Vyze Technology

Executive Brief

# Summary

Mobile Application development has been explosive, according to a study released by BIA/Kelsey gross revenues are projected to grow from a current $873M to $4.2B by 2015. [Novellino] With a large growth in the market, it is imperative to have a quality mobile application in order to become successful. AnnoTree has the ability to grow rapidly due to the ability to deliver and document thousands of annotations directly to developers from one simple platform.

# The Opportunity

# Product (or Solution)

The solution we are proposing is a platform called AnnoTree. Here companies can implement our libraries into their applications or “trees” that will allow their designers, developers and beta testers to collaborate directly on the application via annotations – whether it to point out a design flaw, a bug, or confusion with what the application is doing – and then send this information directly back to a Central Collaboration Platform (CCP) where all necessary parties can review, comment on, and see versions of the annotations or “leafs”. These “leafs” are tied to “branches” which can represent various portions of the application and these “branches” are in turned tied to the “tree”. We are leaving the implementation of this open enough so that the companies implementing our platform can organize their annotations as they see best fit for them.

# Roadmap

To bring our company to life there are a few things we need to do in order to successfully deliver and promising platform

1. Create the Minimum Viable Product (MVP) – This constitutes an iOS library for annotating and a collaboration platform for reviewing and commenting on these annotations – July 2013
2. Define a pricing structure and get the MVP into the hands of other companies and developers immediately and as a free beta. Use the initial pricing structure as a jump off point and take feedback immediately on the MVP as well as product value – August 2013
3. Expand the libraries to include Android, Blackberry, Windows Phone (and do it in order of market size) – August 2013 Android, TBD Others
4. Implement more advanced features of the libraries across all platforms, such as in-app recording, advanced collaboration with multiple users seeing the same screen and annotating simultaneously and remotely – Q4 2013
5. Moving the collaboration platform to mobile as well, so users can instantly collaborate and drop more notes on their annotations without ever having to leave their mobile device – Q4 2013
6. Once established as a successful application, we also see value in tying our application to other larger and popular systems, such as github and jira, for our users to be able to track their bugs in their own ecosystem, while still charging for API access – Q1 2014

# Customers

# Competitive Analysis

# Assumptions and Risks

# Cost Structure

The cost structure will be a one month free trial followed by allowing our users to sign up for one of the packages listed below:

* 2 projects max 3gb - $10/month
* 20 projects max 20gb - $50/month
* 50 projects max 50gb - $100/month
* Unlimited Projects 100gb - $150/month
* Extra GB - $2/month

# References

1. Steiner, Christopher. “[Meet The Fastest Growing Company Ever](http://www.forbes.com/forbes/2010/0830/entrepreneurs-groupon-facebook-twitter-next-web-phenom.html)”, Forbes Magazine, August 30, 2010, retrieved February 2, 2012
2. Haselton, Todd. bgr.com. "[Most mobile daily deal users are from high-income households, study finds](file:///C:\Users\shaunk\Downloads\Retrieved%20February%202,%202011)” 1 Feb. 2012. Retrieved February 2, 2012.