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.

# 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
* **Ethics**

# 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 our first product, AnnoTree, we see a massive opportunity around improving the flow of collaborating on design, finding bugs, and overall improvement in all mobile applications.

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 website.

**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**

# Customers

# Competitive Analysis

# 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 feedback.
* 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.

# Team

In order to create AnnoTree, 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:

# Roles & Responsibilities

To effectively define ownership of each portion of driving the business forward we are defining key roles and responsibilities across the team:

Brian Clark:

As the Chief Executive Officer, Brian Clark is responsible for organizing and driving excellence in all areas across all three pillars of engineering, sales and marketing, and operations. This includes:

* Leading the company strategy and making sure all of our vision aligns across all of our products
* Ensuring we have define a strong engineering direction and are delivering forward thinking technology
* Work directly with customers to align our product offerings with market needs
* Define key operating rhythms

Dan Carter:

* x

Matt Price:

* x

Brad Clark:

As the Chief Marketing Officer, Brad Clark is responsible for running all of our sales and marketing operations. This will include:

* Interfacing with external sources while researching competitive offerings
* Reaching out to our customers and maintaining relationships with our current offerings, roadmap, and assisting in determining what the customers wants/needs are

Shaun Nikore:

As the Chief Operating Officer, Shaun Nikore will be responsible for establishing key and strong operating rhythms across the company. This will include:

* Financial analysis of our product offerings to ensure competitiveness in the industry
* Aligning our product strategy with market need and ensuring our strategy and delivery are working in sync

# 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.