

Entrepreneurship

© 2014
youtube.com/pronunciationmanual



STROME

InFusion

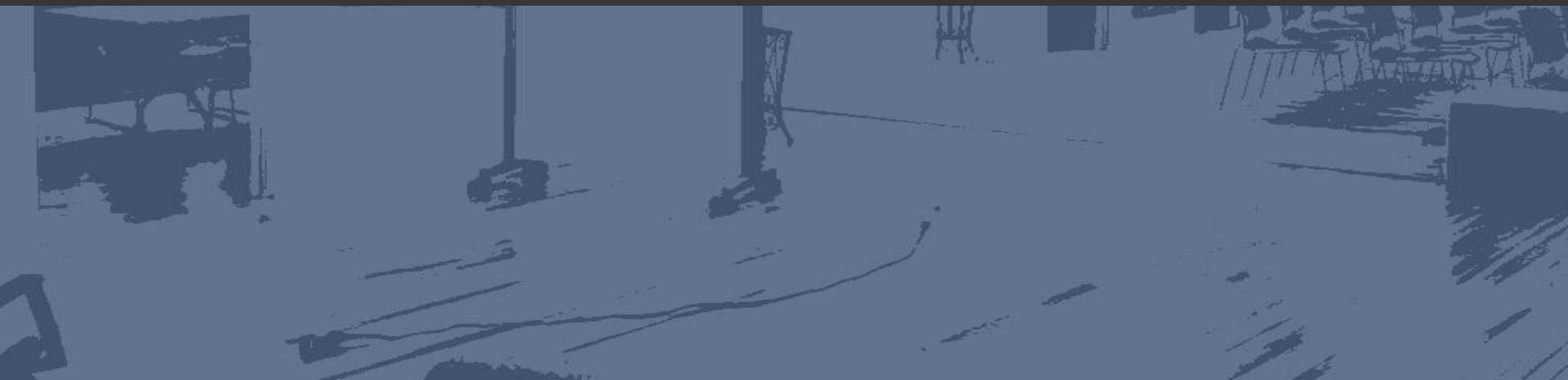


Table of Contents

1. Team
2. PROBLEM IDENTIFICATION
3. PROBLEM INVESTIGATION
4. SOLUTION
5. WORK BREAKDOWN
6. FEATURE EXTRACTION
7. LEGACY AND COTS
8. RISKS
9. CLOSING STATEMENTS



CS 410

Strome Infusion

Mentor

Nancy Grden

Members

Chris Bliss

Shawn Casey

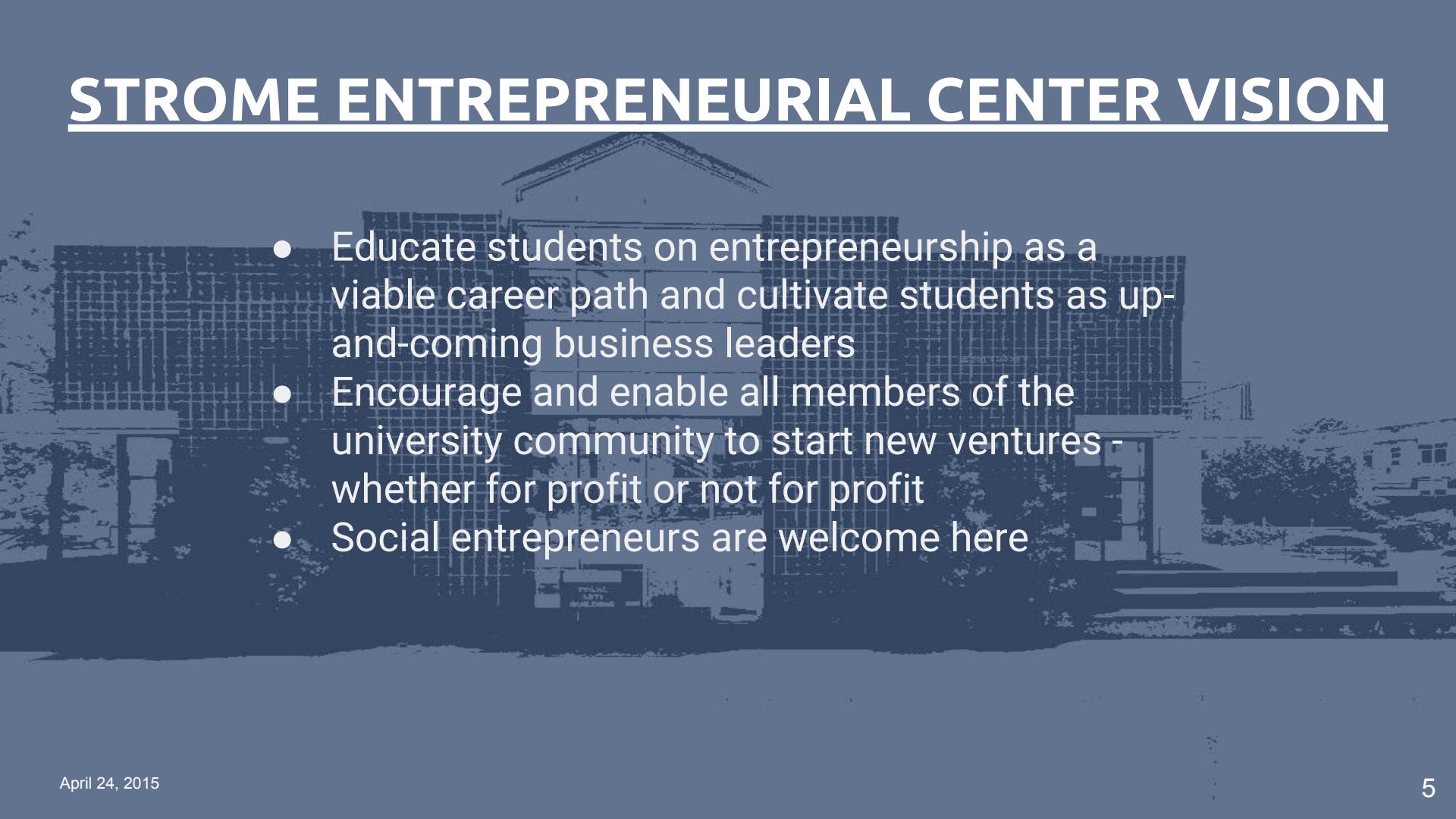
Patrick Ferate

Matthew Payne

John Spaetzel

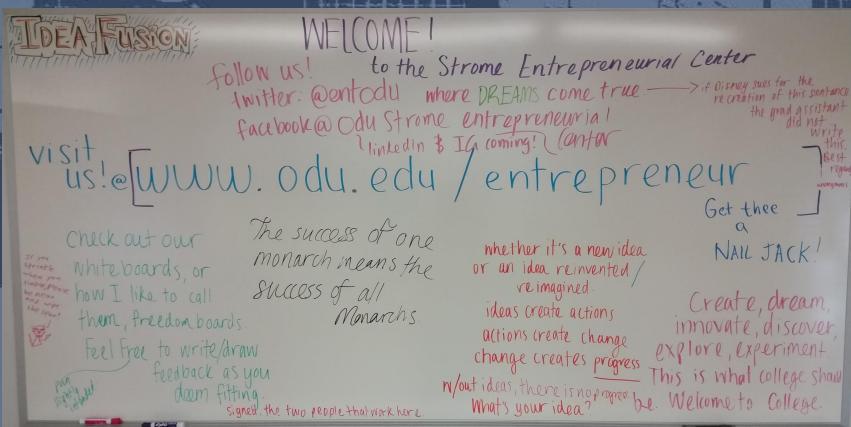
Will Strong

STROME ENTREPRENEURIAL CENTER VISION

- 
- Educate students on entrepreneurship as a viable career path and cultivate students as up-and-coming business leaders
 - Encourage and enable all members of the university community to start new ventures - whether for profit or not for profit
 - Social entrepreneurs are welcome here

STROME ENTREPRENEURIAL CENTER AND YOU

The Old Dominion University Strome Entrepreneurial Center exists to serve the entrepreneurial campus community (students, faculty, staff, and alumni) and connect them with community, partners, and investors.



WHO IS STROME?

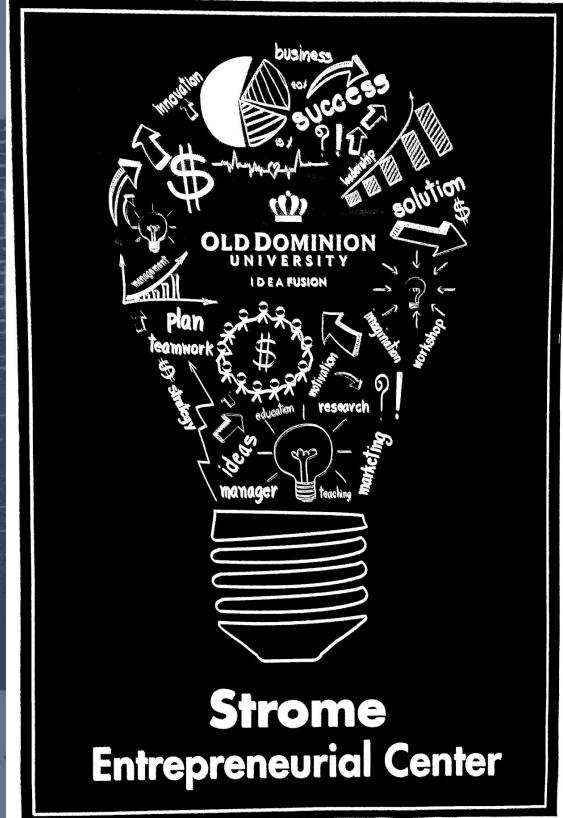
- Mark Strome - graduated from ODU in 1978.
- Founded a multimillion dollar investment management firm in 1992.
- Donated \$11 million to ODU in 2013-2014 to “nurture entrepreneurship.”
- Wanted to give back to the school for “taking a chance on him.”



OBJECTIVES

Entrepreneurial centers lack a customized tool for attaining their outreach goals.

- Enable connections amongst stakeholders
- Communicate entrepreneurial center activities and events
- Offer a more effective registration process
- Log visits to the entrepreneurial centers
- Display what resources and services are available



GLOSSARY

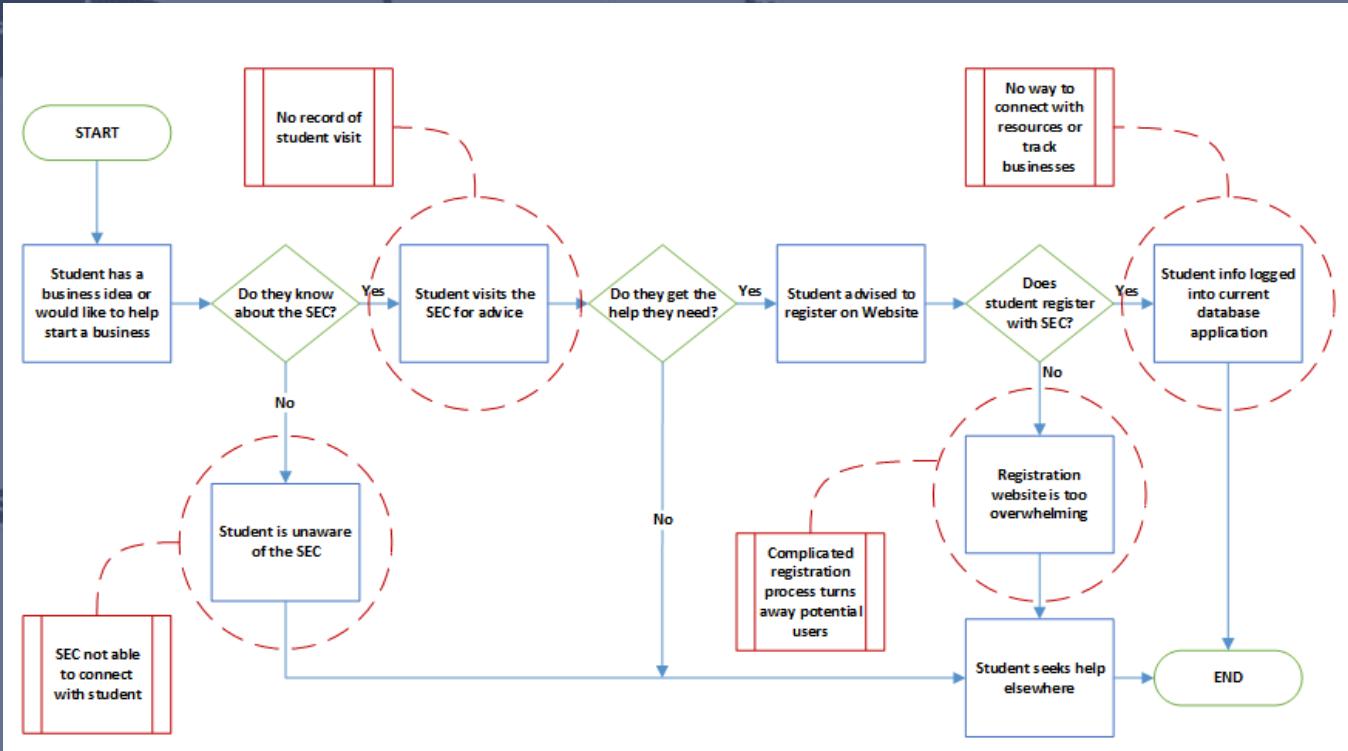
- ❖ **Entrepreneur** - a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.
- ❖ **Company** - any business that is owned or operated outside of ODU
- ❖ **Resource** - any student with a skillset listed on their profile
- ❖ **Skillset** - any skill that a resource offers
- ❖ **Startup** - any student owned company, product, venture, etc. that has it's own profile within Strome Infusion

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MISSED OPPORTUNITIES

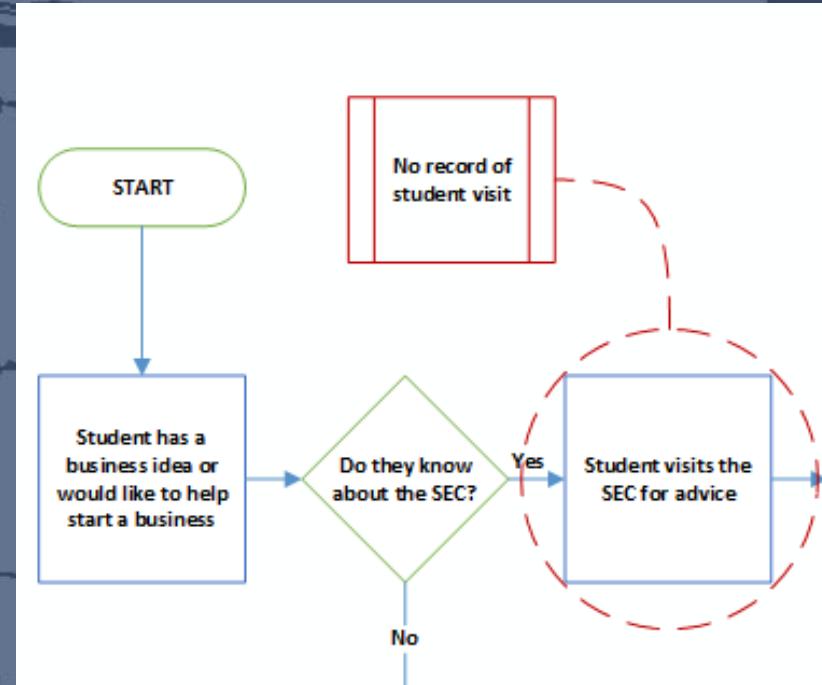


- Four main problems with the current student experience
- Other ways to improve experience will be shown later

RECORD KEEPING

Problem #1

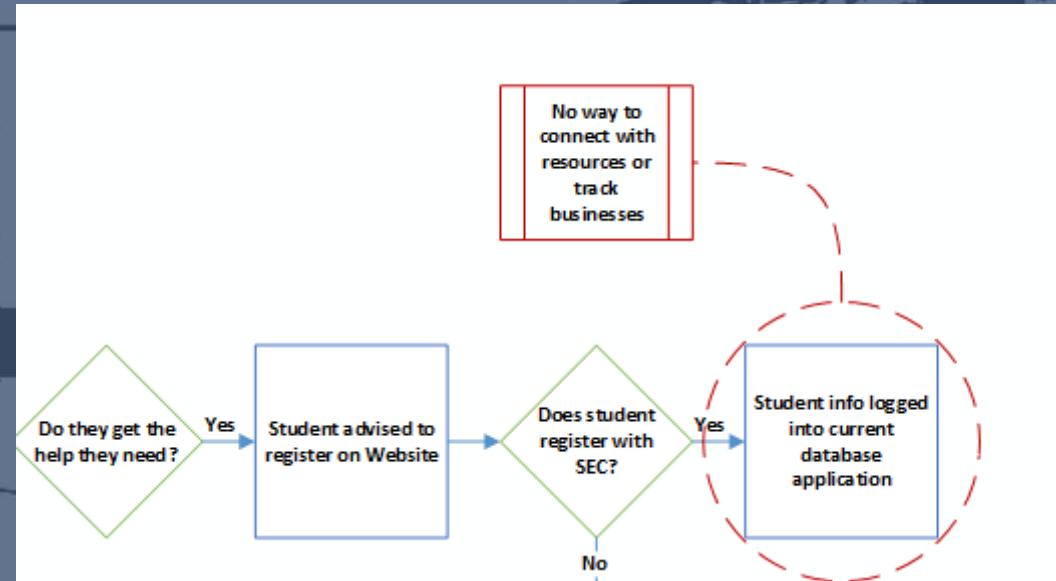
- No records of visitors to the Entrepreneurial Center
- Individuals who drop in to visit or attend events and competitions are easily forgotten



CONNECTING STUDENTS WITH RESOURCES

Problem #2

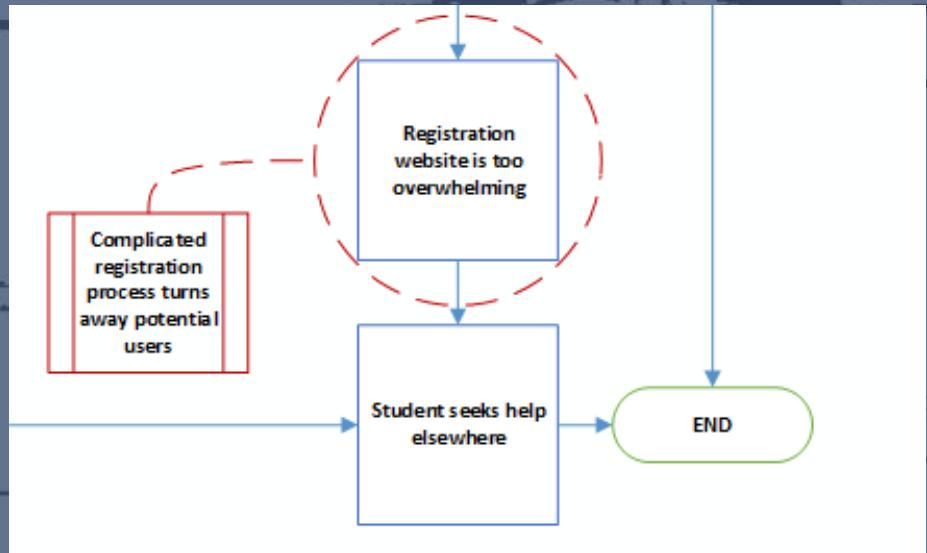
- Entrepreneur is entered into the Venture Hive system
- There is no system to match up entrepreneurs with needed skills



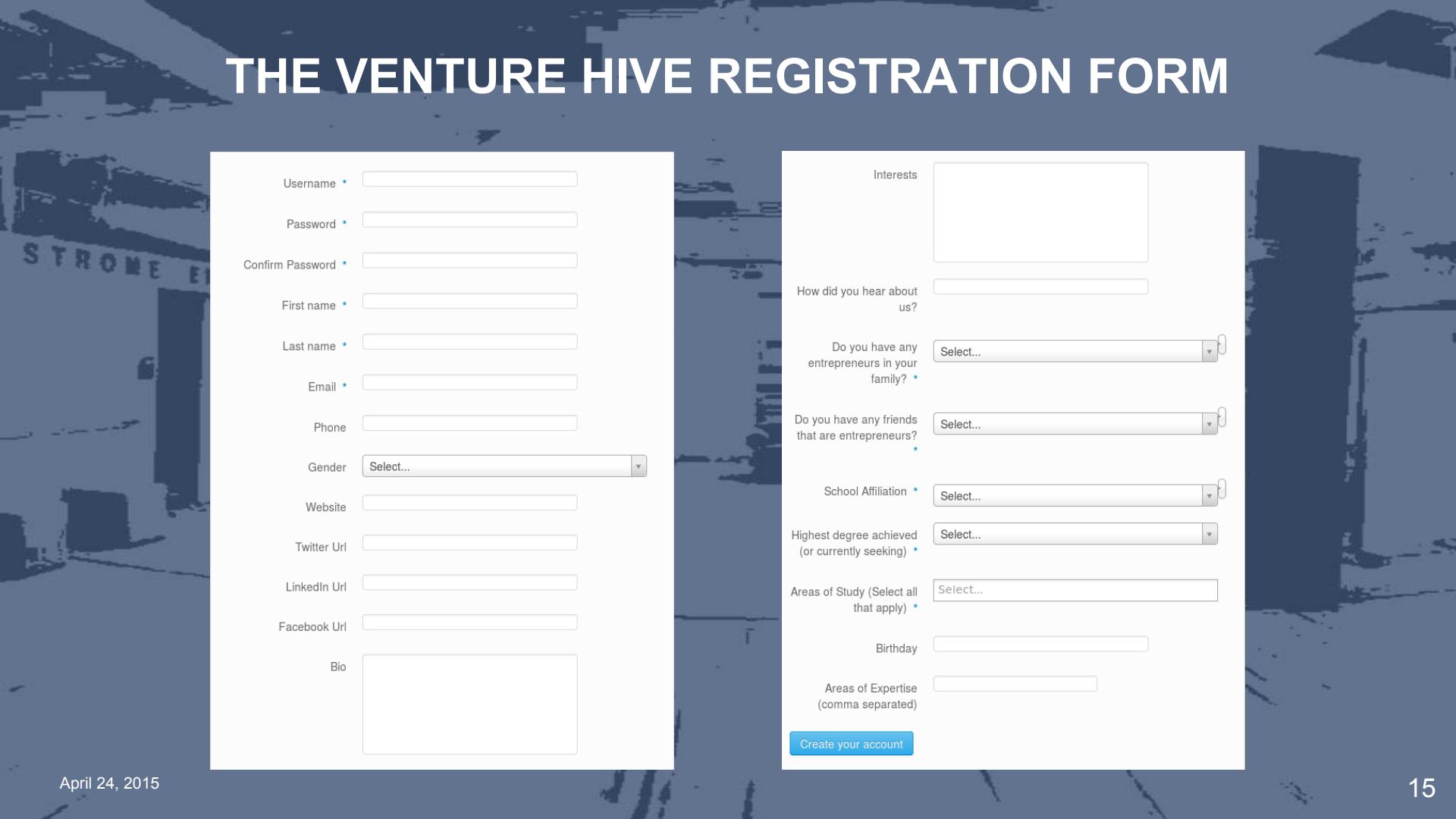
REGISTRATION

Problem #3

- Venture Hive's registration form
 - Over 20 fields
 - 11 required fields
 - Required 2-step approval process
- Visitors have been less likely to register on the website



THE VENTURE HIVE REGISTRATION FORM



The registration form consists of two main sections: personal information on the left and profile details on the right.

Personal Information (Left Side):

- Username:
- Password:
- Confirm Password:
- First name:
- Last name:
- Email:
- Phone:
- Gender:
- Website:
- Twitter Url:
- LinkedIn Url:
- Facebook Url:
- Bio:

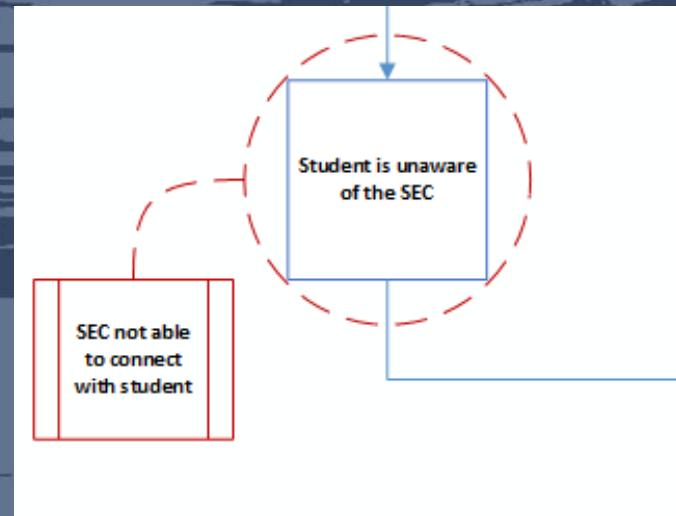
Profile Details (Right Side):

- Interests:
- How did you hear about us?:
- Do you have any entrepreneurs in your family?:
- Do you have any friends that are entrepreneurs?:
- School Affiliation:
- Highest degree achieved (or currently seeking):
- Areas of Study (Select all that apply):
- Birthday:
- Areas of Expertise (comma separated):

CONNECTING WITH STUDENTS

Problem #4

- Entrepreneurs are not aware of what resources and services are available to them
- No way to connect with other stakeholders



UNWELCOMING USER EXPERIENCE

- “Start Here” link from the ODU website has not been effective in attracting new users.
- Only a handful of accounts have been registered with existing process.



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THE COMPETITION

S FROM ME

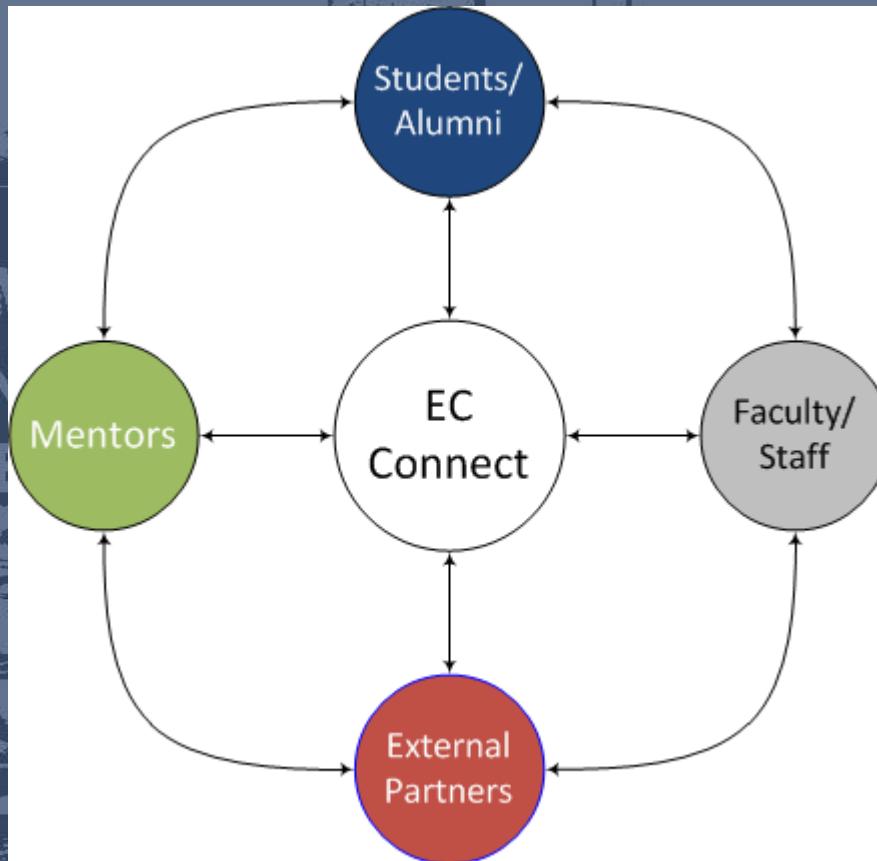
	Team Black	VentureHive	Salesforce	LinkedIn	Hatch	Efactor	Founder Dating	VentureStorm
Web-based Application	✓	✓	✓	✓	✓	✓	✓	✓
Mobile App	✓	✗	✓	✓	✗	✗	✗	✗
Simple Registration	✓	✗	✓	✓	✓	✓	✗	✓
Social Networking	✓	✗	✓	✓	✓	✓	✓	✗
Email Notifications	✓	✗	✓	✓	✓	✓	✗	✓
Integratable within other websites	✓	✓	✓	✓	✗	✗	✗	✗
Company Development Features	✓	✓	✓	✗	✓	✗	✓	✓
Resource Management Features	✓	✗	✗	✗	✓	✗	✓	✓
Entrepreneurial Center Focused	✓	✓	✗	✗	✗	✗	✗	✗
Entrepreneurial Center Management	✓	✓	✗	✗	✗	✗	✗	✗
Free Service	✓	✗	✗	✓	✗	✓	✗	✓

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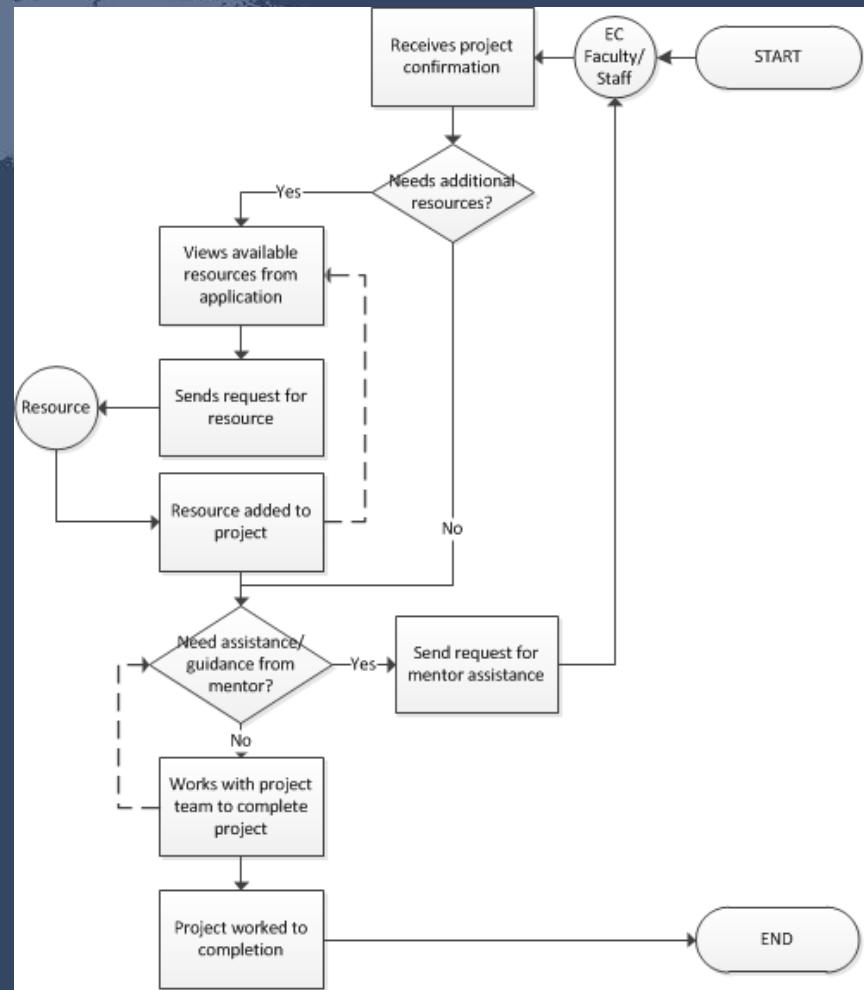


MAKING CONNECTIONS



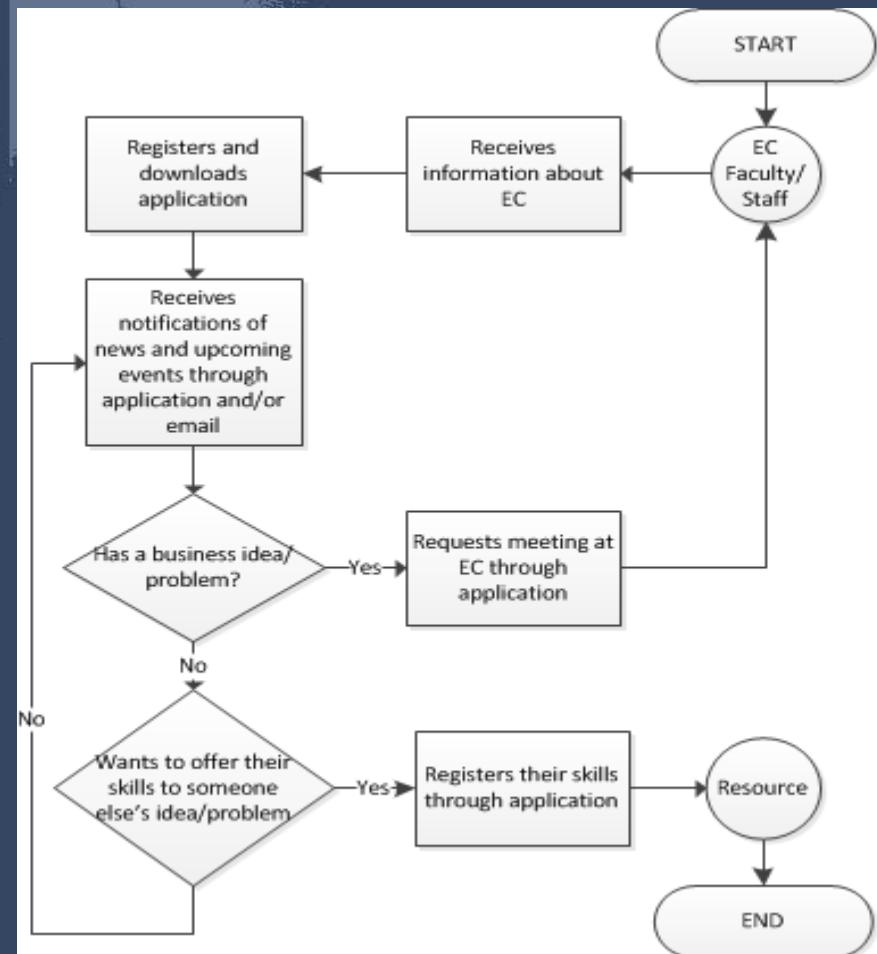
STARTING A COMPANY

1. Strome Entrepreneurial Center receives request
2. Meets with entrepreneur
3. Provide resources and mentorship as needed
4. Company is established



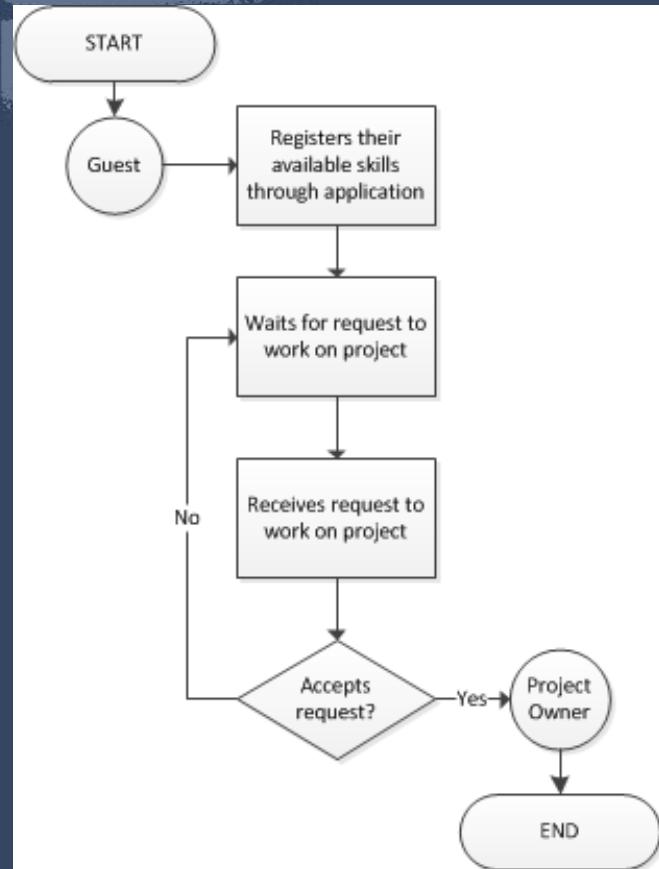
VISITING

- Visit website or download app
- Request meeting
- Has company idea or problem
- Registers as a resource
- Registers company



RESOURCING

- Registered resource
- Contacted via email or app of request based on skills
- Comes in to the Strome Entrepreneurial Center
- Accepts or declines company offer
- A bulletin board of available skills and needed positions within companies.



INTERNAL FLOW

- Contacted via web interface of new request
- Schedules meeting
- Company is approved
- Monitor company
- Assist company as needed

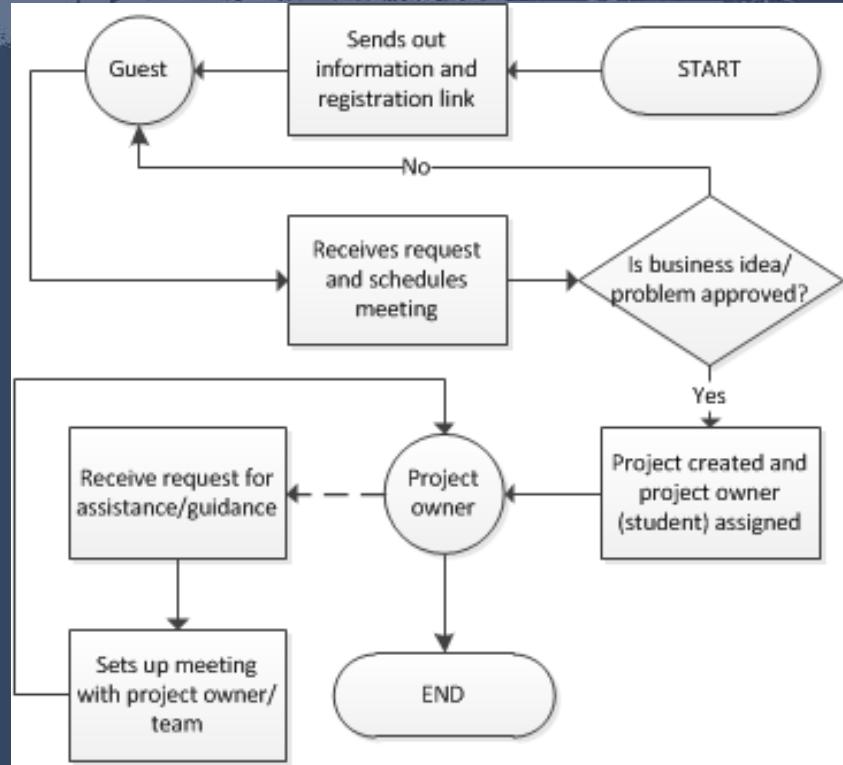
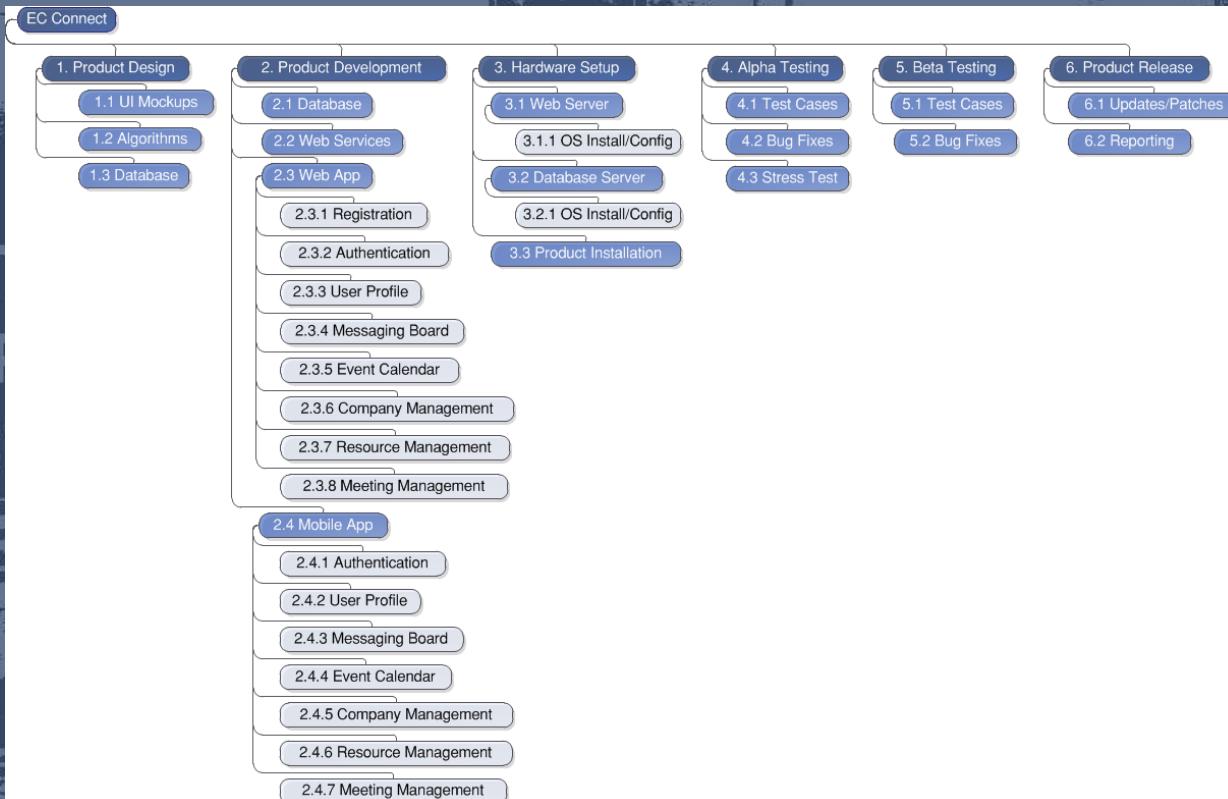


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WORK BREAKDOWN STRUCTURE



Tasks

1. Product Design	20	2. Product Development	190	3. Hardware Setup	20
1.1 UI Mockups	10	2.1 Database	10	3.1 Web Server	5
1.2 Algorithms	5	2.2 Web Services	10	3.2 Database Server	5
1.3 Database	5	2.3 Web Application	90	3.3 Production Installation	10
		2.4 Mobile Application	80		
4. Alpha Testing	30	5. Beta Testing	25	6. Product Release	10
4.1 Test Cases	5	5.1 Test Cases	5	6.1 Updates/Patches	5
4.2 Bug Fixes	20	5.2 Bug Fixes	20	6.2 Reporting	5
4.3 Stress Test	5				

Total (Individual Developer Hours)

295

HARDWARE & SOFTWARE

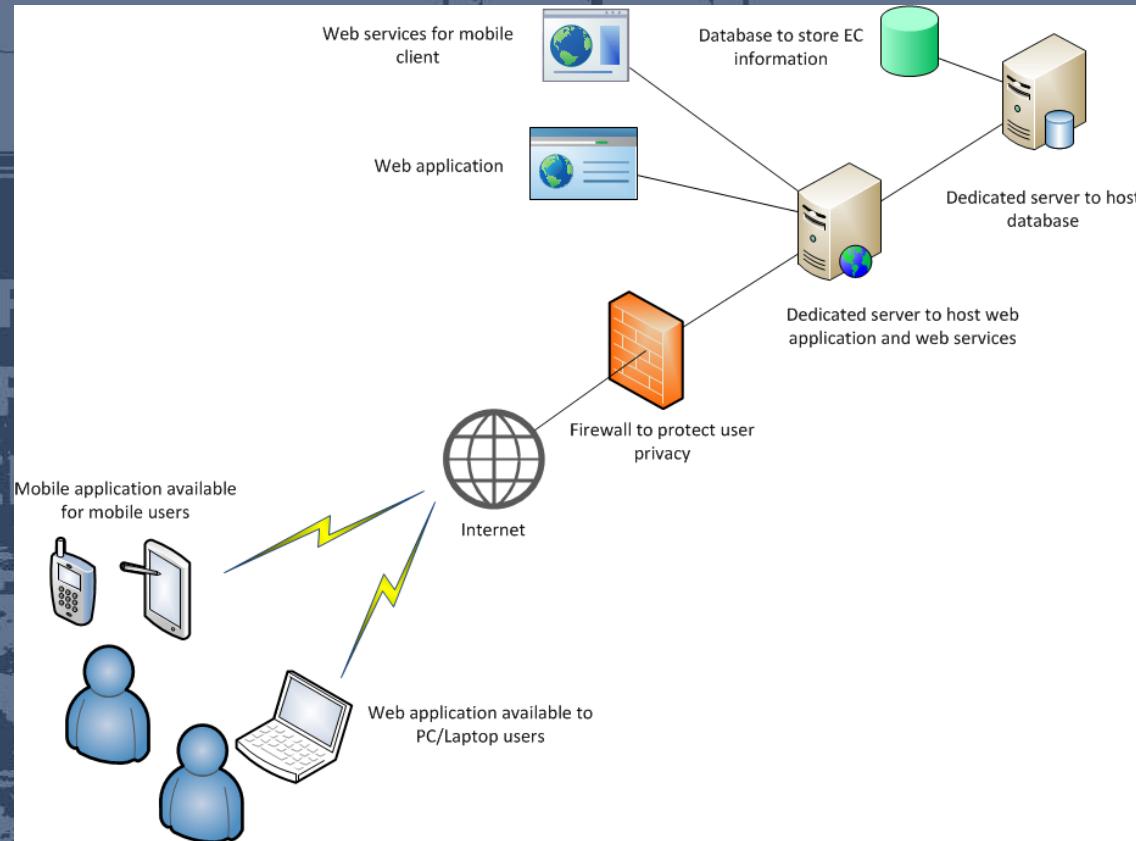


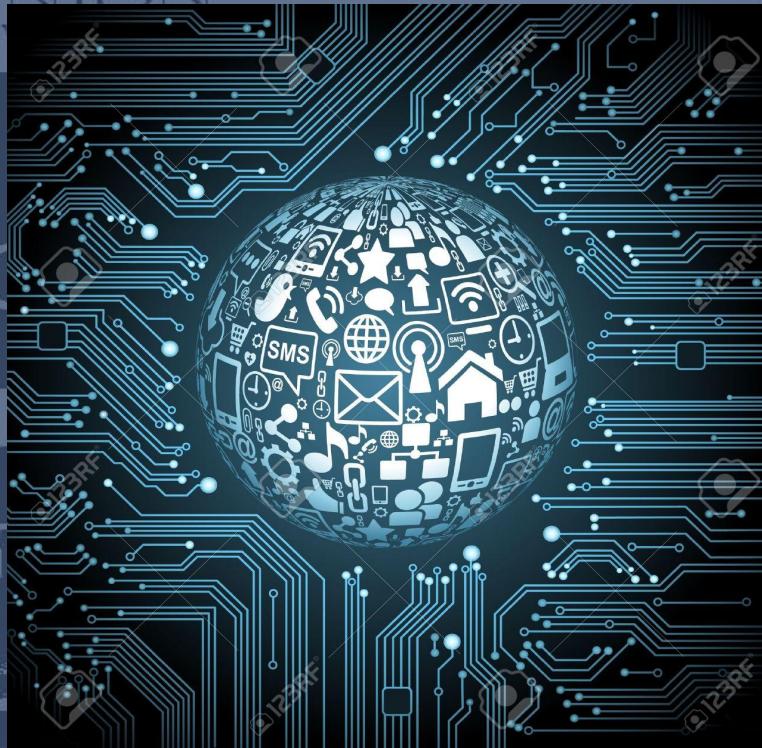
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COMMUNICATION

1. Website
 - a. User Registration
 - b. Calendar
 - c. Student, Resource, Startup and Company profiles
2. Mobile App
3. Event Calendar
 - a. Mobile/Web
 - b. Internal & External

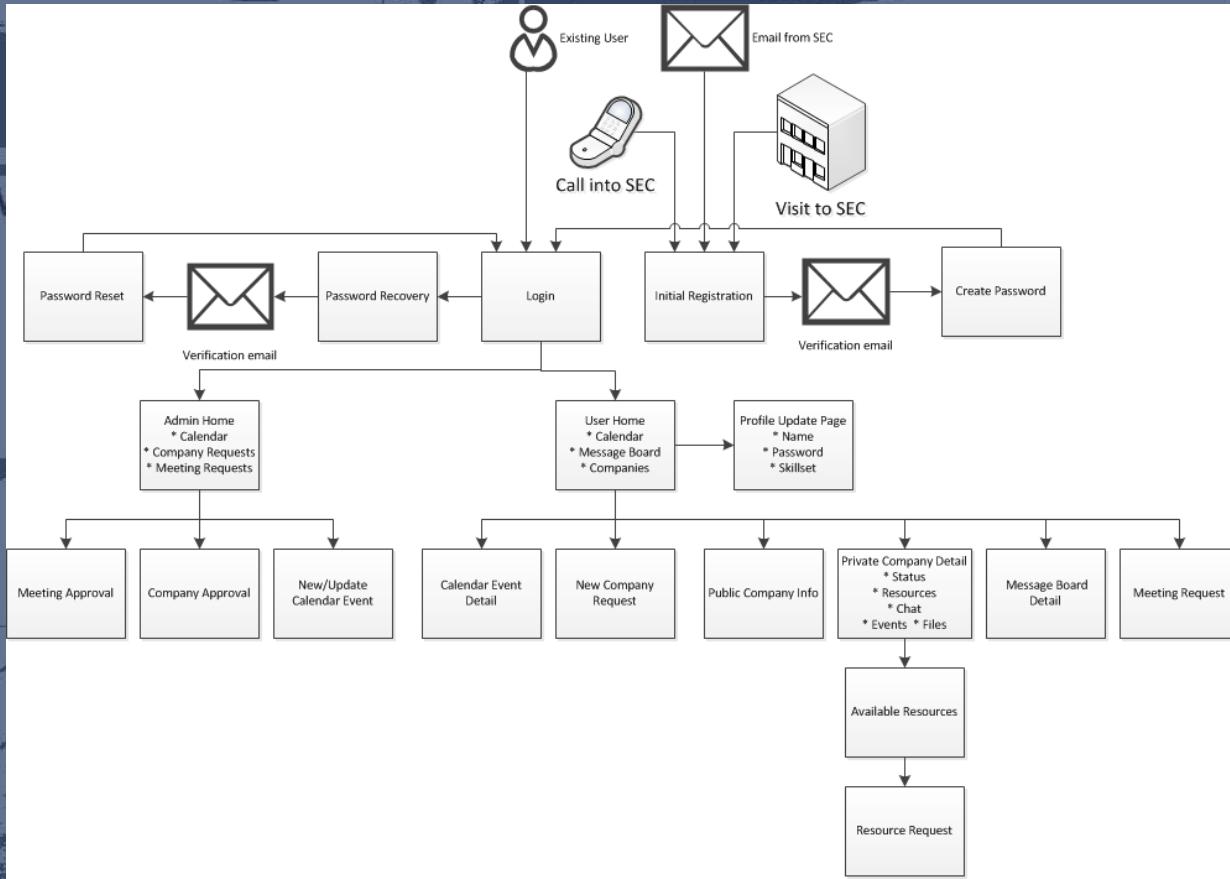


WEBSITE

1. Registration
 2. Social media connection
 3. Mobile friendly
 4. Event calendar
 5. Links to partners & other resources
 6. User/company profiles
 7. Resource listings



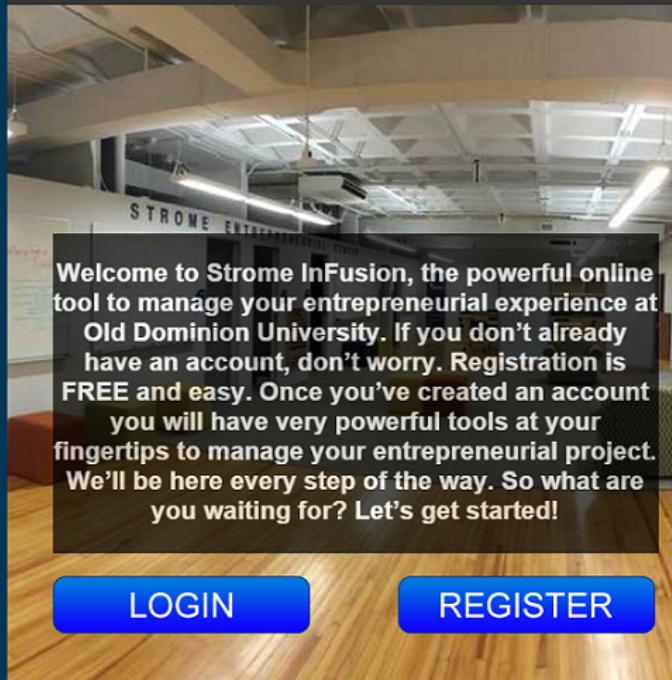
EC CONNECT SITE MAP





STROME

InFusion

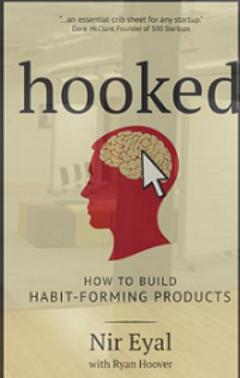


Welcome to Strome InFusion, the powerful online tool to manage your entrepreneurial experience at Old Dominion University. If you don't already have an account, don't worry. Registration is FREE and easy. Once you've created an account you will have very powerful tools at your fingertips to manage your entrepreneurial project. We'll be here every step of the way. So what are you waiting for? Let's get started!

[LOGIN](#) [REGISTER](#)

Tweets [Follow](#)

 ODU Strome Center @EntOdu 20 Apr Join us this Wednesday at 6PM and listen to an inspiring talk from best selling author Nir Eyal! pic.twitter.com/b9725bRySZ

 An essential crib sheet for any startup
Dave McClure, founder of 500 Startups
hooked
HOW TO BUILD HABIT-FORMING PRODUCTS
Nir Eyal with Ryan Hoover

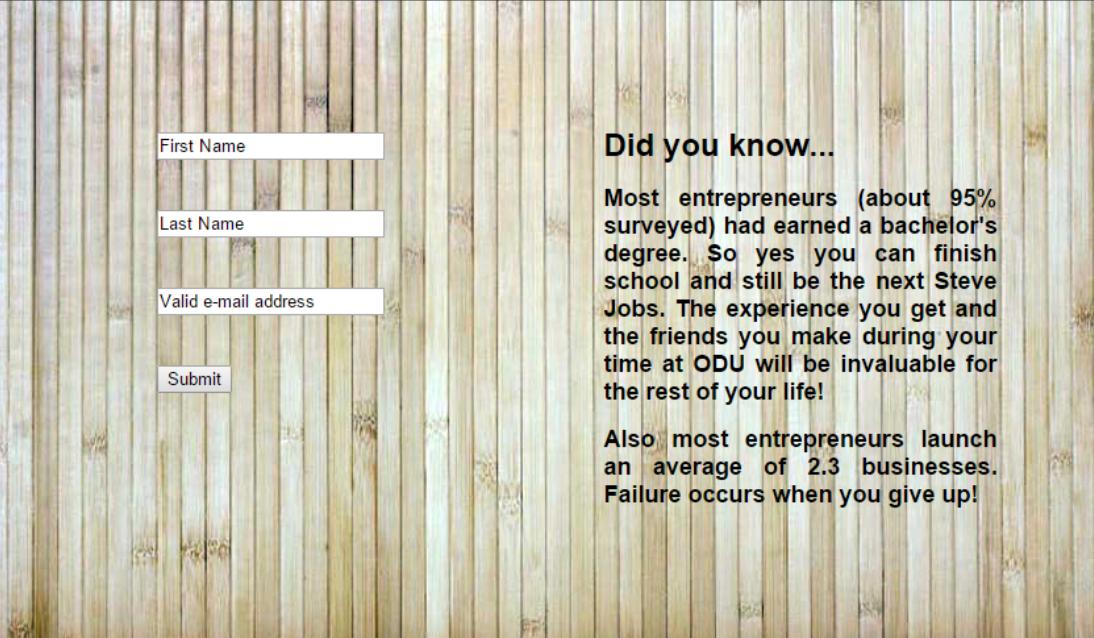
[Expand](#)

 ODU Strome Center @EntOdu 9 Apr Tweet to @EntOdu



STROME

In Fusion



A form consisting of four input fields and one button, set against a background of vertical wooden planks. The fields are labeled "First Name", "Last Name", "Valid e-mail address", and "Submit".

First Name

Last Name

Valid e-mail address

Submit

Did you know...

Most entrepreneurs (about 95% surveyed) had earned a bachelor's degree. So yes you can finish school and still be the next Steve Jobs. The experience you get and the friends you make during your time at ODU will be invaluable for the rest of your life!

Also most entrepreneurs launch an average of 2.3 businesses. Failure occurs when you give up!



STROME

InFusion

Workspace

Profile

Calendar

Advising

Contacts

Files

Collaboration



Name: Shawn M Casey

e-mail: sccase01@odu.edu

Address: None

[Update Address](#)

Home Phone: None

[Update Home #](#)

Cell Phone: None

[Update Cell #](#)

Choose your sex:

Male

Female

E-mail preferences:

- Keep me up to date with everything!
- Only let me know of things that directly effect me
- Please don't e-mail me.

Assets and Abilities:

Skills (Word, Photoshop, coding languages, etc. Any technical skill that may be an asset to your venture or others at Strome Infusion)

None

[Add A Skill](#)

Experience (Any work or volunteer experience that may help other build your business or that can be used by other upcoming entrepreneurs at Strome Infusion)

None

[Add Experience](#)

Availability (What hours are you free to work and/or meet with advisors)

None

[Add Availability](#)

ODU Class level and Degree

None Declared

[Update Degree Info](#)

Brief description of your venture:

None provided

[Update Description](#)



Home Register Events Sign In Contact Us About Us Corporate

STROME

l n f u s i o n

Username

Password

LOGIN

Need an account?
Registration's easy. Just
click here to create an
account and help
someone on their
entrepreneurial journey.

STROME

I n F u s i o n

Workspace

Profile

Calender

Advising

Contacts

Files

Collaboration



[Update Logo](#)

Areas of expertise (What specific skillsets can your company provide our entrepreneurs? Can you teach them financing? How to promote and sell yourself? List them! If your profile is public, our entrepreneurs will be able to search for your help based on skillsets offered)

None

[Update Skillset](#)

Level of support offered:

- Mentorship
- Investment
- Full Sponsorship

Availability (What hours are you free to work with and/or meet your pupils?)

None

[Add Availability](#)

Company Bio:

Short bio here

[Update Bio](#)

How many pupils are you willing to take on at a time?

- 1 Pupil
- 2-3 Pupils
- 3-5 Pupils
- 6-10 Pupils
- Any number at various support levels

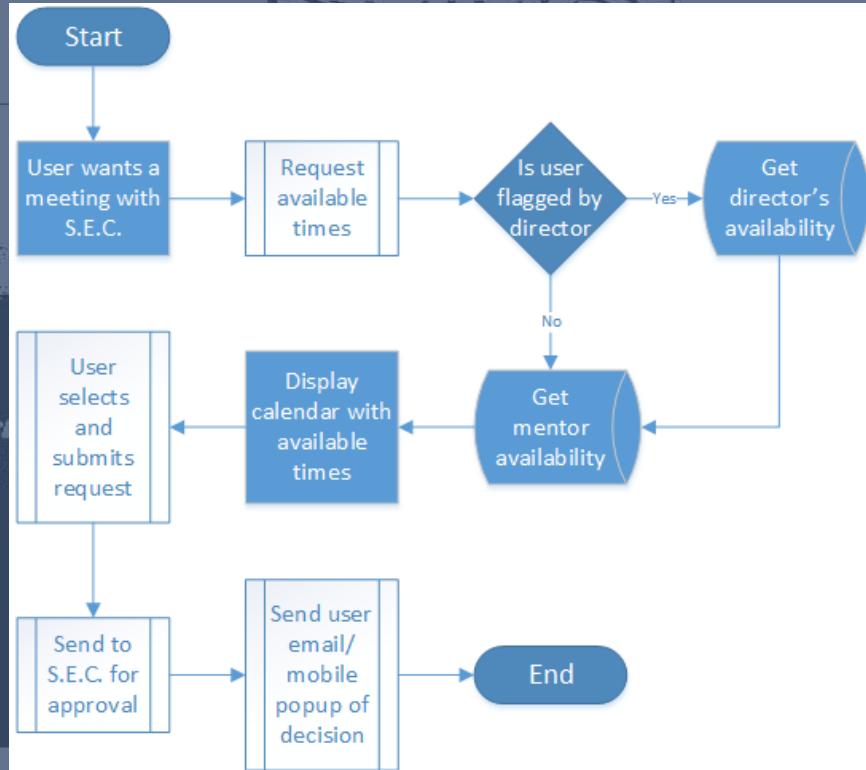
Do you like your sugar with coffee and cream?

- Yes
- No

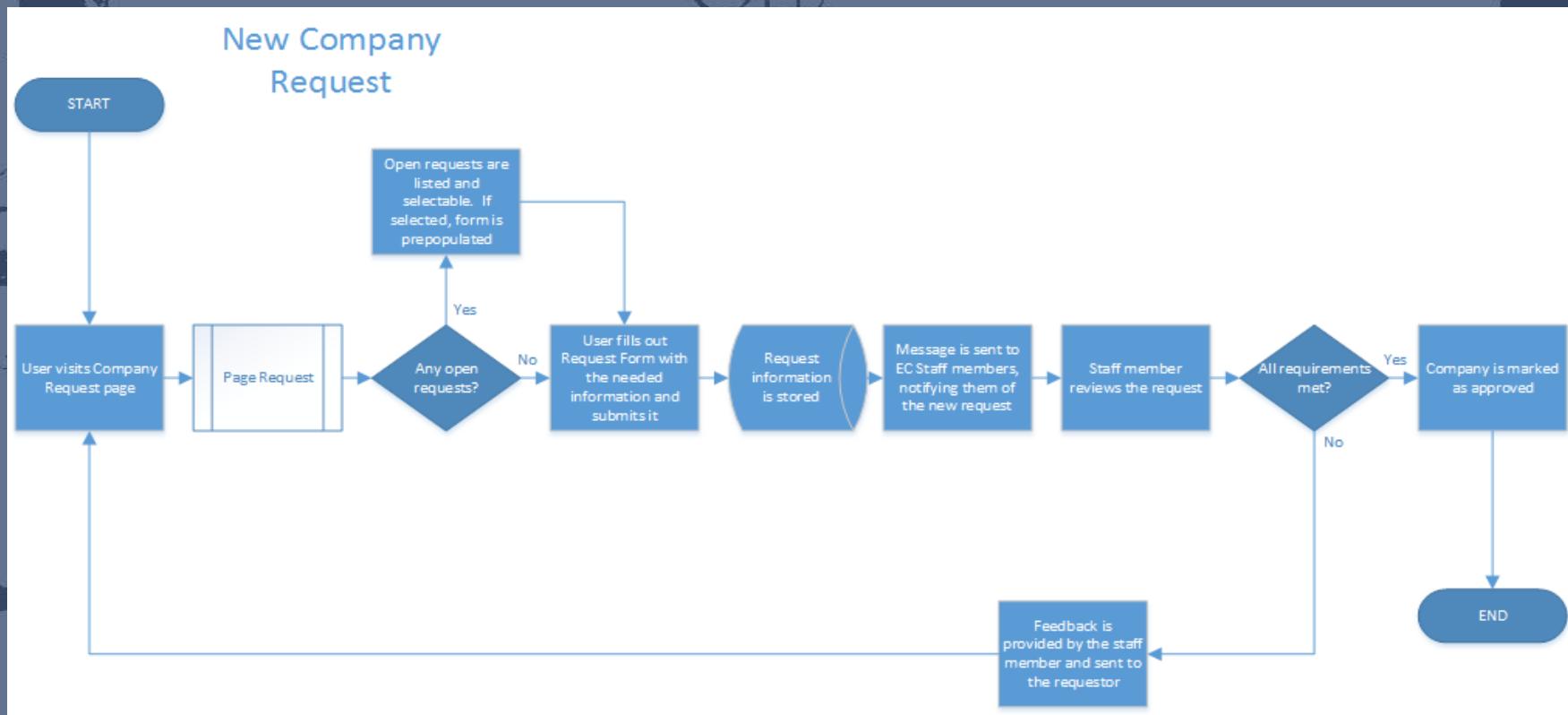
Profile display settings:

- Public (anyone can see us)
- Private (only pupils can see us)

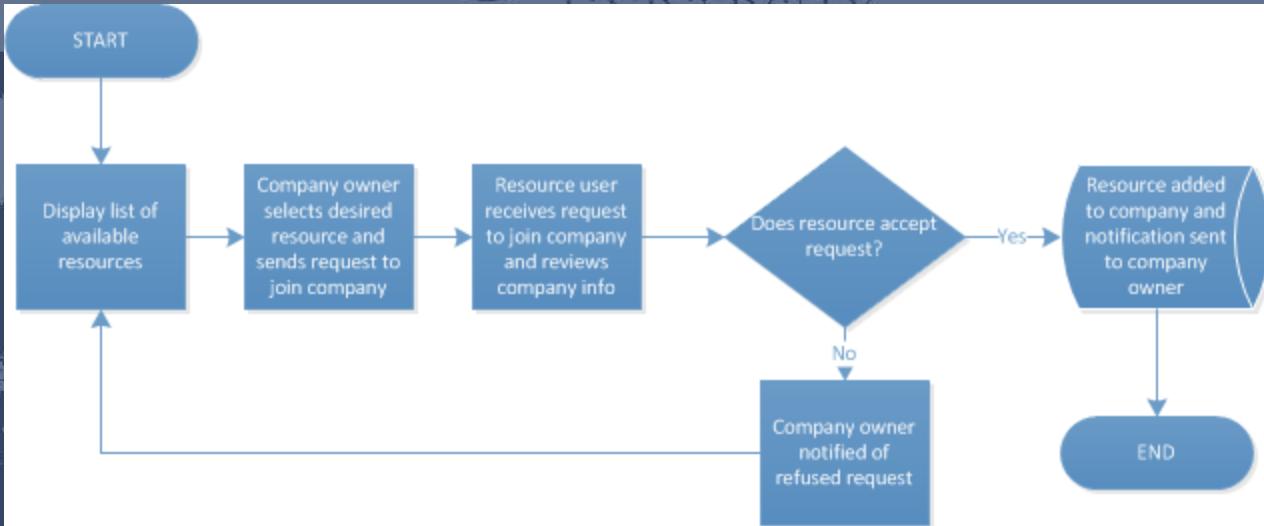
ALGORITHM - MEETING REQUEST



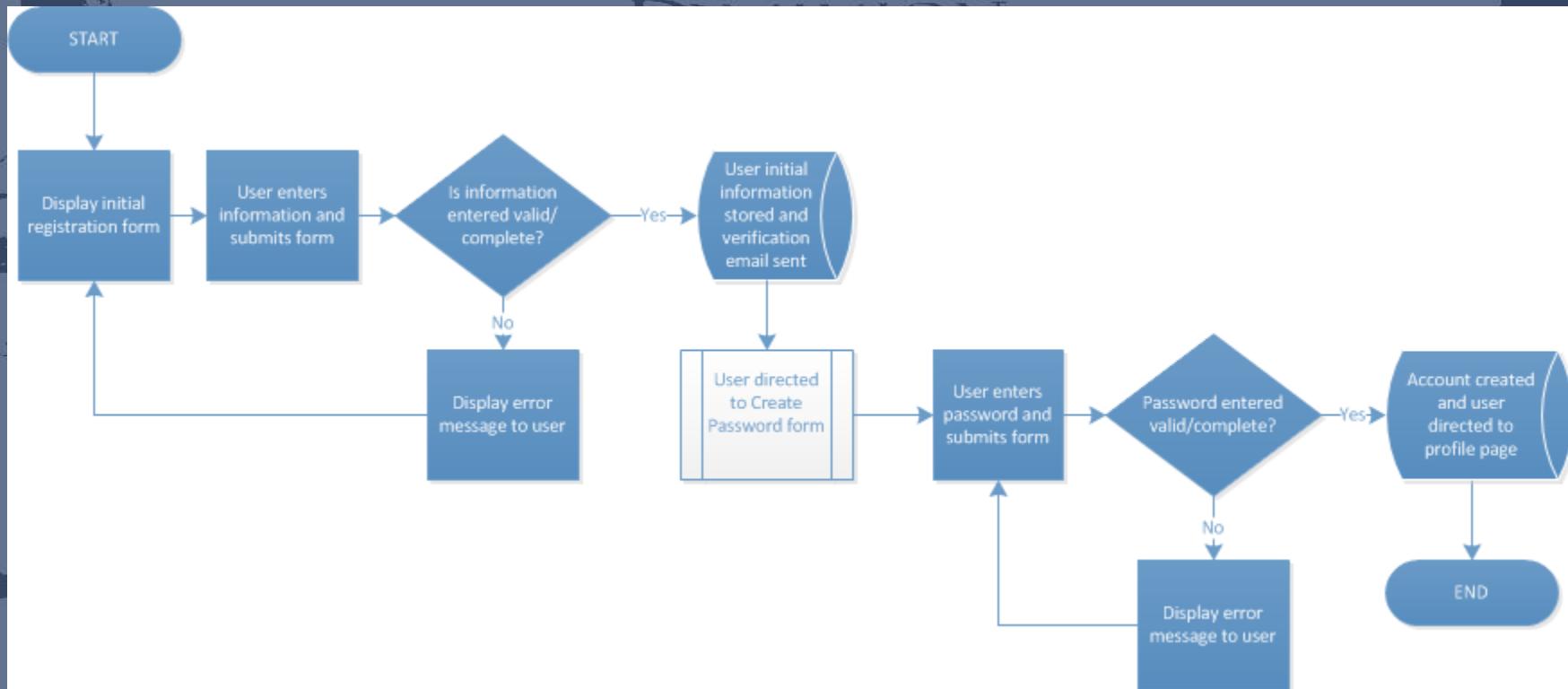
ALGORITHM - COMPANY REQUEST



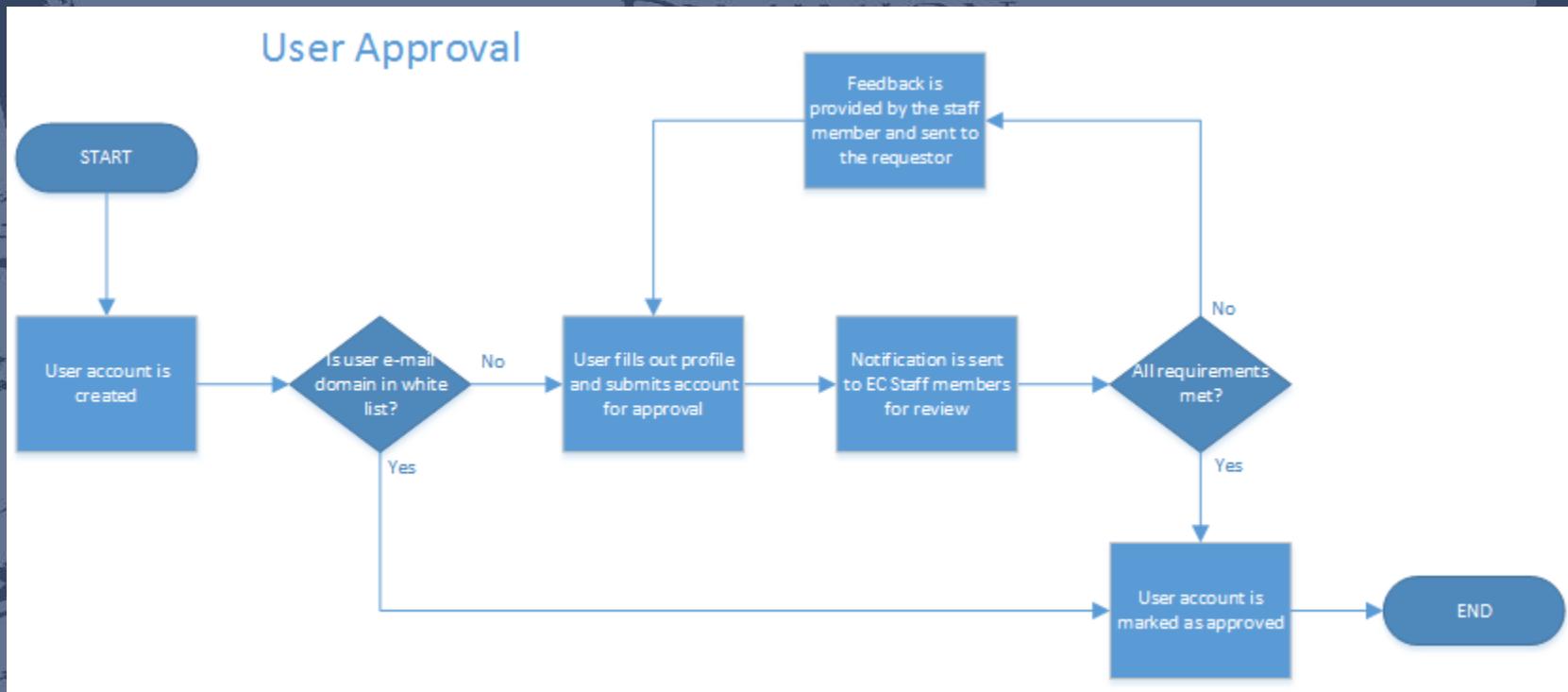
ALGORITHM - RESOURCE REQUEST



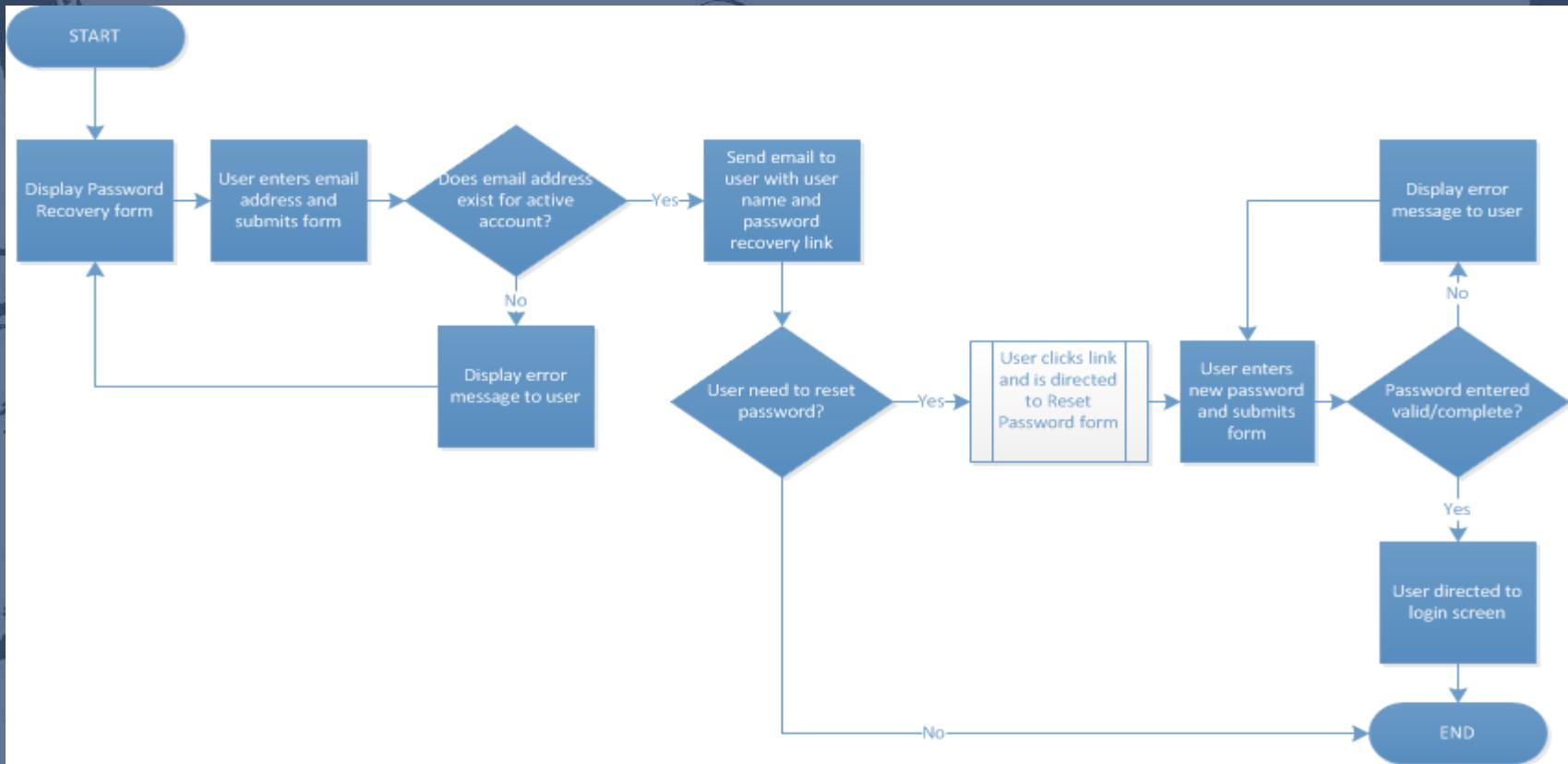
ALGORITHM - USER REGISTRATION



ALGORITHM - USER APPROVAL



ALGORITHM - USERNAME/PASSWORD RECOVERY

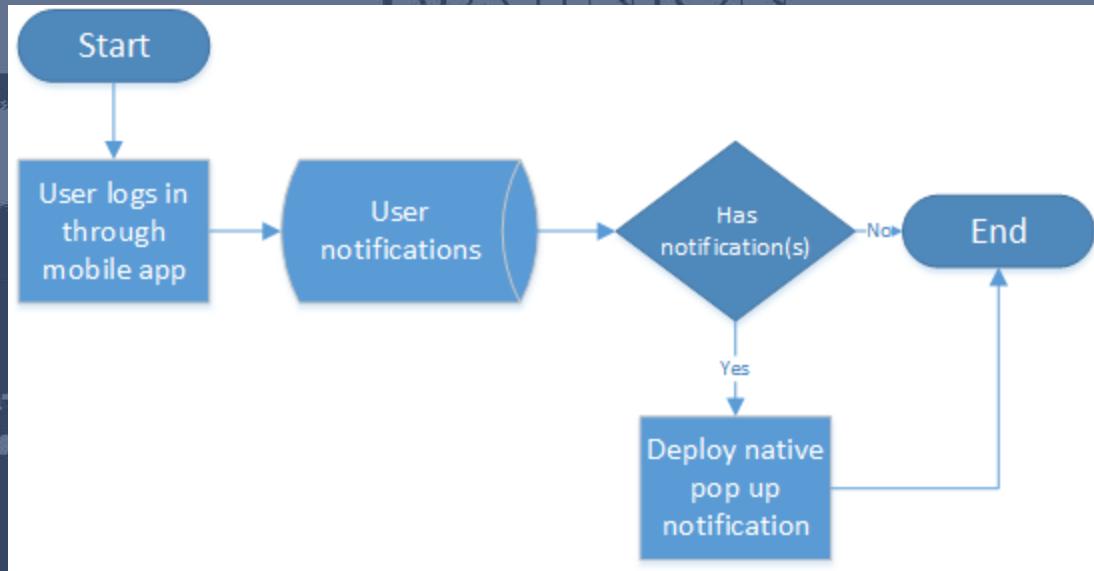


MOBILE APPLICATION

1. Entrepreneurial Center calendar integration with mobile calendar
2. Push notifications
3. Job board
4. User registration/profile
5. Access to student, company, or startup profile



ALGORITHM - MOBILE NOTIFICATIONS



JOB BOARD

Allow individuals and companies (both internal and external) to connect with resources

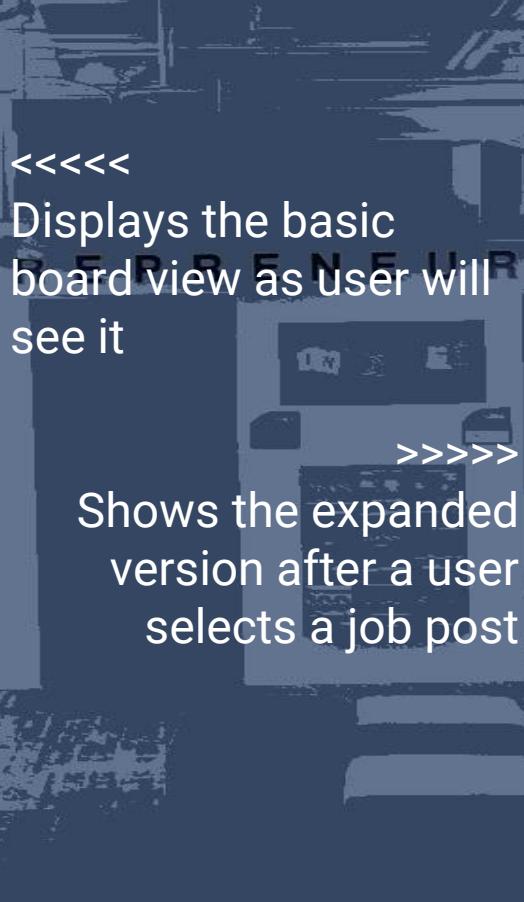
- Provide brief description
- Then select keyword skill sets



- NEED PETER PAN ACTOR
 - RODEO CLOWN W/ JAVA EXPERIENCE
 - 1 ARMED BLIND POLYNESIAN
- ASTRONAUT DESIRED
- LOOKING FOR DOG WITH 25 YEARS'
EXPERIENCE IN D



- NEED PETER PAN...
- RODEO CLOWN...
- 1 ARMED BLIND...
- LOOKING FOR...

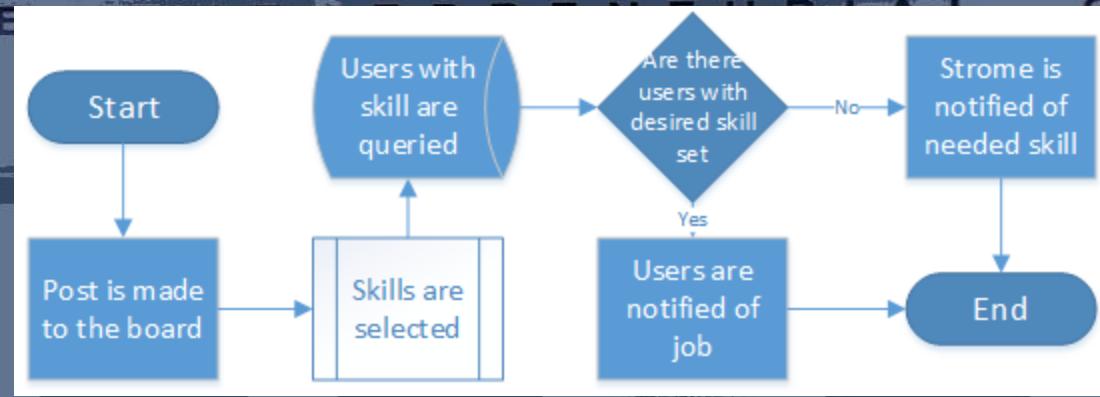


>>>>

Shows the expanded version after a user selects a job post



JOB BOARD - ALGORITHM



CURRENT CALENDAR

Workshops/Events

APR
9

Michael Copon Speaks

04/09/2015 12:30 PM - 04/09/2015 1:20 PM

Michael Copon is an American actor, model, producer, and singer. He is known for playing Felix Taggardo in the television series One Tree... [\(More\)](#)

APR
2

Computer Science Students Discuss App Development

04/02/2015 12:30 PM - 04/02/2015 1:20 PM

A team of Computer Science Students will be discussing their recent win in the Dominion Enterprises Hackathon (Hack U) and discussing... [\(More\)](#)

APR
22

SEC Open House & Nir Eyal (Best-Selling Author)

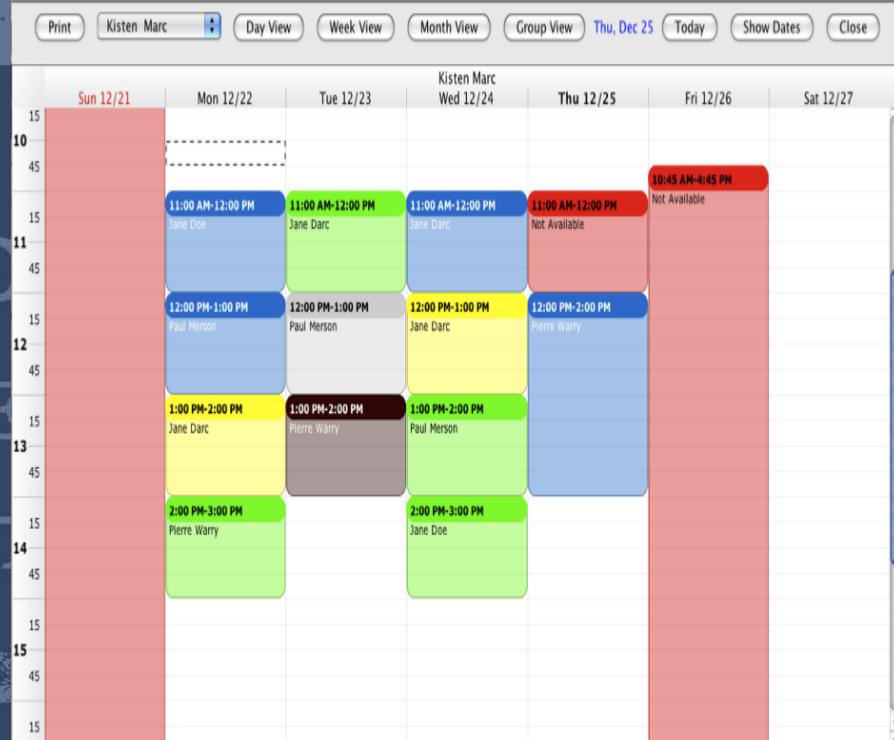
04/22/2015 12:30 PM - 04/22/2015 1:20 PM

The Strome Entrepreneurial Center and the Center for Enterprise Innovation will be hosting an open house for networking. Many industry... [\(More\)](#)

- Three upcoming events are shown
- Not in chronological order
- No calendar view showing all events
- Unable to view other events
- No resource availability (staff or rooms)

- Note: Through some URL editing, you can find a list of all events

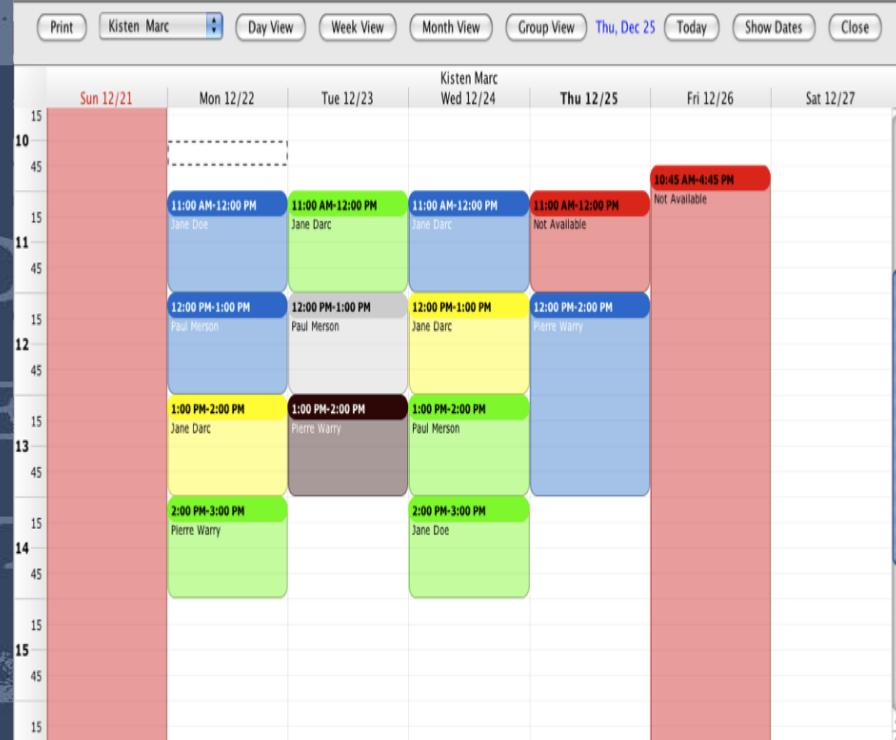
CALENDAR



1. Dynamic Event Hosting
 - a. Internal
 - b. External
2. Access and Control
 - a. Staff should be able to edit events
 - b. Users should be able to check availability
 - c. Main room and two side meeting rooms

CALENDAR (cont'd)

3. Director & Mentor Availability
 - a. The director's schedule should be available on a need basis
 - b. Mentor's availability should be posted as akin to office hours or with requestable blocks



Strome Public Events

Apr-2015

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	1	2	3	4	5
6	7	8 Buy pies!!!	9 Selling pies	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30 Fire Mariam!!!	1 Party	2	3

Jurassic Park

Apr-2015

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 Elementary School Visit	21 Get new liability insurance	22	23 3 Days no raptor attacks!	24	25	26
27	28 Bury Bob's remains	29	30 Editor from NYT	1	2	3

Strome, JP

Apr-2015

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	1	2	3	4	5
6	7	8 Buy pies!!!	9 Selling pies	10	11	12
13	14	15	16	17	18	19
20 Elementary School..	21 Get new liability..	22	23 3 Days no raptor..	24	25	26
27	28 Bury Bob's remai..	29	30 Fire Mariam!!! Editor from NYT	1 Party	2	3

Strome Mentor Calendar

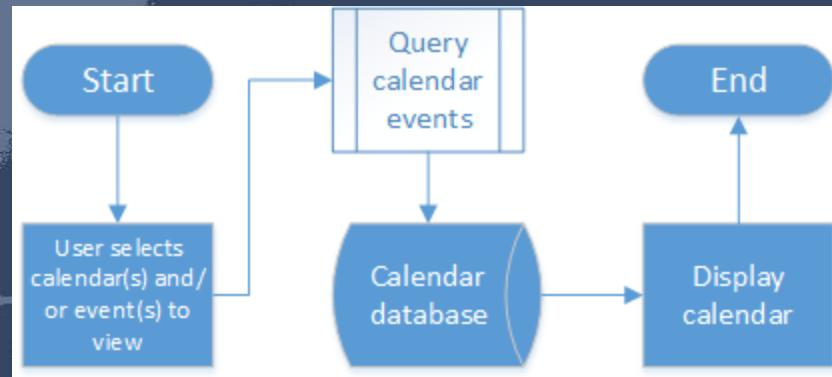
Apr-2015

	Apr 27	Apr 28	Apr 29	Apr 30	May 01
	Monday	Tuesday	Wednesday	Thursday	Friday
7:00 AM					
8:00 AM					
9:00 AM					
10:00 AM					
11:00 AM					
12:00 PM					
1:00 PM					
2:00 PM					
3:00 PM					
4:00 PM					

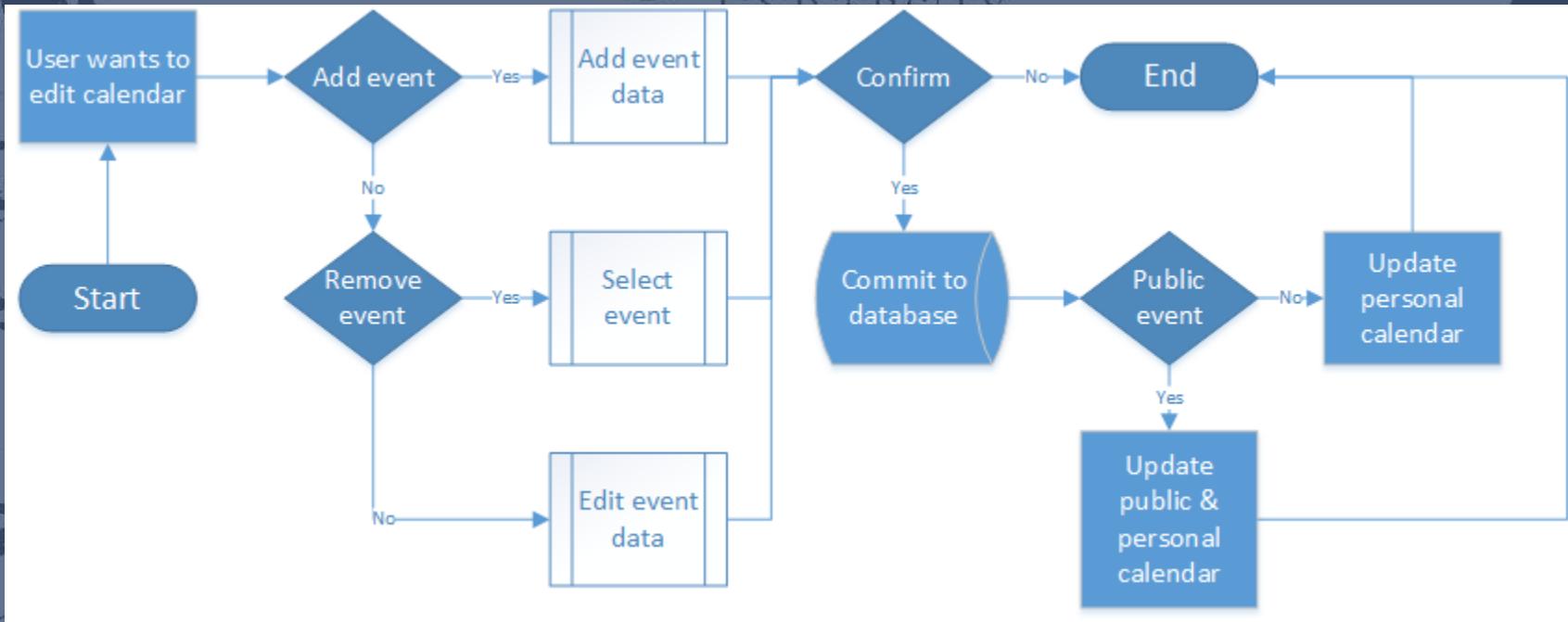
Key

	No one available		Mentor 1 Available		Mentor 3 Available
	Director Available		Mentor 2 Available		Mentor 4 Available

ALGORITHM - VIEW CALENDAR



ALGORITHM - UPDATE CALENDAR

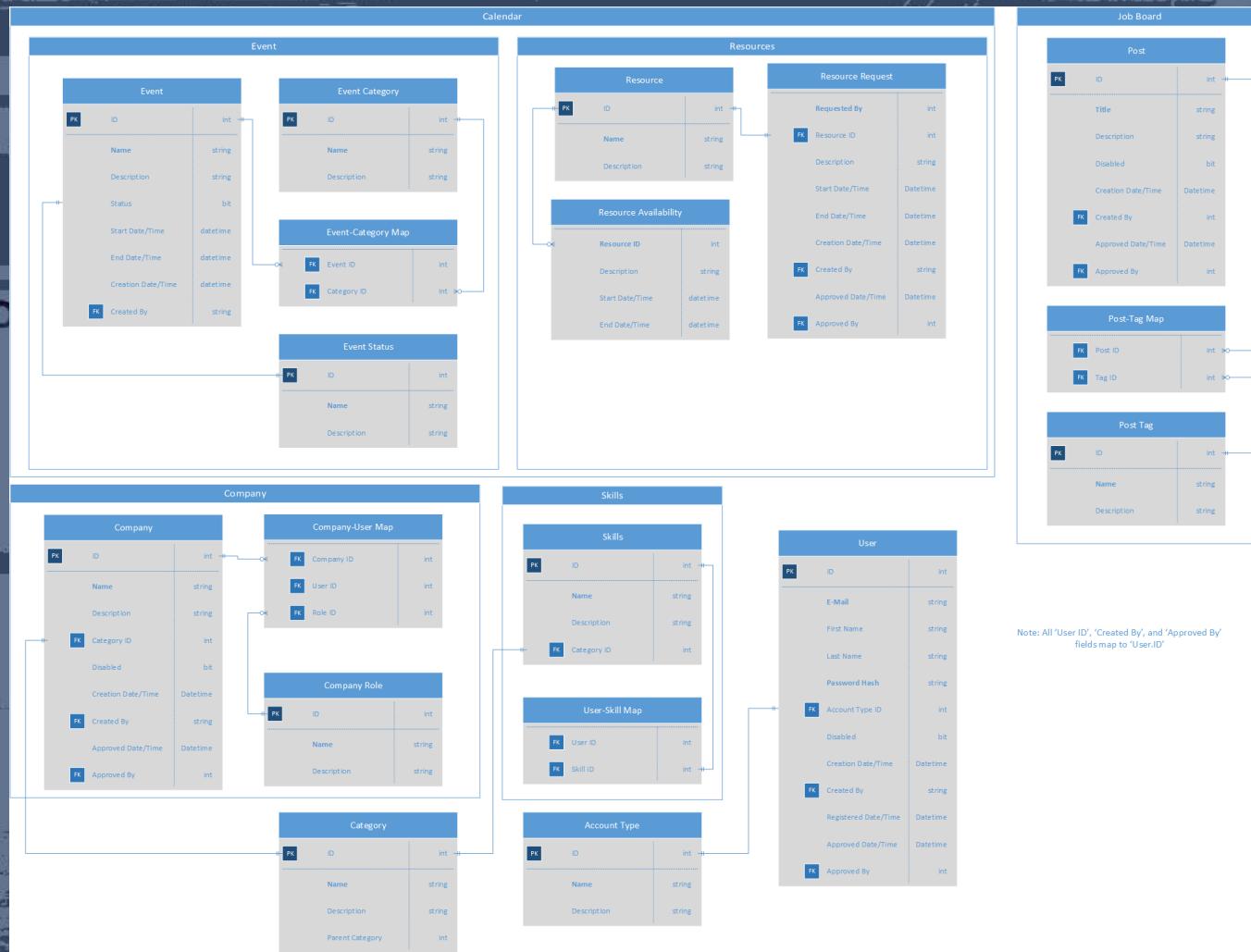


WEBSITE AND APP DATABASE

1. User Profiles
 - a. Name
 - b. Email
 - c. Skill Set
 - d. Companies
2. Company Profiles
3. Calendar
4. Online Job Board



5. Check Out Rooms
 - a. Center's Main Room
 - b. Room 1006A
 - c. Room 1006B
6. Online Digital Library
7. File Transfer



Company

Company	
PK	ID int
Name string	
Description string	
FK Category ID int	
Disabled bit	
Creation Date/Time Datetime	
FK Created By string	
Approved Date/Time Datetime	
FK Approved By int	

Company-User Map

FK Company ID int	
FK User ID int	
FK Role ID int	

Company Role

Company Role	
PK ID int	
Name string	
Description string	

Category

Category	
PK ID int	
Name string	
Description string	
Parent Category int	

Skills

Skills	
PK ID int	
Name string	
Description string	
FK Category ID int	

User-Skill Map

FK User ID int	
FK Skill ID int	

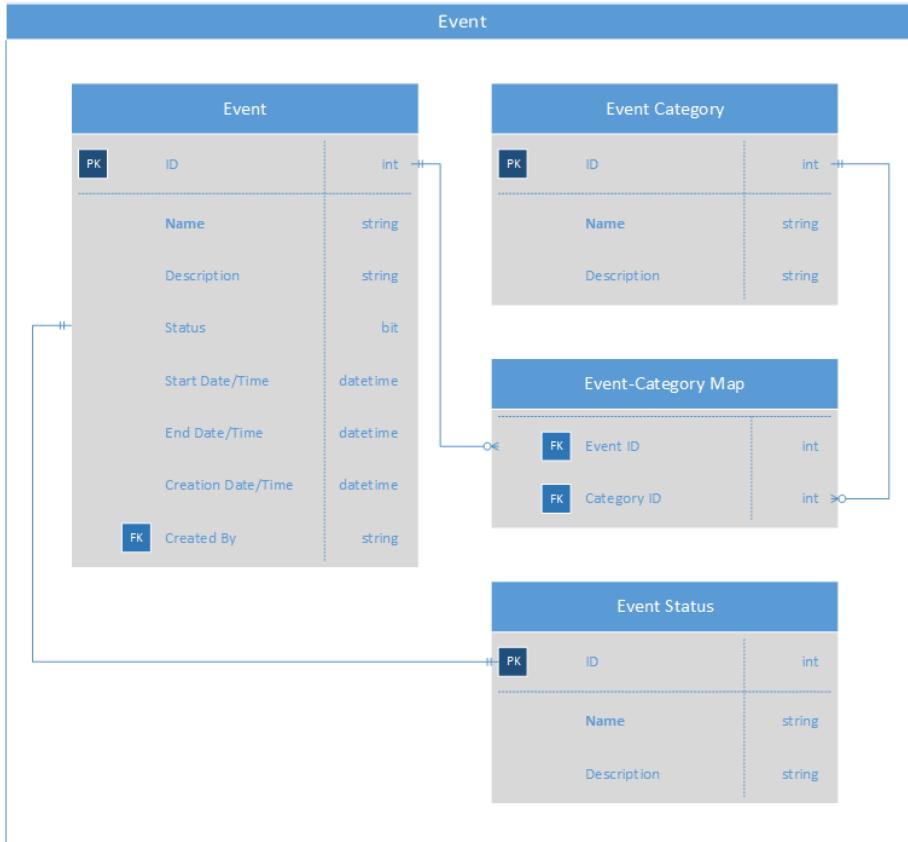
Account Type

Account Type	
PK ID int	
Name string	
Description string	

User

User	
PK ID int	
E-Mail string	
First Name string	
Last Name string	
Password Hash string	
FK Account Type ID int	
Disabled bit	
Creation Date/Time Datetime	
FK Created By string	
Registered Date/Time Datetime	
Approved Date/Time Datetime	
FK Approved By int	

Calendar



Job Board

Post

PK	ID	int	++
	Title	string	
	Description	string	
	Disabled	bit	
	Creation Date/Time	Datetime	
FK	Created By	int	
	Approved Date/Time	Datetime	
FK	Approved By	int	

Post-Tag Map

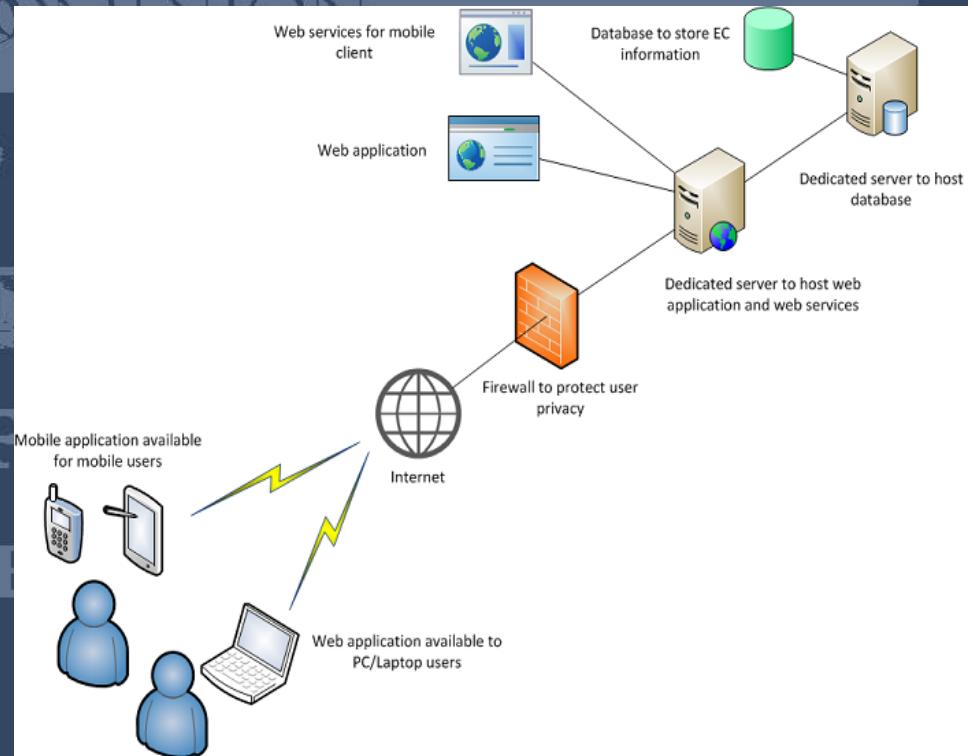
FK	Post ID	int	>o
FK	Tag ID	int	>o

Post Tag

PK	ID	int	++
	Name	string	
	Description	string	

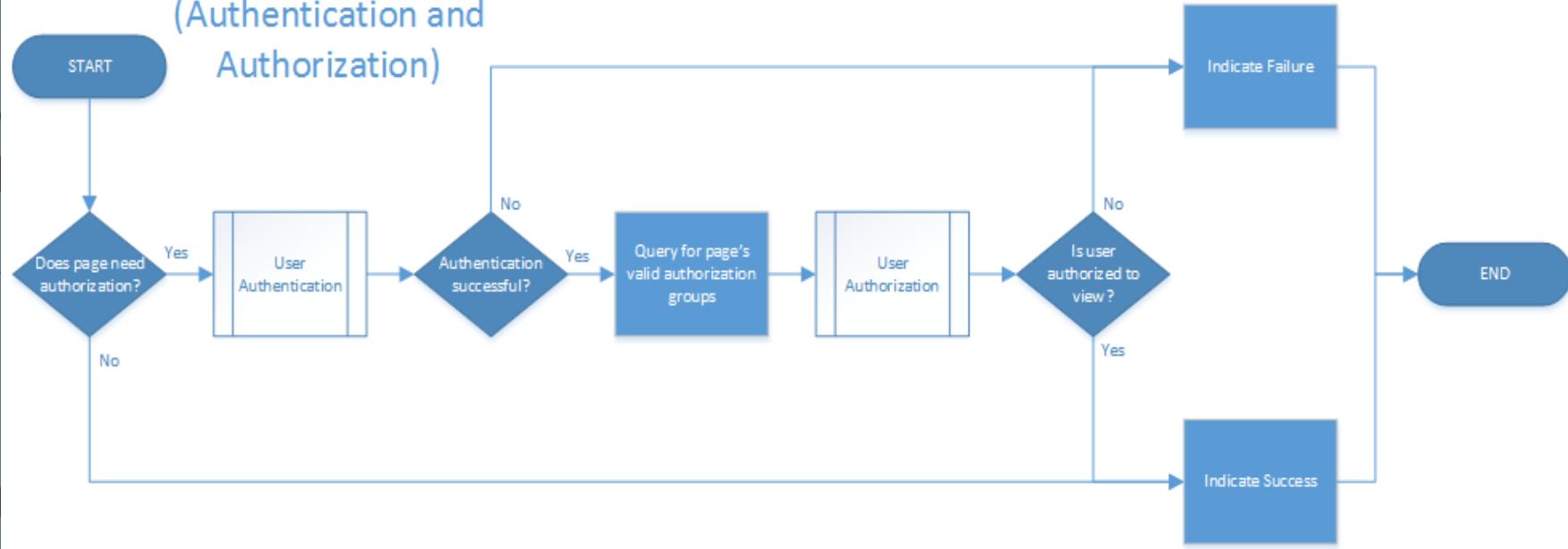
SECURITY

- Dedicated application and database servers
- Firewall
- User authentication and authorization
- Individual user roles and permissions
- Follow software best practices
- Limited remote access



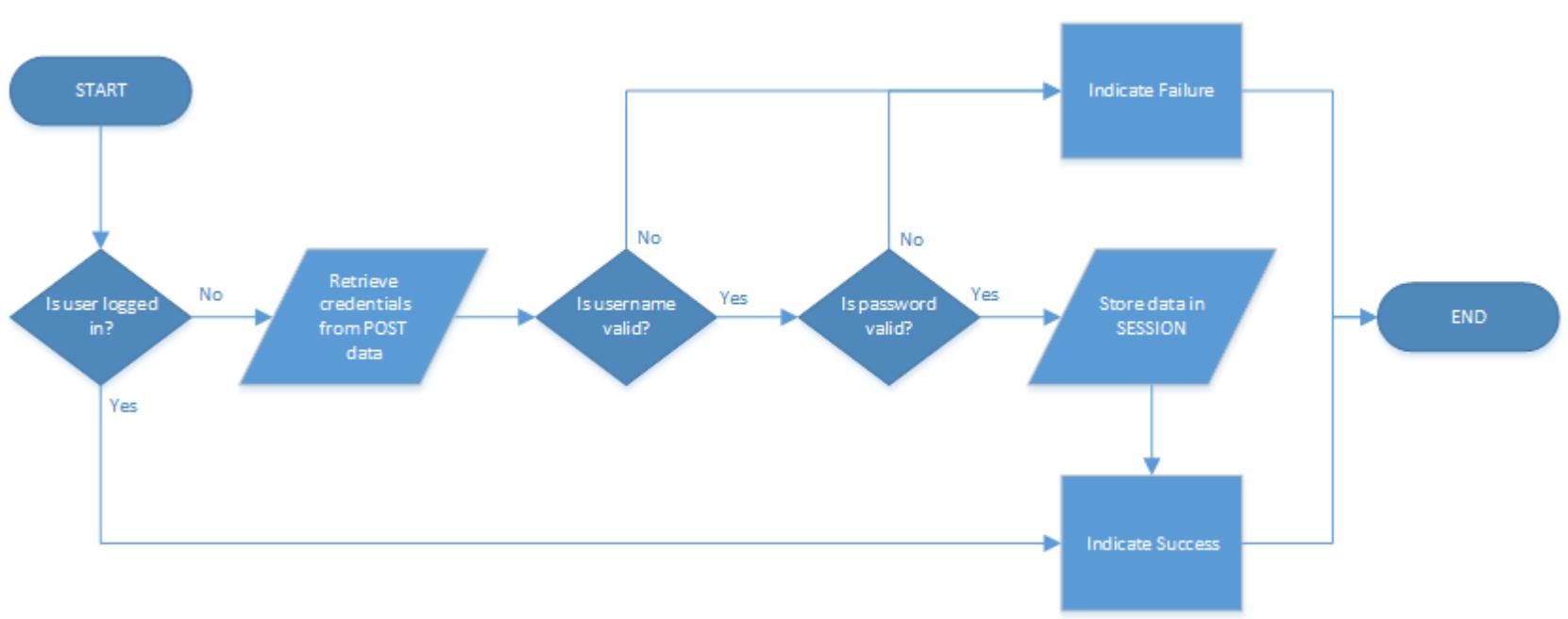
ALGORITHM - PAGE REQUEST

Page Request
(Authentication and
Authorization)

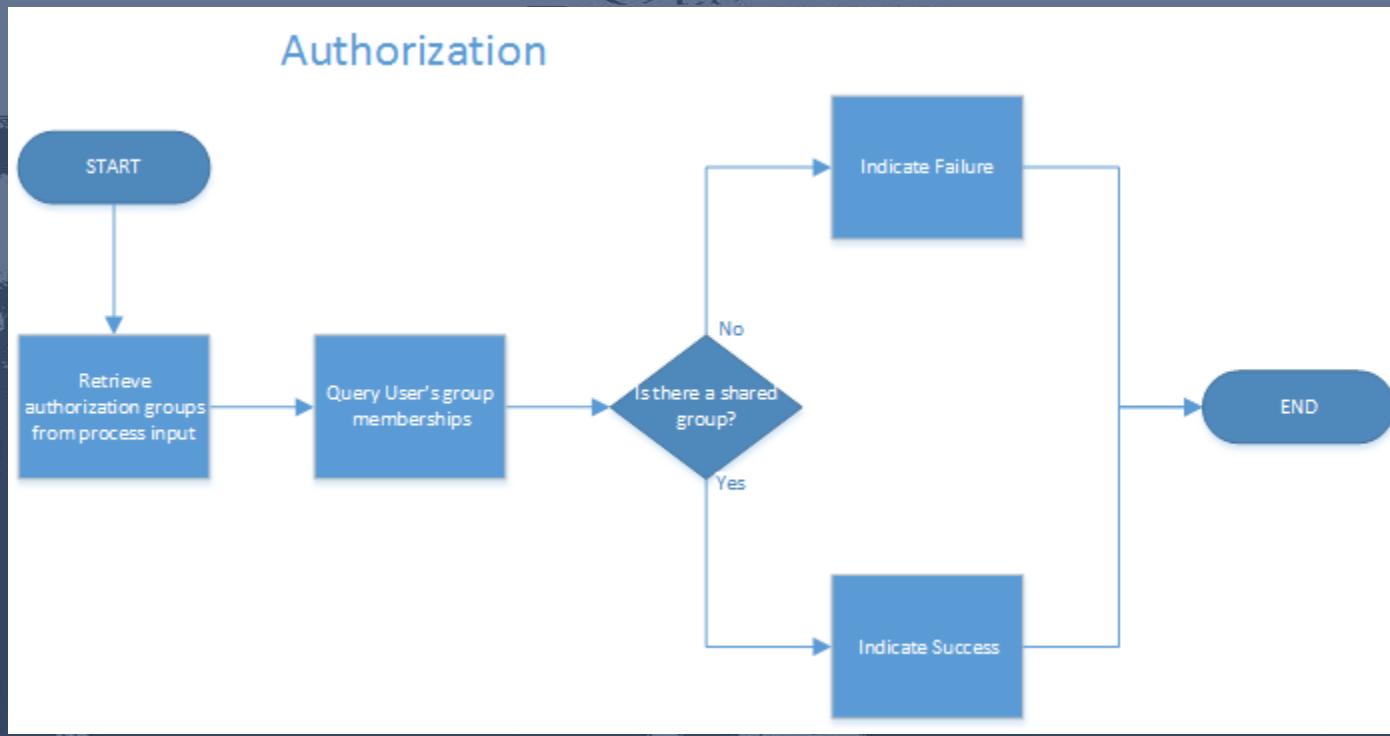


ALGORITHM - AUTHENTICATION

Authentication



ALGORITHM - AUTHORIZATION



STRETCH GOALS

- Show GPS based login of users on map
- Integrate website to “map” to the Strome Entrepreneurial Center
 - Profile page will reflect ODU entrepreneur signs
 - Student companies will model the hall of fame
 - Backdrops of site will be updateable



Ting Xu '88 (M.S.'99)
Founder and President, Evergreen Enterprises Inc.

Ting Xu created a global business, Evergreen Enterprises, from a decorative flag company started in 1993 in the garage of her suburban Virginia home.

Today, Evergreen has annual sales of more than \$20 million as the nation's largest decorative flag designer and wholesaler, and producer of more than 32,000 other home and garden products. Xu, who holds both bachelor's and master's degrees in computer science from Old Dominion University, serves as Evergreen's president. With the purchase this year of Plow and Hearth, a Virginia-based national mail catalog business, Xu now manages over 700 people on two continents.

Xu finds time to give back to her communities. She is heavily involved with the Organization of Chinese Americans and various philanthropic efforts. She assisted in production of the King Neptune statue at the Virginia Beach oceanfront, the largest bronze statue built since the Statue of Liberty.

Because Hampton Roads
is our pride.


OLD DOMINION
UNIVERSITY
IDEA FUSION

www.odu.edu

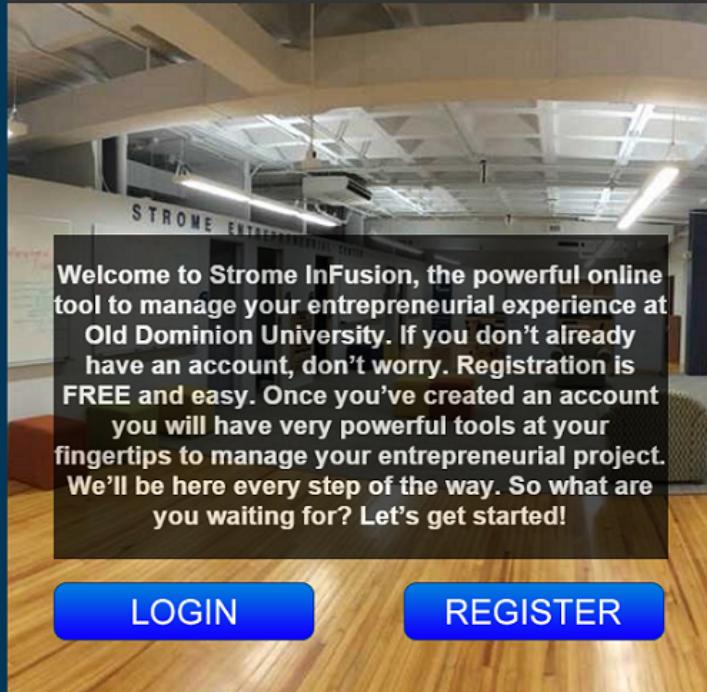




Home Register Events Sign In Contact Us About Us Corporate

STROME

InFusion



Welcome to Strome InFusion, the powerful online tool to manage your entrepreneurial experience at Old Dominion University. If you don't already have an account, don't worry. Registration is FREE and easy. Once you've created an account you will have very powerful tools at your fingertips to manage your entrepreneurial project. We'll be here every step of the way. So what are you waiting for? Let's get started!

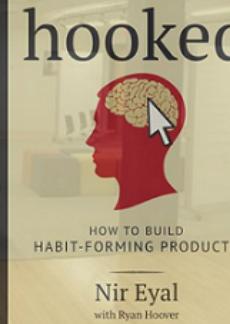
[LOGIN](#) [REGISTER](#)

Tweets [Follow](#)

 ODU Strome Center @EntOdu 20 Apr

Join us this Wednesday at 6PM and listen to an inspiring talk from best selling author Nir Eyal!
pic.twitter.com/b9725bRyS2

"An essential crib sheet for any startup."
David McClure, Founder of 500 Startups



Expand  ODU Strome Center @EntOdu 9 Apr

[Tweet to @EntOdu](#)

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SHIBBOLETH

STROOME ENTR

Allowing students to connect through existing infrastructure would be more efficient: in saving them time, in data accuracy, and authentication.

The screenshot shows the Old Dominion University website's login page. At the top left is the university's logo with the text "OLD DOMINION UNIVERSITY" and "IDEA FUSION". To the right are navigation links for "About ODU", "Academics", "University Life", and "Admissions". The main title "Monarch-Key Web Login" is prominently displayed in large white text. Below it, a sub-section titled "Convenient & Secure" explains that the service allows access to academic and professional services via MIDAS ID and password. It also provides a link to "Integrated Services" for a list of enabled applications. A note at the bottom encourages users to log out safely by closing their browser when finished.

OLD DOMINION
UNIVERSITY
IDEA FUSION

About ODU Academics University Life Admissions

Monarch-Key Web Login

Convenient & Secure

Monarch-Key Web Login lets you access ODU's essential academic and professional services with your MIDAS ID and password. For a list of enabled applications, please see [Integrated Services](#).

Don't have a MIDAS ID? [Create your MIDAS account](#).

While you are authenticated to Monarch-Key Web Login, you can navigate from one service to another without having to sign in again. **To safely log out, close your browser when you are done.**

ODU ITS

Having ODU ITS host the website and database could possibly save money and time with help desk.

The screenshot shows the homepage of the Old Dominion University Information Technology Services (ITS) website. At the top left is the Old Dominion University logo with the words "IDEA FUSION". The top navigation bar includes links for "About ODU", "Academics", "University Life", and "Adm...". The main title "Information Technology Services" is prominently displayed in large white text over a background image of a brick building. Below the title, a breadcrumb navigation shows "ODU Home > Information Technology Services". A descriptive paragraph about the mission of ITS follows. On the right side, there is a calendar showing dates from 1 to 30. A sidebar on the left contains a link to "About ITS".

Information Technology Services (ITS) mission is to provide high-quality cost-effective computing and communications services that meet the University community. ITS works closely with the University to support all campus needs.

[About ITS](#)

Information Technology Services offers faculty, staff, and students a wide range of technology services and support.

[About ITS ▶](#)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

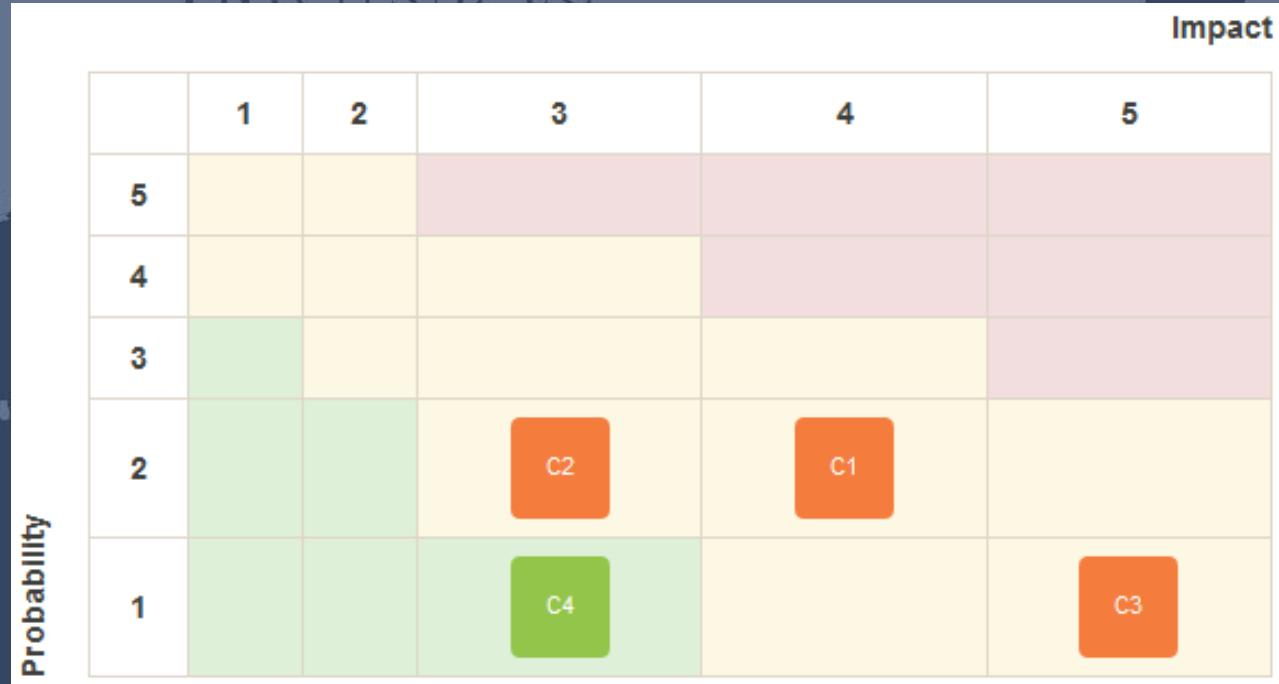
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CUSTOMER RISKS

- C1 - Customer dislikes solution
- C2 - Incorrect usage
- C3 - Fails to connect users
- C4 - Product unawareness



TECHNICAL RISKS

- T1 - Security
- T2 - Data privacy
- T3 - Maintainability
- T4 - Performance
- T5 - Flexibility

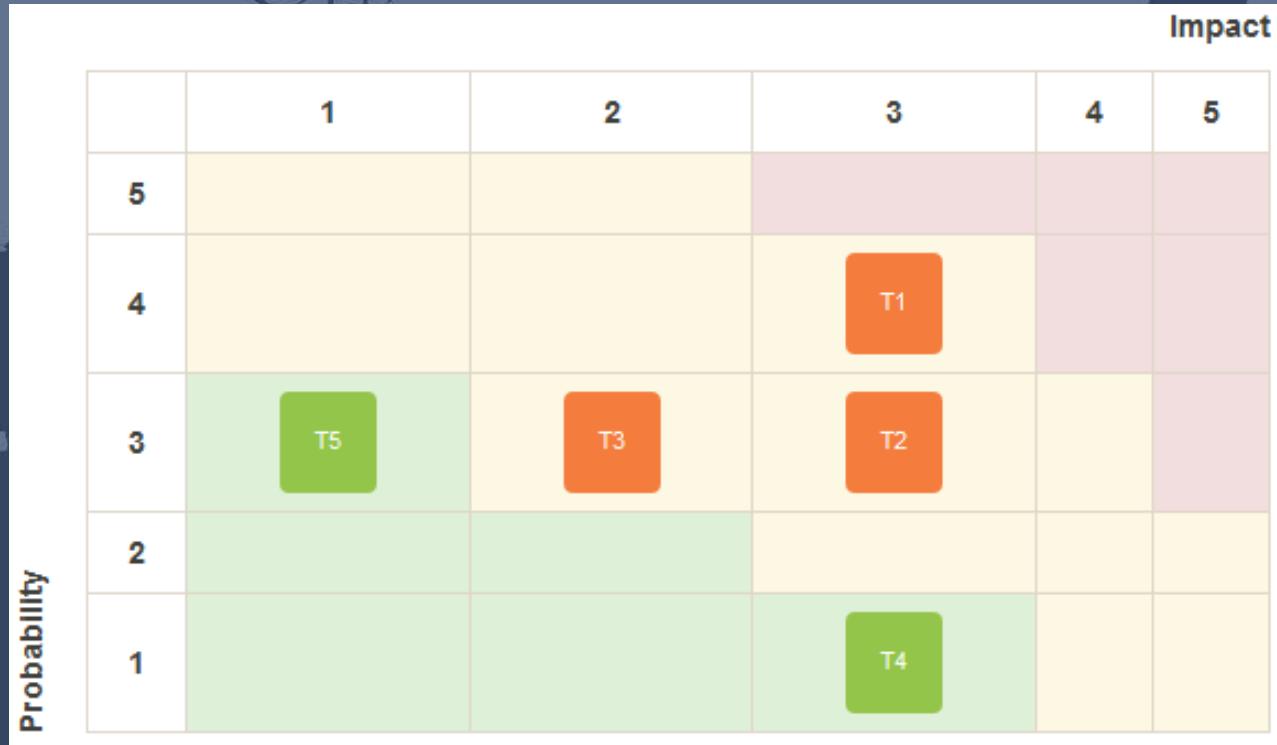


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CLOSING STATEMENTS

“Building a culture of entrepreneurship to catalyze economic development in Virginia is one of Old Dominion’s strategic goals.”

ODU President John R. Broderick

The Strome Entrepreneurial Center exists to help students:

1. become entrepreneurs
2. with their existing business ventures
3. connect with the resources they need

Strome InFusion is here to help Strome Entrepreneurial Center with the tools that they need to help the next generation of entrepreneurs.

STROME ENTREPRENEURIAL CENTER

A&Q