

FACE CLOUD

(Perfect Solution for a Modern Photographer)

Introduction:

This document provides the overview of the product FACE CLOUD and describes complete product by defining the problem statement in detail, and how to cater that identified problem. In addition to this, it also focuses on detailed business plan, financial projections and various funding sources for our product. A review from plan 9 and an experience form the client is also included in this document.

Executive Summary:

The purpose of FACE CLOUD is a Web Application to help the photographer community make their sales faster and efficient by providing them an online platform where they can simply upload images in folder and all the images will be tagged and classified by the people in the images. This way photographer will not have to separate the images by themselves which is a hectic work to do. All the processes in this web application will be automated.

Opportunity:

It is commonly observed that photographers take photographs at different events and then sell the pictures to the people who participate in the event, but in order to sell them he has to separate every image according to each related person. It takes too much time to manually sort and send images. So our system will automatically perform all these tasks for the photographer. Moreover all tasks will be performed through multiprocessing in order to utilize all unused processors to make things faster.

Users just have to create a project (event) and attach their folder created on drop box to our application and share the joining link to the participants where they can join to find their images at a particular event. They can also view and download images from face cloud application according to the photographer's permission.

Imagine work of many days taking only minutes with our application. It will be more efficient and manageable so that photographers just takes photographs without worrying about any image management.

Execution:

After development of our web application we are going to market it to different photographers through digital marketing and personally meeting top tier photographers in the industry. We will offer different packages for different type of photographers. There will be an amateur package and then a professional package with different perks. Professional package will be more fitting to professional photographer as it includes unlimited number of projects. They will get 24 Hrs online support along with other perks.

Team & Company:

Our team comprises of three members. Names and roles of team members are listed below.

- **M. Asif (CEO):** Mr. Asif is founder and current CEO of Face Cloud. He is in charge of all the major decisions.
- **Abdul Khaliq (CFO):** Mr. Khaliq is co-founder and current CFO of Face Cloud. He is head of finance department and manages all the all the company accounts, cash in flows out flows and budget of the company
- **Hassan Zubair (CMO):** Mr. Rashid is co-founder and current CMO of Face Cloud. He is head of marketing department. He keen eye on the company's online portfolio and promotes company's presence on various social media.

The **mission statement** of our company is as follows:

The current photography industry has become stagnant practicing same old procedures of management and delivery of photos. By introducing the latest Face Cloud automation technology to the photographers of new generation, we would enable them to cope up with the modern needs and revolutionize the market simultaneously.

Financial plan:

The revenue stream of our product is simple. We generate revenue when customer selects and confirms a package from our website. He can make payment online via his favorite method. In addition to this, we generate revenue from our website also by monetizing our website on Google AdSense.

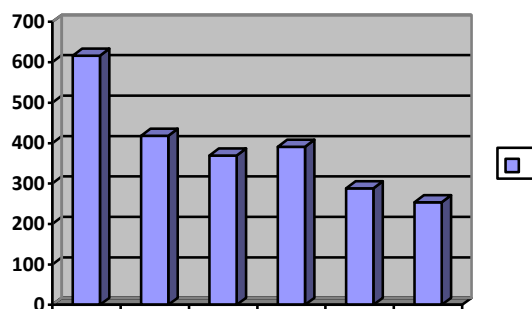
For the **financial projections** we have chosen annual financial plan but rather we divided the annual finances i.e. expenses and incomes into 3 parts (4th months each). The main reason to use this financial system was to invest time to time in system so that any financial clashes that may occur can be overcome with these frequent investments in the start of the set up. This system of dividing finances into parts did come in handy as you can see that value of discounted income became positive not later but at the mid of second financial year. but it was not only the wonder of this financial system but of the core idea on which the whole business based on as there is lot of business happening in the photography profession. People are expecting more and more from their photographers for event coverage. This idea is basically making them stand out from others who they are competing in the market. This idea will become popular among people and photographers over the period of time tell so also.

Currency Used: Dollar

Interest Rate (of Dollar in Pakistan): 0.1325 i.e. 13.25%

Year	2020-2021			2021-2022		
	July-Oct	Nov(2020)-Feb (2021)	March-June	July-Oct	Nov(2021)-Feb (2022)	March-June
Expenses	3000	1500	1000	1200	1000	1000
Revenues	0	600	700	900	1300	1500
Income	-3000	-1100	-300	-300	300	500
Dis. Income	-3000	-971	-233	-206	182	268
Dis. Cost	3000	1324	857	826	607	536

Year	2022-2023			2023-2024		
	July-Oct	Nov(2022)-Feb (2023)	March-June	July-Oct	Nov(2023)-Feb (2024)	March-June
Expenses	1300	1000	1000	1200	1000	1000
Revenues	1700	1900	2100	2300	2500	2700
Income	700	900	1100	1100	1500	1700
Dis. Income	331	376	406	358	432	432
Dis. Cost	616	418	369	391	288	254



Funding sources:

For our initial capital, we would opt one of the three mentioned plans.

- 1. Incubation:** our first and foremost plan of getting initial capital is to pitch our idea at some incubation center like plan 9 or NIC and get ourselves funded from an investor. in this regard plan 9 is by far the best choice because they are taking 0% equity in the company unlike many others incubation who take 5-10% of equity in the company.
- 2. University FYP:** The second option is to get funding from university by pursuing our idea as an FYP, if we did not get ourselves incubated at afore-mentioned incubation centers.
- 3. Self-Payment:** if the first two plans didn't work out, then as a last resort we have to fund our idea by self-financing.

Feedback from Plan 9:

According to judges at plan 9, our idea is very much feasible. There is huge customer base in Lahore and since there are not many competitors in the market we can capture the whole market.

The aspect they appreciated about us is the use of latest amazon web automation technology in favor of reducing technology manufacturing overhead

Also, they suggested us to expand our team and get ourselves and include professional top tier photographer in it.

Finally the main person in the panel of judges was Mr. Usama Tauqeer founder. He can be contacted on Facebook at:

<https://www.facebook.com/usama.tauqeer.awan>

Sample Client / Project:-

A **client** (photographer) is either approached by our business developer or we are approached by him. Business manager sets up a meeting with the client. He gathers information about the needs of the client and refers him a best option in term of package most suitable for him. Client is also given a demo of how he can reform his working dynamic using our service model. After this meeting and presentation client after his willingness is asked to sign a contract and pay the membership fee.

Team structure includes a business developer, who is main communication point with the client, accounts officer deals with financial matters after receiving signed contract and technology officer in the end setups clients account and provides him training of the application.

This whole process doesn't take long and a potential customer can be ready to use our solution with in a day. But usually after all administrative matters the training is divided into 3 day workshop. In these 3 days he is guided through every possible scenario and is also provided with a guide to help him in future. Also he has free 24 hrs online helpline service available.