

# **Business Plan Project**

## **MIS6171, Fall 2016**

The objective of this project is to put together a business plan that sets out the strategic direction for a company utilizing information technology. The two primary objectives are:

- (1) To make realistic projections of opportunities and risks
- (2) To present these in a compelling way that would attract funding and support for the organization

Note that one option is a business plan for a start-up idea, the other is proposing a business plan for implementation within an existing business environment. Your business plan should include all the key areas discussed in class.

### **Option 1: In-flight cell-phone connectivity**

You have developed a way to allow people to talk on cellular telephones during airplane flights without disturbing their neighbor. The technology itself involves enclosing the passenger in a sound-protected device (looking remarkably like a motorcycle helmet!) and connecting to cellular networks through a central airplane system. The pilot has over-ride capability to block calls and make announcements at his/her discretion.

Create a business plan of how you would go about releasing this product, what market segments you would target, what the potential revenue and costs would be, and what risks there are. Indicate more than one potential fee structure, and which you anticipate would be the most attractive.

### **Option 2: Web-based Education Development**

You have been assigned by the director of IT for USIU-A to analyze the option of making classes available live on the web to students outside of the Nairobi area. The idea is to 'scale up' the classes that are already being offered, and attract more students.

Create a business plan of how a program like this could be released, including the technology requirements and costs. Pay attention to risks to the existing business of education in Nairobi, as well as economic and other potential benefits.

**Estimates:**

You are not expected to know exact numbers for costs etc. but the estimates should be realistic. For example, if your business plan says you will deploy option 1 on every seat for every domestic flight in Kenya, your plan should indicate or reflect a reasonable estimate of how much that is. Use charts and tables wherever appropriate. Venture capitalists and CEO's do not like to do more work than they have to in evaluating.

Project Presentation Date: 13<sup>th</sup> Week

Optional Early Draft: 12<sup>th</sup> Week

This is a group project (group of 4 students)