City Urban Book Exchange (CUBEx)  
PROJECT CHARTER

A Non for profit local organization located in Chicago, IL

# OVerview

CUBEx LLC is pleased to submit this proposal for services to support The City of Chicago, American Library Association, Chicago Transit Authority, and Chicago’s 49th Ward in achieving its goals for improving the quality of life for our average Chicago citizen by increasing their access to free books at our CUBEx kiosks. There are measured and proven benefits to reading books, some of which include vocabulary expansion, memory improvement, strengthen writing skills, and positive mental stimulation among other documented improvements. We have partnered with a small team of full stack developers dedicated to creating, growing, and maintain the CUBEx kiosks in Rogers Park and increase access for all citizens to reading material at no charge.

## The Objective

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|  | Traditional libraries, book stores, etc. are fine institutions to procure and access reading material. Due to the scale of those established businesses, we feel our CUBEx kiosks can in no way compete nor harm them. We will operate with a segment of the population, namely commuters and neighborhood pedestrian, to allow them free access to CUBEx kiosks. Our goal is to return to the reading stream already consumed literature and allow open access to said material for all. |

* Need #1: Create the front-end fully operation website to present the CUBEx service to the local community.
* Need #2: Install | monitor | operate | maintain the CUBEx kiosk network.
* Need #3: Conduct book drives throughout the community to grow our bank of reading material for free distribution to the community.
* Need #4: Be active members of the Rogers Park community, sponsoring educational events, and showing our sponsors and donators the value added by the impact CUBEx has had on the neighborhood.

## The Opportunity

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|  | We have in Rogers Park 5 Red Line stops and 1 Metra Rail station for a total of 6 + 1 pilot locations for CUBEx to debut. These commuters average a total of 1,694,186\* yearly commuters sited from the CTA website directly. METRA rail had a number of 712239 riders on the UPN line which travels through Rogers Park. |

* <Goal #1: Train all volunteers how to scan and stock the CUBEx kiosks.
* <Goal #2: Integrate our marketing people to advertise and grow this free service.
* <Goal #3: Monitor use volume, return rates, and key satisfaction of community use via surveys.
* <Goal #4: Inject CUBEx mission to assist the community in literacy.

## The Solution

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|  | CUBEx will install, maintain, monitor, and execute the ownership of the 6 CUBEx kiosks to go live on 07/27/18. We have ready our team of volunteers to assist with the restoration and repurposing of 6 + 1 kiosks and have collected over 1000\* books to stock and rotate throughout the book source cycle. Our Website will be the front door to our business where users can review our mission statement, assist the staff in donating and tracking book resources, view our community blog, and find ways to volunteer to assist the community by joining our scheduled activities in the neighborhood. |

* <Recommendation #1: After go live date, a weekly statement will be sent to stakeholders detailing our progress as we all agreed.
* <Recommendation #2: Transparency will be maintained to ensure that all company expenditures meet not for profit criteria.
* <Recommendation #3: Metrics will be made to ensure our planned milestones are met and address variances immediately when found.

## Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

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|  | We have a dedicated team of 5 individuals with backgrounds in IT, Program and Project Management, and Marketing. We have assembled 10 volunteers to assist us to meet our hard launch date in July 2018. |

## Technical/Project Approach

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|  | Our website is our business front door. It will be written with the latest technology. HTML CSS BOOTSTRAP NPM HANDLEBARS NODE EXPRESS MYSQL JAWS BODY-PARSER DBRMS and so much more. Our expert team of developers and mentors are ready to address any issue that may be found. |

## Project Deliverables TBD

Following is a complete list of all project deliverables:

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| --- | --- |
| Deliverable | Description |
| Project Charter | Charter that formally recognizes the creation of the CUBEx Website |
| Website | This is a full CRUD website and will be our branding landing page for all visitors to our company |
| CUBEx Kioks | Lorem Ipsem |
| CUBEx Data | This will be a robust database of the entire inventory we have, our community interactions, and tables related to day to day business. |
| CUBEx books | Lorem Ipsem |

## Timeline for Execution

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|  | High level table of our Phase 1 deliverables and activities. |

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

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| --- | --- | --- | --- |
| Description | Start Date | End Date | Duration |
| <Project Start> | 07/03/18 | TBD | 14 |
| <Phase 1> | 07/03/18 | 07/14/18 | 14 |
| Detail Project Charter and Requirements | 07/03/18 | 07/07/18 | 4 |
| Solidifying all technical requirements | 07/03/18 | 07/07/18 | 4 |
| Database Design | 07/03/18 | 07/07/18 | 4 |
| Procurement Activities and Risk Analysis | NA Fictitious | NA Fictitious | NA Fictitious |
| Front-End Development | 07/07/18 | 07/14/18 | 11 |
| Back-End Development | 07/07/18 | 07/14/18 | 11 |
| Integration and testing | 07/14/18 | 07/14/18 | 11 |
| Team Huddle. SPRINT retrospective. | 07/14/18 | 07/14/18 | 4 |
| <Phase 1 End> | 07/14/18 | 07/14/18 | 1 |

# Conclusion

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|  | CUBEx is here to improve the lives of over a million urban dwellers by giving them free access to reading materials while they commute to and from work and home daily. We have moved free-book sharing to this century and have at our disposal the technology and distribution system to aid in the increased knowledge share and passive learning of our neighborhood. Phase 2 discussion will follow in Summer of 2019. |

We look forward to working with Alderman Moore supporting your efforts to improve the quality of life for all citizens of Rogers Park. We are confident that we can meet the challenges ahead and stand ready to partner with you in delivering an effective book distribution system powered by our custom IT support solution. If you have questions on this proposal, feel free to contact Ryan Oliver Sotto at your convenience by email at RSOTTO@CUBEX.ORG. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

RYAN OLIVER SOTTO

PMP, CSM, LSSGB, ITIL, FULL STACK WEB DEVELOPER