**[Initiative Title]**

**[Initiative Type]**

**Business Engineering Plan**



**[Company Logo]**

Executive Summary

Xxxxx Xxxxx Xxxxx

Core Value Proposition

Table of Contents

[Executive Summary I](#_Toc523071068)

[Table of Contents II](#_Toc523071069)

[List of Tables III](#_Toc523071070)

[List of Figures III](#_Toc523071071)

[I. The Business 1](#_Toc523071072)

[The Market 1](#_Toc523071073)

[The Future 1](#_Toc523071074)

[II. Management Structure [Who] 2](#_Toc523071075)

[Management Team (Key Personnel) 2](#_Toc523071076)

[Organizational Structure 2](#_Toc523071077)

[Staff Lifecycle (Recruitment, Responsibility & Accountability) 2](#_Toc523071078)

[III. Manufacturing, Supply Chain & Operation [What] 3](#_Toc523071079)

[Manufacturing or Service Plan 3](#_Toc523071080)

[Supply Chain Plan 3](#_Toc523071081)

[Operational Plan 3](#_Toc523071082)

[IV. Financial Management [How] 4](#_Toc523071083)

[Revenue Model 4](#_Toc523071084)

[Cash to Cash Cycle 4](#_Toc523071085)

[The Finances 4](#_Toc523071086)

[V. The Industry [Where] 5](#_Toc523071087)

[Macro-Forces 5](#_Toc523071088)

[Competitive Landscape 5](#_Toc523071089)

[Risk Mitigation Strategies 5](#_Toc523071090)

[VI. Ethics, Society & Environment [Why] 6](#_Toc523071091)

[Environmental Sustainability 6](#_Toc523071092)

[Social Development 6](#_Toc523071093)

[Customer Relationship Management 6](#_Toc523071094)

[VII. Key Resources, Milestones and Partners [When] 7](#_Toc523071095)

[Key Resources 7](#_Toc523071096)

[Key Milestones 7](#_Toc523071097)

[Key Partners 7](#_Toc523071098)

[VIII. Initiative Investment 8](#_Toc523071099)

[Start Up Capital 8](#_Toc523071100)

[1 Million Rand Runway 8](#_Toc523071101)

[Appendix A: Business Model Canvas 1](#_Toc523071102)

[Appendix B: Financial Forecast & Plan 2](#_Toc523071103)

# List of Tables

**No table of figures entries found.**

# List of Figures

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# The Business

Abstineatis Process Mining is a consulting firm focused on providing process mining analytics to medium sized companies looking to modernise, with specific reference to the context of the third world.

Process mining is a field of data mining which aims “to discover, monitor and improve real processes by extracting knowledge from event logs readily available in today’s information systems.” [1] It bridges the gap between traditional Business Process Management (BPM) techniques and data science, providing easily accessible and accurate (i.e. real world) information on the performance of processes.

It differs from traditional process modelling in that it fulfils the shortcomings of these techniques, namely cost and time requirements, along with a lack of objective validation techniques. [2]

Abstineatis aims to bring this technology, and with it advanced operating analytics, to the third world market, allowing businesses to save time and money and focus on what makes them great. This could, furthermore, assist in expansion efforts, therefore assisting in indirect job creation.

We offer three main services, revolving around the use of process mining. First, we offer process mining software which is customisable in consultation with clients. Next, we offer consultation on the development of the necessary IT infrastructure for the use of process mining. Finally, we offer training in the use and interpretation of process mining results, creating job opportunities for data analysts within the clients’ businesses.

This training element is essential to our business model. Since the use of process mining techniques is relatively new in industry, Abstineatis aims to play a major role in the establishment of process mining alongside more traditional Business Process Management (BPM) techniques.

Abstineatis is based in Potchefstroom, and focuses on the South African market, with plans for expansion into Africa.

## The Market

This specific technology is still in an early adoption phase, with much potential for expansion in the market. In 2018, Gartner [2] estimated the revenue from process mining initiatives to be roughly $160 million worldwide, with an expectation of major growth (roughly 300% - 400%) within the following two years. Gartner [2] also found that demand for this kind of analytics far outpaced supply, and the fact that this technology could be used alongside traditional BPM techniques means that adoption should be easy.

This market size, however, is largely focused in Europe and North America, with North American process mining initiatives only entering the market in 2018. As already shown earlier in this chapter, the potential uses vary greatly and could play a major role in managing business processes, and this is never truer than in the case of Africa, where efficient operations are essential in difficult economic climates.

Bringing the technology to the South African market, along with the expertise required to establish the necessary infrastructures in a South African context will make it possible for companies to take advantage of these advanced techniques.

Due to the wide range of potential applications, the South African market for process mining analytics could grow fast and become mainstream techniques in the management of business and even operational processes.

An important barrier to entry into the South African market is the fact that process mining is relatively unknown. We therefore aim to build proof of concept models showing the specific value to be gained from the application of process mining. These models would be presented to prospective clients as proof of the potential value to be gained.

Abstineatis’ marketing strategy is largely based on an online presence. Active social media engagement and the establishment of a high-quality website is a low-cost alternative to traditional marketing methods. These platforms also offer an opportunity to fuel engagement and education in the value of process mining. The power of word of mouth in the form of testimonials are also not to be discounted.

## The Future

Abstineatis’ vision is the democratisation of previously first-world analytics and the establishment of process mining as a mainstream BPM tool in the South African context.

We expect to measure initial growth of the business by the number of clients we service. Since Abstineatis works both on a consultation and subscription basis, the number of clients is a good indication of the growth of the venture.

### 3 Months

By the completion of the first financial quarter, it is expected that all business establishment steps should be completed. Software development is expected to take roughly one month. The venture is expected to sign its first client near the end of this term.

### 1 Year

At the end of year one, we expect all business establishment steps to be completed, and the first few clients to have signed on. We expect total number of clients to have grown to 6.

### 3 Years

By the end of the third year of business, we expect to have established ourselves in the South African market as a leading consultation firm. We expect to have brought process mining analytics to 18 loyal clients.

### 5 Years

By the end of five years of business, we expect name recognition to have grown in the South African market, and to be serving at least 35 clients. We expect at the end of the fifth year for expansion into Africa to be well away in the planning phase.

# Management Structure [Who]

Xxxx – Describe in a few lines the general culture you want within the company.

## Management Team (Key Personnel)

Xxxx – In this section you need to provide a table of your management team, unique skills, personalities, and any other relevant aspects. Also important is their role. Provide the equivalent of a professional portfolio for each team member and their unique thinking style and how this makes the overall project a success.

## Organizational Structure

Xxxx – Discuss the structure of your organization (departments) and how your key personnel fit into to this. Important to mention is how the power-decision distribution is weighted within your company. Provide in detail the processes for decision making within your organization. How does anything get done? Explain your work culture. What approvals are needed to spend money? How are meetings conducted…etc.

## Staff Lifecycle (Recruitment, Responsibility & Accountability)

Xxxx – Provide an account of how you bring in staff, train them and ensure they are responsible and accountable for their work. You should discuss professionalism in the workplace and the culture in a bit more detail. Discuss in detail the recruitment and filtering process, the training programmes you would offer for new staff and overall how you would treat employees. Is remuneration fixed or incentive based? How do you retain skills and ensure you create competencies.

# Manufacturing, Supply Chain & Operation [What]

Xxxx – Provide an overview of what you are doing! How do you [The Who] make the dream [Why] Happen?

## Manufacturing or Service Plan

Xxxx – Manufacturing: Discuss what it is your produce? Perhaps provide here some detailed specifications of your product and draw a comparison table with other products. **EXTRA**: Prepare full system engineering or manufacturing documentation for producing the product from A-Z.

Xxxx – Service: When are you open? How do you serve your customers? What need do you serve? **EXTRA**: Perform an evaluation of available competitive services and discuss your unique value offer.

Note: You can have a servitization offering which mixes both.

## Supply Chain Plan

Xxxx – Describe how you source your material, packaging and other important things for providing your product and service? Also, what channels do you use to get your products and services to your customers? **EXTRA**: Perform a full Porters Value Chain Analysis and discuss in detail how you use this to differentiate yourself.

## Operational Plan

Xxxx – Describe the day to day operations that would allow you to manufacture goods for your customers or serve them. If you use a facility discuss this in more detail (facility requirements) **EXTRA**: Draw up business processes and standardized procedures for your staff. Draw up a facility plan.

# Financial Management [How]

Xxxx – Describe what your high level vision is. Will your idea create a 1 Billion dollar industry? Will it save a Billion?

## Revenue Model

Xxxx – How do you make money? What process does it go through to get to your account. What type of model do you use? **EXTRA**: Do a comparison between various revenue models (charging as a service, value added, once off, subscription…etc) and show how your option is the best.

## Cash to Cash Cycle

Xxxx – Discuss your cash to cash cycle. From the time you spend money how long does it take for you to take money? How do you deal with your cash flow? **EXTRA**: Provide some detail on methods of dealing with cash flow shortages and their impact on your business.

## The Finances

Xxxx – Discuss a high-level overview of your 3 year financials. Refer to your appendix. Do not discuss the details of your finances in this section (this is in another section). Provide a general outlook. **EXTRA**: Discuss a 5-10 year financial outlook. Discuss in detail how you received these numbers and stipulate a reasonable inflation rest, interest rate…etc.

# The Industry [Where]

Xxxx - Discuss in brief the industry your product or service falls in. If it is new or mixed you need to explain this a bit more.

## Macro-Forces

Xxxx – Discuss the impact of major economic, environment and social forces on your specific industry (or industries). How does this change its attractiveness for investment **EXTRA**: Perform a brief scenario analysis. Do a PESTLE analysis.

## Competitive Landscape

Xxxx - Provide a detailed account of your competitors, their strength and a brief on how they could outplay you in the business world. **EXTRA**: Perform a brief scenario analysis. Do a PESTLE analysis.

## Risk Mitigation Strategies

Xxxx – What risks can you solidly identify as challenges in this (using a risk matrix). How do you deal with them or mitigate them? What can destroy your business? **EXTRA**: Discuss the difference between your long term and short-term strategy and goals in this industry. How will you achieve this (in detail)? Go into detail on the impact of all potential risks on your resources (time, cost, staff… etc).

# Ethics, Society & Environment [Why]

Xxxx – Tell us in 1 line why your product is the more socially and environmentally responsible choice

## Environmental Sustainability

Xxxx – Whatever you do you use resources. How much? Why? Is there another way. Compare your product or service to others in terms of water consumption, pollution…etc. Explain how your product has been designed to be more eco-friendly or environmentally considerate **EXTRA**: In addition to discussing the above, mention any use of circular economy, DFE, EMS, policies, or auditing used to shape your business. Attempt to measure the global impact of your industry and how your shining beacon can help reduce that impact!

## Social Development

Xxxx – How does your service or product help develop society? Does it play on certain negative traits (like additive gaming or gambling app) or does it educate? What is your promise to society? Provide an example of how a product or service feature (related to your business) can be adapted by society and in what way. **EXTRA**: If things go your way discuss what needs of society you will answer (according to Manfred-Max-Need). Why is your way more ethical or more aligned with societies development goals? What sensitivities does it have towards previously disadvantaged or underdeveloped social gatherings? Any cultural considerations?

## Customer Relationship Management

Xxxx – How do you deal with your customers? What if they are unhappy? When you have wronged a customer, what happens? **EXTRA**: Provide detail on your customer retention strategy. Why would the customer stay with you even if something goes wrong? Also, what transparency and other measures are available for the customer to assess your quality.

# Key Resources, Milestones and Partners [When]

Xxxx – Develop an infographic showing what you will achieve, by when and what it means

## Key Resources

Xxxx – Discuss the key resources that are needed to make your project a success. This includes the broadest meaning of resources (as in skills, time, money…etc) **EXTRA**: Quantify the amount of each resource needed and when to develop a project management plan. Also develop a custom way of tracking your progress (when things need to happen).

## Key Milestones

Xxxx – What unique phases can you classify which lead to concrete deliverables. Describe these as key milestones. **EXTRA**: Develop a go-no go template for each milestone (checklist of things that need to be present…etc).

## Key Partners

Xxxx – Do you need help from certain entities or partners? Maybe even some of your competitors? Describe the strategic relationships you need to form. **EXTRA**: Perform a detailed stakeholder analysis. When can these stakeholders stop you from moving forward?

Note: Treat your initiative as a project. Use your project management knowledge!

# Initiative Investment

Xxxx – In a nutshell, what do I (the Investor) need to give you and what will I get in return.

## Start Up Capital

Xxxx – How much money would you need to kickstart your dream? How would you use this money? (Make a table on the organs you would invest it to). What type of investor are you looking for? How much of company would you give them?

## 1 Million Rand Runway

Xxxx – How far along the process (both timewise and development wise) would 1 Million Rand get you. What is your burn rate?

# Appendix A: Business Model Canvas

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Key Partners**  Software developers  Hardware suppliers  Business Analytics Trainers  Business Process Platforms (SAP, etc) | **Key Activities**  Software development  Hardware design and supply  Business Analytics Training | **Value Proposition**  Process Analytics  Training  Control over processes  Software  Direct contact with SA market | | **Customer Relationships**  Continuous support  Analytics interpretation  Customise a standard solution  Training | **Customer Segments**  IT logging  Manufacturing processes  Automated business processes  Medium sized companies |
| **Key Resources**  Business Process Platforms (SAP, etc)  Customer Relationships | **Channels**  Proof of concept models  Social media  Website  Testimonials |
| **Cost Structure**  Training staff  Software development  IT systems procurement and maintenance  Consulting staff  Customer Support | | | **Revenue Streams**  Training    System design and integration  Software sales  Consultation Fees | | |
| **Social and Environmental Cost**  Automation (job destruction) | | | **Social and Environmental Benefit**  Direct Job Creation  Indirect Job Creation | | |

# Appendix B: Financial Forecast & Plan

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | |  | | **Initiative X**  **5Y - Overview Financials** | | | | | | | | |  | |
|  | **Year of 2019** | **%** | **Year of 2020** | **%** | | **Year of 2021** | **%** | **Year of 2022** | **%** | **Year of 2023** | **%** |
| **Revenue** |  |  |  |  |  | |  |  |  |  |  |
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| **Total Revenue** |  |  |  |  |  | |  |  |  |  |  |
| **Expenses** |  |  |  |  |  | |  |  |  |  |  |
| Cost of Sale | | | | | | | | | | | |
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| **Total Cost of Sale** |  |  |  |  |  | |  |  |  |  |  |
| Overheads | | | | | | | | | | | |
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| **Total Overheads** |  |  |  |  |  | |  |  |  |  |  |
|  |  |  |  |  |  | |  |  |  |  |  |
| Net Profit |  |  |  |  |  | |  |  |  |  |  |

[1] I. T. F. o. P. Mining, "Process Mining Manifesto," in *Proceedings Business Process Mining Workshops*, ed: Springer, 2011.

[2] Gartner, "Market Guide for Process Mining," ed, 2019.