily, faster, and cheaper
* Build the Corporate Social Responsibility (CSR) cloud management system



# Background

## *Universities Version*: Build the Corporate Social Responsibility (CSR) cloud management system

Cloud computing solution that helps universities to deliver and manage their engagements with industry, students and communities’ impact effectively. Our service offerings are intuitive and easy-to-use and can be deployed rapidly. We deliver our solutions as a service via all the major Internet browsers and on leading mobile devices. We sell to universities worldwide on a subscription basis, primarily through our direct sales efforts and also indirectly through partners

*Durban University of Technology Case Study*

The University and the Faculties have to report their community engagement activities to the DVC: Research, innovation and Engagement. Our solution assist in capturing projects and it makes student and staff to easily report. The current reporting process is ineffective, inefficient, and causes a delay. The solution register DUT students and staff involved in community engagement projects, based on their Faculties and Departments. It records the general project information and continuous project.

activities. DUT community members will access the information anywhere, anytime with any device. The objectives are to ensure that staff members and students will record their community engagement projects for support. Again, the University Management and the DUT community have access to the community engagement projects captured. When everyone is working solo, it is difficult for management to support community engagement activities because they don’t know who is doing what. The solution will make it easy at a departmental level, to generate report immediately when asked for reports on community engagement projects.

### **Description of Technology, Product or Service (briefly)**

To Access the product visit<http://www.dutengaged.co.za/>(IP haven’t been decided between DUT and Reddy Home). The source code is still with Reddy Home and hosted on Reddy Home Microsoft Azure subscription. On 28 March 2022 we engaged with DUT ITSS to move host the solution on DUT Microsoft Azure subscription. Then DUT CIO Dr. Mtshali is determining cost of hosting the solution.

## Features

* Staff and Students can add Programme (e.g., DUT School Engagement Programme)
* Staff and Students can add Projects with Programme (e.g., Level 6 EduMove Project and Teaching Chinese Languages… under DUT School Engagement Programme)
* The Web app can generate the report (Word, Pdf and Excel) using Programme and Project information
* Currently staff and students submitted (to the app) 10 Programmers under 2 Faculties.

Faculty of Accounting and Informatics (5 programmers) and DVC: RIE ((5 programmers).

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| --- | --- | --- |
| Phases | Timeline | Description |
| Phase 1: Stabilize the  Enterprise solution at DUT  (Beta) | 01 April 2022 to 30  June 2022 | The aim of this phase is to build processes and enough capacity  (Infrastructure and personnel) to deliver our Enterprise Solution (adopted by the entire University). Our Technology is still in Beta technology. The current infrastructure (cloud computing) and personnel that our solution uses are insufficient to handle the university-level demand. We are running the solution at the faculty level. |
| Phase 2: Build Standard  Package for the solution (Beta) | 02 June 2022 to 30  August 2022 | The Enterprise solution is expensive because of the infrastructure and personnel required to deliver it. The sales funnel will be longer and complex. |
|  |  | The Standard Solution option aim is to offer less expensive, less complex and less sales funnel. The Standard Solution option will be built using existing features of Enterprise Solution |
| Phase 3: Official Launch of the Solution to the Market | 01 September 2022 to  30 November 2022 | The solution will be more stable and ready for the market. Mass marketing will be done on this phase. |

## Resources Required

1. Microsoft Azure Subscription to host the solution- We already engaged with DUT ITSS and is willing to
2. 3 Laptops (i7 Intel Core) for Coding
3. Internet Connection

## Future Plans

According trialogue Report (2019) Companies in South Africa spent R10.2 billion in CSR. We are going to build a Corporate Social Responsibility Management System *Business Version*.

**1.3 The Competition**

## Competitors

|  |  |  |
| --- | --- | --- |
| Company Name | Product | Description |
| Microsoft | Office 365 (SharePoint, Excel,  OneDrive, Power Platform) | Organizations can use office 365, G-suit or Amazon Honey Code to build their tailor-made apps solution without or less coding. The organizations can use App Suit or Amazon Honey o Code Power Apps (No code) in combinations with  SharePoint, OneDrive, Google Drive, Excel to create mobile app that report information and generate report |
| Google | G-suite (Google Drive, Sheets)  AppSheet) |
| Amazon | Amazon Honey Code |
| Clear Point | Clearpoint Strategy | ClearPoint’s strategy reporting software integrates data from multiple sources so that |
|  |  | manage business objectives, measures, initiatives, and action items in one place. |
| ICThrive | Source Intranet Software | Built for internal communicators to organize documents, share company news, and engage your employees for a thriving workplace. |

## Competitive advantage

Most of the competitors building general purpose software that you will have to customize to fit a particular case. Our solution is specifically focused(specialize) on managing Corporate Social Responsibility (CSR) activities or Engagement activities in universities. According trialogue Report (2019) Companies in South Africa spent R10.2 billion in CSR. In addition, Globally Financial Time reported (2014) Fortune 500 companies spend $ 20 billion on CSR and no specialize software that focuses on managing CSR activities.

**1.4 Commercialization strategy**

# Strategic Alliances and Spin off (University)

The Durban University of Technology (DUT) have been financing the development and testing of the solution through Deputy Vice Chancellor: Research, Innovation and Engagement. This has helped to establish a philosophy called “build with the customer”. This is philosophy led to discovering of DUT Engagement framework that guide the conduct and reporting of engagement activities. We built the solution using that framework and trial and error with DUT which giving us continues feedback to improve the product.

We also used the same DUT Engagement framework to conduct research on how other universities do their engagement activities. We found that other universities engagement activities aligned with the DUT Engagement framework. The plan is to reference DUT Engagement Framework to develop a Universal Engagement Framework (UEF) and establish a campaign for universities to adopt UEF. This will help us build a quality and sustainable product with less cost (no customization) as product features will be based on the Universal Engagement Framework.

DUT is a perfect Strategic allegiance; it is a customer and also an equity partner. As a customer it gives a credibility to the product for the market and as an equity partner, has already invested in the development of the product through DVC: RIE Office. To free the product from university bureaucracy the product needs to be a spin off (unbundling it from DVC: RIE Office) by forming an enterprise with Reddy Home that handle will the product.

**1.5 Management and governance**

## Reddy Home Pty Ltd

In the effort to generate multiple income stream, Reddy Home has other business engagements, such as working on becoming Microsoft Partner for Business Application and Training partner. We are doing lot of projects to ensure we meet the criteria. This document won’t dive much into other Reddy Home business engagements. The reason to highlight them is there are core team members within the company structure who are specifically focused on business activities that are no relating to product or solution (Corporate Social Responsibility Management System) covered on this business document.

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| **Full Name** | **Title** | **Contribution** | **Share** |
|  | **Core Team** | |  |
| Reddy Bambi  (Started 2016) –  Full Time | Chief Executive Officer | Full time involved in day to day (Monday to Saturday) operation, strategic and operation, and Administrate ICT Exam’s to our classes. At moment the main focus is developing (coding) and trying to raise funds for CSR Management  System | 60% |
| Fanie Ndlovu (Started  2018)- Part time | Business Development Manager:  Business application (Power Platform) | He has been involved in business since 2018. He started helping in Sizolungisa organizing community engagement activities for students throughout and he teaches our ICT classes of the candidates.  Sizolungisa activities we saw the gap of developing Engagement App for DUT DVC: RIE (CSR Management System). He was the main developer that built the first | 15% |
|  |  | prototype. Current his main work is ensuring that we become  Microsoft Partner that delivers  Business Application |  |
| Noluvo Dlepu (Started 2022) –  Part time | Corporate Affair: Marketing Managers | Her contribution is to build Brand Visibility of sizolungisa and she also teaches our ICT classes of the candidates.  We are operating B2B delivering service and our brand should position itself as professional and trustworthy | 5% |
| Sanele Doyisa  (Started 2022) –  Part time | Sizolungisa President | He will be responsible to establish chapter in universities and colleges. This will give us access to the universities and establish business relations    Sizolungisa is a platform (brand) that help student practice leadership. During the years it has given us access to DUT and enable us to started CSR Management  System with DUT and is also and he teaches our ICT classes of the candidates. | 5% |
| Mbali Nongalo (Started 2022) –  Part time | Product Support Manager | She will be handling the users’ issues and support of CSR System  Management and also, she teaches our ICT classes of the candidates. | 5% |
| **Skills we needed for CSR System Management** | | | |
| Commercial  Lawyer | To help with contracts |  |  |
| Senior Developer | To ensure the CSR management  system is technically developed well |  |  |
| Sale Manager | We will help with closing as many deals as we can |  |  |
| Solution  Architect | To ensure we build a system that is aligned with technologies on the market. |  |  |

**OUR GOALS**

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| **Timeline** | **Target** | **Customer** |  |
| 01 May 2022 to 30  November 2022 | Four KZN University (DUT, UKZN, MUT and UniZulu) | Two universities subscribe for 12 month of Enterprise version for 100 users per university    200x R80 \*12 | 192 000 |
| **Total Sales for 2022** |  |  | *192 000* |
| 13 January 2023 to  30 April | Gauteng and Mpumalanga:  Wits, UJ, UP, TUT, VUT,  Unisa, SMU | Three universities subscribe for 12 month of Enterprise version for 100 users per university    300x R80 \*12 | 288 000 |
| 01 May 2023 to  June 2023 | Limpopo, Free State & Northwest, Northern cape:  UL, UMP, UV UFS, USP,  CAT, NWU | Three universities subscribe for 12 month of Enterprise version for 100 users per university    300x R80 \*12 | 288 000 |
| 01 May 2023 to 30  June 2023 | KZN License Renew and one university added | Two universities renew their subscribe for 12 month of Enterprise version for 100 users per university    One university subscribe for 12 month of Enterprise version for 100 users per university      300x R80 \*12 | 288 000 |
| 01 July 2023 to 30  September 2023 | Western Cape & Eastern  Cape: UCT, CPUT, UW,  Rhodes, SU, WSU, NMMU | Three universities subscribe for 12 month of Enterprise version for 100 users per university    300x R80 \*12 | 288 000 |
| **Total Sales for 2023** |  |  | *1 152 000* |
| January 2024 | Gauteng and Mpumalanga License Renew and two universities added | Three universities subscribe for 12 month of Enterprise version for 100 users per university    two universities subscribe for 12 month of Enterprise version for 100 users per university    500x R80 \*12 | 480 000 |
| 01 May 2024 | Limpopo, Free State & North West License Renew two universities added | Three universities subscribe for 12 month of Enterprise version for 100 users per university | 480 000 |
|  |  | two universities subscribe for 12 month of Enterprise version for 100 users per university    500x R80 \*12 |  |
| 01 May 2024 | KZN License Renew | Three universities renew their subscribe for 12 month of Enterprise version for 100 users per university    300 x R80 \*12 | 288 000 |
| 01 July 2024 | Western Cape & Eastern Cape | three universities renew subscribe for 12 month of Enterprise version for 100 users per university      one university subscribe for 12 month of Enterprise version for 100 users per university    400x R80 \*12 | 384 000 |
| **Total Sales for 2024** |  |  | *1 632 000* |

### **2. Exit strategy**

The Technology Transfer and Innovation at DUT will help with build a spin off company made of Reddy Home Pty Ltd and Durban University of Technology so the company can be on its own to raise external capital.