

Professionals Issues in IT

Project Members:

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ARTISTE

Table of Contents

Professionals Issues in IT.....	1
Project Members:	1
Hassan Majid L15-4323.....	1
Hamza Imran L15-4325.....	1
Hamza Majeed L15-4254	1
Aeman Akram L16-4070.....	1
National University of Computer and Emerging Sciences	1
Department of Computer Science	1
Lahore, Pakistan	1
Description of Business:	1
Vision Statement.....	2
Description of venture.....	3
Our Mission	3
The problem	3
The opportunity	3
The Team	3
Organizational Plan.....	4
Entrepreneurial Team	4
Total Number of Jobs:.....	4
Marketing Plan.....	5
Market-Size:	5
Market Projections:	5
Revenue Generation:	5
Competitor-Analysis:	5
SWOT Analysis	6
Strengths:	6
Weaknesses:	6
Opportunities:	6
Threats:	6
Market Strategy	7
Detailed Product Description	8
Financial Plan.....	9
Sources of Funds	9
Start-Up Costs	10

Allocation of funds	10
Income Statement	10
Break Even Analysis	12
Damage Control Plan	12

Description of Business:

Co-owners: Muhammad Hamza Majeed, Muhammad Hamza Imran, Hassaan Maajid, Aeman Akram

This business will provide artists (of all natures) an easy and accessible way to connect with other artists and production companies. They can form groups amongst themselves for collaborations, create and update their professional portfolios and connect with potential employers (production companies). The artists can start their own collaborations and apply for jobs. The production companies can filter and sort artist's applications and create jobs. Each artist profile will be rated according to their prior experience in the industry.

Vision Statement

After realizing the gap in the talent industry, we were able to see an opportunity. Artists often struggle networking and staying up to date. The solution that we devised revolves around a portal that helps artists in Pakistan find production companies, collaborate with other artists and stay up to date with all the opportunities in Pakistan.

Key Objectives:

- Break the monopoly of the disruptive talent agencies in Pakistan.
- Increase the networking capacity of Pakistani artists.
- Help realize the importance of technology and how it can help make our lives easier.

Technology startups do not require large capital. We will begin our business with an initial investment of 1 Million. The business has no bounds on how much it can earn and the 2nd and 3rd year of the business sees us reaching from 3 Million to over 5 Million Rupees in revenue.

The main employees of the startup will be the entrepreneurs themselves, being related to the business by belonging to a showbiz background. The marketing strategy will be our key to success. It will ensure that the relevant audience gets knowledge of our product and thus we reach our financial goals.

Description of venture

Our Mission

As current and potential members of the showbiz industry, we have all been very fond of performing arts. We understand the power of performing arts and how it can help make our lives better. Technology has already played a great role in connecting people and reducing the communication gaps. Our foundation is also built on the very same motto:

“Technology to help connect artists and make their lives easier.”

The problem

Pakistan is a country enriched with talent in the field of performing arts. Our artists have always flourished despite the lack of platform. Seeing this gap between production companies and artists, talent agencies have monopolized this industry to their advantage. Youngsters as well as adults are interested in entering this industry via applications such as Tiktok (which is not a proper platform). Casting couches are one of the most undesirable procedures in our society but going through this process is a must for any aspiring artist. These artists often struggle connecting with other artists which stunts their growth. Furthermore, the process of conducting auditions requires a lot of time and money so production companies usually overlook this and only invite, to such events, the people they already know.

The opportunity

The opportunity here is the communication gap and the lack of convenience. Through technology we want to provide a platform where such artists can very conveniently find jobs and connect with other artists (which is vital to survive in this industry).

The Team

The entrepreneurial team includes 4 members all belonging to an information and communication technology background. Two of the members are professional actors with excellent PR amongst the Artist community in the country. Two members (including one of the actors) have an extensive amount of marketing and sales experience due to their work in student formed societies throughout their educational tenure and eventually going on to get incubated as well.

Organizational Plan

Entrepreneurial Team

Hassaan Maajid (CEO)

Qualification: Student of Bachelors in Computer Science at Fast University

Experience: Vice Chairperson DramaF.

Responsibilities: Vision, Business Development and Marketing

Aeman Akram (CFO)

Qualification: Student of Bachelors in Computer Science at Fast University

Experience: President DramaF

Responsibilities: Maintaining Record of Financial Activities and reaching out to Talent Agencies.

Muhammad Hamza Imran (CTO)

Qualification: Student of bachelor's in computer science at Fast University

Experience: Public Relations DramaF.

Responsibilities: Collection of Data and surveys and applying business logic.

Muhammad Hamza Majeed (COO)

Qualification: Student of bachelor's in computer science at Fast University

Experience: Accounts Executive KeepTruckin. General Secretary DramaF

Responsibilities: Managing and overseeing all production companies and getting new ones on board.

Total Number of Jobs:

Year 1:	4 partners 5 developers
Year 2:	4 partners 2 Developers 1 Human Resource 1 Marketing Manager
Year 3:	4 partners 1 Developers 2 Human Resource 1 Marketing Manager 1 Financial Accountant

Marketing Plan

Market-Size:

1. Total Available Market: 35 Million Smartphone users
2. Serviceable Available Market: 8 Million Smartphone users in Lahore.
 - ii. 75% from age 18-60 (Target Market) = 6.0 Million.
 - iii. 50-70% is on TikTok or wants to be an artist = 4.2 Million.
3. Serviceable Obtainable Market: 4,000,000 Users.

Market Projections:

Revenue Generation:

Total Number of talent agencies in Lahore: 50 (Private)

Average portfolio shoot charges: 12,000/-

Average Number of portfolios shot per day: 3

Monthly earnings: $12000 \times 3 \times 50 \times 30 = 54$ Million

Competitor-Analysis:

- No direct competitor exists in the current market.
- Startups with similar ideas: FYRE
- Social Media Sites: Mainly, because of how people now a days contact agencies and market their portfolios on Facebook, Instagram and Snapchat.

SWOT Analysis

Strengths:

- Our idea is unique and has not been implemented before thus bringing excitement among public.
- Our application and its use are free to everyone, initially.
- We can change direction quickly towards any other showbiz type(eg. Fashion) if any type(eg. Singers) is not working out for us.
- Development in technology is the main factor why people will be more attracted towards our app because of the convenience.
- Co-owners themselves are Actors and aware of client's needs.
- Safe and pre-payment before securing a job ensures that production companies keep their word and not waste the artist's time or venue owners business.

Weaknesses:

- We are highly vulnerable to vital staff absence including application developers.
- Less cash flow initially. (To gain public's trust)
- Lack of budget can be vital in hiring low-paid good developers.
- Target audience is less as compared to whole population because the number of artists owning smartphones are limited, even in developed cities.

Opportunities:

- A lot of new venues can be hired through proper marketing.
- Positive prospects for many freelance artists.
- New advertisement medium for fresh production companies and venue owners wishing to get recognized.
- Possible to expand to many types in the showbiz industry including Fashion, photography , sculpting etc.
- Many big companies can see a prospering future business and get us big contracts and security

Threats:

- Big companies with better resources and developers might steal our idea and fade us out.
- Only one application of its kind and thus we will be vulnerable to better applications taking over us with change in technology.

Market Strategy

Customer Acquisition Strategy:

Facebook Ads

Billboards

Google-play Advertisement

Word of mouth of fellow Artists (In exchange for free services)

Product-Driven Strategy

First 5 jobs connections completely free (for artists) on booking through App.

Freemium services for the production companies.

30% off for an entire month on 5 successful collaborations.

Detailed Product Description

- Our business idea basically revolves around the talent industry.
- Business idea is a LinkedIn replica.

The basic functionalities of our application are:

- New artists and production companies can sign up, login and make a profile for further use.
- We will review artist's applications and approve them within a span of 5 days.
- Artists can find other artists and collaborate for various projects.
- For production companies: to find a place, there is a map available of every venue in Lahore (Bari studios, ever new studios etc.).
- Production companies can create new jobs and view the job postings of other

Production companies.

Financial Plan

Sources of Funds

1. Downloads:

10k per year IOS users.

20k Android users.

Per-Download Rate for Android after 10k downloads from Play Store: 0.01875\$

Per-Download Rate for IOS after 5k downloads from App Store: 0.1\$

Yearly Earnings from Android Users: $10K \times 0.01875 = 187.5\$ = 30k \text{ Rupees}$ (Approximately)

Yearly Earnings from IOS Users: $5K \times 0.1 = 500\$ = 80k \text{ Rupees}$ (Approximately)

Total Earnings (From Downloads): 110k Rupees.

2. Advertisements (In-App):

Rate for 1000 Impressions: 0.5\$

Number of Daily Impressions: 1000

Yearly Impressions $1000 \times 365 = 365k$

Earnings: $365 \times 0.5 = 182.5\$ = 29k \text{ Rupees}$ Approximately.

Rate On-Click: 0.05\$

Daily Clicks: 10

Yearly Clicks: 3650 Approximately

Earnings: $3650 \times 0.05 = 182.5\$ = 30k \text{ Rupees}$ Approximately.

3. Jobs Accepted (By Artists)

Total Venues in Agreement: 3

Charges per Venue (Daily): 12k Rupees.

Percentage that we charge: 10%

Monthly Earnings: $1.2k \times 3 \times 30 = 108k$

Yearly Earnings: $108k \times 12 = 1.3 \text{ Million Rupees}$ (Approximately).

Financial Projections:

$NPV = \frac{Rt}{(1+i)^t}$

First Year: $= 1.5 \text{ Million} / (1+0.0625)^1 = 1,411,764 \text{ PKR}$

Second Year: 1,588,236 PKR

Third Year: 1,676,472 PKR

Start-Up Costs

Initial Investment by partners: $0.25M \times 2 = 0.5M$ PKR

Allocation of funds

One Time Cost:

App Development: 3 Lacs

Android License: 4000 Rupees Approximately

Recurring Costs:

Fixed-Costs:

- Advertisement: 30,000 per month
- Apple License: 10,000 Rupees per year

Variable Costs

- App Maintenance.
- Recruitment deals given to artists and production companies.
- Office Expenses

Income Statement

Year1	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Earnings	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000	1,296,000
Operating Expenses:													
Office Expenses	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	240,000

Advertise ment	30, 000	30, 000	30,0 00	30,00 0	30,0 00	30,0 00	30,0 00	30,00 0	30,00 0	30,00 0	30,00 0	30,00 0	360,00 0
Salary	30, 000	30, 000	30,0 00	30,00 0	30,0 00	30,0 00	30,0 00	30,00 0	30,00 0	30,00 0	30,00 0	30,00 0	360,00 0
Total	80, 000	80, 000	80,0 00	80,00 0	80,0 00	80,0 00	80,0 00	80,00 0	80,00 0	80,00 0	80,00 0	80,00 0	960,00 0
Profit	28, 000	28, 000	28,0 00	28,00 0	28,0 00	28,0 00	28,0 00	28,00 0	28,00 0	28,00 0	28,00 0	28,00 0	(336,0 00)

	Year2	Year3
Earnings	1,360,800	1,496,880
Operating Expenses:		
Advertisement	360,000	360,000
Salary	360,000	360,000
Office Expense	300,000	360,000
Total	1,020,000	1,080,000
Profit	340,800	416,880

Break Even Analysis

The first year will go in loss. The business expects to reach a break-even point after the 1st month of 2nd Year.

Damage Control Plan

Every startup or a small business is prone to mishaps or damages while still on its way to stability. We have devised these steps to make sure we find our way back in case of such a happening.

- The first and foremost step would be to engage all the stakeholders (Artists and Production Companies) to find out what went wrong and how it should be dealt with. The analysis of the problem and its source would help build a proper and better solution to it.
- Cutting down the expense would be the first practical task to lessen the damage on an urgent basis. This would mean to reduce workforce, or move out to a smaller place to reduce the rent, or reduce the vehicular or transportation expenses. A prior analysis of all the costs would be made before implementing this step.
- If needed, business communication would be done to ensure that the customers remain updated if they need to be updated.
- If a flaw in the policy or the business plan is detected while the analysis of the problem, a quick and effective revision of the business strategy would be made sure of. It would involve all the stakeholders to chip in with their input and reshape the policy so that it doesn't lead to such a crisis in the future.
- While still in the recovery phase, risk taking and further investments and deals would be minimized.
- If employees leave unannounced, we will devise a proper hiring procedure so that we can hire the desired amount of employees in a definite time. (3 to 4 weeks)