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4/29/2016

Final Report - EduTechGo

IST335 – Group 2

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Executive Summary

Company Description

EduTechGo's is multi-platform educational application developer. We aim to provide technological understanding while adapting to new technology. We want to provide our clients the ability to expand use on their newly acquired device, learn desired uses, and discover unknown applications for their device.

To accomplish our goals, we have developed a multi-platform application that is usable on any operating system, as well as downloadable through both the Apple App store and Google Play store.

The application will have free tutorials with the option of our clients selecting additional learning modules. Through partnerships with major manufacturers such as Microsoft, Apple, Samsung, and more, our clients can view manufacturer instructions. If the instructions are not available directly from a manufacturer our research and development team will create them with a focus on easily understandable step by step how-to instructions.

In regards to additional learning modules, our clients will be able to do so in two ways. First, via an a la carte style selection for \$1-\$5 per learning modules that will educate them on a desired use of their device. Second, the client can opt to take a details survey. The survey will gather information such as the age, personal knowledge of technology, and both business and personal activities, and will formulate options for a learning curriculum. The app will produce a variety of learning options which will have packaged price points for a client's convenience.

EduTechGo Client Demographics (Our Client Base)

As an app developer aimed at educating device users our demographics include anyone who recently purchased or acquired a new device. As a result, our demographic age range will be broad, including anyone 3 years of age and older.

With regards to geographical demographics, EduTechGo will release first in the US, but will actively be planning expansion in Europe, Asia, and South America. Our long term goal is to expand to developing countries as technology becomes more readily available in those locations.

Languages will also be considered. We will pilot English, Spanish, and Chinese, however, new languages will be added as we expand geographically.

Company Leadership (Who We Are)

The company is made up of six departmental leaders collaborating frequently via monthly emails, social media like GroupMe, phone calls, and meetings throughout the fiscal year. The six leaders include Elizabeth Hardison in marketing, Daniel Jeski in information technology, Kofi Karikari in research and development, Penial Aponte in human resources, Philip Lee in Finances, and finally, Woo Jung leading our customer service teams.

The leadership is collectively hoping to provide a quality product to each of our current clients, a fun yet professional work environment for our employees, and a push to keep EduTechGo on the cutting edge of mobile application learning.

General Company Description

Missions Statement

The mission of EduTechGo is to provide the knowledge of how to use technology in order to improve the way people learn, live, and grow by providing an educational multi-platform application and web interface that simplifies technology.

Vision Statement

Empower humanity through technology.

Organizational Policies

Organizationally we will be promoting casual environment focused on providing the best possible solutions to our clients. Because we are a web based company without store fronts, we have an opportunity to encourage our employees (as long as they are HR friendly) to dress the way they are most comfortable.

Each leader within EduTechGo would like our employees to feel that they can express themselves in any way that helps their productivity so long as it is not impacting the productivity of other. As a result, dress code in particular will most likely be a mix between business casual and casual.

The company will have a universal onboarding process for new hires of any department that instills exactly what our expectations are, from a core job responsibilities, to moving up within the company, to how to go about changing a cultural topic that an employee feel needs to be revisited. We want our employees to know exactly what it means to be a part of our company including how they contribute to our clients, how they succeed as employees, and how they can positively impact their coworkers.

Communication

As a technology based company we must be proactive in incorporating the latest in technology to improve transparency throughout the company. Our IT department will be ensuring that mediums such as email, phone, fax, social media like GroupMe and Facebook, as well as meeting scheduling allows our company to communicate at varying consistency. Each level of leadership will need to determine the best frequency for communications and meetings to prepare their initiatives for both our clients and our employees.

Consistent and quality communication between departments will result in knowledge of what each department is working on, newly implemented policies and procedures, and share ideas between departments that could either impact the employee or client experience, as well as spread best practices that could benefit more than one department.

Our six founders and department leaders have also agreed upon an open door policy. Employees will have an avenue, such as meetings and email listservs, to speak anonymously. They will be encouraged to do so. Employee input will not only be recognized by our leaders, but we will soon be developing a program that will incentivize innovation by providing rewards and company wide recognition for anyone that contributes to an innovation or idea directly impacting our application, or the experience of both our clients and employees.

Accountability

With regards to company accountability, employees, especially in their early development, are expected to make mistakes. Managers, however, will ensure that those employees are aware of their mistakes

and set clear expectations for personal growth as a result of those mistakes. This will be implemented with firm policy, reviewed during onboarding that allows employees to be aware of how they may be held accountable. Our company atmosphere, while certain more casual than most application developers, must maintain an undertone of professionalism.

Organizational Structure and Departmentalization Strategy

As mentioned, our organization will be made up of six primary department. They include marketing, information technology, research and development, human resources, customer service and finances. While there will be managers and supervisors in each of the departments, our six leaders have acknowledge that they will impact not only their own departments, but the employees of each and every area throughout the company.

A key notation regarding our structure is the addition of the research and development team. Being a technology related company, the founders felt that our company must invest additional resources into aspect of information technology. The result will be the IT department handling the standards of IT, such as infrastructure, communications, and client support, while the research and development team focuses on our application's functionality, development, and innovation as the dynamic technology landscape continues to evolve.

Within each department will be managers, supervisors, and team leads managing up to 18 employees for a given imitative or specific assignment. As you'll see in our departmental plans, each department will have a strategy and a key role both with our clients and our employees throughout the company. As a result, each department will play a pivotal role in our company's success and it is important that our clients, employees, and future shareholder, understand just how each impacts our product.

Marketing Plan

Our customer's buying behavior is to purchase the latest technology every 1-2 years (typically). Past purchase might dictate purchasing the same product, or current marketing strategies might influence you to purchase a different technological product. We are fulfilling the need to provide tutorial training using our application for the latest and greatest technology. Expanding upon common uses for the technology and providing more in-depth training/versatility for the technology. Advantages over our competitors – our application will be provided free of charge and be bundled with technology such as

Apple products, Macs, etc. Initially, the application will be provided free, however, we will offer our tutorial services for a nominal price expanding how you can use your technology. For this nominal cost, our application and tutorial will be accessible for all demographic markets.

Our marketing strategy is to bundle our product with existing technology that our application will work with. This branding of our product (being a free product), will draw attention to our application, and the versatility for learning new avenues of use for technology that might not be well known. All technology provides a vast list of uses that might not be familiar to the consumer. We will advertise with posters in the main stores that sell the technology we are bundling our application with. This will draw attention to our application and the versatility it will provide to the consumer to teach them additional uses for this technology outside of the manufacturer's basic tutorials regarding their product. Key time for this advertising will be prior to school season, since this will be one of the most dynamic demographics markets.

Another key marketing strategy will be our partnership with educational institutions. From pre-K all the way to college levels, we'll be reaching out and offering our services to these schools. Depending on the conditions of our agreement, we'll package modules to be included to these students. We are hopeful that this will create more traction of our product on a national level and encourage dialogue regarding how useful our modules truly are. In partnership with finances, we'll also use this avenue as a means to justify federal funding for our company.

Finally, there will not be any initial cost for the application. However, we will offer additional tutorials with more in-depth information on additional ways to use this technology. These tutorials will be offered for a nominal fee, to encourage continued use and to further promote our application. What better method of advertising could there be?

IT and Operational Plan

The information technology department is truly the backbone of EduTechGo. We will have a strong partnership with each and every department within the company. From supporting our client facing personnel, to supplying functionality to the infrastructure needed for research and development, the IT

department will work closely with leaders throughout the company to ensure both our client's and our employee's needs are met.

With regards to IT infrastructure, we'll have team members dedicated to our company's network, internet security, database management, active directory environment, identity management, and physical wiring. This will provide the physical infrastructure necessary for each of our department to function. We'll need to work closely with our internet service providers to ensure that we have the best possible network makeup.

Our IT department will also include our telecommunications team. As depicted in Figure 1, a major focus of the IT team will be to institute a strong internal and external communication pathway for our employee, clients, and partners. Our IT staff is aimed at providing multiple avenues for departments to interact with each other and our clients.

For internal communications, VoIP phone communication through our local area network, email, and social media such as GroupMe and Skype for Business will be in place. As a result, we are confident that this will promote transparency throughout the company and have a direct and positive impact on our group collaboration and decision-making.

External communication is also vital to our success. Our clients, investors, and shareholder must be able to communicate to us. We'll be working closely with the customer service and marketing teams to ensure we have feedback mechanisms in place that go beyond the mentioned communication methods to also include surveys through Qualtrics, chat capabilities while users are in the app or in a web

browser, and provide remote desktop support for our browser based clients using Bomgar.

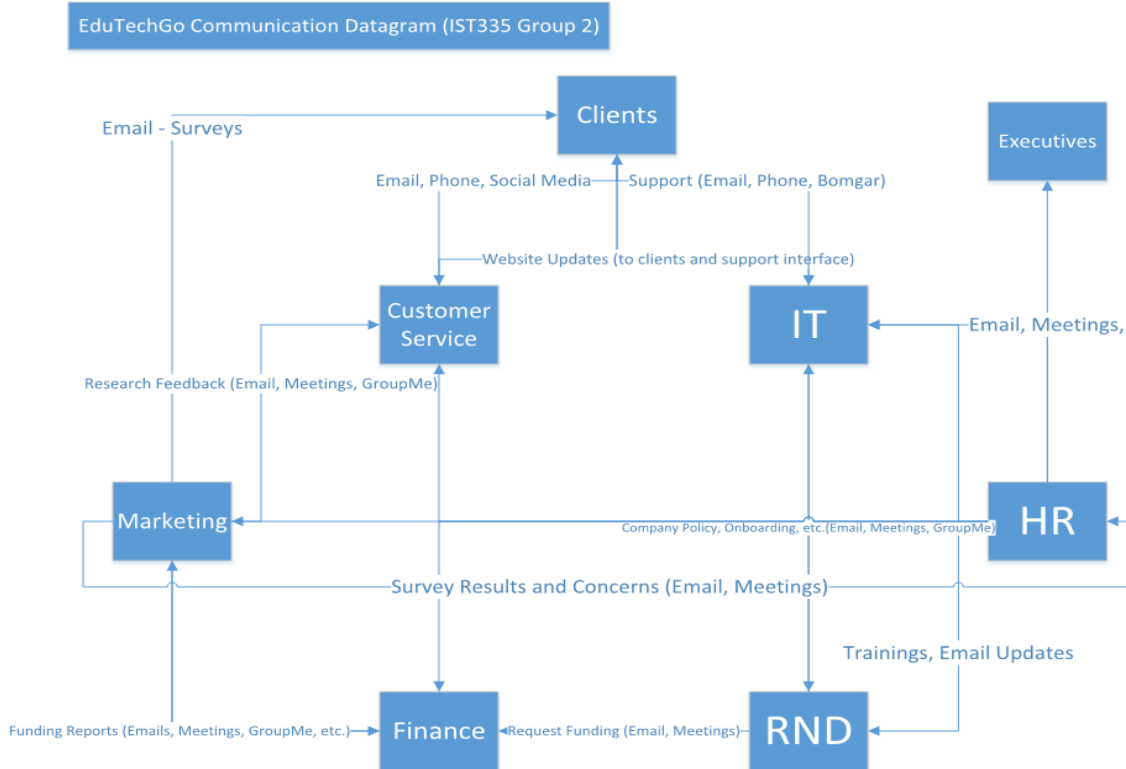


Figure 1: EduTechGo Communication Datagram

Physical computers and hardware will also be a main concern for the IT department. Each of our employees will need a computer capable of performing their core job responsibilities. In most cases, this will include a Windows 10 machine capable of word processing. In certain circumstances, such as our network administrators, research and development engineers, and advanced application developers, we'll need more robust desktops capable of more processing. Many of those positions will also require additional devices, up to and including every potential new or existing device that our application supports. In coordination with our financing team, each department will meet with our IT budgeting consultant to plan accordingly as we anticipate our physical computing needs to be a significant portion of our initial investment.

Research and Development

The research and development department is part of the information technology department; responsible for innovations, development and manufacturing. It is the core of the technology in EduTechGo. Our strengths lie in diversity and as such, all ideas from employees in the department are embraced and critically analyzed for use.

We work with all the departments in the company in different ways. From the customer service, we obtain important information in the form of customers' feedback for research and innovation. We also interact with the marketing department as to prices of EduTechGo's products. The finance department work with us in terms of financing materials needed for performance in my department. The human resource department is also responsible for the hiring of recommended –by research and development department- qualified employees –people with the right attitude, knowledge and personality-into the department.

Our mission is to innovate products through research and development; that can be easily used by users who want to learn and advance their technological capabilities. To achieve the goals enshrined in our mission statement, the customer's needs has been our guiding post for creativity, innovations and development. Customers' needs were determined through surveys and advice. SWOT analysis by the organization as a whole, has also provided knowledge pertaining to performance and productivity. Fully developed processes and knowledge are coded and stored in the departmental repository for use, as well as leveraged through the department for the benefit of all employees for the purpose of departmental learning.

In order to motivate employees and facilitate innovations and development, we have established a conflict resolution system which addresses conflicts among associates and employees pertaining to roles, behavior, personality, etc. Also, since the customer's satisfaction is our priority, we help customer service to avoid and resolve conflicts that would have happened by producing and developing our products to satisfy customers' needs.

Communication in my department is often through emails, telephone, face to face meetings and department blog. Worth mentioning is our departmental blog. This is a platform where employers and employees ask and answer questions, exchange ideas, make suggestions, etc. In fact it is a place where knowledge is shared.

To achieve the goals, the department has put in place certain policies as follows:

- Employees should have autonomy over roles to enhance creativity
- Employees are rewarded for their ideas and innovations
- Knowledge must be shared among associates
- Every suggestion should be valued and welcomed

Considering the evaluated data of the organizational survey, we can predict a constant increment in production for eight years and continue to produce steadily after that period for our current product. While the years glide by, we will incorporate instructions of usage of emerging technology into successive products. This situation will broaden our spectrum of performance and productivity.

Our departmental structure consist of a chief engineer who coordinates the activities of engineers in the department, chemical, electrical, mechanical, Nano engineers, technicians and assembly workers who put the parts of the device together.

Human Resources

The EduTechGo will make sure to hire the right people by going through a three part interview where one we interview them one on one and the second where we interview them in a group setting and the last part of the interview is doing letting them interview one of us because through that we can see what they value and see if their values and the values we have are similar. Other than experience personality is important because we need to make sure they have the personality for the job.

The EduTechGo recruitment policies in regards to advertisement is to remain honest and straight to the point about what the expectations are but also to advertise all the benefits and focus more on that. In regards to interviews the policy is similar to advertisement with honesty but also we have to do a background check of all the people being interviewed and follow up with all the interviewee's prior employees, the policies for contractual issues would be discussed by the appropriate lawyers and confidentiality would be a must. Policies for orientation would be to make the hired person feel welcome and give them a clear run through of all the requirements.

Some of EduTechGo's development plans are offering a discounted college tuition with colleges that we work and offer our product to. We also offer pre job training on each employees specific job so that they

can feel comfortable with the job once they start. EduTechGo will also offer counseling to employees that need it with a medical leave as well without there being any penalty to their position.

The EduTechGo would give the employees autonomy, over their work, through responsibility and recognition on their achievements. The company will assign challenging tasks to motivate and to gain mastery for a potential growth. With an excellent performance, the company can reward its employees with job security and employment status. The company will use both intrinsic—achievements—and extrinsic—effort—as a primary motivation factor.

The EduTechGo would offer workshops and activates on a monthly basis that would gear to help new employees adjust to the environment and help them with their new position. These activities will include playing sports like kickball or softball at the end of the month and having more team building and team strengthening workshops as well.

The EduTechGo will attract employees with rewards, varied job responsibilities, proper working condition, opportunities for advancement and promotion, and potential for personal growth. As for rewards, it could come in monetary as a basic means, moreover recognition for their works. Though working condition is a dissatisfied, a proper one—creation of virtual spaces, proper tools for work, and a good remuneration—would attract people to come and work for the company

Customer Service

The department of customer service at EduTechGo strives to exceed customer satisfaction at all times. Customers always find solutions to their problems because there are a number of ways in which customers can get help. At EduTechGo, customers have the option of getting support through phone, email, web, and social media. Whatever way the customer chooses to pursue, his or her satisfaction will be exceeded due to our qualified representatives in the customer service department. These representatives are full of interpersonal skills, have outgoing personality, and are very knowledgeable in information technology. In addition, EduTechGo have a team of account specific personnel support. These team members are well-informed in areas in business and finance and will negotiate and consult with companies that EduTechGo is dealing with.

For each support sections, there will be approximately 5 to 10 representatives. Because EduTechGo is in its primary stage, we are looking forward to growing as years pass by. For all Online Inquires including

social media and FAQs, those will be covered 24/7 and the geographic coverage will be worldwide. The time frame for phone support will be from 8AM to 5PM, and calls made on any other time will immediately lead to an automated message. The geographic coverage for this type of support will be only the United States. Last type of support EduTechGo provide is email support. This is probably the most convenient support because it can be used by anyone from anywhere; the physical geographic location is not really a factor. All emails will be responded in a timely manner, meaning no later than 24 hours after the initial email. As mentioned above, EduTechGo strives to assist its customer at all time in any possible methods promptly. That being said, any customers and companies are always in good hands under EduTechGo.

One of the potential problems that a customer may encounter is the network connection. This really depends on the geographical location the customer is in. Customers may be required to connect to a VPN, or simply not be allowed to connect, in order to interact with our app, sites, or support avenue(s). This may not even allow them to reach out to us, which they could interpret as a problem we've created as opposed to their internet service provider. Another connection problem is when one of the avenues goes down, which will cause a delay in clients contacting for support. In those cases, a way of reducing that downtime and alternative support avenue will be necessary. Last problem the customers may experience is the language barrier. Certain programs function based on a so a specific language. If they are trying to make a payment and the only payment gateway is restricted by their language, it may not properly interact with our payment methods or gateway. This will cause customer service to not have an avenue for them as an alternative and could make us lose transactional business from particular clients or regions.

Financial Plan

As a financial sector in the firm, EduTechGo, the primary goal is to maximize the profit. In order to do so, the most important aspect is to increase the revenues and decrease the costs. As a company, we first must identify the costs associated because our product is mainly based on information technology. Generally as a startup company, the costs were sectioned into 3 components: startup costs that subdivide into fixed and variable costs.

The startup costs are what the department considers the most important in this company because the company will start out with nothing but from a venture capital. Technology start-up costs consist of

fixed costs, which are computer hardware and software, Internet access, and servers, and variable costs, which are development and maintenance, scaling of services and security. We expect these to total up to 20 percent of our total projected costs. Professional start-up costs include variable costs of legal attorney and consultation, and drafting partnership; and fixed costs of trademarks, copyrights, non-disclosure agreements, interest payments, and office leasing and utility services. This adds up to be 10 percent of our costs. Wages and benefits are mainly comprised of variable costs that are employee salaries and the tax from their payroll: 50 percent of the total budget. Sales and marketing include promotion of our product and services, public relations, event or trade show attendance or sponsorship, trade association or chamber of commerce membership fees, travel and entertainment for client meetings, mailing or lead lists: the communication system (internal and external) will be variable cost and advertisement will be fixed cost. This will be about 20 percent.

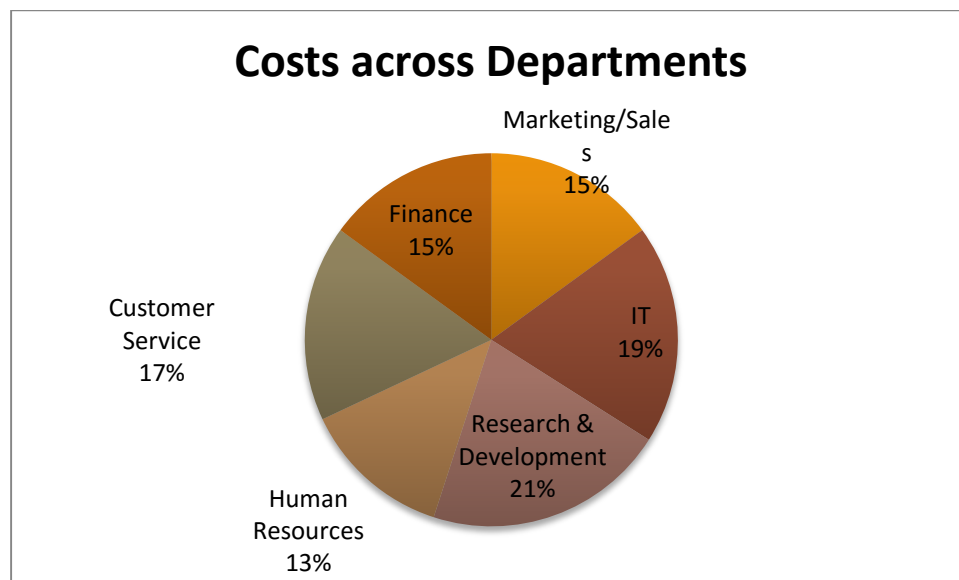


Figure 2: EduTechGo Cost Distribution

In the short-run, which is a period from 6 months to 18 months after starting the business, I believe that our profit will be negative where the fixed costs will weigh more than the incoming cash flow to our business. In this period, we hope to devote our time sole on researching and developing, and marketing of our product as well as contacting educational constitutions to bring in funding from governments. Also as our basic product will be provided as free of use in the market, we hope to acquire stockholders and advertisements to generate additional revenues. Though we expect to reach out to those listed above immediately, we cannot guarantee but to estimate that time to be after at least 6 months where

we can collectively create a revenue that is 100 percent of cost that we had spent, calling this our breakeven point in the profit. After this we would like to continue to expand out where we allocate the resources on the development.

Conclusion

Simply stated by our vision statement, EduTechGo desire changing humanity through technology. The strategic planned outlined in this document is simply the start of what we hope to be a successful company with long-term success.

Beyond success, however, our goal is to impact people in a positive way. Not simply through the user of our application, but through the creation of an employer that produces a workplace that is not only highly competitive as an application developer, but sought out for the positive and innovative atmosphere.

EduTechGo also aims to be a leader in customer service in the entire technology industry. Our goal, at launch and as we expand, is to create client experiences that are not only helpful, but memorable. Building a relationship with our clients in any way possible is not only vital to our company's success, but important to each of our founder, a virtue that will be discussed and instilled through the onboarding process of every employee we hire to represent our brand.

Success for EduTechGo will not simply be producing an application that is utilized by millions of people. Instead, success will be gauged on whether we can confidently say that we are shaping the way people learn, live, and grow with the knowledge technology they gain through our application and interacting with our employee.