

Business Proposal

Tefillin Consulting

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November 19, 2020

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Issues

Introduction

The purpose of this Business Proposal is to present an operational approach for fabricating the design of a Bible memorization app. In this document, we will introduce our customer base, provide a background of the problem, and outline the requirements and how we seek to satisfy these requirements. This will also outline alternative options, and identify the best solution for our customers. We include budgets, foreseeable net present values, and a cost-benefit analysis for the alternative solutions. Our website's goal is to make a user friendly experience that will promote memorization and engagement with the Bible. This proposal will provide an in depth analysis of the best manner to implement our objectives and develop our system.

Details About the Customer and Customer Business

Dr. Brandle and Dr. Staritz are professors at Taylor University. Dr. Brandle is a computer science professor and co-chair of the Computer Science Department at Taylor University. Dr. Brandle received a B.A. in Philosophy at Wheaton College in 1986, a M.S. in Computer Science at the Illinois Institute of Technology in 1992, and Ph.D. Computer Science at the Illinois Institute of Technology in 1998. Dr. Staritz is a physics professor at Taylor University. Dr. Staritz received a B.E. in Mechanical Engineering at SUNY Stony Brook in 1998 and a Ph.D. in Robotics at Carnegie Mellon University in 2003.

Dr. Brandle and Dr. Staritz have noticed a niche in the market for a memorization app. While there are some tools out there, they have not found one that is able to meet their exact requirements. Dr. Brandle has been pondering this idea for several years. He would like to see a tool built where clients can input any data into the system so that they can memorize it. Dr. Staritz has an interest in this tool so that it can help people memorize scripture, and will hopefully grow deeper in their faith because of it. Both professors want a memorization app to help motivate and help users to memorize data, more specially, the Bible.

Information About any Non-customer Stakeholders Involved in the Project

Non-customer stakeholders include any user tangentially involved in the production of different pieces or modules of the website. This can include any company or group who contributes information and opportunities to the customer's on the app. Other stakeholders include the ones who buy, build, and construct activities from the website for their own independent purpose. Because data will be recorded from different memorization activities, stakeholders may include anyone who benefits from the information collected from this analysis.

Motivation for Undertaking the Project

There is not currently a tool available that meets the requirements that Dr. Brandle and Dr. Staritz have discussed. There are some applications that help people to learn a specific topic that a company has chosen. That being said there is no convenient solution for people to have a tool catering to users so they can upload their own material for memorization. In addition, we want to make sure that the information is really being memorized and retained. Our hope is to use different activities so that people can learn and memorize material in a way that works best for them. The goal for us is to create a tool that people can use to memorize data of a person's choosing. Another goal is to offer this scripture memorization tool to users for no cost. We want to ensure that people can enjoy and learn the Bible for free.

Specifically in this case, the tool we are looking to create would help people in scripture memorization. Psalm 119:11 says "I have hidden your word in my heart that I might not sin against you." (*Psalm 119:11*, n.d.) The Bible calls us to memorize and know scripture. We think it is important to provide the necessary device to encourage this memorization. More than just memorization, we want people to engage with the material and find motivation to come back to use the tool and continue their memorization. By developing a tool for Bible verses to get inputted into, we would like to see people being encouraged and enjoying the process of learning scripture.

Solution Alternatives

The Bible Memory App

The Bible Memory App does not have a bible memorization app that helps individuals or large groups of people memorize the bible through multiple scripture applications and activities. Currently, they do not provide a website for users and only use the mobile app. This application offers a free trial to the user, but when the user reaches up to 50 verses memorized, the application is no longer free. The Bible Memory App tracks the user's individual progress for each verse. The Bible Memory App does not offer a group or collaborative option for its users.

Verses App

The Verses App visually tracks the user's progress for each selected verse. Verses provides collaborative options for its users. Verses has several different bible translations offered for its users. It provides a kid-friendly environment and user analytics. Unfortunately, Verses does not offer a website and is strictly used by mobile applications. Verses is free, but there are options to upgrade to a better or more advanced version of Verses with the purchase of a monthly or yearly subscription.

Bible Memory By Memlock

The Bible Memory By Memlock also does not offer a website option for its user, but this application can be used offline. Memlock does provide a collaborative element and encourages

family to participate in memorizing scripture together. Memlock provides devotional material in addition, several different Bible translations, offers customizable plans for its users, and implements a reward system for its users. Memlock is a free application, but in-app purchases are available for users who would like to upgrade their experience.

BibleMemory.com			
Musts		Comments	Y/N
Customizable User Memorization Plan		Allows users to pick material to memorize and tracks the progress	Yes
Various Memorization Activities		Users are able to memorize the verses from a variety of memorization tools	Yes
User Memorization Progress Tracker		Allows users to see their progress through each module, as well as how many modules they have completed	Yes
Rewards / Motivational System to provide incentives		A set of different achievements and daily goals to encourage users to use the system daily.	Yes
Secure Database to house relevant data		Must have a database that is simple to interact with and stores data in a way that is easily retrievable and logical.	Yes
Secure Account Login and Creation System		An account system that securely transmits account data and interacts with the database to create and update account information.	Yes
Website		Must have a clean and well-designed interface that emphasizes a user's current progress.	No
Groups/Friends		Allows users to follow friends and create groups to complete modules together.	No
Wants	Weighting	Comments	Score
User Analytics	14	Lets us see what activities provide the best memorization strategy for users	0
Leaderboards	12	There are rankings for the number of modules and verses completed between people on the app, and groups of friends.	0

Mobile Application	20	Create a version of the product that is designed and optimized to work on mobile devices	20
Application/Devotional Material	12	Asks application questions for the various verses in the module	0
Different Bible Translations / Languages	16	Lets people choose their preferences so they can memorize scripture in their preferred language/ translation	0
Kid-Friendly Visual Design	16	Creates an atmosphere that engages kids so they can enjoy their experience using the website	14
Donation reception	10	Allows the company to get money without making users pay to have an account	0
Totals	100		34

<u>Verses</u>		
Musts	Comments	Y/N
Customizable User Memorization Plan	Allows users to pick material to memorize and tracks the progress	Yes
Various Memorization Activities	Users are able to memorize the verses from a variety of memorization tools	Yes
User Memorization Progress Tracker	Allows users to see their progress through each module, as well as how many modules they have completed	Yes
Rewards / Motivational System to provide incentives	A set of different achievements and daily goals to encourage users to use the system daily.	Yes
Secure Database to house relevant data	Must have a database that is simple to interact with and stores data in a way that is easily retrievable and logical.	Yes
Secure Account Login and Creation System	An account system that securely transmits account data and interacts with the database to create and update account information.	Yes

Website		Must have a clean and well-designed interface that emphasizes a user's current progress.	No
Groups/Friends		Allows users to follow friends and create groups to complete modules together.	Yes
Wants	Weighting	Comments	Score
User Analytics	14	Lets us see what activities provide the best memorization strategy for users	14
Leaderboards	12	There are rankings for the number of modules and verses completed between people on the app, and groups of friends.	0
Mobile Application	20	Create a version of the product that is designed and optimized to work on mobile devices	20
Application/Devotional Material	12	Asks application questions for the various verses in the module	0
Different Bible Translations / Languages	16	Lets people choose their preferences so they can memorize scripture in their preferred language/ translation	12
Kid-Friendly Visual Design	16	Creates an atmosphere that engages kids so they can enjoy their experience using the website	12
Donation reception	10	Allows the company to get money without making users pay to have an account	0
Totals	100		58

<u>Bible Memory By Memlock</u>		
Musts	Comments	Y/N
Customizable User Memorization Plan	Allows users to pick material to memorize and tracks the progress	Yes
Various Memorization Activities	Users are able to memorize the verses from a variety of memorization tools	Yes

User Memorization Progress Tracker		Allows users to see their progress through each module, as well as how many modules they have completed	Yes
Rewards / Motivational System to provide incentives		A set of different achievements and daily goals to encourage users to use the system daily.	Yes
Secure Database to house relevant data		Must have a database that is simple to interact with and stores data in a way that is easily retrievable and logical.	Yes
Secure Account Login and Creation System		An account system that securely transmits account data and interacts with the database to create and update account information.	Yes
Website		Must have a clean and well-designed interface that emphasizes a user's current progress.	No
Groups/Friends		Allows users to follow friends and create groups to complete modules together.	Yes
Wants	Weighting	Comments	Score
User Analytics	14	Lets us see what activities provide the best memorization strategy for users	0
Leaderboards	12	There are rankings for the number of modules and verses completed between people on the app, and groups of friends.	0
Mobile Application	20	Create a version of the product that is designed and optimized to work on mobile devices	20
Application/Devotional Material	12	Asks application questions for the various verses in the module	12
Different Bible Translations / Languages	16	Lets people choose their preferences so they can memorize scripture in their preferred language/ translation	14
Kid-Friendly Visual Design	16	Creates an atmosphere that engages kids so they can enjoy their experience using the website	14

Donation reception	10	Allows the company to get money without making users pay to have an account	0
Totals	100		60

Budget

Buy: The Bible Memory App

	Years					
Expenses	0	1	2	3	4	5
Purchase Price	\$40,000					
Modification Costs	\$10,000 - \$20,000					
Routine maintenance		500	500	500	500	500
Miscellaneous Expenses		250	250	250	250	250
Total Annual Costs		750	750	750	750	750

Buy: Verses

	Years					
Expenses	0	1	2	3	4	5
Purchase Price	\$60,000					
Modification Costs	\$5,000 - \$10,000					
Routine maintenance		500	500	500	500	500
Miscellaneous Expenses		250	250	250	250	250
Total Annual Costs		750	750	750	750	750

Buy: Bible Memory by Memlock

	Years					
Expenses	0	1	2	3	4	5
Purchase Price	\$50,000					
Modification Costs	\$7,000 - \$15,000					
Routine maintenance		500	500	500	500	500
Miscellaneous Expenses		250	250	250	250	250
Total Annual Costs		750	750	750	750	750

Build: Dwell (Our Website)

	Years					
Expenses	0	1	2	3	4	5
Development Costs	\$5,544 (Created by Taylor Students) \$12,000 - \$150,000 (Developed by Professionals)					
Routine Maintenance		500	500	500	500	500
Advertising		500	500	500	500	500
Miscellaneous		250	250	250	250	250

Expenses						
Total Annual Costs	XXXX	1,250	1,250	1,250	1,250	1,250

Net Present Value Calculations

No Donations	Year	0	1	2	3	4
Costs	Initial Investment	\$5,544				
	Annual Costs	\$1250	\$1250	\$1250	\$1250	\$1250
Benefits	Annual Benefits	\$0	\$0	\$0	\$0	\$0
Future Value		(\$6,794)	(\$1,250)	(\$1,250)	(\$1,250)	(\$1,250)
Present Value		(\$0)	(\$1,190.48)	(\$2,324.26)	(\$3,404.06)	(\$4,432.44)
Cash Flow		(\$6,794)	(\$1,250)	(\$1,250)	(\$1,250)	(\$1,250)
Net Present Value		(\$5,440)				

500 Subscription	Year	0	1	2	3	4
Costs	Initial Investment	(5,544)				
	Annual Costs	1250	1250	1250	1250	1250
Benefits	Annual Benefits	\$0	\$1,495 (2.99 x 500)	\$1,495	\$1,495	\$1,495
Future Value		(\$6,794)	\$245	\$245	\$245	\$245
Present Value			\$233.33	\$455.56	\$667.20	\$868.76
Cash Flow		(\$6,794)	\$245	\$245	\$245	\$245

Net Present Value		(\$242.80)				
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Donations	Year	0	1	2	3	4
Costs	Initial Investment	(\$5,544)				
	Annual Costs	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Benefits	Annual Benefits	\$0	\$2,000	\$2,000	\$2,000	\$2,000
Future Value		(\$6,794)	\$750	\$750	\$750	\$750
Present Value		(\$0)	\$714.29	\$1,394.56	\$2,042.44	\$2,659.46
Cash Flow		(\$6,794)	\$750	\$750	\$750	\$750
Net Present Value		\$1,547.90				

Recommendation

There are enough differences in the requirements that we gathered that we found some tools that could benefit each of you individually, but not something that would necessarily benefit both of you. For Dr. Staritz's goal mainly is scripture memorization. The mobile apps we found are helping people to do that. One of the main discrepancies we found with these apps is that they are not all completely free. There are some that start free and then ask users to pay, or that are free and you can pay for extra benefits. By getting involved with those companies, it would decrease costs of developing another tool for you significantly. From our understanding these apps seem to meet the requirements that we gathered from you. If after looking at these tools you think that they do not fit the main requirements that you have then it might be beneficial to continue on in the process of building a new tool with us. By doing this you can have the flexibility to alter what you want. You would also be involved in the development, so it would not be difficult to edit and update the website. Finally, by having us build you this tool it will be able to meet all the requirements that you have for your product.

In the case of Dr. Brandle, we found one alternative for you. This seems like it could be a nice option, although it does not motivate others to continue to come back and memorize more. In addition it is a mobile app and not a website. This app is free, but there are some in-app purchases. So while this could be a nice alternative, we do not believe that it is the best option for you.

Our recommendation, especially for Dr. Brandle is to have us create a new website that can meet his requirements at a better level than the alternatives that we have found. Having us create a tool for you to use would give you the flexibility to make changes to the tool. In addition, you can be certain that all of your requirements will be met and you can be happy with the product that you will receive. There are not a lot of initial costs other than the time it takes to code and develop the system that meets your requirements. This will take quite a bit longer as you have nothing to work off of. After you build, it will also take time for people to catch on and use the system so there would need to be a significant advertising budget. You would have total flexibility of the system and you are involved in the creation of the system. This also makes it easier in the future because as maintenance needs occur you are familiar with the system, making updates fairly simple for you.

Elements

KT Situation Appraisal

List concerns	Clarify concerns	Severity	Urgency	Growth
Ensuring users memorize information	Creating an accurate measuring tool for evaluating a user's progress	High This is the foundation of the memorization tool	Moderate Need to have this defined for specifications	Moderate The desire for the app will grow
Context of verses	Ensuring users have a understanding of what they're memorizing and its meaning as intended by the authors of Scripture	Low While understanding the context of the verses being memorized is valuable, it's not the main focus of this project	Low This concern doesn't need to be addressed much within the scope of this project	Low Since the goal of the project is to create memorization software, this concern is relatively minor and likely won't grow much
Loss of the vision of a scripture app	Want to make sure that for this project the Bible aspect is not being lost as the tool is created. There should be equal emphasis on the creation of the tool and memorization of verses	Moderate This is an important application of the memorization tool and our long term goal	Low We are currently keeping the goal in mind	Moderate Once the memorization tool is out of the scope of ISA/ISD, the stakeholders need to maintain vision

No Software currently available	There is little to none alternatives to in house development, which gives our developers few products to compare too	High Currently, no memorization software is available	High We need to create some software for this system soon	Low This is a niche in the market that no one is currently exploring or pursuing
Payment for developing tool	How will the project be funded after it leaves the scope of ISA and ISD?	Low Currently, the project requires little to no funding	Low Since the project requires little to no funding, there's no rush to find funding	Moderate As the project grows beyond the scope of ISA and ISD, funding may become more of an issue
Following through to long-term goals	Ensuring that this project is continued beyond the scope of ISA and ISD	Low The current focus is to develop the basic key components of the project, rather than worrying about expansion The current focus is to develop the basic key components of the project, rather than worrying about expansion	Low Since the project is in the early stages, long-term focus is good to keep in mind but not a main priority.	Moderate As the project grows in scope, ensuring that new team members can continue the project effectively becomes more important.

Ensuring users retain information	Users should be able to remember previously learned material	High Ensuring that the user retains the information that they have memorized	Moderate Ensures that the memorization tool is effective in helping its users retain memorized information	Moderate The potential for the user to retain previously memorized information
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List opportunities	Clarify opportunities	Severity	Urgency	Growth
Development of a memorization tool	The tool currently does not exist, which is a niche we can fill	High This is the main goal of the project, to create a tool specifically for memorizing	Moderate Need to have this tool fully described in specifications by the end of the semester	Low The applications of this tool will not change dramatically
Profit	The tool itself can be sold to other companies to input their own data	Moderate Possible funding source to continue project	Low Making a profit is not the sole purpose of developing this memorization tool	Moderate There is potential that this memorization software will become profitable in the future
Taylor Student-staffed project	This could be a project that is passed to students and staff at Taylor	Low A great opportunity, but this could also be something to pass to another company	Low This will be up to the stakeholders after ISA/ISD, so they have	Low As the stakeholders are Taylor Professors, they can probably make it a TU

			time to consider alternatives	project whenever they want
Development of Scripture memorization system	People are able to be learning verses and engage with the Bible with this memorization	<p>High</p> <p>This does not exist and this could be great to assist people to memorize verses</p>	<p>Moderate</p> <p>There is a niche in the market that could be filled by this memorization software</p>	<p>Low</p> <p>Because this is a unique tool not everyone would use it, it could be helpful to people, but it is not going to become more of an urgent need at the moment</p>

KT Decision Analysis

<u>Our Memorization Tool and Website</u>			
Musts		Comments	Y/N
Customizable User Memorization Plan		Allows users to pick material to memorize and tracks the progress	Yes
Various Memorization Activities		Users are able to memorize the verses from a variety of memorization tools	Yes
User Memorization Progress Tracker		Allows users to see their progress through each module, as well as how many modules they have completed	Yes
Rewards / Motivational System to provide incentives		A set of different achievements and daily goals to encourage users to use the system daily.	Yes
Secure Database to house relevant data		Must have a database that is simple to interact with and stores data in a way that is easily retrievable and logical.	Yes
Secure Account Login and Creation System		An account system that securely transmits account data and interacts with the database to create and update account information.	Yes
Website		Must have a clean and well-designed interface that emphasizes a user's current progress.	Yes
Groups/Friends		Allows users to follow friends and create groups to complete modules together.	Yes
Wants	Weighting	Comments	Score
User Analytics	14	Lets us see what activities provide the best memorization strategy for users	12
Leaderboards	12	There are rankings for the number of modules and verses completed between people on the app, and groups of friends.	12
Mobile Application	20	Create a version of the product that is designed and optimized to work on	10

		mobile devices	
Application/Devotional Material	12	Asks application questions for the various verses in the module	6
Different Bible Translations / Languages	16	Lets people choose their preferences so they can memorize scripture in their preferred language/ translation	8
Kid-Friendly Visual Design	16	Creates an atmosphere that engages kids so they can enjoy their experience using the website	12
Donation reception	10	Allows the company to get money without making users pay to have an account	10
Totals	100		70

Cost-Benefit Analysis

Every route for creating this website is different. Each has distinct and unpredictable barriers that can occur. For each solution alternative, we can consider the different outcomes and calculations that will be made for comparison. Of the three buy solutions mentioned, we can begin looking at the cost for working with already built data systems. The cost of obtaining a premade database is estimated to be between 40,000 and 60,000 dollars. After 4 years, the projections for cost benefit depends on the donations acquired. Although the benefits include a quick start, the NPV calculations above prove this solution may be disadvantageous.

The final option to build a system from scratch would cost the least amount of money from the start. However, there would be a lot of time and maintenance required, although these attributes would be tangibly inexpensive, estimating to be. Instead of initial costs, a large portion of the costs would be in advertising the system to gain attention. Additionally, this advertising costs could reap significant added revenue. Adverse consequences include a slow start process, but one of the quickest to gain profit.

Moreover, intangible benefits include the ability to have a Bible verse centered website, with the freedom to select, customize, and join different modules. This includes opportunities to memorize verses in a variety of different ways, and integrate friends to complete modules together. This website creates a friendly space to learn parts of the Bible in ordered and clever ways. In addition it could be a free tool that people can use to engage with scripture and grow deeper in their faith.

Bibliography

Psalms 119:11. (n.d.). Bible Gateway. Retrieved October 30, 2020, from
<https://www.biblegateway.com/passage/?search=Psalms%20119%3A11&version=NIV>