

USMAN INSTITUTE OF TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE

MID-ASSIGNMENT: 02

SOFTWARE ENGINEERING

HS 353 – TECHNOPRENEURSHIP

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CASE STUDY

Application Questions

- 1) Make a list of the ways in which Sam Goldman's passions and life experiences made him the ideal founder for d.light. Then, make a list of your most distinct passions and life experiences. Study the list. Is there a potential venture for which you might be the ideal founder? (MARKS 2.5 – CLO 1)**

Sam Goldman's List:

- The first thing of Sam's passion and experience was his vision. He stayed without electricity but did not just cope with it and actually opted out to do something for it. Therefore, he got enrolled in Stanford where despite of getting whole new insights, he stuck to solving his issue, making project and presenting it.
- The next great trait of Sam was his presenting skills. When he presented the project, he thought of creating a completely new experience for each person in the room. While other competitors just relied on typical slide shares, he opted an experiment to make the audience feel the same way the people without electricity, which addressed to them how important the issue was. He made sure that at the end of the day the investors would remember how and what he presented.
- Sam knew his target market right from the start. He didn't put his staying without electricity period in vain but instead worked out on it measuring all factors from kerosene price, to smoke, to the villagers' income and comparing sunlight and dark ratio to form an LED charged with solar panels that would light up the villages at night as well.
- He along with his team was just not in word games and acted out instead. They went in remote villages and did all the hustle to test and get feedback for their product to make it better implying that he went for the fieldwork as well.
- He knew how to form a team. He gather his project members for the University project, that same team stuck and tied together until the end, and finally d.light was formed.

My List:

- I am not completely fond of devoting my life to a certain business. However, I've always dreamed to own a business as a side hustle alongside the actual thing I wanna do. For this, I've kinda searched for something that I can solve. Difference with Sam is that, he himself faced an issue and he picked that up. Where as in my case, I'm still looking for that opportunity to extract something out.
- Talking about experience, right from my school life, I've been that kid who participated and aced (mostly) every competition. That turned me in a good presenter I guess because the fear of audience gradually vanished. I can now easily present myself anywhere randomly, which will help me a great deal in presenting my business idea without my limbs shaking (as they did in the start).
- Gathering a working team is a weary task. Fortunately, I am getting really good at it with all the experience I'm getting from my society platform from being an ambassador of a national event to calling out names for team ups and leading them which if we relate to me leading a business is relieving for I'll have experience of it.

Comparing Sam and me would give us the results, that Sam was visionary, a good presenter, and a team leader, did field work and knew his target market constituting him into a good business founder.

On the other hand, I might possess a quality of being a leader and a presenter but not knowing my thing can create issues. With that said, all positives considered. I'd probably turn out to be a decent founder once I've known what I'll found I guess.

- 2) **Find an example of an entrepreneurial company that is addressing a significant issue in the developing world. Briefly relate that company's story. What similarities, if any, do you see between the company you're reporting on and d.light?**

(MARKS 2.5 – CLO 1)

AcuaCare:

Juan Carlos Guaqueta, also entitled as The Worm King is the founder of AcuaCare, a company that has devoted itself to implement solutions to treat water with earthworms. Initially, the company designed some biological healthcare kits that were mobile and the audience targeted was families in Latin America. The officials of the company travelled in different villages and rural areas to find out that what they were doing was not that efficient. AcuaCare was already a partner with Benhabitat and was already in constructing houses for people. They thought of building a house where women despite of having no skills of expert level would brought into action.

Therefore, build-it-yourself houses were made with two steps involved featuring to treat water with earthworm that was initially preserved and stored from rainwater by same BIY house. Every component was designed in such a way that helped growing flora and fauna generating savings of up to 40%.

The account of how is it similar with d.Light is that its focus was society's betterment from the start. They experimented by creating kits, travelled just like d.Light team, explored the issues themselves, and helped cater more than one issues. They brought women in action, provide houses, preserved and treated water, breaded flora and fauna and saved 40%. In addition, both AcuaCare and d.Light targeted rural areas and villagers.

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1. **Your friend Lisa Ryan is opening a smoothie shop that will sell a variety of smoothie drinks in the \$4 to \$5 price range. When you ask her if she is worried that the steep price of smoothies might prompt potential customers to buy a soda or a sports drink instead of a smoothie, Lisa answers,**

“You’re right. Someone could substitute a soda or a sports drink for a smoothie and save a lot of money. Is there anything I can do to discourage that?”

What do you tell her? (01 MARK – CLO 01)

Lisa is into a business where threat of substitution is high. Because of that, Lisa would have to present something appealing. She can provide an offer to her customers. Now that would have different aspects. She could simply give a Buy 1 get 1 free. However, that wouldn't be suitable for her. She could instead offer something else. She can divert her focus towards gathering audience. She can provide an offer where if a person brings his friend along with him, he'll get a 50% off on any smoothie. This would not only get her more engagements but will also suffice her 50% from the person who came as friend. She can introduce some completely new smoothie flavors. She can add an option of customizing your own smoothie where the customer will get what he likes. Her marketing style should be unique and attractive. She can market using some theme or sell in a funny way by wearing a bunny costume or something like that that will provide happiness to customers along with smoothie. All of these are onetime costs and by doing so, she'll make a name and be talk of town not getting a threat of substitution.

2. **Kelly Myers, a friend of yours, just told you an interesting story. She was at her parents' house over the weekend and her father saw this book lying next to her backpack. He pickup it up and read Chapter 3. That is Feasibility Analysis. He told Kelly, “When you were growing up, I started and sold three successful businesses and never completed a feasibility analysis once. I wonder what the authors of your entrepreneurship book would say about that.” If you could advise Kelly about how to respond to her father, what would you tell her to say?**

(02 MARKS – CLO 02)

Kelly's father started and sold three successful businesses. His narrative is that he never did a Feasibility analysis. He may be right with his narrative but difference is of surety. When he was starting and selling those businesses, there would have been certain risks factors and he would definitely be not aware of all those risks at that time. The stress of that risks aside, it is quite unlikely that he would never have been effected by those risks. There definitely would have been consequences knowingly or unknowingly because of this. Had he had done the feasibility analysis, it is probable that he would have stick with the first business only and if he changed the business twice and started from scratch, this could have been one of a consequence that made him do so. In addition, if he had done it, he would be sure of all the factors. He would know what for, he have to look out and what his strong point is , without doubt instead of trying different things. Feasibility analysis is kind of a test run of business on paper which is definitely difference creating. Also, he might not have known it by the same name, he'd probably have done it unknowingly with a different name or without a name. He'd never have started the business otherwise. Therefore, feasibility provides you the surety and relief you are looking for in business.

3. **Marshall Hanson, the founder of Santa Fe Hitching Rail, a chain of nine steak restaurants in New Mexico, is considering expanding his menu, which is currently restricted to steak, hamburger, potatoes, and fries. He has just read a book about entrepreneurship and learned that entrepreneurs should study social trends to help identify new product opportunities. List the social trends that might help Marshall choose items to add to his menu. Given the trends you list, what items do you suggest Marshall add? (02 MARKS – CLO 02)**

Social trends related to food varies in every society and culture. Marshal owns a steak restaurant. The cuisines most related to steak is pork in Western Culture. However, if Asian culture is considered, there is a variety of items in steak family. In addition, Marshal should focus on healthy food it is quite trendy that people get the food that is healthy and hygienic. What Marshal can do, is introduce these multi-cultural cuisines of same family. The food bloggers and vloggers who visits South-Asian countries are fond of all these dishes so it is most likely that the Whites would like it too. In addition, this would increase his audience, including Muslims situated in New Mexico without doubt of illicit food. Concisely, I live in Asian culture. With that said, the items I'll suggest would be Kebabs and its variants, Broasts, fried chickens, salted meat in a heathy way. These would really be admired in Western culture s it would add more cuisines to their menu.