Vyze Technology

Executive Brief

# Summary

Vyze Technology is a group of like-minded entrepreneurs who want to make an impact on the world of technology. This isn't just a job or a company to us, this is a passion. We want to bring amazing products and platforms for other companies to leverage and exponentially increase their output. With a plethora of applications out in the world, we want every application developer to be able to deliver the best customer experience to their users.

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.com has the ability to grow rapidly due to the ability to deliver and document thousands of annotations directly to developers from one simple website.

# Company Goals and Values

* Deliver the product our customers need first.
* Create new and forward thinking technology and not be afraid to push the barriers
* Always be open with any new ideas, bring them all to the table, and thoroughly vet them out
* Strive to create a product that not only our customers will enjoy and embrace, but we would use everyday

# The Opportunity

We at Vyze Technology believe we can revolutionize testing of mobile applications by getting precise and effective feedback from designers, developers and beta testers on mobile applications. With AnnoTree we see a massive opportunity around improving the flow of collaborating on design, finding bugs, and overall improvement in all mobile applications.

We see a large opportunity in various areas of technology. The two largest areas we see going forward are certainly around mobile, big data and data visualization. We are initially targeting the growing mobile space **EXPAND THIS**. We believe we can continue to grow and expand our business into various technology industries to disrupt and create new trends while improving upon what exists, by using our analytical aptitude and entrepreneurial mindset.

# Product (or Solution)

Our first product is called AnnoTree. The solution we are proposing as a platform where companies can implement our libraries into their applications or “trees”. These libraries will allow their designers, developers and beta testers to collaborate and synchronize via annotations directly on the application – 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, but 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.

With the growing mobile marketplace, we will offer an established solution that is available to web and desktop based apps as a mobile specific platform, to streamline and enhance the build and implementation of mobile applications

# 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

* Anyone who is developing a mobile application and needs a collaboration platform between multiple users to gain feedback on their application
  + Small Firms
    - Great for having clients send direct feedback in onsite tests
  + Enterprises
    - Great for having designers and developers collaborate in one single solution
  + Single Developers
    - Great for getting direct feedback from your beta testers

# Competitive Analysis

Since AnnoTree is a unique idea, it does not have any direct competitors, however other collaboration websites could be considered as competitors. Currently, we have identified two software platforms as key competitors, Atlassian and Conceptshare. Atlassian, is a platform that allows developers to create, track, code applications. It allows for developers to link some of the most popular open source systems such as JIRA, Confluence, and Stash. Conceptshare, is a another collaboration platform that allows users to annotate websites and applications, with the ability to share and communicate them with other users.

Both these platforms have clear advantages in how they operate. However, the distinct advantage of AnnoTree is the ability to do the above for mobile. Currently, neither Atlassian nor Conceptshare allows for mobile collaboration and development. Since, we believe this is the future direction of computing, this is a clear advantage for our platform.

--- Combine these two versions of analysis

There are a number of products in this similar space so far. Atlassians Jira, especially with the bonfire plugin, allows users to directly track bugs from their web browser and grab screen shots. As well ConceptShare creates annotation software for desktop/laptop based applications. What these companies are missing out on is the massive growth of the mobile market and the trend of a lot of these applications starting to move to mobile interfaces. There is currently no solid company out there offering in app collaboration on designs or bug tracking for mobile applications.

# Growth Strategy

* Delivering the products that our customers will need based on market analysis of competitors as well as finding the gaps where our competitors are missing and filling that with a very effective solution
* Reach out directly to development and consulting companies that specialize in mobile for early and quick feedback as soon as the MVP is live and iterate quickly with real fedback.
* Target growing markets early and establish ourselves as a market leader in our target respects, getting our platform in users hands early, and iterating quickly to their needs while driving to not over customize to one single customer
* Leverage a wide network of application developers, both large and small, from personal contacts and focus on growing by word of mouth and very polished free trials to hook users into our ecosystem.

# Cost Structure

* Determine costs of running project
  + xyz
* Charge per project (not per user)
  + 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

# Team

In order to create AnnoTree.com, it is necessary to obtain guidance from previously successful technology entrepreneurs for the executive staff. Additionally, an expert team of employees must be obtained. The table below illustrates sample positions needed to create and grow AnnoTree, the three necessary areas are: Engineering, Sales & Marketing, and Operations.

Table 1. Initial Positions required by AnnoTree

|  |  |  |
| --- | --- | --- |
| Engineering | Sales & Marketing | Operations |
| Web Developers | Account Manager | Finance Analyst |
| User Experience | Sales Manager | Operations Analyst |
| Mobile Application Developers | Marketing Manager | Business Strategy Analyst |

Our teams skills and traits are also important in helping create AnnoTree. Below are our team biographies:

Brian Clark, CEO: Brian is a serial entrepreneur, who currently works as an IT professional for an industrial company. There he applies his skills to help develop technical projects and drive technical excellence around the organization. He is a graduate of the University of Michigan where he majored in Computer Science Engineering. In the past he has been involved in various startups as a consultant or founder but is pivoting his efforts in a new direction, away from creating small applications to creating technologies and platforms that can drive technical excellence for companies around the world.

Shaun Nikore, COO: Shaun is an aspiring entrepreneur who currently works in the financial services industry as a Business Technology Analyst where he applies his unique skills and knowledge to create better and more efficient ways to solve problems. He graduated from the University of Michigan in Ann Arbor, where he majored in Industrial & Operations Engineering. He is passionate about tackling some of the hardest problems. He believes engineering and creativity are not mutually exclusive, but rather a powerful combination required to solve the most important problems we face today.

Matt Price, CTO:

Dan Carter, CIO/PM:

Brad Clark, CMO:

# Assumptions and Risks

Several assumptions are necessary in order to pursue this venture. First, is the assumption that mobile developers need a way to collaborative and annotate their mobile applications in a better way. We believe this is not a fad and will continue to grow over the next few years. Second, is that consumers will visit the website and use it as a resource for their projects. Third, is that mobile developers will embrace and use AnnoTree as a platform to collaborate and increase more the quality of their mobile applications. Finally, the ability to obtain a strong executive leadership as well as employees that are passionate to create AnnoTree.

In any new venture, risk is a factor. It is always important to mitigate the risk as much as possible, however it always exists. Some risks AnnoTree has considered are:

* Customer Adoption
  + The lack of customers visiting the website
  + The lack of participation from by Application Developers
* Competitors
  + Even though this idea has not been created as of today, there is a risk that a copy-cat platform could emerge
* Financial Stability
  + The risk that the company could be unprofitable for a potentially longer timeframe than planned.

--- Combine above and below

* Technical implementation – It is absolutely crucial that we implement an effective solution that works and works well for our users. It needs to be easy for them to implement, leverage, give us feedback, and for us to pivot to industry needs
* Competition & Time to Market – The competitors that have created similar platforms but have yet to target the mobile space could at any point change direction and cause us a big loss of first to market – in this respect we have to deliver quickly and effectively to ensure success of our business
* Market – We need to assure we are hitting the market at the proper time. If the mobile market hasn’t matured to the point where a platform we are building is useful yet we could be sitting in limbo for awhile waiting for enterprises or other firms to catch up to creating large scale mobile applications and thus our platform may not be as useful as we would like initially
* Time Constraint – With all of us having full time commitments (School/Work) being able to effectively communicate with our customers will be a challenge

**How will we combat these risks**

# References

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