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## Assignments

### Bangalore Summer 2014

#### Founder

Name:

Awase Khirni Syed

Email:

[awasekhirni@gmail.com](mailto:awasekhirni@gmail.com)

[Orientation](#) ([Edit](#))

Assignment Title:

[Assignment 1 Submission](#)

Assignment:

**Week: Orientation 2014-06-18, 6.30 P.M**

## Assignment 1

### Task 1

- This document provides a comprehensive insight about the policies and the format in which the founders/Candidates need to conduct themselves in order to achieve the objectives.
- Mentored session are divided into two specific formats where in collaborative working groups provide detailed feedback, subsequently the "hotseat" interaction tests how individual founders/candidate are confident and passionate about their proposed pitch and how they intend to accomplish their objective.
- Mentor Product reviews present detailed feedback about market acceptability, readiness/potentials, domain, time to market and finally pricing and business model to translate it into a viable marketable product. Review sessions enable candidates to gather detailed insights into their product shortcomings and improvise them.

- One important aspect of this program is to feedback and engagement, which are enforced through working groups that facilitate out-of-the box thinking by forcing co-founders not to be assigned to the same working group.
- Working groups also help inculcate a culture of responsibility, delegation of work and outline operational aspects towards achieving specific objectives as a team. It outlines enables the team to focus on various variables that impact their outcomes and identify potential risk factors that might hinder their objectives outline.
- 360 feedback presents detailed insights into overall performance and individuals can reflect on their performances within the working group and on their ideas.
- Presents clear guidelines for a 3 minute pitch for peers and mentors to review their ideas.

## feedback

- Legal Partners- Intellectual Property and Trademark insights are necessary to build a good brand and safe guard a startup's interest. Can we have detailed documentation of "Do's and Don't's". I can volunteer to work with mentors to build a detailed guide.
- Founder Institute can explore the potentials of collaborating with local universities, by signing up MOUs with various universities giving young graduates exposures to product building exercises during their final year, through practice school option, thus providing interns to work with startups in the product development activity. Its a win-win for both FI and Universities for providing a platform for their young graduates industry exposure.

## Task 2

### Missing Aspects

- Working with potential university graduates to build their product prototypes – this could be done as an assignment to test their idea dissemination.
- Comprehensive local vendor database to help startups – optimize time and effort.
- Task of building a focus group for their ideas would help them realize user perception in reality. A minimum focus group of 6 individuals as a sample set to test their ideas. The members of the focus group should be outside their friends circle and should be drawn from diverse academic and industry background. Irrespective of the domain, each of the ideation process requires focus groups to validate their product for market acceptability and market readiness. This could be a product idea on its own, to identify potential customers from varied academic background, industrial expertise. Building a framework for this activity helps many companies in the long run.

## Task 3

- Used this online tool to complete this task <http://borgar.github.io/textile-js/> or <http://textile.sitemonks.com/>

## Orientation<sup>1</sup>

### Bangalore Summer 2014 Semester

Are you ready to be an entrepreneur? How well do you know your peers in the program? Is there someone that might be your Cofounder from the program? Who will lead your Working Group as President? What do you need to know to be successful in the Founder Institute? Which traits do you have that can help you be successful?

#### Goal:

Welcome and meet your peers

#### Date:

2014-06-18, 06:30 PM

### Assignment

1. (Founder Guide) Read the Founder Guide here (<http://FI.co/guides/1>). Write 1 sentence on the theme of the document that you remember most. (20 Minutes)
2. (Assignments) Read each of the Assignments for all of the upcoming sessions. Write 1 sentence on your reaction to the work, and write a second sentence on something that you think is missing from the assignments. (40 Minutes)
3. (Markup Practice) Use the Orientation assignment field to practice formatting assignments with the textile markup language explained here (<http://fndri.com/11CHSNW>). Create a header using 'h2'. Create bold and underlined text. Make a table. (20 Minutes)
4. (Personality) Write 1 sentence on 3 personal Strengths and on 3 personal Weaknesses. Email your Working Group with these traits as part of a longer introduction email. Include a copy of the introduction email. (20 Minutes)
5. (Entrepreneurship Strengths) Write 1 paragraph about how you will leverage your Strengths to be a successful entrepreneur. (20 Minutes)
6. (Program Accomplishments) Write 1 paragraph about what you hope to accomplish by being in the Founder Institute. (20 Minutes)
7. (Mentors) Identify three local Mentors in the semester that would be most helpful to your particular business idea or passion after doing research on them. Do not pick the most famous Mentors. Pick the most appropriate Mentors. Write their name and one sentence on the reasoning that you want to ask the three Mentors for help. (~30 minutes)
8. (Motivation) Write at least 2 paragraphs that explain why you are prepared to earn significantly less money, work over 80 hours per week and endure extreme stress to build your dream company. (~30 minutes)

9. (Cofounders) If you are looking for a Cofounder and are interested in potentially recruiting someone from the program, click “Edit Profile,” and write a phrase on what you are looking for under “Public Contact Settings.” Check the “Founders” link in the navigation to read what other people are looking for. Continue to check this page over the next few days to see what things that people are looking for. (20 Minutes)

S.No	Name	Email	Phone No
1	Awase Khirni Syed	<a href="mailto:awasekhirni@gmail.com">awasekhirni@gmail.com</a>	09035433124
UserID	Name	Group	attribute list
Starting with		Black	Email Phone
	Black		align right
2	Ajay Shah	center	
3	Sathya Narayana G		valign top
4	Ramesh Pendyala		valign bottom
5	Chetan Nagendra		valign bottom
	Brown		

Subject: FI Summer 2014 Team Black Working Group- Introductory Mail -Awase Syed From: Syed Awase khirni To: Awase Khirni Syed , Sathyanarayana G , Tarun R , Chetan Nagendra , Ajay Shah , Srikanth Parthasarathy , Ramesh Pendyala Content-Type: multipart/alternative; boundary=047d7b3a878818699a04fc188072

—047d7b3a878818699a04fc188072  
Content-Type: text/plain; charset=UTF-8

Hello,

It gives me immense pleasure and opportunity to work with you during the course of FI SummerTerm 2014, please let me take this opportunity to introduce myself, Awase Khirni Syed,(preferred to be addressed as Awase/Syed).

Awase works as geoscience researcher and is passionate about building tools around geospatial technologies. He earned his Ph.D in GIS, from University of Zurich, Swiss which was sponsored by EU-Vth Framework SPIRIT Project<sup>1</sup> with full scholarship for 4 years. He brings with him diverse expertise both in academic / industrial research and consulting assignments. He is more of a technology enthusiast and aspires to be a successful entrepreneur in the next 5 years. He was associated with Thomson Reuters-WestTech/Westlaw as a subject matter expert for domain specific search engines. He moved on to be an active entrepreneur by establishing “Territorial Prescience Research India P Ltd” focusing in the areas of GIScience, Information Retrieval and Geospatial Sensing Platforms. He provides consulting services to companies as external gis consultant, one such recent noted assignment was with ABB-GISL R&D ,Bangalore. He has been advocating for collaboration between academia and industry and has actively participated in promoting entrepreneurship initiatives in academic through NEN and INCITE,IndiaMentor(EuroIndia Research Project VII framework). Awase is equally passionate about teaching GIS/GIR related courses and brings with him expertise in curricular design and program assessment in accordance with international standards. Awase is strongly believes in and advocates for creating sustainable ecosystem supporting startups and believes in making a financial support group for aspiring individuals willing to experiment. He also believes in setting up a non-profit educational foundation and aspires to make it happen in the near future. He is also passionate about teaching GIScience/Information Retrieval subjects and has experience in curricular design and program assessment.

He is focused, diligent, hardworking and skilled intellect mind. He is sometimes emotional, and hates politics, accepts constructive criticism to enable him to introspect and improvise on his skills. Awase likes to experiment and has his share of learning’s, but looks at the bright side of learning things on his own. Awase continues to progress his passion for building a successful enterprise through his venture Territorial Prescience Research I P Ltd. He can be reached at

**Awase Khirni Syed**

p{font-size:0.8em}s a discipline and like any discipline, it can be learnt under able guidance and expert mentorship.

## Task 9

- Yes, May be potential (Done)
  - Already have one potential
- p(((. \* Mr. Sanjeev Varma expressed interest to be part of TPRI as co-founder. We had an initial discussion over phone. Hope to meet today in person.
- \*Open to accept technically sound professionals from varied background, strongly believe that people with diverse academic background can build great companies.

Due:  
2014-06-19, 05:00 PM

Added (Updated):  
2014-06-18, 06:07 PM (2014-06-18)

[Vision and Ideas \(Edit\)](#)

Assignment Title:  
[Assignment Submission - 20 June 2014.](#)  
Assignment:

Assignment Submission 20 June 2014- Awase

## 20 June 2014 Special Assignment

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### Task 1- TWEET

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### Task 2- LEADERSHIP

- Mr. Ajay Shah works in the space of Corporate Social Responsibility. He has expressed concerns about his limited knowledge about indian regulations and compliance with reference to CSR which is a mandatory. I have offered to provide some of my networking contacts i.e corporate secretaries and company law firms which can help him gain more insights with regulations aspects of CSR. Some pointers to local consultant for CSR.
- 

### Task 3 – AMBITION : Ridiculously Ambitious Goal (RAG) or Big Hairy Audacious Goal (BHAG)

TPRI's mission is to organize geospatial information and provide frameworks for universally accessible custom mapping solutions to end users.

In the recent years, there has been growing interest in exploiting geographic information in various domains be it sales/marketing to military applications, geospatial data sharing within and across organizational boundaries has become more common. geospatial information is available in disparate, unstructured and disorganized manner making it extremely difficult to collate and generate mashups easily. With the availability of geospatial search engines ([www.geo-spirit.org](http://www.geo-spirit.org)) and the later google earth/yahoo maps/ bing maps, end users are exploiting the potentials of geospatial information to suit their business needs. However, existing search engines do not have the capability to derive and predict activity maps to navigate through geographic spaces in real-time. TPRI strongly believes that it can build activity based frameworks to navigate through geographic spaces using visual recommendation engines. Potentially opening new business case for custom on-demand mapping frameworks to suit various business needs of its customers. This audacious vision demands high-end mobile visual analytics and prediction capability to trace individual activity patterns in geographic spaces in real-time. This technology impediment can be overcome in the next few years by building integrated framework that capture real-time activity patterns and collate with geospatial search engines to deliver custom on-demand maps such as schematic maps, activity maps to suit various needs of the end user. Developing such frameworks demands allocation of substantial financial and development resources, making it a future vision of TPRI to accomplish this objective on obtaining the necessary resources outlined.

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### Task 4 – LEADERSHIP

**Phanindra Sama, Red-bus "Phanindra Sama LinkedIn ":**<http://in.linkedin.com/in/panindra>

- phani built india's largest bus ticketing company and later sold it to NASPERS in June 2013.
- in just a few years of it's launch, Phanindra and his team scaled redBus to a level where its revenue is above \$12Million and is the fastest growing indian web startup.
- He has been a hardcore techie, who built red-bus single handed and scaled it with limited resources. He is an ideal candidate to share his bootstrap experience.

**Saurav Kumar, Cube26 "Saurav Kumar LinkedIn ":**<http://www.linkedin.com/in/sauravkumar>

- Mr.Saurav Kumar has leveraged "natural vision control" to revolutionize how users interact with all smart devices. His business model is around trying to make the machine learn how humans interact so it can naturally interact with them. Cube 26 developed the next generation of technology that allows devices to recognize users, interpret human gestures and understand their emotions.
- Mobile and Interaction space is of much interest, with increasing number of mobile users switching to smart handheld devices. It would be interesting to learn about their business model and their startup success story.
- Mr.Saurav has positioned himself in a very challenging space of "vision control and gesture recognition". With rapidly changing technology, it would be interesting to learn how he positioned himself and built a business model.

**Lohit Sahu, Physzok learning solutions "Lohit Sahu LinkedIn ":**<https://www.linkedin.com/in/lohit>

- Physzok, has pioneered Customized Flipped Classroom Model in India. Lohit has been awarded with "The Star Entrepreneur of the year" for 2012 at the 5th Indira International Innovation Summit. Businessworld Magazine had listed Lohit among the top 10 Hottest Young Entrepreneurs in India (2011)

**Sunil Guttula, Bizosys "Sunil Guttula LinkedIn ":**<http://in.linkedin.com/in/sunilguttula>

- built a customized search engine that can decode technical information and return search queries within milliseconds
- It is interesting to learn about their revenue model unlike google whose business model is around advertisements, we would like to learn about their revenue model.

**Lohit Sahu, Phyzok learning solutions "Lohit Sahu LinkedIn ":<https://www.linkedin.com/in/lohit>**

- Phyzok, has pioneered Customized Flipped Classroom Model in India. Lohit has been awarded with “The Star Entrepreneur of the year” for 2012 at the 5th Indira International Innovation Summit. Businessworld Magazine had listed Lohit among the top 10 Hottest Young Entrepreneurs in India (2011)

**Deepinder Goyal, Zomato "Deepinder Goyal LinkedIn ":[in.linkedin.com/in/deepigoyal](https://www.linkedin.com/in/deepigoyal)**

- built Zomato – a restaurant discovery website and mobile app. it lists information about restaurants.
- Its revenue is from ads restaurants place on their pages
- It would be interesting to learn how he secured vc funding post-startup stage.

## Task 5- AGREEMENTS

- Proceeds of the bonus pool shall be shared by the founder institute graduates. The Bonus pool funds shall be used for any legal, arbitration, escrow, banking, administrative and other reasonable fees, expenses and costs incurred by fii.

In the FI\_Warrant document, I was not able to understand the concepts of fractional shares on page 4. It would be extremely helpful, if founder directors/ founders could elaborate and explain on this "11. No Fractional Shares or Scrip. No fractional shares or scrip representing fractional Shares shall be issued upon the exercise of this Warrant, but in lieu of such fractional Shares the Company shall make a cash payment therefor on the basis of the exercise price then in effect. "

## Task 6 – GUIDE

- Anastasia in idea pitching is the name of the company that make fashionable staplers for the global office workers to add character to the work environment.

## VISION AND IDEAS ASSIGNMENT-2 – Awase

### Working Group peers business idea

- Mr.Ajay Shah – Mr.Ajay is focusing to build a company in CSR Domain. He is working on getting detailed insights with respect to regulatory compliance in India.
- Dr. Tarun R – Dr. Tarun is focusing on building Decision Making platform for Decision Makers of Large Hospitals, who operate based on intuition and their decisions are reactive in nature. Dr. Tarun intends to solve the problem by collating real-time data from disparate and diverse source to analyse and predict optimal usage of resources.
- Mr.Sathyanarayana – is focusing on building platform to stream open source education content from various content providers. He intends to charge each customer for aggregation service.
- Mr. Ramesh – Dropped out
- Mr. Srikanth – focuses on building a data mashup platform provide predictive analytics for custom business needs.
- Mr. Chetan – focuses on building an online market place for alternative assets (for individuals and corporates) i.e secondary market space. The target market segment is accredited investors and venture capital or private equity firms. The online marketplace for secondary market provides structured liquidity solutions.

### Task 2- Rate All your peers.

- Completed this activity of rating my peers in the BLACK WORKING GROUP.

### Task 3 – Startup Toolkit.

- All the hardware procured are the property of TPRI, and owned by me.

## Task 4 – LIFESTORY

It was one of those picturesque village(Vuyyuru) on the bed of river, krishna, where we have green spreads of sugar and paddy fields and old missionary hospitals. I spent my early childhood in this picturesque village Vuyyuru, 20 km near to the town of vijayawada. My early childhood was with my maternal grandfather, who was managing the Sugar mills procurement division in Vuyyuru. When i was 3 years old, i moved to my parents place in Vijayawada, where my father started with very humble beginning close to my early school, N.St.Mathews Public School, Patamata, Vijayawada. Those were the wonderful years of my life, when during my early schooling years, we three siblings used to attend the schooling, my elder sister and younger brother. During the evenings our father used to come and play football with us in the school.

As we grew, we recall our outings with my father on the weekends and seeing james bond movies at navrang theatre/leela palace theatre and bugging him with questions on the way back home on our tvs moped, some of the portions of the movie which we did not understand. I had spent most of my schooling and pre-university studies in this town of Vijayawada. During my early pre-university years, my parents have been steering me towards a research oriented career and instigating me to plan for doctoral studies.

Having gotten admission into engineering, i had moved to karnataka to study my engineering. Subsequent to the completion of engineering, my aspiration to go for master program in USA was turned down, due to financial difficulties of my parents. I had to take up software engineering position with an early stage startup in bangalore. After working two years, i continued to pursue master program at BITS, Pilani, Rajasthan. Where i was fortunate to secure scholarship and work experience at IBM CSD. After successfully completing my masters program, i had taken up senior software engineer position with Techlead Software Engineering/Reflexis Inc, Pune, where i had spent 2 years improvising my software skills and exposure working in multinational organizations. Subsequently, i had been preparing myself for pursuing doctoral studies abroad.

It was during the month of July 2002, i had been formally offered a full PhD Scholarship program at University of Zurich, Swiss on Spatially Aware Information Retrieval on the Internet([www.geo-spirit.org](http://www.geo-spirit.org)). I was fortunate to have been formally trained in geographic information systems/geographic information retrieval with full scholarships for a period of 4 years. Post submission of the first draft, i had returned back to india, to take up position as Research Associate/Asst Professor at IIIT, Bangalore. I had spent two years setting up CSIS Lab and guiding Indian Research organization to participate in Euro-India research programs through INCITE/INDIA MENTOR FP VII Projects. Unfortunately, i had move out of IIIT-Bangalore, due to father's ill-health, which demanded most of my attention. Which is when, i started Territorial Prescience and providing freelance consulting services. After over a year, I had been associated with Thomson Reuters in the capacity of SME, where i had acquired domain knowledge with reference to legal search services. Over the next couple of years, I had been playing the roles of academician and external consultant with organizations such as ABB and Taif University.

During the course of these years post completion of my doctoral studies, i had been working passionately, towards building product based frameworks. I have now decided to work towards what i have been passionately dreaming to solve problems close to my heart, where i think i can contribute. In the near future, i strongly aspire to take Territorial Prescience to the next level by focusing on scaling the product idea to various market segments and establish a sustainable ecosystem.

## Task 5- 3 PROJECTS

### Project 1: FarmRecon

My company is building geoanalytics sensing platform for real-time monitoring and analysis of large farms of 100 acres or more to increase their yields by atleast 5% through data driven decision making technology for every crop cycle. We provide critical insights for remedial course correction over their crop cycle. We generate revenue through subscription based contracts. We anticipate to add 500 large farm owners adopt our technology in the next 1 year to generate a revenue of 2 million US \$. To go to the market we need Rs.50 lakhs for hardware sourcing and marketing in the next 6 months.

#### Pitch (Updated 2 July 2014)

My company is building geoanalytics sensing platform for real-time monitoring and analysis of large farms of 100 acres or more to increase their yields through data-driven decision making technology. Currently farming practices are based on intuition and non-scientific methods which eventually give less yields. Our geoanalytics sensing platform bridges this gap and provides critical insights for best crop suitability based on environmental parameters. The large farms account for 60% of precision farming market share of 3.51 billion dollars in india. We generate revenue through subscription based contracts. we anticipate an annual growth of 15% over the next 3 years. To go to the market we need 50 lakhs for hardware sourcing and marketing in the next 6 months.

#### PITCH

My company is building geoanalytics sensing platform for real-time monitoring and analysis of large farms of 100 acres or more to increase their yields. Currently farming practices are based on intuition and non-scientific methods which eventually give less yields. Our geoanalytics sensing platform bridges this gap and provides critical insights for best crop suitability based on environmental parameters. The large farms account for 60% of precision farming market share of 3.51 billion dollars. We generate revenue through subscription based contracts. Having 12+ years experience as a geoscience researcher, i strongly believe that i am uniquely qualified to run this project. We anticipate an annual growth of 15% for the next 3 years. To go to the market we need 50 lakhs for hardware sourcing and marketing in the next 6 months.

#### PITCH (Old version)

the current aquaculture market is vulnerable to adverse environmental conditions which led to outbreak of several diseases hampering the production. The aquaculture industry accounted for 50% of world's fish food in 2012, In india, it has seen 12-fold increase in its production levels with annual growth rate of 4.5% , with annual revenue of US \$10,538.1 million in 2012 of a global market size of US \$ 3.51 Billion <sup>1,3</sup>. Aquaculture industry has set targets to increase its yield by 16.3% annually by end of 2017 to net earnings of US \$ 22,412.1 million. OECD predicts that aquaculture is expected to increase by 35% by 2022 <sup>2</sup>. TPRI intends to sell a geospatial sensing platform to capture, analyze, process and predict environmental monitoring solutions for increasing the yields to the targeted 15% annual growth through our geoanalytics platform. TPRI intends to generate revenue by selling sensing device with a subscription based contract for minimum lockin period of 5 years, with a signup device costing around US \$400. This platform can be used for other commercial organic cash crop markets and real-time carbon emission monitoring for industries. TPRI anticipates an earning of US \$ 4 million in the next 3 years. We need 50 lakhs to go to the market in the next 6 months.

<sup>1</sup> <http://www.fao.org/fishery/countrysector/n...>

<sup>2</sup> <http://www.reuters.com/article/2013/11/12/...-idUSnBw126045a+100+BSW20131112>

<sup>3</sup> <http://www.marketresearch.com/MarketLine-v...>



<sup>4</sup> <http://www.researchandmarkets.com/research...>

<sup>5</sup> <http://www.researchandmarkets.com/reports/...>

<sup>6</sup> <http://www.marketresearch.com/MarketLine-v...>

##### Scenario 1

an agriculturalist of north karnataka seeks to change from existing crop plantations of banana to suitable cash crop plantations, he lacks the required knowledge of environmental parameters and the soil conditions that considers optimal usage of all resources available at his disposal. We intend to bridge the gap by providing solutions to capture existing environmental and soil conditions in real-time and matching them with ideal conditions prescribed for cash crop plantations for maximizing their returns on investments. Our geospatial tools enable these agriculturists to explore and analyze potential alternatives and remedial course of action to suit their plantations choices. TPRI predicts that there is potentially 15% growth annually to procure sensing devices that facilitate in building a comprehensive knowledge base.

##### Scenario 2

The Pollution Board is concerned about alarming levels of pollution in its industrial district and is looking for solutions to track and trace emissions in real-time, it is looking for recording pollution levels in environment(soil,water and air) at various locations. We intend to provide a sensing device that capture, process and analyzes emissions in real-time and send across alerts for corrective action by regulating bodies using geospatial tools. Existing regulatory compliance make it mandatory for industry to seek pollution board clearances quarterly. Industries need to purchase carbon emissions or pay penalty for excessive carbon emission in the environment.TPRI provides geospatial sensing tools to capture, explore and analyze emission data and predict its impact.industries as part of compliance are required to purchase these devices for publishing their emissions in real-time. TPRI predicts that there is potentially 15% growth annually to procure these sensing devices. We provide comprehensive solution for real-time emission monitoring.

##### Challenges Faced

\* Customized hardware buildup and interfacing. Early prototype we have worked on using Atmel, changing technology demands – raspberrypi based motes need to be developed.

\* Geospatial Data Service Integration in the cloud, requires some good computing infrastructure.

##### Competitors

\* Hard-ware segmented sensors provider – [www.libelium](http://www.libelium.com). They do not provide integrated framework as we propose.

##### Stakeholders

\* Large Scale Farmer/Corporate Farmers – Cash Crops(Aqua Culture, Coffee Plantations)

\* Industries(Large and Small Scale)/Hotels

##### Revenue Model

\* Product + Subscription Based Pricing Model – Signin Contract + Monthly subscription.

\* Subscription based Model

\* Volume Based Pricing – Data Analytics/Data Publishing.

##### Successful Companies

\* [www.libelium.com](http://www.libelium.com) – provider of geospatial sensing platform, but not the services around it as a complete package. Sources various geospatial sensors from various vendors and provides platform for capturing the geospatial data.

\* [www.climate.com](http://www.climate.com) – provides solutions with respect to farming operations and insurance products for agriculture market segment.

\* <http://www.rmlglobal.com/> -that provides highly personalized agricultural information over mobile phones to the farming community. 1.3 million unique subscribers so far in an estimated 50,000 villages across 13 states chose from more than 300 crops and about 1300 markets available on RML.

\* <http://www.mapshots.com/>

\* <http://www.soilmap.com/> – provides soil maps ( based on soil types) for various geography. It would be nice to have real-time soil nutrients map and its compatibility to various crop plantations. This is missing.

##### Failed Companies

\* New uncontested market space, unable to find players providing geospatial sensing platforms as service.

- What is the goal of our work, what do we want our impact to be ?
  - We want to offer critical insights with reference to crop cycle based on environmental parameters that have direct impact on the crop yield.
  - We want to be the first place that farmers look for detailed microlevel insights and recommendations based on historical and predict impact and trends and comparative metrics of crop yield in similar geographic conditions and farming styles.
  - We want to build a comprehensive knowledge base, which serves as a benchmark for historical impact analysis based on various environmental parameters.
  - We want to be the first place that farmers look for customized mapping insights for weather patterns, crop growth, nutrient management solution and farm automation.
- What do we need to do to reach our goal?
  - We will need to create a comprehensive directory of large, medium and small farm owners in various countries
  - We will need to create a comprehensive directory of crop plantations cycles, crop plantation and maintenance practices, traditional knowledge of generations(best practices) and academic knowledge.
  - We will need to offer an intelligence engine that analyzes and predicts through proprietary different possible outcomes based on

environmental, traditional and academic research data.

- We will need to offer solutions in local language for users to comprehend the knowledge shared in simple way using visualizations
- What resources will we need to produce our product or achieve our goal?
  - geospatial sensing platform – beagle bone with arm cortex process – customizable based on user requirements for soil, water and air environmental parameters. With capability to stream data through wifi, bluetooth and rf interfaces.
  - programmers to develop the framework for real-time streaming of sensor data
  - programmers to develop intelligence engine that builds on traditional agriknowledge and academic research knowledge.
  - programmers, to develop the database and user interface
  - programmers to develop prediction engine and comparatively analytics dashboard.
  - programmers to develop mashup visualization engine for custom universally accessible interface catering to the needs of multi-modal interfaces be it mobile/desktop/web.
  - editors/Subject matter experts, to select and curate the content we will use.
  - the time of a sample set of focus groups, to co-create the product.
  - attention of funding stakeholders, to demonstrate what we are doing.
- And how will we obtain those resources?
  - We will fund the prototype with collective resources
  - We will develop a contract based subscription model
  - we will seek venture capital funds at later stage to scale the product to 100x

## Project 2: MAPUP

h5{color:brown}(((( Scenario 1 : Mario has got a job with a famous fashion designing firm in Milano, Italy. [!http://territorialprescience.co.in/wp-content...](http://territorialprescience.co.in/wp-content...)!He intends to move along with his family. Mario's wife loves wine making is keen on exploring opportunities getting in touch with local wine making farms. During the weekend, they would like to spend most of their time in Tuscany, Italy and are actively looking for activities and local geographic information related to Tuscany. Existing search engines such as Google merely provide location based information and routes, they do not provide them detailed insights about various natural activity that can be carried out based on the local geography. Mario wished he could have a service that enables them to generate an on-demand customized map based on their activity of their personal interest. Mapup and NAIRA intend to bridge this gap, by enabling mobile devices capture, process and analyze activity information based on the geographic terrain through volunteered geographic information sharing service to generate customized on-demand universally accessible maps.

This idea appeals to me because of its application to help end-users plan their geospatial activities in a more organized manner through informed decision making tools. What do you think?

h5{color:brown}(((( Stakeholders

p{color:blue}(((( \* Internet/Mobile users interested to locate geospatial information and location based services/ custom on-demand maps.

p{color:blue}(((( \* Geospatial Intelligence gathering – Governing agencies.

h5{color:brown}(((( Revenue Model

p{color:Orange}(((( \* Product + Subscription Based Pricing Model – Signin Contract + Monthly subscription.

p{color:Orange}(((( \* Subscription based Model

p{color:Orange}(((( \* Volume Based Pricing – Data Analytics/Data Publishing.

h5{color:brown}(((( Successful Companies

p{color:blue}(((( \* maps.google.com/googleearth, [www.metacarta.com](http://www.metacarta.com).

h5{color:brown}(((( Failed Companies

p{color:blue}(((( \*

## Project 3: TRUESTATE

[!http://territorialprescience.co.in/wp-content...](http://territorialprescience.co.in/wp-content...) **PITCH**

\* Existing Real-Estate listing services do not exploit the full-potential of geospatial data analytics to generate compelling visualizations that provide deeper insights to the customers for informed decision making. TRUESTATE aims to bridge the gap by providing a comprehensive geosemantic search service focusing on real-estate domain. It provides its service based on subscription and through paid advertisements.

h5{color:brown}(((( Scenario 1

\* Ram has just relocated from USA, he looking to purchase a land/house in Bangalore. He is unaware of social landscape and is looking for a service that provides him detailed statistical insights of various areas in the city of Bangalore. He approaches various online real-estate listing websites such as [www.housing.com](http://www.housing.com), [www.99acres.com](http://www.99acres.com) and [www.magicbricks.com](http://www.magicbricks.com). He is able to retrieve property listing, but he has his own preferences of North/East/West Facing. He is interested to also learn about socio-economic demography of the region. He is unable to perform spatial statistic using these online real-estate listing sites. He is anxious that he would have to spend 2-3 months running around various localities. He is also anxious about the titles of the property, whether they are BDA/A-Khata/B-Khata/Panchayati Khata Properties, Loanable titles. He is disappointed to learn about the service that is provided to is not meeting his expectations. TRUESTATE is an online-real estate spatial intelligence tool, that provides detailed insights and generate reports based on custom user requirements.

h5{color:brown}(((( Scenario 2



\* Mr. Munnal is a real-estate investor and is seeking detailed spatial analytics based on growth trends and social demography of various locations in bangalore. He has earmarked around 10 crore of finance to invest in high-growth areas. He is concerned about the validity of the titles he intends to procure. He wants a spatial statistical map, which projects socio-demography and property pricing using categorical maps. He would also like to learn about actual government valuation of the property and current market price. He would like to have comparative metric on a timeline for all the features. Existing real-estate listing websites do not provide these feature. TPRI provides a comprehensive analytical and reporting framework for this specific category of end-users.

h5{color:brown}(((( Stakeholders

p{color:blue}(((( \* Home buyers and Real-Estate Investors

p{color:blue}(((( \* Geospatial Intelligence gathering – Governing agencies.

h5{color:brown}(((( Revenue Model

p{color:Orange}(((( \* Product + Subscription Based Pricing Model – Signin Contract + Monthly subscription.

p{color:Orange}(((( \* Subscription based Model

p{color:Orange}(((( \* Volume Based Pricing – Data Analytics/Data Publishing.

h5{color:brown}(((( Successful Companies

p{color:blue}(((( \* [www.housing.com](http://www.housing.com)

h5{color:brown}(((( Failed Companies

p{color:blue}(((( \*

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## Project 4: Data Deck

[!http://territorialprescience.co.in/wp-cont...](http://territorialprescience.co.in/wp-cont...) **Updated Pitch – 3 July 2014**

Often User generated data is adhoc, disparate, diverse and sometimes incomplete, eventually impacting the critical market research insights. Data Deck is an online data market place for publishing volunteered data sharing that individuals or organizations intend to sell. Data Deck provides automated solution for benchmarking, validation and aggregation of user generated data in compliance with international standards and package it to sell to various customers. We charge 16% for the handshake between sellers and purchasers. To go to the market, we need 25 lakhs for scaling and marketing in the next 6 months.

### PITCH

\* Often User generated data is adhoc, disparate, diverse and sometimes incomplete. Data Deck is an online data market place for publishing volunteered data sharing that individuals or organizations intend to sell. Data Deck provides automated solution for benchmarking, validation and aggregation of user generated data in compliance with international standards and package it to sell to various customers.

h5{color:brown}(((( Scenario 1

\* Awase is a researcher and he is interested to acquiring individual's purchase patterns over the span of a year across a district. He has been assigned on a task to develop a system for godrej's nature basket to establish new outlets for their exclusive chain of organic produce retail stores. He is faced with a challenge of procuring accurate data for generating spatial statistics inorder to position the retail stores based on social demography, preferences and purchase patterns. Unfortunately he has little trust in volunteered data provided by some nodal market research agency because of non-compliance to the standards. Moreover, the data provided to him is not validated in accordance with international compliance requirements. TPRI intends to bridge this gap by providing a platform for volunteered data publishing platform and data market place for individuals and organization to secure data directly from individual. This volunteered data is anonymized, corrected and coded in accordance with international compliance standards to draw valid insights for their end customers.

h5{color:brown}(((( Scenario 2

\* Dr. Praveena is having a patient with extremely rare blood disorder. The patient exhibits symptoms of muscle cramps, loss of blood flow in various parts of the body leading to numb sensation, drowsy ness and inability to hold simple objects. She is looking for a mobile hand-held device that collects data about physical, physiological and behavioural processes in compliance with standards. With availability of various medical sensors and context data captured using environment and motion sensors. She is interested in capturing data of her patient in real-time. Her patient intends to publish this data for medical research for a nominal fee to support her medical bills. Dr. Praveena is looking for an online- volunteered data publishing market place that enables her to publish her patients data by anonymizing personal information and publishing biological and contextual information for furthering research by pharmaceutical firms to develop a specific cure for her patient quickly. TPRI intends to bridge this gap by providing a platform for publishing volunteered data.

h5{color:brown}(((( Scenario 3

\* Mr. Naidu has been living in a gated community for the past 10 years in ferns city, bangalore, suddenly he has seen an increase in his utility bills both electricity and water bills. He has started recording his utility bills every month and has seen steep increase. He was interested in a system, where he wished he could compare his utility bills with that of his neighborhood and the community as a whole. He was looking for a system that captures real-time data from various individuals within his community and generate comparative visualization based their usage. They intend to publish this data to various utility companies for their research to plan for optimal usage of the resources. Moreover, Mr.Naidu is interested to earn some compensation by sharing his utility usage data through volunteered data publishing market place to meet his growing energy needs. TPRI intends to bridge this gap by providing a data market place for publishing volunteered data.

h5{color:brown}(((( Stakeholders

p{color:blue}(((( \* Market Research Companies/Scientific Organizations

p{color:blue}(((( \* Product Development Companies

h5{color:brown}(((( Revenue Model

p{color:Orange}(((( \* Volume Based Pricing

h5{color:brown}(((( Successful Companies

p{color:blue}(((( \*

h5{color:brown}(((( Failed Companies

p{color:blue}(((( \* Unaware of any company that is involved in selling user generated/volunteered information/volunteered geographic information.

## Project 5 : FELICITY+ – Semantic Medical Knowledge Base

### PITCH

My company is building semantic search engine for medical domain by providing a comprehensive platform for sharing individual patients data through synchronous context-aware personalized health profile that capture their lifestyle, prognosis/diagnosis data to learn alternative therapy methods and learn about potential cure using alternative therapy methods. Existing search engines do not adequately address the problem of searching medical data and suggesting alternative therapy methods based on individual's contextual data. Using Felicity+ users would be able to correlate with other similar diagnosis data and predict alternative remedial therapies. Users can share their personal data for advancement of drug discovery for a compensation that would help them recover their mounting medical bills. It also aims to provide a comparative metrics of various remedial therapies with reference to the costing, efficiency, acceptability and compliance with regulations.

### Scenario

Mr.James is suffering “Pseudomyxoma Peritonei” a rare malignant growth accumulation of mucous secreting tumor cells within the abdomen and pelvis. Symptoms include increasing size of the abdomen and abdominal pain. The disorder develops after a small growth located within the appendix bursts through the wall of the appendix and spreads mucus-producing tumor cells throughout the surrounding surfaces. He and his family have been extremely worried and have been looking for cure and alternative medicines. He has joined an online portal [www.patientslikeme.com](http://www.patientslikeme.com) to connect with patients suffering from similar symptoms. Unfortunately, he could connect to 2-3 patients only, he is looking for alternative therapies and in chinese, ayurvedic and unani medicine for cure. Unfortunately no search engine or medical search engine provides him with a comprehensive insights and alternative therapy paths, alternative traditional medicine or tribal herbs. Felicity+ intends to bridge this gap by providing a domain specific semantic search engine for medical domain, with the ability to connect with doctors, patients and experts in drug formulation. It aims to raise awareness and generate funds for research into diseases affecting individual worldwide. The most important challenge is validation of traditional or alternative medicinal therapy in compliance with Federal Drug Regulatory Authority.

This idea appeals to me because with a semantic medical search service we can improve the quality of life by providing timely insights on prognosis/diagnosis and alternative therapies available. Moreover, with the use of technology in healthcare using real-time patient monitoring tools. We can build a comprehensive knowledge base, that benefits all, irrespective of their geography, they live in.

\*

## Task 7 – PITCH VIDEO

“Habitat Sensing Networks and Analysis (HaSeNA) Pitch”: <https://drive.google.com/file/d/0Bw613vXNL...>

## Task 8 – Project Keywords

### Project 1: FarmRecon (formerly known as HaSENA)

p{color:blue}(((( \* geospatial sensing, organic farming, institutional farming, aquaculture, precision agriculture, crop insurance

### Project 2: MAPUP

p{color:blue}(((( \* geospatial search, activity based search, activity recognition, geographic information retrieval, on-demand mapping, schematic maps, location based services, visual recommendation engine, multi-modal geospatial interfaces

### Project 3: TRUESTATE

p{color:blue}(((( \* Real-estate listing, spatio-econometrics, spatial demographics, geosemantic search service, location based services, paid advertisements. Multi-modal geospatial interfaces.

### Project 4: Data Deck

p{color:blue}(((( \* Data BenchMarking, Data Validation Service, User generated data, volunteered geographic data, volunteered user data, Data Aggregation Service, Data Publishing platforms,

## Task 9 – Project Tracking Tools

p{color:blue}(((( \* Have signed up for [www.enloop.com](http://www.enloop.com) -similar to LivePlan which helps you build a comprehensive business plan for free.

p{color:blue}(((( (. \* Have signed up for [www.foundersuite.com](http://www.foundersuite.com) -similar to LivePlan which helps you build a comprehensive business plan for 30 days.

p{color:blue}(((( (. \* Pivotal Tracker- is an online tool to manage and collaborate on projects.

p{color:blue}(((( (. \* Evernote – has been installed on the laptop and being used for taking down notes and feedback accordingly.

## Task 10 – mailing list

p{color:blue}(((( (. \* FI Founders mailing list has been created and mail has been sent across using MailChimp

## Task 11 – First Mailing

p{color:blue}(((( (. \* FI Founders mailing list has been created and mail has been sent across using MailChimp

Due:

2014-06-26, 05:00 PM

Added (Updated):

2014-06-20, 03:19 AM (2014-07-08)

[Research and Customer Development](#) ([Edit](#))

Assignment Title:

[Assignment-July2,2014 -Awase](#)

Assignment:

Assignment Submission 02 July 2014- Awase

## Research and Customer Development

### Task 1- Market Research Template

Awase-MarketResearch.xlsx – <https://drive.google.com/file/d/0Bw613vXNL...>

### Task 2- customer interview script

bq. • # of questions you ask / # of sentences you speak = % of customer development you actually did

#### FarmRecon ( Precision Farming Solutions)

##### Markets Covered:

The precision farming market is segmented into

1. Technology
  1. Guidance Systems, GPS and Environmental Monitoring System
  2. Remote Sensing: handheld,satellite
  3. variable rate technology (VRT): variable rate fertilizer, variable rate pesticide and variable rate seeding.
2. Components:
  1. Automation and control systems, displays, monitoring and alerting systems, GPS devices, mobile devices

Customer Name	Age	No of Acres of Land
Interviewer Name	Date	Location
Crop Type	No of Cycles	Time

p{color:blue}(((( (. Hello there, My name is Syed, Can I get your first name please?

Great, thanks \_\_\_\_\_. Like I said, my name is Syed and I'm here to do some little research. I'm happy to tell you about the project I'm working on in my startup, but so that I don't accidentally bias any of your answers, I'll wait until we finish the survey/interview. Is that alright?

p((((((Over the course of interview, i shall be taking voice notes/ video notes while we are chatting. Is it okay if I record this call? Great, here we go.

1. How many years have you been cultivating/farming?
2. what is the size of cultivation area?
3. where is the cultivation area located (geographic location)?
4. Describe the key features of the surrounding landscape/ geographic conditions?
5. Describe in what agro ecological zone does the cultivation of your land happen?
6. What soil types are prevalent?

7. Have you ever used soil maps?
8. What are the climate conditions such as annual rainfall pattern, nearest water source for cultivation?
9. How often do you conduct water quality studies?
10. what types of vegetations are found in the area and how they are distributed?
11. What is your cultivation type and cycle of cultivation? i.e. no of crops cycles in a year?
12. What are the prevailing livelihood strategies? ( subsistence farming, small scale farming , non-timber forests)?
13. what is the legal status of the land holding?
14. Can you outline existing agricultural systems for various phases
  1. Annual cycle preparation
  2. Planting
  3. harvesting
  4. Input requirements
  5. Labour
  6. How often do you use fertilizers?
  7. Do you use natural fertilizers as manure?
15. What is the average yield obtained for your crop cycle (kg/hectare per year).
16. What are the common diseases that are prevalent for your crop?
17. Discuss the problems faced that impacted the yield of the your crop?
18. What farming systems are currently being used by you?
19. what are the inputs required by these farming systems that you use?
20. Outline various extreme weather conditions that had impact on the yield of the crop?
21. Has your crop's yield decreased due to increase in temperature conditions?
22. What is the frequency of your soil replenishing cycle before plantation and after plantation to increase the soil nutrients to sustain the crop?
23. What have been the trends in yeilds over time? Do you record your yields over various seasonal time and best practices?
24. Have you opted for drought resistant variety/ flood resistant/ tolerance to increased temp seeds for plantation?
25. What types of Technology do you currently have and use
  1. Water Smart Technology
    1. Rain water management
    2. Laser land leveling
    3. system of rice intensification
    4. furrow irrigated raised bed
  2. Energy Smart Technology
    1. Direct seeded rice
    2. Zero tillage/min tillage
  3. Nutrient Smart
    1. Green Manure
    2. Integrated Nutrient Management System
    3. Leaf color chart
  4. Weather Smart Technology
    1. Crop Insurance
    2. Weather Advisories
  5. Introduction of stress tolerant crops and diversification
    1. drought tolerant seeds
    2. crop diversification
26. What methods do you adopt currently to learn about nutrient depletion in soils?
27. what methods do you adopt currently to learn about leaf discoloration and plant diseases?
28. Identify the top 3 problem that have significant impact on the yield, that you are willing to pay for solutions in the immediate 3 months. What is the budget you have allocated to purchase a solution for the problem.
29. What are the current approaches adopted by you to solve the problem. Why are these ineffective?
30. Have you ever gone for Certification of your farming methods for Organic farming?
31. Have you ever gone for Climate friendly agricultural commodity certification?
32. what are the problems faced in storing the harvest before shipping it to the market? What are the losses incurred?
33. what are the storage solutions that are available to preserve the harvest before shipping it to the market?
34. what are the storage costs involved after harvest before they are shipped to the market?
35. What is the timeframe in which the yeilds are shipped directly to the market?
36. What is the transportation costs involved for shipping the harvest to the market?
37. what problem do you currently face in transporting these perishable harvests to the market?
38. Have you ever seeked expert advice for improving the crop yields? If so, how often?
39. What % of money do you spend to for remedial action for diseases that occur?
40. Do you have complete insights on why a specific disease occurs in the crop you have planted?

As mentioned earlier, that i am happy to share with you the product i am working on is to build a real-time geospatial analytic sensing platform to provide institutional farmers like you to increase the yield by atleast 5% every crop cycle using geospatial sensing devices installed in the field.

I thank you for providing us your valuable insights and time. We shall analyze your insights provided and shall get back to you with a summary transcript of the interview. We hope to interact with you in the near future in the event we need more critical insights. Should you have any questions. You can reach out to me at [awasekhimi@gmail.com](mailto:awasekhimi@gmail.com)

Thank you

Syed Awase

## TRUESTATE

Customer Name	Age	
Interviewer Name	Date	Location
Crop Type	No of Cycles	Time

p{color:blue}(((( Hello there, My name is Syed, Can I get your first name please?

Great, thanks \_\_\_\_\_. Like I said, my name is Syed and I'm here to do some little research. I'm happy to tell you about the project I'm working on in my startup, but so that I don't accidentally bias any of your answers, I'll wait until we finish the survey/interview. Is that alright?

p((((Over the course of interview, i shall be taking voice notes/ video notes while we are chatting. Is it okay if I record this call? Great, here we go.

## DataDeck

Customer Name	Age	Gender
Customer Email	Date	Location
Interviewer Name	No of Cycles	Time

p{color:blue}((((Hello,  
My name is Syed, Can I get your first name please?

Great, thanks \_\_\_\_\_. Like I said, my name is Syed and I'm here to do some little research. I'm happy to tell you about the project I'm working on in my startup, but so that I don't accidentally bias any of your answers, I'll wait until we finish the survey/interview. Is that alright?

Over the course of interview, i shall be taking voice notes/ video notes while we are chatting. Is it okay if I record this call? Great, here we go.

### Customer Type : Individual / Business

#### Individual

1. What is your profession?
2. Would you be interested to share your personal lifelog data for a specific compensation after anonymization(removal of your name)?
3. Would you be interested to share any product experience data for a specific compensation after anonymization?
4. How often have you shared your retail purchase data ?
5. Would you be interested to share your retail purchase data for a specific compensation after anonymization?
6. Would you consider sharing your health statistical data such as blood reports, cardiograms, purchase of specific medicines for a specific compensation after anonymization?
7. What specific life style data would you like to share after anonymization for a compensation/remuneration?
8. How would you like to capture your life style data, either using mobile device/ desktop?
9. What % of your daily time would you be interested to allocate if you were compensated/rewarded for giving genuine validated insights about product experiences/ life log details?
10. How would you like your rewards to be credited to you for contributing for the insights? Cash/ Product Discounts.

#### Business

1. Outline the problems you face in presenting accurate prediction on market trends?
2. What is the granularity of the data you require for your market research?
3. What % of budget is allocated for accurate market data or usage data collection activity?
4. What % of data quality is expected for drawing critical market insights?
5. if users provide you with anonymized data, would you be interested to purchase the data through an online marketplace?
6. What is the frequency at which you look for user generated data ?
7. Which market segment is highly active in procuring user generated data?

As mentioned earlier, that i am happy to share with you the product i am working on is to build an online-data market place for selling user-generated data. We provide mobile app to capture reward based user life style data, aggregate it and publish it with reference to business requirements through our online-data market place.

I thank you for providing us your valuable insights and time. We shall analyze your insights provided and shall get back to you with a summary transcript of the interview. We hope to interact with you in the near future in the event we need more critical insights. Should you have any questions. You can reach out to me at [awasekhirmi@gmail.com](mailto:awasekhirmi@gmail.com)

With best regards  
Awase Khirmi Syed

## Task 2.1- Best practices in Customer Development

“Nature has given me one tongue, but two ears that we may hear from others twice as much as we speak” – Epictetus – Greek Philosopher”

1. Have two people interview: both of you taking notes as you go. the second person can listen more attentively while the first one asks questions. Why: this is more time efficient for the person being interviewed.
2. Work from an outline of 3-5 key questions: Email these question in advance and also bring a printed copy. their name should be at the top of the paper along with the date of the interview. The interview may last a few minutes or it may last an hour but set expectations up front a what you want to talk about. It's OK to ask follow up questions but these 3-5 should form the spine of the interview. Why: you need to focus on the essential questions you are trying to answer.
3. Listen- You should be talking perhaps 1/6 to 1/8 of the time. This is not a sales call; this an opportunity to gather symptoms and a prospective customer's perspective on their needs with respect to a specific problem or capability. Why: there is a strong tendency to talk about your solution or theories of the problem. The more you do that the less that you learn: use your eyes and ears.
4. Focus on past behaviour and actual situations and events to bound the problem. Don't focus on hypothetical, potential or future problems. Or atleast don't explore critical capability that they are looking for today. Walk through actual situations and events to develop a model for the costs and impact of the problem on their current business. Why: businesses are more likely to pay for problems or needs that are impacting them today.
5. Probe for quantities and ranges: wherever possible try and get them to put a number or estimate a range on an adjective (e.g. small, large, light,

- heavy, thin, frequent, rare). Write down both their adjective and their estimate for the appropriate quantity or range. why: You will need to develop specific target prospect selection criteria and some simple ROI or value models for your offering. These are much more useful if you can use numbers of objective criteria.
6. Probe for what's changed: what has happened to make this problem or need more critical? Explore the environment or system(s) that the group or firm is operating in. What is the context they operate in? what trends are at work that are making the problem more serious ( and what might happen to make it less serious)? were they ignorant of the problem ( or ignoring it) until a particular situation or event occurred? have they been managing it and now need it solved? why: businesses have many problems, they are more likely to invest in solutions for the critical ones that are likely to get worse if they don't take action to address them.
  7. Don't talk about possible solutions until you have thoroughly bounded their problem or need. Don't mix how they describe the problem with the kinds of solutions that they are interested in. Why: again resist the temptation to talk about your solution until you can talk with very high confidence about their situations, needs, and challenges.
  8. learn about the impact of the problem on their outcome/production and how much time/effort or money are they willing to allocate if a full/partial solution is available for them to solve the current problem they are facing?
  9. Don't over stay your welcome. this allows you to come back. take two or three minutes to wrap up by thanking them and providing a high level summary of what you heard . Commit to providing them with a more detailed summary within a day or two. Meet that commitment.
  10. Identify potential customers as part of the focus groups. BUT during interviewing always have 1 on 1 interviews to stay focused rather than being distracted.
  11. De-brief that same day: walk through the interview notes the same day with your partner, but don't do a final summary until you have slept on it. Keep your raw notes and the joint summary ( a wiki is handy for this as you can create ad hoc links between key points and phrases to issue or definition pages). Why: there is value in your first impressions, your shared impressions, and your second opinion. don't lose the first two and rely on just the third.
    1. During the de-briefing process look for patterns and apply judgement. draw quick insights.
    2. time box the problems and the phases in which the problem occurs.If we have identified any "unrelieved pain", first of all we have to validate whether it is just a mere anecdote or, on the contrary, something with a significant presence in their day-to-day life. To do this, we need a minimum idea about the context and frequency with which they experience this complication ("Has this happened to you again?", "When was the last time you experienced it?", "How do you expect it to work out the next time?", "Does it always happen when... / at the same time as...?", "Has somebody else told you about the very same problem?").
    3. Categorize the problem based on priority using a rubric.
  12. Get Psyched to hear things you don't want to hear. pay attention to this feedback. it pays you back.
  13. go fish where the fishes swim and observe and take down notes- " Observing the unspoken".
  14. Ask open ended-questions
  15. Present consumer insights "AS-IS".
  16. Learn how your customer is dealing with the current problems?
  17. follow your nose and drill down.
  18. Parrot back or misrepresent to confirm.
  19. Avoid hypothetical, lengthy or creative descriptions. include customer quotes in the statements.
  20. STRICTLY avoid false positive questions that they CAUSE HEARTBREAKS AND BIAS.
  21. Clearly outline customer milestones?
  22. Clearly differentiate between leading and biased questions? Biased question tend to skew your critical market insights, as you are trying to influence your opinion on the customer, rather than taking their insights.
  23. Learn from the customer existing market, resegmented market or new market definitions for the problem he is phasing.
  24. Voice Notes and Video: It is important to make voice notes and video record the interview for revisiting the customer interviews for validation insights with the team, that you might have missed.
  25. DO NOT QUALIFY THE CUSTOMER? Even a small customer's critical insight has huge impact. Sometime, their small problem is a big problem for large markets, which is ignored.
  26. follow up by E-mail: thank them again. provide a detailed summary ( include their numbers and ranges) of what you heard and let them critique it ( this does not mean that you have to shall of your perceptions or plans). Ask if there are other folks that they feel you should talk to, either at their company or other companies, Who would be able to provide you with a valuable perspective on the problem. Why: Introverts are much more willing to share their thoughts in writing once they have had a chance to reflect, give them a chance to do so. Extroverts can have second thoughts and follow on observations, capture them all.
  27. (Internal Document) – Prepare a detailed critical analysis of your learnings from the customer interviews – what has been discovered and what approaches have been used to validate them and confirm them. Use proper notations to mark problems (!) and Obstacles (!!) and workaround(-). Review the customer interviews with the team to draw critical insights and outline clear notions of market types to represent reality. Create Solutions for the problem after thorough analysis and measurable rubrics for product market fit.

## Task 3 – Identify at least 5 potential users or customers for each Project

### FarmRecon

#### Market Segment – Farming/Cash Crops

S.No	Customer Name	Customer Type	Market Segment	Market Size	key Problems
1.	IBC Group, Sakleshwar	Coffee Plantation			
2.	Tata Coffee Ltd	Coffee Plantation			
3.	abc group of estates,Chikmagalur	Coffee Plantation			
4.	Koa Coffee Plantation, USA Hawaiian Islands	Coffee Plantations			
5.	Bombay Burmah Trading Corporation Ltd	Coffee/Tea Plantations			
6.	The Water Base Limited, Nellore <a href="http://www.waterbaseindia.com/">http://www.waterbaseindia.com/</a>	Aquaculture Farm/Tiger Prawn Farming			
7.	Sheyas fish ponds, Guntur A.P	Aquaculture Farming			
8.	Jagadeesh Marine Exports ( <a href="http://www.jmexports.com/">http://www.jmexports.com/</a> )	Aquaculture Farming			
9.	<a href="http://pdsorganicspices.com/">http://pdsorganicspices.com/</a> PDS Organic Spices, Kerala	Organic Spice Farming			
10.	<a href="http://www.anandagroup.com/">http://www.anandagroup.com/</a> Ananda Group,Bhimavaram, A.P	Aquaculture farming			



11. [www.avantifeeds.com](http://www.avantifeeds.com) Avanti Feeds,Kovvur, A.P

Aquaculture farming

## MAPUP

S.No Customer Name Customer Type Market Segment Market Size key Problems

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## TRUESTATE

S.No Customer Name Customer Type Market Segment Market Size key Problems

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## Felicity+

S.No Customer Name Customer Type Market Segment Market Size key Problems

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## DataDeck

S.No	Customer Name	Data Type	Description	Qualification	Market Segmentation	Market Size	Key problems
1.		Intent	Consumers who intend to buy a particular product or service in the near time frame	Usage statistics data, search keyword data	Automotive, Financial services, Travel, Education, Retail, Real-Estate		
2.		B2B	Business consumers who are occupationally similar				
3.		Mobile App Usage Statistic	Mobile App usage statistics and user interests.				
4.		lifelog/Interests	individual user life log statistics, recording his daily routine using data capture, data aggregation systems to predict potential solutions to their problems.				
5.		Geographic data	Spatialization of the data by state, age, education level, gender, household income, presence of children				
6.	Individual Product Usage statistics	B2c- customer usage statistics					
7.		User Health Statistics	Individual user health statistics				

- 8.
- 9.
- 10.

## Volunteered Data Sourcing

- Individual users/owners of mobile devices.

## Feeder Customers who use Volunteered Data Publishing for research

1. individual product companies/retail outlets
2. Brainjuicer
3. TNS Global
4. Vision Critical
5. Synovate
6. Ipsos
7. Nielsen
8. Anderson Analytics
9. Itracks
10. GfK
11. Peanut Labs
12. Westat
13. IMS Health
14. Kantar
15. SymphonyIRI Group
16. Arbitron
17. Ipsos
18. J.D.Power and Associates
19. ResearchNow
20. Millward Brown
21. InSites Consulting
22. Google
23. Ipsos
24. Communispace
25. Insites Consulting
26. Universities and Research laboratories

# Task 4 – synopsis of your Customer Interview findings for each Project

## FarmRecon

### Customer 1 : Mr. Sateesh Mandappa (Market Segment: Coffee Plantation)

<b>Customer Name</b>	<b>Mr. Subbaiah P.M.</b>	<b>Market Segment</b>	<b>Coffee/Pepper Plantations</b>
<b>Plantation (acreage)</b>	<b>100+ acres</b>	<b>Location</b>	<b>Bellarimotte Estate, Madapur, Kodagu.</b>
<b>Interviewer Name</b>	<b>Syed Awase</b>	<b>Interview Location</b>	<b>Bangalore</b>
<b>Interview Type</b>	<b>In Person</b>	<b>Interview Date</b>	<b>30 June 2014 1.30 -3.00p.m</b>

Mr.Subbaiah has large scale coffee/pepper plantations at Madapur, Kadagu, Karnataka. He has been cultivating for the past 30 years and has insights passed on from his father's generations. Currently, he plants coffee ( Arabica plantation) and Pepper as well in his farms. His coffee plantation cycle is from November to february one cycle a year and reaps around 350 kg/acre/year on an average. Last year due to excessive rains, he has very low yields and almost lost his crop. His current major problem is labour costs are extremely high as they have to source outside labour which costs him around Rs 350-400 for 8 hours of work. Another major problem he faces is the white stem borer pest, there is no pesticide for this insect that actually has huge impact on the crop. He adopt traditional methods and tacit knowledge he has acquired over years. He states that he understands the requirements of his coffee plantation very well and outlines that the coffee plantation growth depends on temperature, light, shade. He uses online google weather maps to his assistance to understand the rain cycle and plan to fertilize the plant in accordance with projected weather cycle. Alternatively, if he does the irrigation, he fertilizes the crop the next day.He does not follow the recommendation of the coffee board which are 2-5 inches of rain and strongly believes that their research practices and recommendations are outdated and are not helpful. Once his crop is harvested, the crop needs to be fed, especially coffee needs a lot nutrients and we need to replenish the soil nutrients with heavy dose of fertilizers. By irrigating his planted crop and fertilizing it, he has reaped better results. I currently have Arabica plantation in my estates, which depends on blossom monsoon. Arabica roots are deep roots and demand some shade conditions. He strongly feels that there are large variations in geographic conditions and undulating territory and environmental conditions between 3-5 kms for e.g madapur is completely different from sakleshpur.Moisture bearing winds have an impact on the crop yield.Arabica coffee plantation is more valuable than robusta coffee. We cannot be irrigated Arabica depends on natural rain. Robusta coffee can be irrigated and fertilized. Robusta depends on cross pollination which is done by bees. When the entire district gets rain and entire district has robusta, the crop is less, because the bees are less. Cross pollination is not possible for all the crop. Hence the yield is less. When the entire area gets good rain, the crop is less and we cannot explain why?. One more factor is the moon phase, the raising of the moon, if the coffee blooms, it is likely that you will have a better crop.When the moon is waning, the crop buds get smaller and the crop is less. We tend to harvest based on full moon. Folio feeding of the plants is done. Leaf analysis is one of the best methods to predict your corp yield. We take leaf samples and send it across to biological laboratory for results. We look at carbon/nitrogen ratio it changes regularly. It helps to understand whether the fertilizers that are put to the plant are being absorbed adequately by the plant. Sometimes, the plant is not in position to absorb the fertilizers. the plant needs fertilizer during the 3 times of the year 1). budding 2).flowering 3).ripening. Plants needs maximum amount of during these three phases. During the ripening stage, the coffee turns from softer seed inside to hards shell in 15-20 days, the longer you keep on the plant, the more the acid, the quality of the coffee is better. For my house, i will take last few days of ripened coffee the weight of the coffee is better. The fruit takes a complete 10-11 months cycle. I currently do not use any organic methods, as the coffee plantation demands more fertilizers as coffee absorbs maximum amount of soil nutrients. We need precision farming to record moisture meters in the soil, rather than temperature meters. Moisture metric of the soil is fundamental

metric for us. Arabica stem borer is a lethal pest, destroys 80-90 different plants. Despite 40 yrs of research no solution to this problem. In the year 1974, the price of coffee for 1 pound was \$4, but now it is \$1.60. earlier they used to put all the margins, now we market our own coffee, no middle men margins. 1990- free sale quota introduced and removal of income tax for coffee board. How much you fertilize the coffee all matter for the yield. Fertilization in terms of maintenance of micro nutrients. By March 31, i need to complete the harvesting of the coffee. If wait beyond March 31, there is impact on the next crop cycle. If you provide insights, i am ready to allocate Rs.4000/- month for the insights that help me increase the yield i.e for results.

In addition to this, we do have pepper plantations, the maturity of the pepper depends on the quantity of water in the soil, air moisture content, no of days of sunshine you get. the better the yield of the crop. Currently we have adhoc gauges for rain and temperature recording.

### Customer 2 : Mr. Uday Eshwaran (Market Segment: Coffee Plantation)

<b>Customer Name</b>	<b>Mr. uday</b>	<b>Market Segment</b>	<b>Coffee Plantation</b>
<b>Plantation (acreage)</b>	<b>500 acres</b>	<b>Location</b>	<b>Coorg</b>
<b>Interviewer Name</b>	<b>Syed Awase Interview Location</b>		
<b>Interview Type</b>	<b>Telephonic</b>	<b>Interview Date</b>	<b>1 July 7.15-7.40 p.m</b>

Mr. uday has been cultivating for the past 33 years and family plantations for the past 150 years. Currently he supervises cultivation on a farm size of 500 acres of land and is located in North Coorg, Karnataka. The cultivation land is a hilly area, big shades that is conducive is Arabica Coffee plantations with temperatures range between 11- 34 degree throughout the year. The cultivation farm is black soil. We do perform soil testing, depending on the pH quantity we apply remedial actions. We use chemical manure (100%). Annual rainfall we receive is 8 inches. Currently we do have an alternative hydrological water source that is available to meet our water demands, we have kaveri river near by. We have an rain gauge to record rainfall and have been doing it for the past 50 years. The 500 acres of land is spread in 3 blocks, and each of this has a rain gauge. We do not conduct any water quality studies right now. Coffee plantations only. Crop comes once a year for Arabica and Robusta plantations combined, which is carried on a large scale and is 100% owned by Mr. uday. 70% of the expenses are labour oriented. the fertilizer is added to the crop in 3 phases, pre-monsoon, mid-monsoon and post-monsoon. Fertilizer addition depends on the soil analysis and leaf analysis, pH content of the both and based on the results the fertilizers are added. leaf analysis is carried out once in 3 -4 years. Cost incurred for leaf analysis is couple of thousand rupees. Leaf analysis and soil samples are drawn from every block of the crop. the average yield per acre would be around 350-400 kg of pure coffee for a year. White stem borer is the biggest problem we face for coffee. There is currently no solution using pesticides, we currently apply traditional methods. Harvesting is being done manually and dry it in the sun for 11 days. Mechanization of the coffee plantation cannot be done due to hilly terrain. Extreme weather conditions have an impact on the coffee yields. Currently we procure drought resistant variety of coffee seeds recommended by Coffee research board. Last year, we have seen more than 10% decrease in coffee yield because of heavy rains. White stem borer has significant impact on the coffee yields and currently we do not have any solution to this problem.

### Customer 3 : Mr. B.B.Chengappa (Market Segment: Coffee Plantation)

<b>Customer Name</b>	<b>Mr. B.B.Chengappa</b>	<b>Market Segment</b>	<b>Coffee Plantation</b>
<b>Plantation (acreage)</b>	<b>2 blocks (60 acres, 80 acres)</b>	<b>Location</b>	<b>Palthope Estates. Coorg.</b>
<b>Interviewer Name</b>	<b>Syed Awase</b>	<b>Interview Location</b>	
<b>Interview Type</b>	<b>Telephonic</b>	<b>Interview Date</b>	<b>1 July 1.30 -2.00p.m</b>

Mr. B.B.Chengappa has been cultivating for the past 25 years and has 2 blocks of cultivation one 60 acres and other 80 acres. His farming methods are 50% organic and 50% commercial fertilizers. Both these blocks of land are at completely different location. He currently uses adhoc rain gauge to record data and is willing to share his data he has collected for the past 25 years. Last year he had a crop failure due to 172 day rains and 100% humidity, which is termed as wet foot syndrome. He is looking at automatic rain gauge to record the data, even if the does not go to the field, he should have this data fed to him on his mobile. He is currently busy with audit and shall be happy to conduct a detailed interview in the next week.

### Customer 3 : Mr. (Market Segment: Aquaculture farming)

<b>Customer Name</b>	<b>Market Segment</b>	<b>Aquaculture farming</b>
<b>Plantation (acreage)</b>	<b>Location</b>	<b>Bhimavaram</b>
<b>Interviewer Name</b>	<b>Syed Awase Interview Location</b>	
<b>Interview Type</b>	<b>Telephonic</b>	<b>Interview Date 30 June 2014 1.30 -3.00p.m</b>

## MAPUP

### Customer 3 : Mr. (Market Segment: )

<b>Customer Name</b>	<b>Market Segment</b>
	<b>Location</b>
<b>Interviewer Name</b>	<b>Syed Awase Interview Location</b>
<b>Interview Type</b>	<b>Telephonic Interview Date 30 June 2014 1.30 -3.00p.m</b>

## TRUESTATE

### Customer :

<b>Customer Name</b>	<b>Market Segment</b>
	<b>Location</b>
<b>Interviewer Name</b>	<b>Syed Awase Interview Location</b>
<b>Interview Type</b>	<b>Telephonic Interview Date 30 June 2014 1.30 -3.00p.m</b>

## Felicity+

### Customer :

<b>Customer Name</b>	<b>Market Segment</b>
	<b>Location</b>
<b>Interviewer Name</b> Syed Awase	<b>Interview Location</b>
<b>Interview Type</b> Telephonic	<b>Interview Date</b> 30 June 2014 1.30 -3.00p.m

## DataDeck

### Customer :

<b>Customer Name</b>	<b>Market Segment</b>
	<b>Location</b>
<b>Interviewer Name</b> Syed Awase	<b>Interview Location</b>
<b>Interview Type</b> Telephonic	<b>Interview Date</b> 30 June 2014 1.30 -3.00p.m

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## Task 5- Key Assumptions

### FarmRecon

1. Institutional Farm owners are interested to acquire farm automation and environmental monitoring tools to increase their productivity.
2. Institutional farm owners are interested to acquire map based visualizations to help them understand the impact on changing weather patterns and real-time farm conditions.
3. Institutional farm owners are interested to have an integrated crop nutrient management system.

### MAPUP

1. Web and Mobile users are interested in activity based maps rather than simple maps presently provided by google maps/bing maps/ yahoo maps.
2. Mobile users are interested in visual recommendation engines that help them navigate through geographic spaces using mobile embedded camera.
3. Users are interested in getting customized on-demand maps based on their natural language queries.
4. Mobile users are interested in submitting volunteered geographic information for simple compensation.
5. Enterprises are interested to collate information about energy utilities/ domestic energy consumption patterns, spending patterns, disaster management data, event log from news stories etc.. to draw critical insights for informed decision making.
6. Enterprises are interested to collate and visualize biodiversity data related to various species and their habitats in geospatial search engine.
7. Telecom and governing agencies are interested to explore and develop various predictive models of movements based on user's mobile trajectory records.

### TRUESTATE

1. Users are interested to acquire social-economic landscape of a geographic region prior to procuring a property in a city.
2. Users are interested to get real-estate market analytics using map based visualizations based on various trends.
3. Users are interested to learn how new technologies and geoinformatics can help in better property management.
4. Users are interested to look at comparative visual analytics with reference to market valuation and government valuation trends over a geographic region of choice.
5. Users are interested to have the flexibility to apply scientific visualization to draw zoning insights and trends for growth prediction prior to investing in real-estate markets.
6. Users are interested in DIY Tools and best practice for construction engineering and management.
7. Users are interested in legal validation insights for real-estate market and be able to query and visualize information based on the property's legal status/classification.
8. Users are interested to query historical logs of ownership for properties using natural language.
9. Users are interested in generating customized on-demand maps to suit their requirements defined for real-estate market.

## Felicity+

1. Patients would like to share their medical historical data and real-time lifestyle and health practice information for prognosis and drug discovery research.
2. Patients would like to connect with peers suffering with similar diagnosis and learn about alternative remedial therapies.
3. Patients would like to learn traditional remedial paths and their compliance with Federal Drug Authorities of their countries.
4. Patients would like to search for best feasible solutions available in alternative medicines.
5. Patients would like to get comparative insights on medical treatment costs and best practices.
6. Patients would like to connect with specialized doctors for expert advice in different countries to seek second opinion.
7. Patients are less anxious sharing their personal health data and statistics by anonymizing their personal name.
8. Patients are likely to compare medical insurance costs with other countries.
9. Patients are interested to procure medical/health insurance packages where the insurance premium are low.
10. Patients are interested in procuring wearable health devices for real-time monitoring.
11. Patients are interested in participating and sharing their data for clinical trials for various life threatening diseases.
12. Patients are interested to bring about awareness by volunteering to build communities and support action groups for funding research activity for critical diseases, where the funding is low.

## DataDeck

1. Mobile users would like to get compensated for their product opinions.
  2. Market Research organization are interested to have direct access to real-time user-generated data, which is more accurate and actionable insights can be drawn quickly.
  3. Mobile users increasingly accept paid opinion based platform for their inputs.
  4. Mobile users increasingly like to share their life log information for consumer or product research activity.
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## Task 6 – Online Survey

FarmRecon

MAPUP

TRUESTATE

Felicity+

DataDeck

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## Task 7- Survey Analysis

FarmRecon

MAPUP

TRUESTATE

Felicity+

DataDeck

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## Task 8 – Second Mailing

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Due:

2014-07-02, 05:00 PM

Added (Updated):

2014-06-28, 08:48 AM (2014-07-08)

[Revenue Models](#) ([Edit](#))

Assignment Title:

[9 July Assignment Submission - Awase](#)

Assignment:

## Assignments -Revenue Models – 9 July 2014

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### Task 1-(Revenue Streams)

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FARMRECON

### REVENUE STREAM 1: USAGE FEE

FARMRECON product is priced based on service package chosen by the customer. Based on the selection of a service package, customers are required to shell out a signup fee for procuring the device. For e.g.

1. The Basic Plan: It is aimed at large scale farmers who are interested to capture basic environmental parameters with a data capture cycle of every 2 hours are required to shell out say (One time) \$400 for the device along with a monthly subscription package for signing contract lockin period of 2 years.
2. The Regular Plan: It is aimed at large scale farmers who are interested to capture regular environmental parameters with a data capture cycle of every 30 minutes are required to shell out say (one time) \$ 600 for the device along with a monthly subscription package for signing contract lockin period of 3 years.

3. The Professional Plan: It is aimed at large scale farmers who are interested to capture detailed environmental parameters with a data capture cycle of every 1 minute are required to shell out say (one time) \$800 for the device along with a monthly subscription package for signing contract lockin period of 5 years.

## REVENUE STREAM 2: SUBSCRIPTION FEE

Based on customer's selection of the Usage plan, they are required to pay a minimum subscription fee outlined below. For e.g.

1. The Basic Plan: It is aimed at large scale farmers who are interested to capture basic environmental parameters with a data capture cycle of every 4 hours are required to shell out say \$100 for the device along with a monthly subscription package.
2. The Regular Plan: It is aimed at large scale farmers who are interested to capture regular environmental parameters with a data capture cycle of every 1 hour are required to shell out say \$150 for the device along with a monthly subscription package.
3. The Professional Plan: It is aimed at large scale farmers who are interested to capture detailed environmental parameters with a data capture cycle of every 1 minute are required to shell out say \$200 for the device along with a monthly subscription package.

## REVENUE STREAM 3: LICENSING

The data collected from various data points at various micro environmental geographic footprints will be licensed based on the granularity and volume of the data sought by various organizations especially fertilizer companies, agricultural organization, governing agencies and universities. Say for instance, data points for catchment area of 50 acres for a data collection cycle of 1 minute for a complete crop cycle is priced at \$5000. of which, 30% of this revenue is given to the customer for sharing his data.

## MAPUP

### REVENUE STREAM 1 : LICENSING

organization are required to pay a fee for use of some Intellectual Property i.e. geospatial search services.

### REVENUE STREAM 2 : ADVERTISING

revenue is generated by location based advertisements sold for various market segment customers who intend to use our visual recommendation engine for location based advertising based on user's geographic location.

## TRUESTATE

### REVENUE STREAM 1 : ADVERTISING

revenue is generated by advertisements sold for construction companies, real-estates, home-finance and home insurance companies to get in front of potential customers.

### REVENUE STREAM 2 : SUBSCRIPTION FEE

Based on customer's selection of the Usage plan, they are required to pay a minimum subscription fee outlined below. For e.g.

1. The Regular Plan: It is aimed at individuals who would be required to pay an annual subscription fee of Rs.500/- for signup to capture real-time user generated data.
2. The Professional Plan: It is aimed at corporates who would be required to pay an annual subscription fee of Rs 5000/- for signup to capture real-time user generated data.

## DATA DECK

### REVENUE STREAM 1 : INTERMEDIATION FEE

An intermediation fee of 16% of the value is charged for selling and purchasing parties involved in a transaction in the data market place.

### REVENUE STREAM 2 : SUBSCRIPTION FEE

Based on customer's selection of the Usage plan, they are required to pay a minimum subscription fee outlined below. For e.g.

1. The Regular Plan: It is aimed at individuals who would be required to pay an annual subscription fee of Rs.500/- for signup to capture real-time user generated data.
2. The Professional Plan: It is aimed at corporates who would be required to pay an annual subscription fee of Rs 5000/- for signup to capture real-time user generated data.

## FELICITY+

### REVENUE STREAM 1 : ADVERTISING

revenue is generated by advertising sold for doctors, hospitals, pharamceutical companies, medical insurance companies to get in front of potential customers.

### REVENUE STREAM 3: LICENSING



The health data collected from various patients and hospitals will be licensed based on the granularity and volume of the data sought by various organizations especially market research organizations, hospitals, insurance firms, pharmaceutical companies and universities for research. Pricing is based on granularity, diagnosis and data capture cycle of the health data. 30% of the earning are either shared with individual patient or hospitals that have volunteered to sell the data to support their medical bills.

## **Task 2- (Revenue Research) Identify at least 2 experts in each of the main revenues streams that you identified, and arrange a 30 minute conversation with each of the experts. Ask the experts about the challenges of the Revenue Model, the ideal customers, the steps to collecting revenue and the key revenue drivers**

Revenue Model Expert Insights (Survey) -

[https://docs.google.com/forms/d/1H\\_RuzYEtv...](https://docs.google.com/forms/d/1H_RuzYEtv...)

Revenue Model Expert Insights (Responses) – <https://docs.google.com/spreadsheets/d/1Bu...>

### **REVENUE STREAM 1: USAGE FEE**

In this model, the greater the usage, the higher the payment. Electricity, water, and gas bills fall into this category. Until recently, mobile phone carriers often used this model to charge for minutes of outbound calls and quantities of SMS text messages.

#### *EXAMPLE PRODUCTS/COMPANIES*

#### *AUDIO/VIDEO TRANSCRIPT LINK*

#### *CHALLENGES OF THE REVENUE MODEL*

#### *IDEAL CUSTOMERS/ CUSTOMER SEGMENT*

#### *STEPS TO COLLECTING THE REVENUE*

#### *KEY REVENUE DRIVERS*

### **REVENUE STREAM 2 : SUBSCRIPTION FEE**

With the recurring revenue model, the aim is to secure the customer on a long term contract so that they are consuming your product or service well into the future. Given that the cost of customer acquisition can be high, retaining customers is a primary goal for most businesses. It is also becoming synonymous with 'subscribing via direct debit'. Most utilities providers operate under this model. Magazine publishers have also been looking to expand this portion of their business for some time, offering heavy discounts to subscribers (who buy all issues directly), rewarding them over individual discrete purchases (bought on an ad hoc basis from various third parties).

#### *GOOD FIT FOR*

1. Owners of unique content, valued by an audience willing to pay for it
2. Content aggregators who use a unique process or source of expertise in selecting content that has scholarly significance, bringing together content that is interrelated in meaningful ways, amplifying the value in those relationships through internal linking, and/or offering other features that increase discoverability and provide a stamp of authenticity for that content
3. Content collections or online tools and services with significant market potential—that is, the audience is sizable, and willing and able to pay
4. Services or resources offering some ongoing or recurring value to the user
5. Projects offering content that by its nature demands constant update and review

#### *EXAMPLE PRODUCTS/COMPANIES*

- Software as a Service (SaaS) – e.g. Freshdesk
- Service as a Service – e.g. PayU
- Content as a Service Infrastructure/Platform as a service – e.g. AWS, Azure
- Membership Services – e.g. Amazon Prime
- Support and Maintenance – e.g. Red Hat
- Paywall – e.g. ft.com, NYtimes

#### *BENEFITS*

1. The resource has a predictable source of revenue over the term of the subscription
2. The costs associated with retaining and maintaining existing subscribers are generally lower than attracting new ones
3. The resource gains the ability to generate data about subscribers and thus develop a clearer profile of customers (though this data must be carefully managed with an eye toward privacy issues) This enhanced market awareness can lead to the development of new or enhanced products and services within the enterprise, and it constitutes knowledge that may be of value to potential advertisers
4. Subscription offers can be customised for different customers based on perceived value and ability to pay. New forms of pricing are being developed, such as tiered approaches, price discrimination, and specialised packages. These techniques allow publishers to maximise revenues and also provide the potential to optimise access within the constraints of a subscription model

5. Financial support can be drawn, ideally, from those who benefit most from a service. The subscription model prevents a 'free rider' problem, where many who can afford to support something that is provided as a public good choose not to.

## AUDIO/VIDEO TRANSCRIPT LINK

## CHALLENGES OF THE REVENUE MODEL

1. Revenue recognition : The subscription business model is mature enough that Generally Accepted Accounting Principles (GAAP) address it. However, Subscriptions are at the intersection between software and services, requiring expert judgment as to the "right" revenue recognition approach. It can be unclear how specific GAAP apply to many revenue recognition situations. Subscription pricing model changes (e.g. from a fixed price to actual usage) may be easy to make, but may have revenue recognition implications.
2. Taxation : Worldwide, technology is changing faster than regulations can keep up, resulting in more subscription taxation confusion and turbulence. Let's discuss just the U.S. first: What is the taxation method? Sales tax can apply to subscription products, at rates as high as 10 or more percent. In a typical year, thousands of state sales tax rules, jurisdictional and rate changes occur. Can you keep up? It gets worse. Are subscriptions software, services, or other? Most states treat a 100 percent cloud-delivered subscription product as software (often taxable), not a service (usually not taxable). But because jurisdictions apply many different definitions of "software", knowing this distinction is not enough to accurately assess your taxation situation. For example, if a subscription purchase includes a component defined by states as "services" (e.g. phone support), then additional taxes may apply. Is it taxable? If a company located in one state sells subscription products in other states, then various states may determine if they are taxable using delivery-related factors such as where a company server is located or whether a download is part of the subscription. Selling internationally amplifies tax calculation, accounting and remittance overhead. In other developed economies, Value-Added Tax (VAT) is imposed, which introduces additional complexity. One example: the selling company can capture taxes already remitted by someone earlier in the value chain.
3. Credit card expiration/payment method changes: One-time transactions using online payment methods like credit cards are simple: either the payment goes through and the customer gets the product, or it doesn't and they don't. For subscriptions, you must be able to bill customers repeatedly, and to respond appropriately if payment is not forthcoming. Because renewals are often billed using payment details provided for the initial purchase, subscription billing is more vulnerable to payment detail changes such as credit card expiration. Renewal billing using prepaid cards (growing in popularity) fails after the card is "spent" unless the customer provides completely new payment details, requiring more effort (and reducing renewals) compared to updating a credit card expiration date.
4. Compliance : If your company is retaining online payment details for subscription renewal billing, then you are subject to PCI regulations. If you are selling only in the U.S. using an enterprise payment gateway (e.g. Chase Paymentech or Braintree), you can outsource PCI compliance challenges. Selling internationally? It is vastly more difficult and costly to negotiate, integrate, and manage multiple payment processor relationships to remain compliant globally. Compliance challenges unique to subscriptions: Obtaining customer consent for renewal billing at time of initial purchase: As the rash of lawsuits against software giants Symantec and McAfee attest, many jurisdictions require customer notification during checkout that the subscription entails recurring billing. To settle just one lawsuit for non-compliance in April 2013, Symantec offered \$10 refunds or free subscription extensions to 3,900,000 customers Changing a subscription's renewal billing amount and/or frequency: While EU law is very precise on this topic, many jurisdictions are vague on what constitutes reasonable or effective notification or consent. As courts interpret the law, the definition of "reasonable" can (and likely will) change. The cost, complexity and risks associated with this challenge escalate with every additional legal jurisdiction in which your company does business.
5. Analytics : Subscription companies can experiment with price, feature, and other product changes more easily than perpetual license software companies. This advantage largely disappears if the profitability, efficiency, and growth impact of such changes cannot be determined. This means that tracking and managing activity in subscription-centric ways — above and beyond traditional, transaction-based reporting — is mission-critical. Without it, a subscription company will be sorely challenged to monetize and optimize their products, predict cash flow or achieve profitability.
6. Lifecycle management : Unless your company's subscription products cannot be changed during the payment term, customers will want to modify their subscription (upgrade, downgrade, change the number of users, etc.) at some point. Usage-based subscriptions require billing unique amounts with each renewal. Manually-renewed subscriptions require advance customer notifications in order to reduce churn and keep cash flowing. Your company must decide how the above changes should be made available to customers so that they are able to manage their subscriptions directly, versus which should be executed via an internal customer support team. Regardless, you will need the tools to enable subscription lifecycle management functionality.
7. Subscription fees are a set amount that can be monthly, annual or by type of service. The fees will typically vary by the size of an organization or be a tiered structure based on the number of services used. Subscription fees allows data providers and users to purchase a set level of access.
8. Subscription fees allows to lower the overall cost of participation and therefore assist users with long-term planning. A developed model to accurately predict usage, in order to assist with long-term planning.
9. The administrative costs of subscription fees will be lower, since individual transactions of any organizations will not have to be monitored or tracked daily. they are done once every quarter.
10. The variability of subscription fee structures can be complex for customers to understand and difficult to compare
11. The wealth of competing sources of information available on the web can call into question the value of a particular resource. Online readers are often happy to seek information through portals and aggregators rather than directly on proprietary sites. This has forced content vendors to look very hard at just what unique value they provide. If a competitor provides information for free in a fashion deemed 'good enough' by its users, then a subscription service may find it difficult to maintain its subscriber base, even if it can claim to have superior content or features
12. Subscriptions by definition restrict usage of a resource to those who subscribe to it. This is a disadvantage for not-for-profit projects with a commitment to providing wide-as-possible access to their content or services. Access may be denied, for example, to users in developing countries, who may lack both the financial resources and means (eg. credit cards, bank accounts) to conduct transactions
13. Evolving federal open access mandates may make subscription impossible for some forms of scholarly content
14. Subscription income can make it harder for a resource to build the case for generating other kinds of revenue, such as advertising or grants
15. Costs attributable to the revenue model
  1. Access controls
  2. Creating the content itself, or adding to publicly available content to make it more valuable
  3. Technical support required to process orders
  4. License agreements with subscribers
  5. Sales force

source: <http://venturebeat.com/2013/11/04/subscrip...>

## IDEAL CUSTOMERS/ CUSTOMER SEGMENT

## STEPS TO COLLECTING THE REVENUE

**KEY REVENUE DRIVERS****Key questions to ask if you are considering this model**

1. Is there a sizeable enough targeted audience willing to pay for my content or service to cover direct costs and even generate a surplus for reinvestment?
2. It is possible to charge subscription fees that are compatible with my mission?
3. What audiences would I lose by restricting content to subscribers, and how important are they?
4. How will a decision to pursue a subscription model impact on my ability to attract funds from indirect beneficiaries, such as host institutions and foundations?

**REVENUE STREAM 3 : ADVERTISING FEE****Highlights**

1. Revenue from subscription access to content.
2. Revenue from pay per view access to document.
3. revenue from CPM (cost per thousand where M denotes “mille”) display advertising on site.
4. Revenue from CPC (Cost per Click) advertising on site (pay per click text ads).
5. revenue from sponsorship of site sections or content types (typically fixed fee for a period)
6. Affiliate revenue (CPA (cost per acquisition), but could be cost per click).
7. Subscriber data access for e-mail marketing.
8. Access to customers for online research.

**EXAMPLE PRODUCTS/COMPANIES**

- Display Ads – e.g. Yahoo!
- Search Ads – e.g. Google
- Text Ads – e.g. Google, Facebook
- Video Ads – e.g. YouTube
- Audio Ads – e.g. Saavn
- Promoted Content – e.g. Twitter, Facebook
- Paid content promotion
- Recruitment Ads – e.g. LinkedIn
- Classifieds – e.g. JustDial, Quikr
- Featured listings – e.g. Zomato, CommonFloor
- Email Ads – e.g. Yahoo!, Google
- Location-based offers – e.g. Foursquare

**AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL**

1. The limitation of the model is that it assumes the same model across the whole site. It would be straightforward to modify it for different sections.

**IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE**

Ways of paying for advertising.

there are three main methods of pricing advertising.

1. CPM (cost per thousand views). This is the traditional way television, radio, magazine, and newspaper advertising is sold. A few higher value sites can sell ads this way on the Internet, but it's not easy.
2. CPC (cost per click) or PPC (pay per click). In this pay-for-performance model, the advertiser pays only if a potential customer cares enough about the ad to click on it. By far the largest amount of Internet advertising is sold via this model.
3. CPA (cost per action) is either pay-per-lead or pay-per-sale. Affiliate marketing (which we'll explore in another article in this series) runs on this model.

**8 steps to ad revenue generation.**

1. Provide high quality content centered around a commercially viable industry
2. Optimize your content on high-priced keywords which are categorized into two primary ways
  1. keyword focus: select the two or three dozen highest priced keywords in your industry or niche.
  2. keyword placement: Put high-priced keywords (wherever appropriate) in your title, sub-title, graphics, filename for graphics and webpages etc.
3. generate lots of traffic to your site
4. determine what kind of advertising is selling in this niche
5. design your web page template for advertising.
6. Consider google adsense text and display advertising.
7. consider display ads from ad and affiliate networks
8. consider employing a sales rep to sell CPM ads.

**KEY REVENUE DRIVERS**

for advertising model, the revenue the parameters that drive the revenue are

1. % inventory – proportion of ad space sold on sites
2. Number of ad units
3. cpm – cost per thousand impressions for ad volume deals
4. cost per click – cost per click for pay per click deals.
5. total revenue for each ad unit or container and corresponding earning per 100 clicks (EPC) or earnings per thousand page views (eCPM) are calculated automatically.

## REVENUE STREAM 4: INTERMEDIATION FEE / AFFILIATE

An affiliate is simply someone who helps sell a product in return for commission. However they may never actually take ownership of the product (or even handle it). They simply get rewarded for referring customers to a retailer when they make a sale. Again this business model has been a huge success given the ease with which the Internet facilitates it.

### EXAMPLE PRODUCTS/COMPANIES

### AUDIO/VIDEO TRANSCRIPT LINK

### CHALLENGES OF THE REVENUE MODEL

### IDEAL CUSTOMERS/ CUSTOMER SEGMENT

### STEPS TO COLLECTING THE REVENUE

### KEY REVENUE DRIVERS

For the intermediation fee licensing model the key revenue drivers are based on the following criteria:

1. No of existing customers
2. Customer retention rates
3. No of existing customers at the end of the year
4. No of enquiries or leads
5. Conversion rate
6. No of new customers
7. Total no of customers
8. Average no of transactions per customer per year
9. Average transaction value per customer
10. Revenue = (No of Existing Customers @ the end of the year + No of new Customers)x (Average no of transactions per customer per year) x (Average transaction value).

## REVENUE STREAM 5 : FREEMIUM MODEL

This is the most common model used by web services. The idea here is to sell a basic free product to as many customers as possible, but keep the premium features exclusively for paying customers. A large number of SaaS products use this model.

### GOODFIT FOR

1. Projects whose content and services have the scope, flexibility, and functionality to make it possible to create 'tiers'
2. Projects where there is a deep understanding of users' needs, and the ability to segment users into different groups based on differing needs

### BENEFITS

1. Freemium models allow open-access resources to generate revenue from their free content or services
2. Offering additional or enhanced features does not impede open access
3. When done well, a freemium model can encourage support from a site's power users—those who derive the most value from it

### EXAMPLE PRODUCTS/COMPANIES

- Dropbox offers 2GB of free cloud data storage. But if one wants more space, one has to pay up.

### AUDIO/VIDEO TRANSCRIPT LINK

### CHALLENGES OF THE REVENUE MODEL

### IDEAL CUSTOMERS/ CUSTOMER SEGMENT

### STEPS TO COLLECTING THE REVENUE

**KEY REVENUE DRIVERS****REVENUE STREAM 6: COST-BASED MODEL****EXAMPLE PRODUCTS/COMPANIES****AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL**

1. Freemium models can be very complex and require a deep understanding of users' needs
2. For a site to earn much revenue through a freemium model a large pool of users may be required, given the traditionally low rate of conversion of non-paying users into paying users
3. Costs attributable to the revenue model
  1. Market research, to determine willingness of audience to participate in this model
  2. Additional staff required to run the commercial aspect of the work
  3. Billing costs associated with charging certain users
  4. Legal and accounting costs associated with the commercialisation of content or other features

**IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****Key questions to ask if you are considering this model**

1. Who are my end users and what are their needs?
2. What sorts of features or functionality would they be willing to pay for?

**REVENUE STREAM 7 : PORTFOLIO PRICING MODEL****EXAMPLE PRODUCTS/COMPANIES****AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL****IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****REVENUE STREAM 8 : TIERED OR VOLUME PRICING****EXAMPLE PRODUCTS/COMPANIES****AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL****IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****REVENUE STREAM 9: COMPETITIVE POSITIONING****EXAMPLE PRODUCTS/COMPANIES****AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL**

**IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****REVENUE STREAM 10 : RAZER BLADE MODEL**

In this model disproportionate amounts of the value are captured on components, refills and the like. Anyone who regularly buys ink cartridges for printers will recognize this model where customer lockin and switching costs result in monopolistic pricing on the component side. The mobile phone business also grew rapidly on the back of this model as handsets were often supplied free of charge when you signed up for a contract. Nowadays with SMART phone, such is the level of demand for some that consumers have to pay hundreds of dollars for the phone and in many instances minimum contracts are 18 months.

**EXAMPLE PRODUCTS/COMPANIES**

- Mobile phone contracts
- Razer blade

**AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL****IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****REVENUE STREAM 10 : LICENSING**

Licensing could be for usage, which is the model for Intellectual Property (patents, copyrights, trademarks). This type of license is usually limited by time, territory, types of products, volume, etc.

Licensing options include

- Exclusive licensing: A single party is granted the exclusive right to distribute a project's content or software. This type of licensing can be necessary to encourage substantial investment in further developing and distributing the project, but it also means that the undertaking is more dependent on its partner's strategy and execution. There will always be a balance between how much each side is willing to invest in the form of effort and capital, and how much control over the venture each can reasonably expect. Even more important, the exclusive license model can sometimes come into conflict with the overall mission of the project, which in many cases may be to provide free access to its users.
- Nonexclusive licensing. The same content or software is licensed to multiple outlets. As with exclusive licensing, the licensor or project originator receives a fee or royalty payment for use of the content or software; however, fees for nonexclusive licenses tend to be lower than fees for exclusive licenses.
- Reciprocal or 'free' licensing. A content creator (eg. Time, Inc., Guardian News and Media Ltd.) syndicates content to a portal or aggregator (eg. Yahoo!, MSN). Here no money changes hands, but the content creator benefits from increased exposure on additional platforms, and may also benefit from increased traffic when users click over from the portal or aggregator

**BENEFITS**

1. Significant expansion of a project's audience, when the licensor intends to promote the content to a wider or different audience segment
2. Offers the possibility of moving projects into environments requiring sophisticated technology (such as customising content for handheld devices) beyond the scope of existing staff expertise
3. Allows not-for-profits to maintain their day-to-day focus on mission and core competencies
4. Can create opportunities for resource creation and enhancement that benefit the project owner, including digitisation and customisation
5. Can subsidise other areas of a project to enable provision of wider access

**EXAMPLE PRODUCTS/COMPANIES**

- Per Device/Server License – e.g. Microsoft
- Products Per Application instance – e.g. Adobe Photoshop
- Per Site License – e.g. Private cloud on internal infrastructure
- Patent Licensing – e.g. Qualcomm

**AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL**



1. *Tracking software licenses was always a critical and difficult task. Although automation solutions are available, it is definitely still not easy*
2. *Inevitably involves a loss of control of some content; the third party licensing the project's content and other outputs may well have different goals*
3. *Removes originators of the content from direct contact with some portion of audience*
4. *Need for sophisticated business modelling to understand advantages and disadvantages of a licensing model, such as comparing potential income from royalties with potential costs and revenues associated with reaching markets directly*
5. Costs attributable to the revenue model
  1. Contractual agreements can be very complex and thus require investment of time and expertise
  2. Business development capacity is needed to research and contact potential licensors's
  3. Editorial or curatorial expertise is needed to select, bundle, or otherwise package and present content in a way that is appealing to potential partners

#### **IDEAL CUSTOMERS/ CUSTOMER SEGMENT**

#### **STEPS TO COLLECTING THE REVENUE**

#### **KEY REVENUE DRIVERS**

#### **QUESTIONS**

##### **Key questions to ask if you are considering this model**

1. How does the third party plan to monetise my content? Will this method align with my project's mission?
2. What are the implications of a licensing agreement for my long-term goals and sustainability?
3. Which type of license would be appropriate, exclusive or nonexclusive?
4. Under a licensing agreement, who would control the product? Would the licensee be permitted to make modifications to the project, and to what extent?
5. How long will a license agreement last?
6. What sort of guaranteed or minimum royalties should be paid? What is a reasonable royalty rate?

## **REVENUE STREAM 11 : SELLING DATA**

High-quality, exclusive data is very valuable in the digital age. Many companies specialize in lead generation of potential customers and sell them to third parties. You don't pay for services like Google, Twitter and Facebook. But they aggregate high quantities of data about you and several millions like you and show you contextual advertisements based on this data. Which is why 'you are not the customer, you are the product being sold.'

#### **EXAMPLE PRODUCTS/COMPANIES**

- User data – e.g. LinkedIn
- Search Data – e.g. Google
- Benchmarking services – e.g. Comscore
- Market research – e.g. MarketsandMarkets

#### **AUDIO/VIDEO TRANSCRIPT LINK**

#### **CHALLENGES OF THE REVENUE MODEL**

#### **IDEAL CUSTOMERS/ CUSTOMER SEGMENT**

#### **STEPS TO COLLECTING THE REVENUE**

#### **KEY REVENUE DRIVERS**

## **REVENUE STREAM 11 : E-COMMERCE**

The traditional world of retail comprising of malls and high street stores changed forever in the 90s when companies like Amazon emerged. Because they could save on expensive real estate costs, the prices offered on these stores were significantly lower. The emergence of the internet as a distribution channel meant that producers could disintermediate costly resellers and sell direct to the customers themselves, in effect going the full circle.

#### **EXAMPLE PRODUCTS/COMPANIES**

- Retailing – e.g. Myntra
- Marketplace – e.g. Snapdeal
- Sharing Economy – AirBnB Aggregators – e.g. Taxi for Sure
- Group buying – e.g. Groupon
- Digital goods / downloads – e.g. iTunes
- Virtual goods – e.g. Zynga Training – e.g. Coursera, SimpliLearn
- Pay what you want – e.g. Instamojo (optional)
- Auction commerce – e.g. eBay
- Crowdsourced Services – e.g. Elance, oDesk

#### **AUDIO/VIDEO TRANSCRIPT LINK**

#### **CHALLENGES OF THE REVENUE MODEL**

**IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****REVENUE STREAM 12 : ADD-ON MODEL**

In this instance, the core offering is priced competitively but there are numerous extras that drive the final price up so the consumer is not getting the deal they initially assumed. If you have recently tried to buy an airline ticket or car insurance, you will have spotted that the number of extras you are offered can almost reach double figures!

In this model, the core offering is priced competitively but there are numerous extras that drive the final price up so the consumer is not getting the deal they initially assumed.

**EXAMPLE PRODUCTS/COMPANIES**

- An airline ticket is combined with hotel booking, car rental, travel and medical insurance and sightseeing trips. All these services are tied up with the core i.e. airline ticket.

**AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL****IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****REVENUE STREAM 13 : PAY AS YOU GO MODEL / PAY PER USE**

With this model actual usage is metered and you pay on the basis of what you consume.

**GOOD FIT FOR**

1. Projects whose content is highly valued by users for quality, immediacy, authenticity, or other characteristics they are willing to pay for
2. A resource that already charges users, but may want to expand its market by permitting smaller or periodic purchases for those uninterested in a subscription

**EXAMPLE PRODUCTS/COMPANIES**

- Some mobile phone contracts operate on PAY AS YOU GO MODEL, where in user can buy a phone card which gives them credit. Especially long distance internet calls. Each call is metered and the credit is reduced as the “minutes” are consumed ( in contrast to subscription models where you pay a monthly fee for calls). e.g. libera calling card to call from germany to india.

**BENEFITS**

**#Pay-per-use can broaden the audience of a subscription-based model by appealing to users who are unable or unwilling to commit to a longer term or more expensive obligation**

1. Pay-per-use can allow users to purchase the precise material they need even when it is part of a broader context
2. It provides a low-cost way to test the demand for a single unit of a resource

**AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL**

1. This model may conflict with mission-based mandates to not charge for content. (For more on open models that can include revenue generation, see article on freemium models)
  2. For those already running a subscription service, prices must be set carefully, to provide a service to a new category of users while not undermining the existing subscription base
  3. Establishing a system to invoice or accept payments may require extra resources
  4. Content aggregators looking to do this may have to negotiate new terms with rights holders
- #Costs attributable to the revenue model**
1. Licensing an access and payment module, and perhaps paying fees for transactions on those platforms
  2. Legal, accounting and customer service expenses
  3. Online platform and search engine might need to be optimised

**IDEAL CUSTOMERS/ CUSTOMER SEGMENT**

**STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****Key questions to ask if you are considering this model**

1. Who are my end users, what are their needs, and would they be willing to pay for my content or sections of it?
2. Is there an intrinsic value in the individual sections that make up the total body of content? Will there be a demand from users to purchase them independently?
3. Is there really sufficient demand outside my targeted audience to justify the effort to establish this new pricing model?
4. Is my metadata optimised to attract users beyond core subscribers? What information is needed for users to be able to determine whether something is worth purchasing?

**REVENUE STREAM 13 : LOW COST MODEL**

The low-cost model can be summed up in one word: 'Ryanaair'. This is an extremely well established business model, where the aim is to drive significant volumes of customers (at a low customer acquisition cost) and by charging a very low price. In return, revenue is earned from a whole host of ancillary sources.

**EXAMPLE PRODUCTS/COMPANIES**

- Bank card charges
- Advertising on seats
- Lottery ticket sales
- Flight insurance
- Selling train tickets
- Priority seating
- Extortionate charges for excess baggage, reprinting a boarding pass, etc.
- 'Preferred car hire rates'

**AUDIO/VIDEO TRANSCRIPT LINK****CHALLENGES OF THE REVENUE MODEL****IDEAL CUSTOMERS/ CUSTOMER SEGMENT****STEPS TO COLLECTING THE REVENUE****KEY REVENUE DRIVERS****Task 3- Ideal Customer.****FARMRECON****Ideal Customer 1**

Mr. Chegg is an large farm plantation in Kadagu, Coorg Karnataka, he has two blocks of 150 acres of land each and is cultivating perennial crops such as Coffee(robusta), Pepper, Araknut, Cardamom. He is an engineer by trade but he is passionate about organic farming. He has made it his profession since 1984. Since 30 years, he has been cultivating in these two blocks of 150 acres of land seperated by 15 kms, with completely different environmental parameters. Block 1 has mostly black claying kind of soil, while block 2 has mostly red soil, with completely different rainfall pattern, wind pattern and humidity and soil conditions. Being an engineer by trade, he keeps himself informed about weather patterns by reading weather maps twice a day to understand and plan irrigation , fertilization of his crop. The vegetation around his plantation is deciduous plantations. He currently adopts 60% organic farming practices and replenishes his soil through natural organic compost created within his farm 3 times in his annual crop cycle. Being tech savy, he records temperature, humidity and rainfall through in-field rain gauges and records the data manually. He currently has 20 years of humidity, rainfall and temperature data for his plantation. He is interested to maintain a steady produce of plantation for his coffee plantation every year at about 800/kg/acre/year, due to change in weather patterns, he has a typical produce which follows a sine wave with a increased produce one year and decreased produce the next. He is interested to procure a farm sensing device that would help him record all various environmental parameters and display it on a map or provide customized visualization interfaces on his desktop/ mobile phone that will help him plan and automate some of his daily routine activities which have an impact on the crop produce directly. For instance, when delayed blossom showers, Mr.cheeg is required to irrigate his farm block, by heuristics he is required to irrigate his crop for 3 hours, due to power cuts he has irrigated for 1.45 hours, and he does not have the critical insights, when the power comes back he has irrigates for another 2 hours, thus increasing the soil moisture content, thereby creating a wet foot syndrome for the crop. Moreover, after irrigation, if there is sudden cloud burst, there is more likely hood that the crop fails. he has to resort to traditional practices to avoid critical wet foot syndrome. He is looking for a sensing device that can record all environmental parameters and would like to automate his irrigation and fertilization process in an optimal fashion to maintain a steady produce of 800/kg/acre of robusta coffee plantation. He is interested to allocate a fund of Rs. 6000 to 10,000 a month for critical insights and field automation and monitoring. He is willing to share the his farm environmental and produce data for furthering the research for an appropriate compensation in return. Ideally his daily routine starts with in-field inspection of soil moisture, leaf spykes in the crop, identification of stem borer pests, weeding of unwanted plants and shading the farm plantation. He is look at automating some of his activity by getting critical insights for optimal utilization of resources. He is well connected with coffee planters association and tweets critical insights and alert fellow farmers about changing weather conditions. He is critical of the coffee board research organization that it does not provide adequate research insights to solve most of the problems he is currently facing and the weather insights are received at a very macro level for the whole region.

## MAPUP

### Ideal Customer 1

Mario has got a job with a famous fashion designing firm in Milano, Italy. He intends to move along with his family. Mario's wife loves wine making is keen on exploring opportunities getting in touch with local wine making farms. During the weekend, they would like to spend most of their time in Tuscany, Italy and are actively looking for activities and local geographic information related to Tuscany. Existing search engines such as Google merely provide location based information and routes, they do not provide them detailed insights about various natural activity that can be carried out based on the local geography. Mario wished he could have a service that enables them to generate an on-demand customized map based on their activity of their personal interest. Mapup and NAIRA intend to bridge this gap, by enabling mobile devices capture, process and analyze activity information based on the geographic terrain through volunteered geographic information sharing service to generate customized on-demand universally accessible maps.

## TRUESTATE

### Ideal Customer 1

Ram has just relocated from USA, he looking to purchase a land/house in Bangalore. He is unaware of social landscape and is looking for a service that provides him detailed statistical insights of various areas in the city of Bangalore. He approaches various online real-estate listing websites such as [www.housing.com](http://www.housing.com), [www.99acres.com](http://www.99acres.com) and [www.magicbricks.com](http://www.magicbricks.com). He is able to retrieve property listing, but he has his own preferences of North/East/West Facing. He is interested to also learn about socio-economic demography of the region. He is unable to perform spatial statistic using these online real-estate listing sites. He is anxious that he would have to spend 2-3 months running around various localities. He is also anxious about the titles of the property, whether they are BDA/A-Khata/B-Khata/Panchayati Khata Properties, Loanable titles. He is disappointed to learn about the service that is provided to is not meeting his expectations. TRUESTATE is an online-real estate spatial intelligence tool, that provides detailed insights and generate reports based on custom user requirements.

### Ideal Customer 2

Mr. Munnalal is a real-estate investor and is seeking detailed spatial analytics based on growth trends and social demography of various locations in Bangalore. He has earmarked around 10 crore of finance to invest in high-growth areas. He is concerned about the validity of the titles he intends to procure. He wants a spatial statistical map, which projects socio-demography and property pricing using categorical maps. He would also like to learn about actual government valuation of the property and current market price. He would like to have comparative metric on a timeline for all the features. Existing real-estate listing websites do not provide these feature. TPRI provides a comprehensive analytical and reporting framework for this specific category of end-users.

## DATA DECK

### Ideal Customer 1

Awase is a researcher and he is interested to acquiring individual's purchase patterns over the span of a year across a district. He has been assigned on a task to develop a system for Godrej's nature basket to establish new outlets for their exclusive chain of organic produce retail stores. He is faced with a challenge of procuring accurate data for generating spatial statistics in order to position the retail stores based on social demography, preferences and purchase patterns. Unfortunately he has little trust in volunteered data provided by some nodal market research agency because of non-compliance to the standards. Moreover, the data provided to him is not validated in accordance with international compliance requirements. TPRI intends to bridge this gap by providing a platform for volunteered data publishing platform and data market place for individuals and organization to secure data directly from individual. This volunteered data is anonymized, corrected and coded in accordance with international compliance standards to draw valid insights for their end customers.

### Ideal Customer 2

Dr. Praveena is having a patient with extremely rare blood disorder. The patient exhibits symptoms of muscle cramps, loss of blood flow in various parts of the body leading to numb sensation, drowsy ness and inability to hold simple objects. She is looking for a mobile hand-held device that collects data about physical, physiological and behavioural processes in compliance with standards. With availability of various medical sensors and context data captured using environment and motion sensors. She is interested in capturing data of her patient in real-time. Her patient intends to publish this data for medical research for a nominal fee to support her medical bills. Dr. Praveena is looking for an online- volunteered data publishing market place that enables her to publish her patients data by anonymizing personal information and publishing biological and contextual information for furthering research by pharmaceutical firms to develop a specific cure for her patient quickly. TPRI intends to bridge this gap by providing a platform for publishing volunteered data.

### Ideal Customer 3

Mr. Naidu has been living in a gated community for the past 10 years in Ferns City, Bangalore, suddenly he has seen an increase in his utility bills both electricity and water bills. He has started recording his utility bills every month and has seen steep increase. He was interested in a system, where he wished he could compare his utility bills with that of his neighborhood and the community as a whole. He was looking for a system that captures real-time data from various individuals within his community and generate comparative visualization based their usage. They intend to publish this data to various utility companies for their research to plan for optimal usage of the resources. Moreover, Mr. Naidu is interested to earn some compensation by sharing his utility usage data through volunteered data publishing market place to meet his growing energy needs. TPRI intends to bridge this gap by providing a data market place for publishing volunteered data.

## FELICITY+

### Ideal Customer 1

Mr. James is suffering "Pseudomyxoma Peritonei" a rare malignant growth accumulation of mucous secreting tumor cells within the abdomen and pelvis. Symptoms include increasing size of the abdomen and abdominal pain. The disorder develops after a small growth located within the appendix bursts.

through the wall of the appendix and spreads mucus-producing tumor cells throughout the surrounding surfaces. He and his family have been extremely worried and have been looking for cure and alternative medicines. He has joined an online portal [www.patientslikeme.com](http://www.patientslikeme.com) to connect with patients suffering from similar symptoms. Unfortunately, he could connect to 2-3 patients only, he is looking for alternative therapies and in chinese, ayurvedic and unani medicine for cure. Unfortunately no search engine or medical search engine provides him with a comprehensive insights and alternative therapy paths, alternative traditional medicine or tribal herbs. Felicity+ intends to bridge this gap by providing a domain specific semantic search engine for medical domain, with the ability to connect with doctors, patients and experts in drug formulation. It aims to raise awareness and generate funds for research into diseases affecting individual worldwide. The most important challenge is validation of traditional or alternative medicinal therapy in compliance with Federal Drug Regulatory Authority.

This idea appeals to me because with a semantic medical search service we can improve the quality of life by providing timely insights on prognosis/diagnosis and alternative therapies available. Moreover, with the use of technology in healthcare using real-time patient monitoring tools. We can build a comprehensive knowledge base, that benefits all, irrespective of their geography, they live in.

## Task 4- (Steps to Revenue)

What are the basic business activities and data processing operations that are performed in the revenue cycle?

What decisions need to be made in the revenue cycle and what information is needed to make these decisions?

What are the major threats in the revenue cycle and the controls related to those threats?

to what extent can and should products be customized to individual customer's needs and desires?

how much inventory should be carried and where should that inventory be located?

how should merchandise be delivered to customers? should the company perform the shipping function itself or outsource it to a third party that specializes in logistics?

what are the optimal prices for each product or service?

should credit be extended to customers?

should credit be extended to distributors?

what credit terms should be offered?

how can customer payments be processed to maximize cash flow?

Identify the threats for each of the phases in revenue cycles?

Identify and validate the assumptions for each of the phases in revenue cycle?

## FARMRECON

### Who is the customer?

Market Segment : Agriculture

**Large farm owners of Coffee/pepper/winery/Spice plantations or aqua culture plantation**

Market Segment : Industries

**Manufacturing industries who need to monitor carbon emissions as part of regulatory compliances**

Market Segment : Home Automation

**Energy monitoring and net metering solutions for home automation**

### Where is the customer?

Market Segment : Agriculture

- Aquaculture farming
  - These customers are located in coastal regions of india for example, coastal andhra pradesh (Bhimavaram), coastal orissa, tamil nadu, Coastal West bengal.
- Coffee/Tea Plantations
  - North Karnataka – Coorg, Sakleshwara, Chickmagalur, North India, Assam
- Spice Plantations
  - North Karnataka & Kerala
- Winery/Grape Plantations
  - karnataka, North India
- Cashew Nut Plantations
  - Andhra Pradesh (Nuzvid District) and Karnataka

Market Segment : Industries

- Industrial SEZ in various parts of india, for example Peenya (Bangalore), Patancheru ( Hyderabad), NaviMumbai SEZ (MUMBAI)

#### Market Segment : Home Automation

- Net Metering and Home Automation Solutions for monitoring and reporting environmental parameter such as air quality, water quality and energy usage.

#### How do you plan to reach out to the customer?

#### Market Segment : Agriculture

- Option 1: Direct Selling to Large Farm Owners
  - We intend to reach out to large farm owners spread across country directly. We need to recruit local customer sales support team based on the location of large farms in various geographic location. Subsequently, these sales staff need to be trained with respect to calibration of the devices and support services for catering to the needs of large farm owners.
  - A Signup contract for the device/ equipment on installation by large farm owners defining the terms and conditions for liability for loss of equipment/device and annual subscription amount. This contract describes quarterly, half yearly and annual payment cycle for subscription amount based on the selected plan.
- Option 2: Fertilizer/Pesticide Dealers spread across the country.
  - We intend to reach out to Fertilizer/Pesticide dealers spread across the country to identify medium farm plantation owners.
  - A Signup contract for the device/ equipment on installation by medium farm owners defining the terms and conditions for liability for loss of equipment/device and annual subscription amount. This contract describes quarterly, half yearly and annual payment cycle for subscription amount based on the choice of selected plan.

#### Market Segment : Industries

- Direct Sales through web and customer contact/workshops

#### Market Segment : Home Automation

- Market Segment : Apartments
  - Large Apartment Complexes need to monitor their energy and resource utilizations in real time.
  - Market Segment : Community Living Villas
  - Large Community living area need to monitor their energy and resource utilizations in real time.

#### ACTIVITY BASED ESTIMATE (PHASES & TASKS)

- Customer Interview (3 Weeks)
- In-field customer routine and behaviour analysis (2 weeks)
- Customer validation (1 Weeks)
- Customer Insights and Analysis (1 Week)
- Customer feature wish list and Product Market Fit (1 Week)
- Identify and Sign Early Adopters for 1 market segment.(2 Weeks)
- Pitch the solution. (1 Week)
- Technical Solution Document ( 2 Weeks)
- Recruit technical development staff ( 2 Weeks)
- Requirements Re-validation and Signoff (1 Week)
- Recruit Customer sales executive for the market segment (2 Weeks)
- Iteration 1: Build Prototype ( 8 weeks)
- Test the prototype (1 week)
- Customer on-site prototype validation for early adopters atleast 5 customers and Field tests (2 Weeks)
- Train the Customer Support Staff (1 Week)
- Identify new customers and bring customers onboard. (4 Weeks)
- Iteration 2: Build new feature set ( 8 weeks)
- Test the Prototype(1 week)
- Customer on-site prototype validation for early adopters atleast 5 customers and field tests include new customers obtained. (2 Weeks)
- Sign the Contract with new customers (2 hours)
- Train the Customer Support Staff (1 Week)
- Identify franchise model for customer outreach (2 weeks)
- Iteration 3: Build new feature set (8 weeks)
- Test the prototype (1 week)
- Customer Interviews for new market segment (2 Weeks)
- In-field customer routine and behaviour analysis for new market segment (2 weeks)
- Customer validation for new market segment (1 Weeks)
- Customer Insights and Analysis for new market segment(1 Week)
- Customer feature wish list and Product Market Fit for new market segment (1 Week)
- Identify and Sign Early Adopters for 1 market segment for new market segment(2 Weeks)
- Pitch the solution for new market segment. (1 Week)
- Technical Solution Document for new market segment ( 2 Weeks)
- Recruit technical development staff for new market segment ( 2 Weeks)
- Requirements Re-validation and Signoff for new market segment (1 Week)
- Recruit Customer sales executive for the new market segment (2 Weeks)
- Iteration 1: Build Prototype for new market segment ( 8 weeks)
- Test the prototype for new market segment (1 week)
- Customer on-site prototype validation for early adopters atleast 5 customers and Field tests for the new market segment (2 Weeks)
- Sign the Contract with customers for new market segment (2 hours)
- Train the Customer Support Staff for the new market segment (1 Week)



- Identify customers for new market segment and bring customers onboard. (4 Weeks)
- Identify franchise model to increase the customer outreach for the new market segment (1 week).

In total for two iterative development cycle and in field testing for 2 market segments is around 90 weeks. Some of these activities can be done in parallel and there is no dependency such as customer acquisition, customer support and onboarding. Ideally 52 week cycle should give us a Minimum viable product to cater to the requirements of customers for both agriculture market segment and industrial carbon emission monitoring.

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## Task 5- (ONE FINAL IDEA TO PURSUE -ANALYSE & CHOOSE)

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### FARMRECON ( Final Idea)

FarmRecon fares well in terms of impact, scale and acceptability for a wider market segment, which ideally makes it a product with 20 year vision to develop an intelligence engine around internet of things. FarmRecon has two principal components a) sensing hardware, which streams real-time environmental data b) Intelligence engine that analyses and predicts traditional, academic research and real-time environmental data to present likelihood scenarios and recommendation for best outcomes. Moreover, the product serves multiple market segment ranging from agriculture, industrial emission monitoring and energy monitoring solutions for industry and large housing apartments. I strongly believe that services around the core model, generate recurring revenue over the course of next 5-10 years. Moreover, the subscription based revenue model with a lock-in period of 5 years generate ample amount of data that has tremendous value for research and development activity. There is potential for generating Intellectual property in this emerging areas of precision farming. In addition, customer insights have strongly validated the need for geoanalytic sensing framework that helps them to gather critical and timely insights for remedial course corrections to increase their yields.

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## Task 6- (Identify Key REVENUE Drivers)

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1. Sensor mote device sales
2. Frequency of data capture and usage
3. Frequency of enquiries and referrals
4. Frequency of customer signups every month.

working on it

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## Task 7- (Revenue Model)

Farm Recon- Lean Canvas Template

LeanCanvas-FarmRecon.xlsx – <https://drive.google.com/file/d/0Bw613vXNL...>

FarmRecon.xlsx – <https://drive.google.com/file/d/0Bw613vXNL...>

working on it

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## Task 8- (Company Profile)

Updated the Company Profile and Pitch

ExecSummary-Draft – <https://docs.google.com/document/d/15tfTyY...>

CompanyPitchDeck – <https://docs.google.com/document/d/11HZOoD...>

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## Task 9- (Third Mailing) Expand The List to include at least 10 more people, including the experts that you interviewed. Send a third mailing to The List with an outline of your final idea, chosen Revenue Model and solicitation for feedback. Include 3 key pieces of feedback that you receive. (1 Hour)

— — — — &#821

Due:

2014-07-09, 05:00 PM

Added (Updated):

2014-07-02, 07:06 PM (2014-07-11)

### [Naming and Positioning \(Edit\)](#)

Assignment Title:

[Assignment -Week5- Syed Awase 16 July 2014](#)

Assignment:

## Assignments Week5 Syed Awase 16 July 2014

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### Task 1-Mentor Idea Review

3Minute-PitchDeck-Awase-Draft.pdf – <https://drive.google.com/file/d/0Bw613vXNL...>

#### Video pitch

<https://drive.google.com/file/d/0Bw613vXNL...>

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### Task 2-Naming Worksheet

2.1 Identified potential businesses names that closely associate with idea pitch and sent across a mail to all the founders for their critical feedback. Have gone ahead and registered [www.captivmap.com](http://www.captivmap.com)

NamingandPositioning-Awase.pdf – <https://drive.google.com/file/d/0Bw613vXNL...>

Naming and Logo Worksheet-Awase.xlsx – <https://drive.google.com/file/d/0Bw613vXNL...>

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### Task 3: Name Candidates:

(Name Candidates) Use the Worksheet to select your 3 top Name Candidates, and ensure that they have the following 3 attributes: (1) they evoke the qualities of your business, (2) they can be spelled phonetically, and (3) they have a .com or .co domain name available. Write 1 paragraph on why you like each of the 3 Name Candidates. (1 Hour)

Naming and Logo Worksheet-Awase.xlsx – <https://drive.google.com/file/d/0Bw613vXNL...>

Candidate 1 : Sycliq : Every body has liked the name. Logo has been drafted.

Candidate 2: fitfarm

Candidate 3: 1277labs

- Difficult to understand the numeric part, unless explain that it is bangalore's GPS coordinates.
- 

### Task 4: Name Testing:

(Name Testing) Start using your top Name Candidate in day-to-day conversations over 24 to 48 Hours. Ask at least 20 people the following question: "why do you think this is a bad name for my business?" Write a couple sentences on the top 3 pieces of negative feedback that you receive. If the top Name Candidate gets too much negative feedback, repeat the Name Testing process with another Name Candidate until you have one that works for your business, your Final Name. (2 Hours)

SYCLIQ!

- Ajay Shah: Already spelt funny, Sycliq – users are likely to be confused typing in the "cyclic", the logo, highlight the "Q".
  - Sathyanarayana : I like the colour combination, goes very well with the theme.  
I could not read the font very well, and from a laymen's perspective, the design on top looks like weather forecasting. Is that the message you were trying to convey ?
  - Syed Ameese Sadath : Logo and naming is well placed.
  - Sanjiv Varma : "Sounds great. As it has essence of what we are trying to do and is able to cover different type of farming as well."
- 

### Task 5: Positioning Statement

(Positioning Statement) Write 1 paragraph on how your Final Name captures and conveys the attributes of your business that are important to your Ideal Customer from the "Revenue and Customer" session. Consider how your Final Name works with other companies in the competitive landscape. (1 Hour)

SYCLIQ provides a geospatial intelligence engine to monitor crop condition, crop health and seasonal progress and predicts potential scenarios and provides recommendations for possible remedial actions. Crop health and seasonal progress are the most dynamic crop attributes and are critical in determination of yield forecasts @ a micro-level. These attributes are early indicators of crop yield, crop risk and ultimately the degree of crop success or failure. SYCLIQ uniquely, utilizes ancillary data such as soil condition, weather and crop phenology in conjunction with real-time direct measures to predict crop progress over the annual cycle and possible worst case scenarios. SYCLIQ's intelligence engine present visualizations (Map based and infographics) that enable large farm owners to plan, manage and predict annual crop cycle using optimal resources. SYCLIQ is available for customers in three packages namely Basic, Regular and Professional which is based on the frequency, spread and volume of the data to be captured for large farm owners.

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### Task 6: Domain Names

Domain Names Registered are

<http://www.sycliq.com> – using [www.namecheap.com](http://www.namecheap.com).  
<http://www.captivmap.com>

- Hosting service has been purchased for 1 year at [www.namecheap.com](http://www.namecheap.com)

#### Phonetic mis-spelling of the domain name.

1. users might use the correct spelling as “cyclic” rather than “sycliq” which is the actual company name. user might also type in “syclik” or “cyclik”
- 2.

## Task 7: (Email)

7. (Email) Set-up an email system for your Final Name, including a catch-all email address. Create email accounts for any team members and set-up aliases, such as “sales@” for key business activities and groups. Use your new email address for the The List mailings going forward. (1 Hour)

- Email accounts have been created for [sales@sycliq.com](mailto:sales@sycliq.com), [sak@sycliq.com](mailto:sak@sycliq.com), [admin@sycliq.com](mailto:admin@sycliq.com), [careers@sycliq.com](mailto:careers@sycliq.com), [legal@sycliq.com](mailto:legal@sycliq.com)

## Task 8: Social Media

8. (Social Media) Create Twitter account and Facebook page with your Final Name. You may need to create a shortened version of your name for Twitter. You may want to create other social media accounts as necessary, such as Google +, LinkedIn, Pinterest or Instagram. Write a list of all links to the Social Media accounts that you have set-up. (1 Hour)

- twitter handle created. @sycliq
- facebook login created, waiting to confirm
- LinkedIn account also created, waiting to confirm

## Task 9 – Logo

9. (Logo) Develop a professional logo for your business. Develop a black and white, grayscale and color versions of the logo, and get both high-resolution and low-resolution formats for each version. Get the logo as an EPS vector file and as a PNG file with a transparent background. If you are not a designer, use your “Naming and Logo Worksheet” to start a project on a service like crowdSPRING (<http://fndri.com/Sg9bYU>) to have a professional logo produced in less than 2 weeks. Include a link to your project into the assignment field. (3 Hours)

sycliq3.png – <https://drive.google.com/file/d/0Bw613vXNL...>

## Task 10: Landing Page

10. (Landing Page) Set-up a landing page on your domain name to collect email addresses that will be added to The List. Include a basic description of the business and work to make the landing page compelling to get desired people to sign up for The List. (1 Hour)

- Purchased hosting space, transferring of the domain to hosting takes 24 hours for synchronization.

## Task 11 Legal Research

11. (Legal Research) If you are not working with a high-quality law firm already, then prepare a list of at least 15 legal questions on your business or your industry, including questions on the Agreements. Review the questions with your Working Group and write them down. Identify at least high profile legal firms to work with, include local legal partner.

1. What are the benefits of incorporation in Delaware as compared to Bangalore, India?
2. Costs of incorporation in Bangalore and taxes are high in comparison with Hyderabad, India.
3. Will a corporation protect me from liability?
4. What is Convertible Promissory Note and how does an investor get it to procure a share in the company?
5. What is note purchase agreement?
6. How can we have an agreement with co-founders to remunerate them through performance based equity as a compensation mechanism?
7. What are the clauses and by laws that protect the co-founders in the invention assignment agreement?
8. If one founder leaves, does the company or the other founder have the right to buy back that founder’s shares? At what price?
9. Are there agreements that define the structure of key decisions and day-to-day decisions for the business to be made? (majority vote, unanimous vote or certain decisions solely in the hands of the CEO?)
10. Under what circumstances can a founder be removed as an employee of the business?
11. What is the process for trademark protection globally and what are its costs.
12. How would one define trade secrets and protect them?
13. Based on the revenue model, how do we define customer signup agreement and SLA for the products and services offering of the company?
14. How do i protect my IP in a co-working space?
15. What legal provisions can help me ward off scammers try to do business with my company?
16. What legal regulatory are mandatory for farm sector with reference sensor infrastructure installations and operations?
17. What factor of the production costs should we account for legal regulatory compliances and insurance?
18. What policies, processes and procedure i need to enforce for corporate compliance and record keeping?
19. How can a startup entrepreneur separate personal assets and protect them when running business?
20. What are the considerations to be taken before taking on investors?
21. Identified as Legal consultant for initial incorporation and other activities as Mr. Chetan (Black working group). Post incorporation, looking for some reputed legal attorney or legal consulting firm in USA.

## Task 12 : Fourth Mailing List

12. (Fourth Mailing) Expand The List to include at least 10 more people, including people that you interviewed about the name. Send a fourth mailing to The List announcing your name and a brief Positioning Statement. Solicit feedback from The List, and include 3 key pieces of feedback received. (1 Hour)

Due:

2014-07-16, 05:00 PM

Added (Updated):

2014-07-10, 03:01 AM (2014-07-16)

[Mentor Idea Review \(Edit\)](#)

Assignment Title:

[Syed Awase - Mentor Idea Review -23 July 2014 Assignment](#)

Assignment:

## Syed Awase – Mentor Idea Review -23 July 2014 Assignment

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### Peer Assistance

As per the rating obtained from the mentors, we have been advised to help and support our peers with ratings below 3. We have met and extended our support and contacts so that they can complete the assigned tasks.

**Miss Bala Nagasri ( LiberateU) :** I have introduced and provided contacts so that she can explore and talk to women entrepreneurs, which has been one of her key activity to interview and draw the learnings from existing women entrepreneurs. Subsequently, she was required to interview a product design specialist to design her products and draw some insights. I have agreed to introduce her and get some contacts with Hidesign, i have already emailed them and introduced Miss Nagasri. Introduced her to Prof.Sadagopan to get an appointment with Dr. Kiran Mazumdar. Introduced her to Mrs.Surbhi Sharma, ITSMA/Honorary spanish consulate general who was advocating for WOMEN entrepreneurs to participate in EU research programs and promoting women entrepreneurs locally in India.

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**Mr. Hemant (Chocobics):** Hemant was required to acquire 5 letters of intent. I have provided 2 contacts one from Factset [msaxena@factset.com](mailto:msaxena@factset.com) – manjul Saxena handles corporate gifting at Factset, Hyderabad. Also provided the contact of Mr.Rajit Anand, Scholastic.

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**Mr. Amitayu chakraborty:** Have provided critical insights with reference to his presentation and giving key snapshots of the differentiator. Have also asked him to prepare an infographic differentiating his product with that of what linked/monster/ naukri.com currently are providing. These insights were given collectively by Mr.Sanjiv and Myself.

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### Task 2: Incorporate Mentor review feedback into your presentation.

1. Currently working on it, procuring data working actively on prototyping and economics of prototype
  2. Have approached to explore the option of mounting the device on quad copter for crop surveillance.
  3. Have approached domain expert. Looking at exploring the options of bringing him on board as an advisory panel.Dr. Anil K Rajvanshi
- 

### Task 3: Executive Summary

Executive\_Summary\_Sycliq\_Syed-Sanjiv.doc – <https://drive.google.com/file/d/0Bw613vXNL...>

\*

### Task 4: Working Group Approval

- shared the executive summary with the group. Awaiting feedback to incorporate and write the board meetings for approval.
- 

### Task 5 :Custom Assignment

We have identified and assigned ourselves special assignments as outlined below.

1. Identify the first 50 Customers for Coffee plantations/Spice Plantations
2. Identify domain expert as a co-founder. He should be willing to come on board either as an advisor or co-founding partner and should have agriculture domain expertise.
3. Schedule in-field visits and conduct study and record daily routine activities conducted by large farm owners.
4. Schedule interaction with planter associations to learn more about their pain points, how they incorporate best practices, learn about how local

- government organizations are supporting them and addressing their day to day challenges.
5. Identify how they are collecting weather, crop health and other conditions and video record their activity.
  6. Sign up atleast 10 early adopters for large farm owner willing to adopt the technology and explore potential collaborations as co-creators.
  7. Identify Embedded Systems Engineers and Hardware programmers as well as talk to some potential interns to work with you to complete and Scale the Prototype.
  8. Seek guidance of Revenue model expert to interview validate the revenue and the challenges they have faced to address your existing revenue model of subscription and licensing model
  9. Generate leads for early adopters and develop a customer pitch for them to demonstrate the problems we are addressing.
  10. Look at predictive platforms that are available in the market, and outline our key differentiator in comparison with them.
  11. Need to look at scaling strategy and unit economics. Look at franchise model for partners to go to the market.
  12. Look at building the domain intelligence engine which is the key differentiator from research, best practices.
- 

## Task 6: Legal Meetings

1. Identified two legal firms
    1. h4. Chetan Nagendra -
      1. h5. Meeting Minutes – 10.30 A.M. Monday 21 July 2014.
        1. Discussed the option of Incorporations in India/USA/Singapore.
        2. Compliance costs in USA and Singapore are high.
        3. Learnt about potential equity options for advisors and esop for employee
        4. Learnt about legal insights post incorporation and compliance charges.
    2. h4. NovoJuris
      1. Received detailed quotation about incorporation for India/USA/ Singapore
      2. Service offering details from NovoJuris
    3. h4. FoxMandal
      1. Need to get in touch with FoxMandal to learn about their services model
- 

## Task 7: Fifth Mailing List

Due:  
2014-07-23, 05:00 PM  
Added (Updated):  
2014-07-17, 07:28 PM (2014-07-22)

[Startup Legal and IP \(Edit\)](#)

Assignment Title:  
[Week7 Assignment- Syed Awase](#)  
Assignment:

## Syed Awase – Startup Legal and IP -30 July 2014

Assignment

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### Task1: Agreements

#### 1.0 Company Incorporation Process Started

Novojuris-Transfer.jpg – <https://drive.google.com/file/d/0Bw613vXNL...>

#### 1.1 Founders Agreement

Being the key founder of SYCLIQ, I have been looking for potential candidates to complement me with skills in engineering, operations and pre-sales. I have identified Mr. Sanjiv K. Varma, One of the participants of Founder Institute interested to act as a co-founder with me. His rights and responsibilities are clearly identified to provide his expertise in the area of operations and pre-sales. Currently working on the nitty gritty of identified suitable formula for equity allocation for his contribution. Currently working on the best formula, so that we could quickly go to the market. The Equity allocation has to be done carefully bearing in mind, that we need to invite one more marketing expert on board and taking to account the Advisory board and esop plan for the

employees.

- Founder to get maximum share for his research and efforts he has

put in the idea and for capital investments

- Co-founder to get share based on the effort and valuation of his

effort and time to be spent over the next couple of years.

- Passive Investors to get share for their research and development

effort in materializing the idea and working on the prototype.

- Advisors – I shall be allocating 5% equity to advisors for their

contribution for a period no less than 2 years. Advisors are

elected for a term of 2 years either for retainer fee or for a

equity.

- ESOP – I shall be allocating 10% equity to employee stock option

for their contribution.

## Founders Agreement Signed for SyclicQ

Syclicq founder agreement.pdf – <https://drive.google.com/file/d/0Bw613vXNL...>

## Indian Corporate Conversion Agreement Signed for SyclicQ

Syclicq indian conversion agreement.pdf – <https://drive.google.com/file/d/0Bw613vXNL...>

## Warrant

Syclicq warrant to purchase shares.pdf – <https://drive.google.com/file/d/0Bw613vXNL...>

## Mutual NDA between Founder and Co-Founder

syclicq mutual nda.pdf – <https://drive.google.com/file/d/0Bw613vXNL...>

### Action Item

1. Founders' Agreement Template
2. IP Assignment Agreement
3. Confidentiality and Invention Assignment Agreement
4. Charter
5. Bylaws
6. Shareholders Agreement
7. Stock Purchase Agreement
8. Technology Assignment Agreement
9. Invention Assignment Agreement
10. Employment Letter

### Incorporation Initiation

- We have initiated incorporation through Noujouris for incorporating Syclicq on 1 August 2014.

## Task2: Incorporation

Currently have identified couple of consultants to complete the

incorporation activity. Need to understand the nitty gritty of

equity allocation and implications and math to be done, for equity

and implications on founders and co-founders in the event of series

A, B and C funding.

## Task2B: Not Incorporated

- have decided to incorporate the company in India, Bangalore.

## Task3: Legal Boilerplate



Working on it.

## Task4: Intellectual Property

- Cost of filing intellectual property in india are relatively

less. But our market being global. We need to take into account

costs of incorporation in US and Europe together. which are

extremely high i.e \$50,000.(Dollar disadvantage).

## Task5: Rights Assignment

- Identified the Rights Agreement to be made

## Task6: Patents

- Identified the patents agreement and intellectual property

agreement

## Task7: Custom Assignment

## Task8: Sixth Mailing

Due:

2014-07-30, 05:00 PM

Added (Updated):

2014-07-23, 10:04 PM (2014-08-18)

[Team and Advisors \(Edit\)](#)

Assignment Title:

[Syed Awase - Team and Advisors -30 July 2014 Assignment](#)

Assignment:

# Syed Awase & Sanjiv Varma- Team and Advisors -30 July 2014 Assignment

## Task1: Identify Advisors

S No	Name	Category	Expertise	Company	Relevance to SycliQ	link	Email	Association Address	Remarks
a	Siddharth Sinha	Academia	Insurance & Risk Management	Professor, Indian Institute of Management, Ahmedabad	Agriculture Insurance Market	<a href="http://ifmr.co.in/wp-content/uploads/2011/sidharth@iimahd.ernet.in">http://ifmr.co.in/wp-content/uploads/2011/sidharth@iimahd.ernet.in</a>		ICMR, IFMR, ICICI Lombard, AIC	Address
b	Changal Reddy	NGO	Farmer Associations		Association & Structures				Address:
c	S.H. Khan	Industry	ITC	ITC	Markets and Channels				Address:
d	Anil Rajvanshi	NGO	Farming practice & innovation	N.A.R.I	Understanding pain points				Address:
e	Sajid Mubashir	Govt	Auto markets	NAB	Farm Mechanization trends & leaders				Address:
f	Dr. Syed Azeemuddin	Academia	Embedded Systems  identifying new social enterprises	IIIT Hyderabad	Technology trends in embedded systems				Address:

g	Reihem Roy	Venture Community	to fund, conducting due diligence on prospective startups, and supporting the scale up of portfolio companies	Omnivore	Experience in Agriculture Ventures	<a href="mailto:reihem@omnivore.vc">reihem@omnivore.vc</a>	Address:
h	Mr. Mathew Sebastian	Certification	Certification body	INDOCERT	Knowledge of industry certification & accreditation		Address:
i	Corporate & Patent Lawyers	IP	Patent laws	Need to identify	Protection of IP & legal docs for entering into alliances		Address:
j	Dr Alok Adholeya	Academia	Academic Research	TERI	Protection of IP & legal docs for entering into alliances		Address:

## Task2: Recruit Advisors

## Task3: Product Definition

## Task4: Initial Team Design

- Dr. Syed Awase Khirni – Responsible for product architecture, development and design.
- Mr. Sanjiv K. Varma – Responsible for Market Analysis, positions and outreach. Customer Acquisition.
- Dr. Syed Azeemuddin – Consultant for Embedded Systems Software Design, Sensor Design Guidelines.
- Mr. Ravi – Consultant for Sensor Hardware platform development and interfacing.
- Mr. Ravi – NID – Consultant for Instrumentation Design.

## Task5: Role Targets

## Task6: Recruiting Process

## Key Performance Indicators

### Key terms

- Current sales revenue: The total dollar value of sales during the current time period.
- Previous period sales revenue: The total dollar value of sales during the period time period.
- Stage: Based on the type of contact your sales team has had with the prospect. Stages may include proposal (sales quote sent and received), qualified, or negotiation.
- Weighted value: A multiplier that is applied to the estimated value of a prospect based on the probability of closing the sale.
- Revenue: The total dollar value of revenue generated over a specific time frame.
- Units sold: The total number of units of a specific product sold. See also, “Units per Transaction.”
- Purchase value: The total dollar value of each purchase order. See also, “Average Purchase Value.”
- Wins: The number of new customers over a certain time period.
- Revenue: Income received through sales activities.
- Purchase order: A document used to indicate the type of product ordered, number of units, and agreed upon prices.
- Purchase value: The total dollar value of a purchase order.
- Units per transaction: The number of units sold in a purchase order.
- Contact method: The method by which your sales representative communicates with customers. Methods range from in person to self-service.
- Contact cost: The costs associated with contacting a customer such as long-distance phone charges or travelling expenses.
- Booking: A won, signed, or committed sale where the purchase order has been received and approved
- Quote: A formal or informal proposal for a sales transaction.
- Lead: New prospects generated by a marketing campaign.
- Wins / Closed deals: New customers generated through sales efforts.
- Revenue: Income received through sales activities.
- Contact method: The method by which your sales representative communicates with customers. Methods range from in person to self-service.

- Leads: New prospects generated by a marketing campaign.
- Incremental sales: New revenue generated by a marketing campaign (see “Incremental Sales”).
- Wins: New customers generated by a marketing campaign.
- Lead: An individual that has expressed interest in your product or service by completing a goal.
- Wins: New customers generated by a marketing campaign.
- Campaign: A marketing communication on a dedicated channel intended for a business’ target audience.
- Direct traffic: Visitors that visit your site by typing your URL into their browser, or through an undefined channel.
- Referral traffic: Visitors that visit your site by clicking on a URL on another website.
- Organic traffic: Visitors that discover your website by entering searching a keyword in a search engine (Google, Bing, Yahoo) and that click on your listing.
- Campaign traffic: Visitors that visit your website through a dedicated campaign or clicking on a link with certain tracking parameters.
- Funnel stage: Five key stages that represent the typical customer acquisition process. Stages include: awareness, interest, consideration, preference, purchase.
- Conversion rate: The percentage of people that move from one funnel stage to the next.
- Goals: A marketing objective for your audience to complete, such as subscribing to a mailing list.
- Lead: An individual that has expressed interest in your product or service by completing a goal.
- Completion rate: The number of web visitors divided by the number of goals completed.
- End action: The last interaction a campaign visitor has with your website.
- Lead: New prospects generated by a marketing campaign.
- Wins: New customers generated by a marketing campaign.
- Lead: An individual that has expressed interest in your product or service by completing a goal.
- List subscribers: The number of people who subscribed to an email list maintained by your marketing team.
- Open rate: The percentage of list subscribers that open an email message sent by your team.
- Click rate: The percentage of list subscribers that click links included in your email message, including calls to action, social share or follow links, or generic links back to your website.
- Interaction: A communication between an audience member and your brand’s social profile. This may take the form of platform specific interactions such as Mentions on Twitter, Likes on Facebook, or 1’s on Google.
- Assets: An economic resource that has cash value.
- Liability: A financial obligation that stems from previous transactions, such as a purchase order.
- Assets: An economic resource that has cash value.
- Liability: A financial obligation that stems from previous transactions, such as a purchase order.
- Shareholder’s equity: Financing acquired through selling common and preferred shares to investors.
- Net income: Also called net profit, this is the amount of earnings after you subtract cost of goods sold, taxes, and other expenses.
- \*Assets: An economic resource that has cash value.
- Liability: A financial obligation that stems from previous transactions, such as a purchase order.
- Turns: The number of times a years all inventory is sold.
- Average days to turn inventory: The number of days it takes to sell all on-hand inventory. Use the following equation:  $365 \div \text{inventory turn}$
- Order accuracy: The percentage of orders that are shipped without incident (see “Perfect Order Rate”).
- Inventory turns: The number of times a years all inventory is sold.
- Cost of carry: Expenses associated with storing inventory, such as leasing, climate control, and administrative costs.
- Service level: The performance of a system compared to predefined goals using metrics such as seconds to answer, handle time, and service up/down time.
- Service-level agreement: A contract where service providers commit to delivering a set standard of service to clients and/or customers.
- Resolved issues: Also called “closed tickets,” this is the number of customer issues that have been solved.
- Unresolved issues: Also called “open tickets,” this is the number of customer issues that remain unsolved and require further contacts.
- Contact method: The method by which your call center team communicates with customers. Methods may include over the phone, email correspondence, or in person contacts.
- Active calls: The number of callers currently being handled by a live agent.
- On hold calls: The number of callers that have talked with a forwarding agent or automated system, and are waiting in the queue to talk to a live agent.
- Abandoned: The number callers who hang up before they can be connected with a live agent. Callers may either abandon prior to connecting with a forwarding agent or automated system, or abandon the call while waiting in the queue.
- Retention rate: The number of customers that make repeat purchases from your organization.
- Attrition rate: The number of customers that no longer make purchases from your organization.
- Social events: Interactions that indicate your audience is engaging with your brand on a specific platform.
- Referral traffic: People that visit your site by clicking on a URL on another website, such as a social media post.
- Conversions/goals: A marketing objective for your audience to complete, such as subscribing to a mailing list.

## Success Indicators

- Sales growth : Analyze the pace at which your sales revenue is increasing or decreasing.
  - A positive sales growth percentage over the specified time period.
- Sales Opportunity :Organize prospects based on opportunity value and probability.
  - Increased value per prospect.
  - Increased probability of win for each stage.
  - Improving the flow from one stage to the next.
- Product Performance :Rank products based on revenue performance.
  - Increase in product sales revenue.
  - Increase in number of units per order.
  - Increase in the average dollar value of each purchase order.
- Sales Target :Measure and compare current sales to a target or past performance.
  - Surpassing a sales target or the previous period’s value.
- Average Purchase Value: Measure the average value of purchase orders.
  - An increase in order value.
  - An increase in order frequency coupled with stable or increasing purchase value.
- Sales by Contact Method: Monitor which contact methods are most effective at generating sales.
  - Increasing sales volume/value for a method with a low cost per contact.
  - Decreasing the percentage of sales associated with a low yield, high cost per contact method.
- Sales Bookings: Measure the value of bookings over a specific time period.
  - An increase in the dollar value of bookings for a given time period.
- Quote to close ratio:Measure the number of formal quotes sent compared to the number of deals closed

- A low or decreasing quote to close ratio.
  - A low or decreasing lead to quote ratio.
  - An increase in the quality of leads.
- Sales per Rep: Measure the performance of each of your sales reps or sales teams.
  - Increased revenue for a single rep or team.
  - Increased average revenue for all sales reps or teams.
- ROI: Return on Investment : Measure the ability of marketing campaigns to generate new revenue
  - Incremental sales are greater than campaign investment.
- Incremental Sales
  - Incremental sales that exceed the initial marketing investment.
  - Indirect increase in sales that can be attributed to a marketing campaign.
- Traffic Sources : Understand which traffic sources are driving visitors to your website.
  - An increase in volume from any traffic source, while maintaining consistent traffic from other channels.
  - A high or improving goal conversion rate related to any traffic source.
- Purchase Funnel: Understand your customer acquisition process from awareness to purchase.
  - A high conversion rate through all stages of the funnel.
  - High volume through each stage of the funnel.
  - Improving conversion rates for stages performing poorly.
- Goal Completion Rate: Measure how effective your campaigns are at prompting your audience to complete a goal.
  - A high goal GCR shows that your campaign is encouraging your target audience to act.
  - A high lead to win rate shows that your campaign is generating highly qualified leads for your sales team.
- End Action Rate: Measure how effective marketing campaigns are by monitoring the last action taken by your audience.
  - Campaigns that result in a high number of leads or wins.
  - Campaigns that generate positive events like social engagements or contact requests.
  - A reduction in negative events like bounces and exits.
- Cost per lead : Measure the cost-effectiveness of marketing campaigns.
  - A low cost per lead with a high volume of quality leads.
- Email Marketing Engagement Score: Measure how effective email marketing campaigns are at engaging your audience.
  - A high and/or improving open rate.
  - A high and/or improving click rate.
- Social Interactions: Measure how effective your social media campaigns are at fostering positive interactions with your audience.
  - A high level engagement that corresponds to the completion of key marketing objectives.
  - Viral posts that require little or no nurturing on your behalf.
  - Sustained engagement over a long period of time.
- Current Ratio: Measure the ability of your organization to pay all of your financial obligations within a year.
  - A current ratio between 1.5 and 3.
  - A current ratio that is greater than 1 and that is stable over the long term.
- Working Capital : Measure your organization's financial health by analyzing readily available assets.
  - When expressed as a ratio, a working capital greater than 1 indicates that your company can cover its current liabilities.
- Return on Equity : Measure profitability by examining your ability to generate revenue for each unit of shareholder equity.
  - A return on equity rate between 15% and 25% is generally considered good.
- Quick Ratio/Acid Test : Measure the ability of your organization to meet short-term financial obligations.
  - A quick ratio between 1.5 and 3.
  - A current ratio that is greater than 1 and that is stable over the long term.
- Debt to Equity Ratio: Measure how your organization is funding growth and how effectively you are using shareholder investments.
  - A return on equity rate between 15% and 25% is generally considered good.
- Accounts Payable Turnover: The Accounts Payable Turnover KPI measures the rate at which your company pays off suppliers and other expenses
- Accounts Receivable Turnover :The Accounts Receivable Turnover KPI measures the rate at which you collect on outstanding accounts.
- Inventory Turnover : The Inventory Turnover KPI measures how often you are able to sell off your entire in-stock inventory in a given year.
- Net Profit Margin : The Net Profit Margin KPI measures how effective your business is at generating profit on each dollar of revenue you bring in.
- Gross Profit Margin: The Gross Profit Margin KPI measures how much profit you make on each dollar of sales before expenses.
- Carrying Cost of Inventory : Measure how much it costs to carry inventory. The Carrying Cost of Inventory metric measures how much it costs your organization to store inventory over a given period of time. Use the following formula when calculating carrying cost of inventory. (Inventory carrying rate \* Average inventory value)
  - Low costs and high inventory turnover rates.
- Inventory Turnover : Measure how many times a year your organization is able to sell your entire inventory.
  - A high inventory turn rate compared to industry norms.
- Order Tracking : Monitor the current status and accuracy of orders that are being shipped to your customers.
  - A high order accuracy rate, which also includes on time deliveries.
- Inventory to Sales Ratio: Measure the amount of inventory you are carrying compared to the number sales order being fulfilled.
  - A low or dropping inventory to sales ratio.
- Units per Transaction : Measure the number of units purchased in each transaction. The Units per Transaction KPI measures the average number of units purchased over a period of time and compares that value to target values. Calculate units per transaction using the following formula: (# of units sold ÷ # of transactions)
- Rate of Return : Measure the rate at which shipped items are returned to you.
  - The Rate of Return KPI measures the rate at which shipped items are returned to you. The key to this metric is providing a breakdown for the reasons why items are returned so you can identify trends and reduce your rate of return ratio by addressing issues at their source.
- order Status:
  - Order Status metrics track the real-time status of all orders and categorizes them based on the action taken, such as "Backordered," "On Hold," or "Shipped." This data may be presented in many different ways since it incorporates information related to the specific circumstances of your supply chain.
- Inventory Accuracy: Measures the accuracy of your inventory by taking a headcount of items in stock and comparing it to what's recorded in your database.
  - The Inventory Accuracy KPI compares the accuracy of your inventory by taking a headcount of items in stock and comparing it to what's recorded in your database. This KPI requires you to perform a headcount of inventory to ensure that your bookkeeping and data management practices are in order. Inaccurate inventory tracking can result in higher costs, poor order accuracy rates, and decreased customer satisfaction.
- Back Order Rate
  - The Back Order Rate KPI measures how many orders cannot be filled at the time a customer places them. A high back order rate means your customers are forced to wait while you attempt to fill their order, which will adversely affect customer satisfaction and retention in the long term.
- Perfect Order Rate: The Perfect Order Rate KPI measures how many orders you ship without incident, where incidents are damaged goods,

inaccurate orders or late shipments. Attaining a high perfect order rate should be the goal of every supply chain organization as it indicates organizational efficiency and high customer satisfaction. In putting together a perfect order, you can encounter any number of complications, such as goods becoming damaged during transport and this KPI measures your ability to minimize incidents.

- **Service Level :** Measure your ability to deliver on commitments made in your service level agreements (SLAs). The Service Level KPI measures your ability to deliver the standard of service agreed upon in the Service Level Agreement (SLAs) provided to your customers. A SLA is your call center's promise of maintaining a certain standard of service to your clients and customers and, typically speaking, the SLA will specify that your call center is committed to answering a set percentage of calls within a certain number of seconds, such as answering 75% of calls within 20 seconds.
  - Consistently delivering services that meet or exceed the expectations set out in the SLA.
- **Agent Schedule Adherence:** Measure how effectively call centers agents are using their scheduled time.
  - Agent adherence across the board is greater than 80%.
- **Active and Waiting Calls**
  - The Active and Waiting Calls KPI measures current volume compared to the number of callers waiting to be patched through to an agent. This is a real-time status metrics that should be shared with all of your agents to provide them with insight into their performance. Agents should be encouraged to resolve calls on a timely basis in order to get to the next caller in queue; however, this should not come at the expense of delivering quality customer service.
- **Call Resolution:** Measure the outcome of each call handled by your agents.
  - A high percentage of issues that are resolved in the first contact.
  - A low percentage of unresolved or open tickets.
- **Call Center Status Metrics:** Provide insight into the performance of your call center by monitoring multiple key metrics.
  - These Call Center Status metrics provide insight into the performance of your call center by monitoring multiple key metrics. Each metric has an important role to play as it helps to paint the picture of your current capabilities and performance.
- **Call Abandonment:** Measure how many callers hang up or disconnect before they can be connected to one of your agents.
  - Consistently meeting SLAs means a low call abandonment rate.
  - A low abandonment rate while maintaining a high first call resolution rate.
- **Average Handle Time:**
  - The Average Handle Time KPI measures the average amount of time spent on each call and includes related administrative duties such as submitting call reports. You can use this KPI to measure individual agent performance or to measure your call center's performance across the board. Average handle time is used as an indicator of call efficiency and should be taken into consideration alongside call resolution rate and cost per contact KPIs.
- **Customer Satisfaction**
  - Customer Satisfaction metrics provide an assessment of your call center's performance from your customer's perspective. These types of metrics are important for any service-based industry, including retail and call centers. This data is usually collected through customer surveys that ask general questions, including call quality, call resolution, and how satisfied the customer was with the service received (regardless of outcomes).
- **Ticket Analysis:** Understand what types of tickets are being submitted to your help desk.
  - Reducing the number of tickets that can be answered by other means, such as documentation.
- **Ticket Queue :** Analyze and prioritize your response to tickets currently in queue.
  - A high or increasing number of tickets resolved in a short period of time.
  - A low or decreasing number of tickets ageing in the queue.
- **Agent Performance :** Measure the performance of help desk agents according to key metrics.
  - An agent with high scores for customer satisfaction, number of calls/tickets resolved, and other related metrics.
- **Average Cost per claim**
  - The Average Cost per Claim KPI measures how much your organization pays out for each claim filed by your customers. With this KPI (as with other insurance KPIs), it's important to categorize based on the type of claim, since each type of claim will differ in cost.
- **Customer Satisfaction**
  - Customer service metrics measure how satisfied your customers are with the products and services your organization provides. For an insurance business that relies on recurring revenue from existing customers, delivering high quality customer service is essential, especially during sensitive times such as when a customer is submitting a claim. If customers are unhappy with the way they are treated, they may start shopping around for new coverage, which provides your competitors an opportunity to lure them away with a special offer.
- **Crop Insurance Claims Ratio**
  - The Claims Ratio KPI measures the number of claims in a period and divides that by the earned premium for the same period. It's important to note that insurance is the business of managing risks and, to do that well, the insurer needs a thorough understanding of the incurred claims ratio. If the value is higher than expected or established norms, then further investigation is required to figure out why that is (eg: fraud). If it is lower than expected, it could indicate irrelevant products or difficulties in claiming, possibly affecting customer satisfaction.
- **Top brokers in Sales Revenue**
  - The Top Brokers in Sales Revenue KPI measures and ranks the top performing brokers based on sales revenue. By spotting who your top performing brokers are, you can ensure that tentative leads are sent to the experts to be converted. There are two views to this KPI: one is strategic and takes a look at top sellers over a longer time period (annual), and the other is tactical and looks at short-term performance. Sharing tactical information about this KPI can foster healthy-competition among brokers.
- **Average Time to settle a crop insurance claim :** Measure how long it takes to settle insurance claims.
  - The Average Time to Settle a Claim KPI measures how long it takes – on average – to settle insurance claims for each type of policy your organization offers. Each insurance policy will have different claim periods, and may vary quite a bit in terms of how long it takes to settle that particular claim. A common example is the difference between medical and auto insurance claims where, typically, medical claims take longer to settle.
- **Quotas vs. Production**
  - The Quotas vs. Production KPI measures the effectiveness of sales agents at meeting sales targets. Within the insurance world, there are typically two types of insurance sellers. The first group work exclusively for your organization, and only sell your products (often called captive agents). The second group works for a third-party and sell policies for a number of companies, ostensibly finding the best rate for clients (non-captive). Setting realistic quotas that challenge your team and don't discourage them is essential for achieving a high quota to production ratio.
- **Percentage of Sales Growth**
  - The Percentage of Sales Growth KPI measures the amount of policy renewals and new policy sales over a set period of time. The renewal ratio measures the number of insured clients that stay enrolled in a program after the initial coverage period expires. New policies include any clients purchasing coverage for the first time, or returning after an extended period.
- **Policy sales growth**
  - The Policy Sales Growth KPI measures how many new policies your organization has sold over a set period of time and compares that to a target value. This KPI is designed to provide you with a view of the big picture, and even if you use this insurance KPI to monitor a shorter time-frame, it's important to compare current values to historical norms. The policy sales growth can be defined based on the number of new clients, a measure of number of new policies sold, or a combination of the two. Use this insurance KPI to determine if you're hitting sales targets.

- Net Income Ratio
  - The Net Income Ratio measures how effective your organization is at generating profit on each dollar of earned premium. This KPI is used to measure the profitability of your organization and is primarily used for internal comparison. If you have established industry benchmarks and strong knowledge of your competitors, this KPI can also be used to compare your business to others in the same space. This insurance KPI can be used to gauge future pricing policies.
- Customer Retention: Measure the ability of your organization to retain customers over the long term.
  - A high or increasing customer retention rate.
  - Positive brand sentiment on social media platforms.
- Point of Purchase
  - The Point of Purchase or Point of Sale KPI measures where retail transactions are completed and compares each “point” over a given period. Retail organizations can measure this at a “macro” or “micro” level. For instance, comparing online vs in-store purchases is at the “macro” level, while “micro” level transactions may be specific checkout lanes in a store, or a URL for an online retailer. This KPI is about figuring out where customers are making purchases, identifying trends and investing resources where they’ll have the most impact.
- Cost of Goods Sold
  - The Cost of Goods Sold KPI measures the actual profit margin on products and services by analyzing how costs such as labour or shipping affect your profit margin. This KPI is instrumental in determining the markup percentage for products and can be a key component in a pricing war with your competition. It’s important to remember that even if product is flying off the shelves, you still need to make profit on all that product.
- Social Followers vs Target
  - The Followers Growth KPI measures the number of new followers you’ve gained on a specific platform over a set period of time and compares that to a predetermined target. It’s important not only to measure how many new followers you get, but also compare that to your objectives or even your competitors.
- Social Events :Monitor events on your social stream to nurture engagement and grow your audience.
  - A high number of quality interactions.
- Social Visits and Leads: Measure how effective social campaigns are at driving visitors and leads to your website.
  - A high number of leads and visitors from a social media campaign.
  - A high visit to lead conversion rate from social media visitors.
- New followers
  - The New Followers Metric measures the number of new followers you’ve gained on a specific social platform over a given period of time. These metrics can be combined with information such as social interactions and web visits to allow you to see correlations between new followers and key events or posts. Not every social platform is appropriate for every business, so if you are flat lining on one platform and rocketing on another, adjust your budget accordingly.
- Domain Authority
  - The Domain Authority metric measures the “trust” factor related to your domain according to sources such as Moz.com to determine the effectiveness of link-building efforts. Domain Authority and Page Authority are influenced by the number of links to your domain and the authority of those ranks. For example, websites with a .edu domain typically carry more authority than a .com or .net domain. Analyzing your “backlink” profile (and that of your competitors) can illustrate ways to increase the amount of trust search engines place on your domain, thereby improving your rankings.

## Human Resources KPI

- Recruitment KPI
  - Recruitment costing per position
  - Recruitment costing per position per channel
  - Average sourcing cost per hire
  - Average sourcing cost per hire, sourcing costs include advertising, referral and agency
  - Average time to recruit- calculating from the date of recruitment requirement to date of employee hired.
  - Average time to recruit per position
  - Number of CVs/ per channel
  - recruitment source ratio. Ratio between internal vs external recruits
  - average number of interviews from submitted resumes. Track the number of converted submitted resumes to interviews.
  - number of qualified candidates compared to resumes
  - % recruitment achievement meet hiring plan
  - % new hires achieving 6 months service
  - % new hires achieving 12 months service
  - % new hires achieving satisfactory appraisal at first assessment.
- Training KPI
  - company training expenditure (% of salaries and wages)
  - Average number of training hours per employee
  - Number of courses offered
  - Number of courses implemented
  - Employee satisfaction with training
  - % of HR budget spent on training
  - Average training costs per employee
  - % of employees goes through training
  - Average time to competence. That is the average time it takes until expected competence level is reached.
  - % of employee reach competence after training
  - % of employees completing a course compared to total number of employees employed.
  - e-learning courses utilized
  - % of e-learning pass rate.
- Health and Safety KPI
  - Number of non-conformance per year/quarter
  - number of accidents per year
  - number of reportable accidents/ year
  - number of reportable non-fatal accidents per year.
  - % of corrective actions closed out within specified time-frame
  - % of fatal accidents relative to all accidents per year
  - % of staff with adequate occupational health and safety training
- Performance KPI
  - % of appraisals completed on time.
  - % of employees above competence



- o % of employees below competence
  - o % of low performing employees
  - o % of high performing employees
  - o % of employee with their performance decreased compared to the last month
  - o % of employee with their performance increased compared to the last month.
- Employee Loyalty KPI
  - o Employee turnover = total staff has recruited/total staff as planned.
  - o the rate of this measure can rate the company's rate one division or the rate at each position.
  - o the rate of life cycles of employees = total time served in enterprises of all staff/ total staff recruited.
- Working Time KPI
- HR Efficiency KPI
- Compensation KPI
- Labor Relation KPI
- Regulation Compliance KPI
- Employee Satisfaction KPI
- HR Budget KPI
- Job Leaving KPI
- Workforce Information KPI
- Intellectual Property KPI

## Other Key performance Indicators financial performance:

1. Net Profit
2. Net Profit Margin
3. Gross Profit Margin
4. Operating Profit Margin
5. EBITDA
6. Revenue Growth Rate
7. Total Shareholder Return (TSR)
8. Economic Value Added (EVA)
9. Return on Investment (ROI)
10. Return on Capital Employed (ROCE)
11. Return on Assets (ROA)
12. Return on Equity (ROE)
13. Debt-to-Equity (D/E) Ratio
14. Cash Conversion Cycle (CCC)
15. Working Capital Ratio
16. Operating Expense Ratio (OER)
17. CAPEX to Sales Ratio
18. Price Earnings Ratio (P/E Ratio)

customers:

19. Net Promoter Score (NPS)
20. Customer Retention Rate
21. Customer Satisfaction Index
22. Customer Profitability Score
23. Customer Lifetime Value
24. Customer Turnover Rate
25. Customer Engagement
26. Customer Complaints

market and marketing efforts:

27. Market Growth Rate
28. Market Share

- 29. Brand Equity
- 30. Cost per Lead
- 31. Conversion Rate
- 32. Search Engine Rankings (by keyword) and click-through rate
- 33. Page Views and Bounce Rate
- 34. Customer Online Engagement Level
- 35. Online Share of Voice (OSOV)
- 36. Social Networking Footprint
- 37. Klout Score

operational performance:

- 38. Six Sigma Level
- 39. Capacity Utilisation Rate (CUR)
- 40. Process Waste Level
- 41. Order Fulfilment Cycle Time
- 42. Delivery In Full, On Time (DIFOT) Rate
- 43. Inventory Shrinkage Rate (ISR)
- 44. Project Schedule Variance (PSV)
- 45. Project Cost Variance (PCV)
- 46. Earned Value (EV) Metric
- 47. Innovation Pipeline Strength (IPS)
- 48. Return on Innovation Investment (ROI2)
- 49. Time to Market
- 50. First Pass Yield (FPY)
- 51. Rework Level
- 52. Quality Index
- 53. Overall Equipment Effectiveness (OEE)
- 54. Process or Machine Downtime Level
- 55. First Contact Resolution (FCR)

employees and their performance:

- 56. Human Capital Value Added (HCVA)
- 57. Revenue Per Employee
- 58. Employee Satisfaction Index
- 59. Employee Engagement Level
- 60. Staff Advocacy Score
- 61. Employee Churn Rate
- 62. Average Employee Tenure
- 63. Absenteeism Bradford Factor
- 64. 360-Degree Feedback Score
- 65. Salary Competitiveness Ratio (SCR)
- 66. Time to Hire
- 67. Training Return on Investment

environmental and social sustainability performance:

- 68. Carbon Footprint

69. Water Footprint

70. Energy Consumption

71. Saving Levels Due to Conservation and Improvement Efforts

72. Supply Chain Miles

73. Waste Reduction Rate

74. Waste Recycling Rate

## Task7: Hiring Key Performance Indicators

1. Employee/Co-founder Competency, Qualification, Experience and Skills
  2. how well does the individual fit with the SycliQ's vision and people strategy?
  3. Based on individuals goals and objectives set and % of achievement of individual's goals and objectives.
  4. % of spend on the individual in terms of salary and the returns.
  5. % of Attrition
  6. Target audience is Engineering and Agriculture Technology graduates.
  7. Monthly and Quarterly Cycle of Recruitment, Performance Assessment and Goals/ Milestones Achievement.
  8. Permanent vacancies as a percentage of overall business headcount
  9. total number for permanent vacancies
  10. % of open vacancies without offers
  11. average cost of hire
  12. length of time to hire
  13. Number of temps in the business
  14. source of job offers made
  15. Management rating of new hire after six months
- 

## Task8: Working Group Approval

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## Task9: Initial Outreach

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## Task10: Seventh Mailing

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Due:

2014-08-06, 05:00 PM

Added (Updated):

2014-07-23, 09:38 PM (2014-08-04)

[Product Development](#) ([Edit](#))

Assignment Title:

[Product Development -13 Aug 2014 Assignment](#)

Assignment:

# Syed Awase & Sanjiv Varma- Product Development -13 Aug 2014 Assignment

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## Task1: Competitive Research

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## Task2: Product Roadmap

- To build the MVP and go to the market for the first 10 customers- 6 months
  - To apply for patents for the MVP, Industrial Design and Manufacturing 3 Sensing Devices. – 2 months
  - Iterative Development Model- capturing the farmers requirements based MOSCOW Method – 4 months.
  - Customized workflows to meet the requirements outlined – 2 months
  - Create Case Studies for various farm owners – 2 months.
- 

## Task3: Product Specification

SycliQ-ProductDefinitionSpecifications.docx.docx – <https://drive.google.com/file/d/0Bw613vXNL...>

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## Task4: Development Plan

## Stage I

1. Phase 1-Requirement Definition & Development – 4 Weeks
2. Phase 1- Hardware & Software Design – 2 Weeks
3. Phase 1- Hardware & Software Architecture – 2 Weeks
4. Phase 1 – Prototype -1 Week
5. Phase 1- Customer Validation & Mockup -2 Weeks
6. Phase 1- Software Development -2 Weeks
7. Phase 2- Requirement Definition & Development – 4 Weeks
8. Phase 2- Hardware & Software Design – 2 Weeks
9. Phase 2- Hardware & Software Architecture – 2 Weeks
10. Phase 2 – Prototype -1 Week
11. Phase 2- Customer Validation & Mockup -2 Weeks
12. Phase 2- Software Development -2 Weeks
13. Release v0.9 -Alpha – First 10 Customers.
14. Prepare Case Study – for first 10 Customers – 2 Weeks

## Stage II:

1. Phase 3-Requirement Definition & Development – 4 Weeks
2. Phase 3- Hardware & Software Design – 2 Weeks
3. Phase 3- Hardware & Software Architecture – 2 Weeks
4. Phase 3 – Prototype -1 Week
5. Phase 3- Customer Validation & Mockup -2 Weeks
6. Phase 3- Software Development -2 Weeks
7. Phase 4- Requirement Definition & Development – 4 Weeks
8. Phase 4- Hardware & Software Design – 2 Weeks
9. Phase 4- Hardware & Software Architecture – 2 Weeks
10. Phase 4 – Prototype -1 Week
11. Phase 4- Customer Validation & Mockup -2 Weeks
12. Phase 4- Software Development -2 Weeks
13. Release v1.0 -Beta – Next 50 Customers.
14. Prepare Case Study – for Next 50 Customers – 4 Weeks

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## Task5: Estimation

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## Task6: Development Key Performance Indicators

### Hardware Development Key Performance Indicators

Key Performance Indicators	Unit of Measure	What it measures
Hardware Design Complexity	Number of Hardware Units	1) Level of the project difficulty 2) Qualification of development team's output
Hardware Development Productivity	Units/person-week	Average rate of output per individual on a development team
Hardware Development Throughput	Unit/Work	Average rate of output for the entire development team.
Hardware Development Cycle time	Weeks	Elapsed time of development from project start to volume production
Total Hardware Project Effort	person-weeks	total labor expended during development cycle.
Hardware Project Schedule Slip	%	Difference between originally planned cycle time and actual cycle time.
Total Hardware Development Cost	\$	Total Cost of Hardware Development.
Hardware Development Cost per Unit	\$/Hardware Unit	Development cost per unit of output.
Hardware Functional Complexity	Functional Complexity Units (FCU)	Richness of Hardware's Feature set and its perform

### Software Development Key Performance Indicators

Key Performance Indicators	Unit of Measure	What it measures
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## Task7: Working Group Approval

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## Task8: Eighth Mailing

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Due:  
2014-08-13, 05:00 PM  
Added (Updated):  
2014-08-11, 09:22 AM (2014-08-12)

[Mentor Progress Review \(Edit\)](#)

Assignment Title:  
[Syed Awase & Sanjiv Varma- Mentor Progress Review -20 Aug 2014 Assignment](#)

Assignment:

# Syed Awase & Sanjiv Varma- Mentor Progress Review -20 Aug 2014

## Assignment

### Task1: Updated Powerpoint

<http://bit.ly/1oYIdIE>

### Task2: Updated Executive Summary

<http://bit.ly/1pKqyCZ>

### Task3: Updated Product Specification

<http://bit.ly/1tgtgBu>

### Task4: Complete Next Release

Identified the next phase of the product development and key milestones and resources.

### Task5:Next Release Iterations

identified the iterative validation and approach we will be taking. Procedure and meeting cadence identified.

Names	Category	Expertise	Company	Relevance
Siddharth Sinha	Academia	Insurance & Risk Management	Insurance & Risk Management	Agriculture Insurance Market
Changal Reddy	Government	Farmer Associations		Associations
Anil Rajvanshi	NGO	Farming Practice & Innovation	N.A.R.I	Understanding pain points
Sajid Mubashir	Govt	Auto markets	NAB	Farm Mechanization trends & leads
Syed Azeemuddin	Academia	Embedded Systems	IIITB	Technology trends in embedded systems
Reihem Roy	Venture Community	identifying new social enterprises to fund, conducting due diligence on prospective startups, and supporting the scale up of portfolio companies	Omnivore	Experience in Agriculture Ventures
Mathew Sebastian	Certification	Certification Body	INDOCERT	Knowledge of industry certification & accreditation
Meghna Suryakumar & IP Lawyer	IP	Patent laws	KELSAA & ???	Protection of IP & legal docs for entering into alliances
AJAY GOEL	Venture Capital	VC Funding	Crestlight Ventures	

### Task6:Minimum Viable Company

By this point in the program, you should have a Minimum Viable Company. First, you should be incorporated with all of the intellectual property assigned to the corporate entity. Second, you should have a functioning Advisory Board and resources to create your offering. Third, you should understand the economics of generating revenue for your business. Fourth, you should either have a working minimum viable product or be close to completing one. Write a couple sentences to validate each of these.

- We have initiated the process of incorporation with novojuris legal advising company, which provides incorporation services. We have already paid the incorporation fees.
  - currently waiting for my Co-founder Mr. Sanjiv K Varma's DIN no to file the name – SYCLIQ.
  - We are ready with temporary draft of the AOA and MOA. We have completed the signing of the documents, in accordance with FI requirements, Founder's Agreement, both myself and co-founder have signed on the document for SycliQ, Indian Company Conversion document has also been signed by both the co-founders, Warrant has also been signed by both the co-founders. We need to issue share certificates in favour of FI, that is possible once the company is incorporated.
  - As the founder, i am 100% committed towards making my company a successful company.
- Advisory Board – We have identified advisory board for our company
  -

- 1) Incorporation in progress
- 2) Office space booked
- 3) Legal team identified

- 4) Advisory board identified
  - 5) Economics of revenue generation in the process of being fine tuned.
  - 6) MVP specification locked down and in the process of development.
- 

## Task7: Going All In

- I have already quit my existing job prior to joining Founder's Institute Program. I am extremely serious about making SycliQ a successful and enduring company as i had envisioned.
  - Mr. Sanjiv Co-founder who has joined as me, has also quit the job prior to the FI program.
- 

## Task8:Ninth Mailing

Mail has been sent

Due:  
2014-08-20, 05:00 PM  
Added (Updated):  
2014-08-17, 05:51 AM (2014-08-20)

[Sales and Traction](#) ([Edit](#))

Assignment Title:  
[Syed Awase & Sanjiv Varma- Sales and Traction - 27 Aug 2014](#)  
Assignment:

## Syed Awase & Sanjiv Varma- Sales and Traction – 27 Aug 2014

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### Synopsis

To test the market potential and to gauge the price customers will be willing to pay. Syed and Myself conducted 3 big activities:

- 1) Attended Agritech 2014 at BIEL, went to 32 stalls, talked to product sellers, scientists & event organizers
- 2) 2-day field visit to a coffee plantation, closely followed a day in the life of planter.
- 3) Went to the multiple sensors vendors to source different component with varying parameters.

The visits have been idea validating as well eye opening that will help us fine tune our go to market strategy.

### Task1: Launch Product

Have sourced the critical components , done integration, identified the components for the future release as well.

- Working on Version 2 of the product with 14 different sensors integrated.
  - Working on Version 1 of the Android Platform for Data Capture and Analysis.
  - Working on Version 1 of the Web-based Dashboard and geoanalytical engine.
- 

### Task2: Increased Pricing

- Contractual Device Signon – priced at around \$1000 for basic customers, \$1500 for professional customers and \$2000 priced at Enterprise Customers.
- Data collection priced based on the number of sensors and frequency of data collected.

Have done 3 band pricing for the base models. And based on due considerations of the first customer we have agreed upon doubling the prices.

**Base Model: \$1000: 5 sensors**  
**Advanced Model: \$1500: 10 sensors**  
**Expert Model: \$2000: 14 sensors**

---

### Task3: Introduction Email

Customer Name  
Address  
Email:  
Phone:

Dear Mr. Customer,

We at SycliQ would like to introduce to you our patent pending and novel geoanalytical sensing platform designed for sensing your crop life cycle data in real-time. I guess, this is one of the many problems that most of the farming community is facing to record real-time crop life cycle statistics.

Our geospatial sensing platform is light and easily installable in the field to stream crop life cycle data to your mobile and in turn to the cloud for analytics.



Currently, we are able to record around 10 different environmental parameters and can scale to include more environmental and crop health sensors based on your requirement. Irrespective of the weather conditions, our geospatial sensing platform streams data to your mobile for monitoring your crop health and planning for remedial course of action. We are giving a one year warranty and a cash back if you will find the product unsatisfactory.

Please refer to the product manual for power requirements, safety guidelines and warranty terms and conditions. We currently have three subscription models : basic, professional and enterprise. Based on your farm block size and configurations we recommend the choice of subscription model. Each of these plans comes with pre-signup device contract for 3 years. For Basic subscription plan, the sensing platform comes with 1 single active platform and 3 child nodes for recording data. While for professional plan, the sensing platform comes with 2 active platforms and 8 child nodes for recording data. Finally the enterprise plan, comes with 4 active platforms and 16 child nodes.

The basic subscription plan records 5 different parameters with reference to your crop health statistics and each costs around 0.1 cent/datapoint @ 5 minute intervals. While the professional subscription plan records 10 different parameters with reference to your crop health statistics and each costs around 0.2 cent/datapoint @ 5 minute intervals. While the Enterprise subscription plan records 15 different parameters with reference to your crop health statistics and each costs around 0.3 cent/datapoint @ 5 minute intervals. Additionally, all the subscription plans come with alert, messaging and warning systems on their handheld and web based platforms.

Users are required to pay 15% for next business day customer support and annual maintenance contract of 10% for the geospatial sensing platform.

We will be delighted to make a product demonstration at your farm site at your most favourable time. Please feel free to call me anytime you prefer. Thank you so much.

Regards,  
Sales Manager

---

## Task4: Conversion Funnel

1. Lead Identification: Referrals from customers and network.
  2. Lead Qualification: In-Person interview and preferably field visits
  3. Lead Qualification: Review of the interview based on the parameters identified across a broader set of customers.
  4. Lead Qualification: Assessment of financial viability of the customer
  5. Proposal Submission: Detailed solution write up along with a Bill of Material.
  6. Proposal Acceptance: LOI signed by customers
  7. Order Fulfilment: PO raised, products delivered and installed, service report signed off, Invoice raised.
- 

## Task5:Leads

Lead Generation and Funnel Management: Highrise ([www.highrisehq.com](http://www.highrisehq.com))

Invoicing and Accounts: Quickbooks ([www.quickbooks.in](http://www.quickbooks.in))

- have received 3 more leads in various farming segments.
- Customers have been asking us to come and demonstrate the prototype. We are waiting for patent filing and legal clearance.

Number of leads through friends & acquaintances: 8

Number of leads through Mentors: 1

Number of leads through advisors: 1

Number of leads acquired: 10

---

## Task6:Close Deal

Targeting securing of Letter of Intent by Sept 15th as the field validation trial begin on Sept 1st.

---

## Task7: Implement Process

Have identified highrisehq as the tool for lead and funnel management.

Weekly review of the leads with the team.

Monthly review of Progress and course correction if needed with the directors.

Quarterly Sales Commit review with the board.

---

## Task8:Updated Model

To be done after Sept 15th as we evolve from Idea state to startup mode.

---

## Task9:Tenth Mailing

Will be sending out and will include [updates@fi.co](mailto:updates@fi.co) to the list.

Due:

2014-08-27, 05:00 PM

Added (Updated):

2014-08-26, 04:16 AM (2014-08-26)

**Branding and Marketing (Edit)**

Assignment Title:

[Syed Awase & Sanjiv Varma- Branding and Marketing - 3 Sep 2014](#)

Assignment:

## Syed Awase & Sanjiv Varma- Branding and Marketing – 3 Sep 2014

### Social Media Clean-up

- All the social media links and information have been cleaned-up and only professional material is available online.
- [www.sycliq.com](http://www.sycliq.com) is registered and the website is up and functional with minimum content as the company is incorporated.
- We have received formal confirmation that SYCLIQ GEOSPATIAL PVT LTD has been allocated to us and we have formally agreed upon the Memorandum of Articles of Incorporation for SycliQ geospatial.

### Task2: Social Media Tracking Tool

- Have created an account with Hootsuite – username awasekhirmi
- Created a stream in the tracking tool for “SYCLIQ” that includes APPS for scanning youtube, reddit, wordpress, rss using the following terms “geoanalytical engine”, “precision agriculture”, “crop insurance dataset”, “crop analytics”, “soil analytics”, “crop genetics data”.

### Task3: Influencers and Journalists

Identify at least 10 Influencers, who are CEOs, pundits or other well-respected people, and 10 Journalists in your specific field, using your Industry Stream, Google News or researching top industry media channels. Add their social media accounts to new streams in your Tracking Tool named “Influencers” and “Journalists” respectively. Write the name, title, Twitter handle and LinkedIn for each Influencer and Journalist that you have identified. Update your Project Tracking Tools from the “Vision and Ideas” assignment with the Social Media Tracking Tool items.

S.No	Influencers/Journalists	Name	Title	Twitter	Linkedin
a	Influencers(local)	Sampath Kumar Thothathri	Chairman & CEO at Nualgi Nanobiotech	NA	in.linkedin.com/in/sampath651
b	Influencer(global)	Sivan Aldor	Science Lead @ the climate corporation		<a href="http://www.linkedin.com/pub/sivan-aldor/21/aa4/297">www.linkedin.com/pub/sivan-aldor/21/aa4/297</a>
c	Influencer(global)	Tjarko Leifer	VP Strategy @ the climate corporation		<a href="http://www.linkedin.com/in/tjarkoleifer">www.linkedin.com/in/tjarkoleifer</a>
d	Influencer(global)	Nick Koshnick	CEO @ SOLUM		<a href="http://www.linkedin.com/in/tjarkoleifer">www.linkedin.com/in/tjarkoleifer</a>
e	JOURNALIST	TOmio Geron	Journalist@ FORBES		<a href="http://www.linkedin.com/in/tjarkoleifer">www.linkedin.com/in/tjarkoleifer</a>
f	Venture Capitalist(global)	Robin Klien	venture capitalist @ Index Ventures	<a href="https://twitter.com/intent/user?screen_name...">https://twitter.com/intent/user?screen_name...</a>	<a href="http://uk.linkedin.com/in/robinklein">http://uk.linkedin.com/in/robinklein</a>
g	Venture Capitalist(global)	Robin Klien	venture capitalist @ Index Ventures	<a href="https://twitter.com/intent/user?screen_name...">https://twitter.com/intent/user?screen_name...</a>	<a href="http://uk.linkedin.com/in/robinklein">http://uk.linkedin.com/in/robinklein</a>
h	Venture Capitalist(global)	Robin Klien	venture capitalist @ Index Ventures	<a href="https://twitter.com/intent/user?screen_name...">https://twitter.com/intent/user?screen_name...</a>	<a href="http://uk.linkedin.com/in/robinklein">http://uk.linkedin.com/in/robinklein</a>
i	Journalist(global)	Heather Clancy	Journalist @ Forbes	<a href="http://twitter.com/GreenTechLady">http://twitter.com/GreenTechLady</a>	
j	Journalist(global)	William Pentland	Journalist @ Forbes	<a href="http://twitter.com/cleanbeta">http://twitter.com/cleanbeta</a>	
k	Journalist(global)	Jon Entine	Journalist @ Forbes	<a href="http://twitter.com/@jonentine">http://twitter.com/@jonentine</a>	<a href="http://www.jonentine.com/">http://www.jonentine.com/</a>
l	Journalist(global)	Beth Hoffman	Journalist @ Forbes	<a href="http://twitter.com/@BethFoodAg">http://twitter.com/@BethFoodAg</a>	<a href="http://bethaudio.com/">http://bethaudio.com/</a>
l	Venture Capital(global)	Beth Hoffman	Journalist @ Forbes	<a href="http://twitter.com/@BethFoodAg">http://twitter.com/@BethFoodAg</a>	<a href="http://bethaudio.com/">http://bethaudio.com/</a>
j	Journalist(global)	AlexKnapp	Journalist @ Forbes	<a href="http://twitter.com/thealexknapp">http://twitter.com/thealexknapp</a>	<a href="http://www.forbes.com/sites/alexknapp">http://www.forbes.com/sites/alexknapp</a>

### Task4: Narratives

### Task5:Boilerplate

#### About SycliQ

SycliQ provides geospatial real-time monitoring and analytics for agronomists to manage and reduce their risks through data driven decision making technology and increase their yields by atleast 5-10% every crop cycle. The core solution is the hyper-local sensing platform and the analytical engine that provides convenient, relevant and actionable insights in real-time for informed decisions.

SycliQ specializes in providing end2end real-time sensing and analytic solutions at every stage of agribusiness, industrial carbon emissions and monitoring solutions for urban ecosystems. SycliQ is majority-owned by Dr. Syed Awase Khirni and Mr.Sanjiv K. Varma who manage the activities of SycliQ.

### Task6:Press and Blog

- created a newsroom and blog (@ [www.sycliq.com](http://www.sycliq.com))

## Task7: First Post

- Currently working on the content, as we are awaiting for provisional patent filing applications to be completed and legal.

## Task8:Engagement

## Task9:Future Posts

## Task10: Milestones

- Hyper-local sensing platform post completion of the V3.0 of the platform development- i.e by October end.
- Alpha Launch of the Android based platform for geoanalytical engine – October 31, 2014.
- Alpha launch of Web based geoanalytical engine and dash board – 1 Dec, 2014.
- Beta Launch of Hyper-local sensing platform post completion of V5.0 of the platform development – i.e by 1 Jan 2015.
- Beta Launch of the Android based platform for geoanalytical engine – 1 Jan 2015.
- Beta Launch of the Web based geoanalytical engine and dashboard – 1 Jan 2015.

## Task11:Eleventh Mailing

- Currently reaching out to potential customers, journalists and thought leaders.

\*

## Task12:Semester Leadership

12MonthActionItems-Draft.docx – <https://drive.google.com/file/d/0Bw613vXNL...>

Due:

2014-09-03, 05:00 PM

Added (Updated):

2014-09-01, 03:02 AM (2014-09-02)

[Bootstrapping and Fundraising \(Edit\)](#)

Assignment Title:

[Syed Awase & Sanjiv Varma- Bootstrapping and Fundraising - 10 Sep 2014](#)

Assignment:

# Syed Awase & Sanjiv Varma- Bootstrapping and Fundraising – 10 Sep 2014

## Friends and Family

S.No	Name	Relationship
a	Ram	Friends
b	Shyam	Friends
c	Naga	Friends
d	Christopher	Friends
e	Sharma	Friends
f	Thomas	Friends
g	Ganesh	Friends

## Task2: Advisors

Have discussed with Advisors and are currently bootstrapping with our own funds. We are also actively engaging with potential VC and Angel Investors to raise funds proactively. Shall keep you posted. Once, we have received adequate funding.

## Task3: Next Business Milestone

- Alpha Release of the product for first Market Segments. Sep 15, 2014.
- Customer Validation and Use Case Study – Sep 30,2014.

- Second Market Segment Alpha Release of the product – Sep 30, 2014.
- Multi-modal UI Platform with dashboard of geoanalytical intelligence engine. 31 Oct 2014.

## Task4: Future Plans

- 6 Months Plan – First 100 customers with 10 different case studies showcasing our products.
- 12 Months Plan – Acquire 10,000 customers in each market segment.
- Scaling of the platform globally – Attract a 15-20% investment from VC for 10-20 million dollars.

## Task5: Materials

## Task6: Investors

VC Handbook with list of 100 angel investors in India

<https://drive.google.com/file/d/0Bw613vXNL...>

## Task7: Experience

1. It provides structured insights into developing your startup bearing in mind all the necessary aspects of building a successful and enduring startup.
2. Gives you a platform to pitch your ideas to mentors and receive critical insights and feedback.
3. Prior to join the accelerator program, one should have completed the patent filing and other protective measures in place, before even disclosing your pitch @ any accelerator program. one should be atleast 1 year headstart in development of the prototype and then approach accelerator programs. So as to ward off copy cats and competition.
4. Unsure about how the Founder's Ideas data privacy and protection and enforcements are carried out in India or Abroad against potential misuse of the contacts and networks each individual founder has built. Legal frameworks to enforce copycats to work on the market research shared as part of the each individual founder's assignment.
5. Would have been helpful, if legal assurances and enforcing frameworks are provided to individual founder's assuring them of any copycat's or some VC to work on the similar idea. Individual founder's are at risk of loosing any headstart and advantage to some VC with deep pockets. It would have been helpful, if Non-compete and NDA (for 5 years) was put in place on day among all the founders and mentors and ANY SURPRISE GUESTS that come along the mentors to attend the FI Sessions.
6. In person and personalized mentoring would have been extremely helpful, rather than just sharing their experiences. Each individual Founder's journey is unique, but there are similarities and lessons that are shared, It was good to learn about individual mentor's experiences. It would have been more effective, if individual, personalized mentoring to address the challenges being faced.
7. More flexibility and freedom should be given to individual Founder's chemistry and match making to reach out to potential mentors and invite them for founder sessions.
8. FI does provide unmatched network of fellow founders who are equally passionate and serious about getting their idea to reality.
9. Should be extremely diligent to complete the assignments well in advance to stay ahead of the curve. Hard submission deadlines keep the pressure on the founders.
10. Ensure that you have planned for the next 5-10 years for your startup until SEED A,B,C founding.
11. Always remember that Mentors experience are their own personal experiences, they are just lines in sand not stone. Your experience and your journey is unique always and it is always how you wish to make a differentiator and run your own company. Assimilate only what you require after thoroughly validating yourself. It's your own skin and money that you are putting in.
12. Mr. Adeo, should be in constant interaction with founder's and establish a more proactive approach, through once in a week interaction. He has presented an excellent platform and vision for support startups worldwide, needs to micromanage on the activities rather than operate in a decentralized approach. I personally joined FI, only because of Mr. Adeo's Reputation, Credibility and Vision he set forth in Silicon Valley.
13. Unlike other programs this is more practical hands-on program which DIY Startup- while other programs are more academic in nature. If the startups had some seed-funds to support them. Then, it is unmatched!

## Task8: Twelfth Mailing

\_ Shall updated my linkedin Profile with graduation information of FoundersInstitute, post issue of the certificate from Founders Institute.  
 - All of my peers, friends and family are informed about my graduation on 17th September 2014. Being Wednesday, most of them are working professionals, Hope they all turn up for the event.

Due:  
 2014-09-10, 05:00 PM  
 Added (Updated):  
 2014-09-03, 07:11 PM (2014-09-07)

[Graduation \(Edit\)](#)

Assignment Title:  
[Syed Awase & Sanjiv Varma- graduation - 10 Sep 2014](#)  
 Assignment:

## Syed Awase & Sanjiv Varma- graduation – 10 Sep 2014

**(Working Group Meetings) Continue meeting with your last Working Group once per week for**

## the next four weeks. The agenda will be a weekly progress review of growing the business after the program is over.

1. Blue Team – Has been continuously communicating and supporting each other and updating about their activities.

---

2. (Semester Meetings) Attend the monthly in person meetings organized by the Semester President for the next 12 months. The agenda will be set by the Semester President.
  - All the graduating batch especially the blue-team and my co-founder have agreed to meet every week to support each other and discuss problems they are facing.

---

3. (Additional Graduates) Coordinate with the Semester President to invite previous semester Graduates to your first monthly meeting.
  - Unfortunately, there is no alumni communication as of today. It would have been better if we would have got a forum to interact with them right from day 1 of the start of the summer 2014 sessions.

Due:

2014-09-24, 05:00 PM

Added (Updated):

2014-09-16, 06:03 AM (2014-09-16)

The [Founder Institute](#) is the world's largest entrepreneur training and startup launch program, helping aspiring founders across the globe build enduring technology companies. Based in Silicon Valley and with chapters across 50 countries, the Founder Institute has helped launch over 1,550 companies in 6 years. The company's mission is to "Globalize Silicon Valley" and build sustainable startup ecosystems that will create one million new jobs worldwide.

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