



LedgerSoft Project Report

Professional Issues in IT - Project Group 4

Group Members

Talha Gillani L15-4110

Abdullah Khan L15-4322

Aqsa Zia L15-4118

Table of Contents

Table of Contents..... i

Executive Summary.....3

1. Opportunity..... 4

2. Execution..... 7

3. Team and Company..... 9

4. Financial Plan.....10

Executive Summary

The startup LedgerSoft is a technology company that aims to use blockchain technology to provide products and services to a plethora of industry domains. Our three main products are Supply-Chain Management Systems, Asset Tracking Systems, and E-Voting Platforms. To develop these systems and platforms, we plan to utilize the Fabric framework developed and maintained under the Hyperledger initiative by IBM. The underlying cryptographic nature of this blockchain allows us to achieve greater transparency, enhanced security, improved trackability, and increased efficiency and speed, all at the same time. All of these aspects make our products stand out from the rest. Due to the versatile nature of the technology, we also offer custom blockchain-based software solutions to individual businesses, healthcare, office environments, and any other domain.

1. Opportunity

Problem

The loopholes in digital security and management of huge data has pushed the notion of Blockchain to a great extent in the recent years. We see a clear present and upcoming need in the following areas regarding the adoption of Blockchain technology:-

- Voting Systems (Digital/Non-digital)
- Supply Chain Management System
- Asset Tracking System

Solution

Blockchain provides decentralization, immutability and consistency of data, while removing the need for the middle man at the same time. Very few companies adopting blockchain technology, which shows a clear gap in this area.

LedgerSoft is a startup that provides enterprise-level solutions to various companies using Blockchain technology. We have three products that we would be proposing to the customers, also the customized version of blockchain application as a service, according to the customer needs. We primarily use Fabric Framework by Hyperledger, an initiative by IBM.

Target Market

We have four segments that we are targeting:-

- Asset Tracking Organizations
- Supply Chain Organizations
- Organizations desiring E-Voting System

- Enterprises desiring customized Blockchain applications

Services

Following is the description of our services to the marketplace:-

Asset Tracking System

LedgerSoft provides “Asset Tracking System” as a software product. This system helps organizations like banks, hospitals, educational institutes to keep records of their assets while preserving transparency and immutability.

Supply Chain Management System

LedgerSoft has “Supply Chain Management System” as one of its products. This product is mainly designed for companies who want to manage supply chain of their products. E.g. a car manufacturing company can use “Supply Chain Management System” to keep track of the production line of cars.

E-Voting System

LedgerSoft has its product named “E-Voting System” which provides a platform for different companies to carry out their tasks which involve voting. Its unique nature which

involves being implemented on blockchain makes it highly flexible, scalable, and robust solution to E-voting problems.

Customized Blockchain-based Applications

LedgerSoft also provides its services to the customers by facilitating them with customized blockchain based applications.

Competitors

- SoluLab
- Hashcash Consultants

2. Execution

Positioning

LedgerSoft would have a **premium brand** positioning its three products due to the scarcity of blockchain supply in the marketplace.

Pricing

LedgerSoft would do **value pricing** in the three products that are being offered to the marketplace as there is no company already selling similar to those products. However, we would do market based pricing on the customized blockchain applications as we have to remain competitive to other blockchain companies in the marketplace as well.

Marketing

We would try to maximize our reach to customers through following strategies:-

- Social Media Platforms (Facebook, Twitter, LinkedIn, etc.)
- Technology and Startup Meetups
- Research Leads and Email Marketing
- Paid Search Advertising
- Write Blog
- Sponsor Event

Sales

Our goal is to triple our revenue in three years, by capturing the big corporations to our products which have an immense need for adopting blockchain technology, through good portfolio of past blockchain projects and great sale of our products.

Operations

Following are the sourcings of our startup:-

- Asset Tracking Management System
- Supply Chain Management System
- E-Voting System
- Customized Blockchain Application

3. Team and Company

The LedgerSoft team is limited to only three members currently, because the projects are in early stages of development. The following three people came up with the idea of LedgerSoft:-

- Talha Gillani (Chief Technology Officer/Cofounder)
- Aqsa Zia (Chief Marketing Officer/Cofounder)
- Abdullah Khan (Chief Executive Officer/Founder)

Our mission is to leverage our blockchain expertise to produce highly useful products which can solve real world problems as mentioned above. Moreover, we also aim to provide high quality software development service to our customers who want their systems to be digitized on blockchain.

We will be acquiring IBM Cloud Membership and use Fabric framework by Hyperledger, an initiative by IBM.

4. Financial Plan

Prices

Product Name	Price	
Asset Tracking System	2019	\$1500
	2020	\$1800
	2021	\$2000
Supply Chain Management System	2019	\$1500
	2020	\$1800
	2021	\$2000
E-Voting System	2019	\$2000
	2020	\$2300
	2021	\$2500

Sales Forecast

Source	2019	2020	2021
Asset Tracking System	\$4500	\$9000	\$18000
Supply Chain Management System	\$3000	\$6000	\$12000
E-Voting System	\$2000	\$4000	\$8000
Customized Services	\$1000	\$3000	\$6000
Total	\$10500	\$22000	\$44000

Income Statement

Source	2019	2020	2021
Asset Tracking System	\$4500	\$9000	\$18000
Supply Chain Management System	\$3000	\$6000	\$12000
E-Voting System	\$2000	\$4000	\$8000

Customized Services	\$1000	\$3000	\$6000
Employees Pay	-\$8000	-\$10000	-\$12000
Operating Costs	-\$6000	-\$8000	-\$10000
Taxes	-\$1000	-\$2000	-\$3000
Total	-\$4500	\$2000	\$19000

Exit Strategy

Considering the risk management strategy, we would go for Initial Public Offering, if we are having loss consecutively for the second year.

Funding

We would go for the following options regarding the funding:-

Equity

We can communicate to the angel investors and venture capitalists at Plan 9 and National Incubation Centre for the initial funding of our startup.

Crowdsourcing

We can communicate to the major websites like indiegogo and kickstarter for the initial funding of our startup.

Loans

We can communicate to the banks for the initial funding in the form of loan, for the next 5 years.