**CROWD CANVASS**

**Business Plan**



**Team Members:**

Shayne Burns

Wylie Frydrychowicz

Charlie Irmiger

Max Rothweiler

Hannibal Santiago

**Advisor:**

Nadiyah Johnson

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**Table of Contents**

**1. Product and Customer Definition**

Introduction to Product

Description of Problem

Primary Customer

User Story

Stakeholders

Key Performance Indicators (KPIs)

Interoperability

Uptime Requirements

**2. Market Survey**

Geographic Region

Market Size Estimation

Competition

Value Proposition

Broad Market Risks

Product Risks

**3. Sales and Service Models**

Awareness, Advertising and Branding

Sales Channels and Strategy

Feature structuring by license key

Deployment

Training

Monitoring and Service

**4. Legal**

Patent Infringement and Filing

License Agreement

Regulatory and Quality System

**5. Financial Justification**

Development Cost

Financial Rollup

**1. Product and Customer Definition**

**Introduction to Product**

Crowd Canvass digitizes canvass and volunteer events by offering a web application to event organizers and participants. The app enables event organizers to acquire volunteers effortlessly while giving volunteers the ability to easily find events nearby. Organizers have the ability to track the status of events by monitoring the participants involvement, and they also have the option to pay participants for their service. Crowd Canvass works on any device with access to an internet browser.

**Description of Problem**

Currently, there exists no service that digitizes canvassing in a crowdsourcing manner. The closest service to this is and app called Organizer. Organizer digitizes canvassing events. The service does a good job of replacing the paper and clipboard form of canvassing, but it does not connect volunteers to campaigns. Where Crowd Canvass adds value is its ability to digitize the facilitation of canvass events and the crowdsourcing element of finding participants. Crowd Canvass also adds value as it can provide the same services for general volunteer events. Realistically, any group event that involves an organizer needing to find participants and potentially track participant involvement, Crowd Canvass is best suited as the service provider.

The current prevalent form of paper-based canvassing is outdated and inefficient. Couple this with a world recently struck by a pandemic and more cautious about close interaction and sharing of high-touch items like paper and writing utensils, there is a need for a service that completely digitizes this space, including the crowdsourcing of participants. Crowd Canvass effectively solves this problem through it web-based app that connects participants to organized events.

**Primary Customer**

The primary customer of Crowd Canvass is organizations. These are groups that host canvass or volunteer events who are concerned with finding enough participants in the community. It is important to note that the individuals participating as canvassers and volunteers would not be considered customer. The main target customer would only be the organizations because these are the entities who would set up events on Crowd Canvass and would likely be charged a service fee.

Organizations likely to use Crowd Canvass would include political campaigns as well as non-profits. Participants of events would not be charged any fees for events; however, it is important that the app is easy to use and fulfill their needs. If the app does not do this, they people are less likely to register for events which would make organizations less inclined to purchase Crowd Canvass’s service.

**User Story**

The John Smith Group is a political campaign concerned with the helping elect John Smith into the state senate. With the election approaching in six months, John Smith Grop wants to gain a better sense of understanding of where their candidate sits in the local polls for a district that can swing either way. To learn about this districts view on John Smith and to educate the district about this candidate, John Smith Group has decided to use Crowd Canvass to help facilitate the canvass event. Becauase John Smith Group has limited staff, finding enough canvassers is a top priority for the group. To effecitively conduct the canvass, John Smith Group will create an event on Crowd Canvass with the location listed as their desired district. Crowd Canvass will make this event viewable to the users on the app, so they can sign up for the event. Once John Smith Group has their desired amount of canvass volunteers, they will provide them with routes to ensure sufficient coverage of the district. John Smith Group will be able to monitor participants location to ensure routes are being covered, and volunteers will collect canvass answers digitally. The results of the canvass event will be digitally available to John Smith Group, so they can easily carrout whatever analysis they deem necessary. Crowd Canvass will charge a few to John Smith Group based on the size of the event.

**Stakeholders**

The stakeholders for Crowd Canvass are:

1. Organizations – Political related groups that host canvassing events.
2. Organizations – Non-Profits and other groups that host volunteer events.
3. Canvassers – Individuals who signed up to canvass as either paid or unpaid and are an end user.
4. Volunteers – Individuals who signed up for volunteer events and are an end user.

**Key Performance Indicators (KPIs)**

1. Organizations – Political related groups that host canvassing events.
   1. Simple event creation process
   2. Ability to gather canvassers
   3. Access to canvass event results
   4. Accurate and up to date location tracking of canvassers
   5. Payment to canvassers is accurate and timely
2. Organizations – Non-Profits and other groups that host volunteer events.
   1. Simple event creation process
   2. Ability to gather volunteers
   3. Ability to edit event details after creation
3. Canvassers – Individuals who signed up to canvass as either paid or unpaid and are an end user.
   1. Easy to find events and register
   2. Interface on mobile device is easy to navigate
   3. Secure storage of their location data
   4. Constant access to canvass survey and suggested route
   5. For payed events, payment is accurate and timely
4. Volunteers – Individuals who signed up for volunteer events and are an end user.
   1. Easy to find events and register
   2. Interface on mobile device is easy to navigate

**Interoperability**

As of right now, our product will require integration. We plan to integrate Paypal into our product to use as our payment system. Some form of a payment system is required in order to allow our event organizers to pay their surveyors. It uses a standard “Paypal javascript sdk script”, which is the code that will allow us to make Paypal an option in the web application. We do not view using Paypal as a risk because Paypal support is pretty quick, and Paypal does a good job with keeping all transaction information.

(I’m not really sure how much of a standard there is but i was just looking on Paypal’s dev website and other people just used the paypal javascript code <https://developer.paypal.com/docs/checkout/integrate/> also delete this before submitting, this is a side comment)

**Uptime Requirements**

Unless there are events 24/7, this web application is not mission critical because there will be times during the day when the web app is not being used so there is no reason to need 100% uptime. If the software crashes, reloading the webpage should fix the issue; otherwise the software team will look into why it is crashing. Yes, 98% reliability is acceptable because our primary customers are not going to use this app 24/7/365. This will be a simple app that can just reboot when necessary.

**2. Market Survey**

**Geographic Region**

Our initial plan is to sell the product in the Wisconsin and specifically Milwaukee area. Though in the future by creating a scalable product we hope to take it further such as hitting the whole US.

**Market Size Estimation**

When Looking at the addressable market we first focus on Milwaukee county which is our initial staring point. From there we have 19,634 employer establishments[1], a population of 945,736[1], and about 7,537 nonprofits[2]. Which brings our addressable market of potential volunteers to 945,736 and event creators/ organizers to about 27,171 organizations. It is worth noting that the product is designed to be scalable and the addressable market can expand greatly.

[2] “Nonprofit Wisconsin in brief size and scope & economic impact” University of Wisconsin Milwaukee, 2019 https://uwm.edu/hbi/wp-content/uploads/sites/435/2019/09/Nonprofit-WI-In-Brief-2019.Final\_.pdf

[1] “U.S. Census Bureau QuickFacts: Milwaukee County, Wisconsin.” Census Bureau QuickFacts, 2019, www.census.gov/quickfacts/fact/table/milwaukeecountywisconsin/HCN010212.

**Competition**

List of Competitors:

* Ecanvasser - <https://www.ecanvasser.com/resources/about_us.html>
* I360 - <https://www.i-360.com/technology/#i360-portal>
* Knoq - <https://knoq.com/>

Linked above are the products websites detailing their products. Important to note is that the most like our product is Knoq which focuses on creating local neighborhood sales forces and links customers using the app to companies looking for a door to door sales forces. The main and biggest difference between our product and the three listed above is the focus and emphasis of bringing in volunteers and non-profits together and not just door to door sales forces and political campaigns.

**Value Proposition**

The biggest advantage is found in creating local events and connecting volunteers to these events which boils down to a versatility that the others lack.

**Broad Market Risks**

* Customers want a great Customer Experience: Customer satisfaction continues to grow in importance for any product. With so many competitors in the field it is vital that our product is user friendly, fast, and efficient to keep customers coming in, and continuing to use our product.
* Visualization: Great visual content is increasingly important to a products success especially for web/app based products. For Crowd Canvas it needs to be visually appealing and intuitive to use for it to have the potential to catch on.
* The growing Internet of Things: More and more devices are being connected to the internet. This does not directly affect our product now but as more devices can access the internet the possibility of having our web app be usable on more devices.
* Hyper-local marketing: This is directly related to our product as we are aiming to have geolocation services to connect users to events in their immediate communities.
* A new focus on responsible consumerism: This does not have much of an affect on our product as of now. Though as organizations join and create events the type of groups that Crowd Canvass partners with and endorses will grow more important.

[1]Brenner, Michael, et al. “17 Digital Marketing Trends You Need to Know for 2020.” *Marketing Insider Group*, 8 Aug. 2020, marketinginsidergroup.com/marketing-strategy/2020-marketing-trends-you-need-to-know/.

**Product Risks**

* One major risk that is important to bring up is the current Covid-19 pandemic. Crowd Canvass is built on door to door and in person events. As of now large events and such activities are very limited to almost not possible. The affects of the pandemic and how it will change our world and how we interact is a major risk to the success of our product.
* Another risk worth discussing is protecting user information and security. Our web app deals with payments as well as user location and both need to be secure for the product to be viable.

**3. Sales and Service Models**

**Awareness, Advertising and Branding**

* Being based in the Milwaukee area, local ads would spread awareness to potential volunteer side users.
* A salesperson to foster partnerships with local non-profits and business.
* Getting the Crowd Canvass logo out there and noticeable.
* Make sure when searching canvassing on the internet Crowd Canvass comes up early in the search results

**Sales Channels and Strategy**

The B2C would work best for our product. This would allow us to directly partner with non-profits and other business as well as individuals looking to use the web app to volunteer.

**Feature structuring by license key**

* In terms of license keys all users will get one for the individual volunteering side. From there we will have keys for businesses creating events that will be split by the amount of the database they need.
* When canvassing and collecting data, volunteers, ect we plan to create tiers for how much each event creator needs.
* For now the volunteers use the app for free, the basic smaller events will cost about $50, and bigger events will be $100, these will be monthly prices if the campaigns continue.

**Deployment**

Since it is a web app there will be no need for an installation guide or any other special steps to get it running. The only thing that should need to be done is a customer creating an account on the webapp and to sign in through this.

**Training**

Since the app is trying to be user friendly most of the training should be done within the web app and for the most part should be intuitive to use when first picked up by a customer. The only thing would be some documentation and help guides to navigate people through the process in case they get confused on a feature. Though these could all be simple written documents with screenshots.

**Monitoring and Service**

Having a system engineer to monitor the web server and make sure the database and geolocation is working correctly will be necessary. A notification system to let the systems engineer know when either the database or geolocation is down is a must for making sure we stay on top of errors. This will apply to a log system to file errors so that they can be examined and fixed. Since we will be working with a cloud-based database tools to reset and monitor that the data is being logged correctly is a must as well. Security is also a big issue especially with the payment system. It will have to be locked down with secure passwords and restricted access. Helpful tools will come in the way of restarting the servers and cleaning up the databases as need be.

**4. Legal**

**Patent Infringement and Filing**

The owner of Crowd Canvass is not aware of any existing patents that would pose a threat to this product. However, a simple search in Google Patent found 25 results when “Crowdsourced canvassing” was used as the search phrase. We recommend that a lawyer reviews this.

There is currently no intention of filing for a patent in the near future. However, if it is discovered that any aspect of the product would create significant business opportunity from having a patent, we would consider filing.

**License Agreement**

The owner of Crowd Canvass believes a license agreement will only be necessary if there exists a partnership that makes sense. If a license agreement is needed, it will be written by a hired lawyer. The product will not be open source and will therefore not need an open source license.

**Regulatory and Quality System**

It is not believed that this product will be subject to any sort of regulatory oversight. If it is discovered that regulatory oversight is probable, the necessary due dilliegence will be conducted to ensure Crowd Canvass is compliant.

**5. Financial Justification**

**Development Cost**

|  |  |  |
| --- | --- | --- |
| **Cost type** | **Amount** | **Estimation** |
| Developer | $7,200 | Yes |
| Azure database | $51,960 | Yes |
| Google Maps geolocation | $12,000 | Yes |
| Total | $71,1160 | Yes |

This is a rough estimate of the costs with the main three being development, a database for the survey data, and the geolocation services. The developer cost was set at 200 hours but will become clearer as we make further progress on the product. The Azure database is based on the set up of $4,330.08 though the amount will change based on the amount of storage needed and how scalable we need it to be. The geolocation is based on 100,000 requests per month and will also be subject to change as the amount of people using the web app changes. Also, the amounts listed are based off one year and can vary as Azure can be adjusted and Google Maps is pay as you go.

**Financial Rollup**

The potential development cost found from a years’ worth of using the services of Azure and Google Maps would come out to about $71,160. Which leads to a goal of about $213,480. Though consideration to other unforeseen aspects can make the price and thus the goal higher. If we hit 10% of the market, we would have about 94,572 volunteers and 2,717 event creating organizations. If we have a 50% getting the higher tier and 50% getting the lower tier, we have a profit amount of about $203,782. Though the amount is less than the goal the potential to make money in the first three years is still there. This is mainly due to most development cost being pay as you go. Profit can be found but prices and spending may have to be adjusted as they go to match size.