

# Bootcamp Mission

Thursday, March 18, 2021 2:36 PM

Dear Bootcampers,

Welcome to the Bootcamp Playbook.

Your OneNote Playbook is where you will showcase all your work.

Your research and development activities should be reflected here and on time.

This is also where facilitators will be able to see your work and provide you feedback.

## **Bootcamp Mission**

As a high-performance team you are to create a startup and develop a *desirable, feasible* and *viable* solution that targets a specific customer segment with an attractive market size.

You will use human-centered design and lean startup methodology to develop and iterate on your solution, and you will build a business case to convince investors that your startup is investable.

You may choose any challenge area but it must be inspired and/or addresses one or more of the following SDG's:

- SDG 3: Good Health & Well-Being.
- SDG 4: Quality Education.
- SDG 9: Industry, Infrastructure & Innovation.
- SDG 11: Sustainable Cities & Communities.
- SDG 12: Responsible Consumption & production.

Your solution may or may not integrate one or more of the following technologies.  
Technologies IoT / AI / Big Data / Data Analytics / VR, AR, XR / Blockchain / Additive Manufacturing or other...

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## **Mission Components & Evaluation**

Your mission encompasses two dimensions: Individual and Team.

## **1. Individual 50%**

- Knowledge Assessments (30%)  
Multiple Choice (50%)  
Scenario Based (50%)
- Individual Engagement (20%)
  - Letter to Future Self (5%)
  - Individual Assignments (7.5%)
    - Team Player (7.5%)
      - Storm Meeting Tasks
      - Team Engagement
      - Bootcamp Engagement

## **2. Team Mission 50%**

- Rocket Pitch (25%)
- Final Mission Report (25%)
- Bootcamp Playbook (5%)
  - Overall completion
  - Engagement
  - Quality

Distinction: 90+ Merit: 76 ~ 89 Pass: 60 ~ 75 U: <60

We are looking forward to have you learn, co-create and engage deeply with a challenge worth solving.

There is a significant weekly load in order to complete the journey successfully. Therefore, it is essential that you follow and trust the process in order to have the best possible outcome.

We expect you to be highly engaged, thoughtful, intentional, collaborative and proactive during the entire semester, and we're always here to support your learning and growth.

We're excited for you to experience what it is like to create a startup and solve a worthy challenge.

While this definitely requires lots of effort and commitment but that doesn't mean that it can't be fun.

So enjoy the process and we will see you on the other side.

For now let's get to work .... ;)

The Bootcamp Team

# Agendas & Action Items

Thursday, March 18, 2021 2:38 PM

## Instructions:

*Team captains will fill the information below for each team storm meeting.*

*This is mandatory and will affect your performance, also it is an opportunity for you to get in the habit of documenting and keeping your team on the same page, while informing us of your ongoing progress.*

## Add-ons:

- Insights should be included in all teams (to track absences).
- Team must register non-engaged students.

*Note that absence from an agreed upon team meeting is an absence that will be recorded.*

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## Storm Meeting # 1

Date: 25/07/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Layal Al Khatib, Salman Abu Latif, Mohammad Shamlawi

Absent: None

Duration: 75 minutes

### Key Areas/Issues Discussed or Worked On

- Suggesting and discussing potential problems for the project - (Done by All)
- Setting ground rules for the meetings for the rest of the semester - (Done by All)
- Finalizing the team's introductory video - (Done by Layal)

### Action Items & Responsibility

- Researching and investigating whether the problems are valid or not, and drawing conclusions from it - (Done by All)

**Team Captain Signature:** Marwan Al Farah

## Storm Meeting # 2

Date: 28/07/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Layal Al Khatib, Salman Abu Latif, Mohammad Shamlawi

Absent: None

Duration: 90 minutes

### Key Areas/Issues Worked On

- Creating the mind maps - (Done by Salman)
- Going over the results of our research - (Done by All)
- Settling on one final problem - (Done by All)

### Key Action Items & Responsibility

- Conducting excessive research on the problem – (Done by Ahmad, Layal, Mohammad)
- Filling the Early Thoughts, the Storm Meeting, the Startup Team, and the Mind Maps pages – (Done by Marwan, Salman)

**Team Captain Signature:** Marwan Al Farah

## Storm Meeting # 3

Date: 29/07/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Layal Al Khatib, Salman Abu Latif, Mohammad Shamlawi

Absent: None

Duration: 105 minutes

### Key Areas/Issues Worked On

- Dividing the pages of the playbook among the team members - (Done by All)
- Dividing the work for Stage Gate 1 among the team members - (Done by All)
- Sharing the results of the excessive research - (Done by All)

### Key Action Items & Responsibility

- Filling the pages of the playbook that are needed for Stage Gate 1 – (Done by Marwan, Salman)
- Creating our problem statement – (Done by Mohammad, Ahmad)
- Working on Stage Gate 1's presentation - (Done by Layal)

**Team Captain Signature:** Marwan Al Farah

#### Storm Meeting # 4

Date: 31/07/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Layal Al Khatib, Salman Abu Latif, Mohammad Shamlawi

Absent: None

Duration: 330 minutes

#### Key Areas/Issues Worked On

- Collecting and analyzing the secondary research and choosing the most important statistics for Stage Gate 1 – (Done by Marwan, Salman, Ahmad)
- Analyzing the results of the primary research - (Done by Mohammad)
- Coming up with our user personas - (Done by Ahmad)
- Designing the Stage Gate 1 presentation - (Done by Layal)
- Practicing for the presentation – (Done by Marwan, Salman, Mohammad)

#### Key Action Items & Responsibility

- Practicing for the presentation – (Done by Marwan, Salman, Mohammad)

**Team Captain Signature:** Marwan Al Farah

#### Storm Meeting # 5

Date: 06/08/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Layal Al Khatib, Salman Abu Latif, Mohammad Shamlawi

Absent: None

Duration: 100 minutes

#### Key Areas/Issues Worked On

- Integrating Stage Gate 1's feedback – (Done by All)
- Look for multiple solutions for the problem – (Done by All)
- Choosing our final solution - (Done by All)

#### Key Action Items & Responsibility

- Getting approval for the solution – (Done by All)
- Continually trying to enhance on the idea and asking around to see if there are any suggested enhancements - (Done by All)

**Team Captain Signature:** Marwan Al Farah

#### Storm Meeting # 6

Date: 06/08/2023

Participants: Mohammad Shamlawi, Salman Abu Latif

Absent: Marwan Al Farah, Ahmad Shahatit, Layal Al Khatib

Duration: 120 minutes

#### Key Areas/Issues Worked On

- Discussion of the Technical Side of the Prototype, Technologies that could be used – (Done by Salman, Mohammad)
- Finalize Design Research, Challenge, Early Thoughts pages of the playbook, and start with the Solution Design pages – (Done by Salman, Mohammad)

#### Key Action Items & Responsibility

- Filling the rest of the playbook pages - (Done by All)
- Planning for our next step - (Done by All)
- Tailoring our challenge statements, personas to our solution – (Done by Ahmad, Marwan, Layal)

- Conducting additional research specific to our solution - (Done by All)

**Team Captain Signature:** Marwan Al Farah

### Storm Meeting # 7

Date: 09/08/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Layal Al Khatib, Mohammad Shamlawi

Absent: Salman Abu Latif

Duration: 120 minutes

#### Key Areas/Issues Worked On

- Filling all the needed pages of the playbook – (Done by Salman, Mohammad)
- Planning for our next step (interviews, visiting related companies, prototype, etc...) - (Done by All)
- Modifying our challenge statements, personas to our solution – (Done by Marwan, Ahmad, Layal)
- Conducting additional research specific to our solution – (Done by All)

#### Key Action Items & Responsibility

- Conducting interviews, and visiting related companies as soon as possible – (Done by Marwan, Ahmad)
- Start preparing for the prototype – (Done by Salman, Mohammad)

**Team Captain Signature:** Marwan Al Farah

### Storm Meeting # 8

Date: 12/08/2023

Participants: Marwan Al Farah, Salman Abu Latif, Layal Al Khatib, Mohammad Shamlawi

Absent: Ahmad Shahatit

Duration: 105 minutes

#### Key Areas/Issues Worked On

- Conducting Secondary Market Research – (Done by Marwan, Salman, Mohammad)
- Filling the Business Model Canvas – (Done by Layal)
- Collecting all the questions to ask the instructors - (Done by All)

#### Key Action Items & Responsibility

- Getting answers to the questions – (Done by All)
- Finalizing our Secondary Market Research – (Done by All)
- Getting Feedback on our Work up to now – (Done by All)

**Team Captain Signature:** Marwan Al Farah

### Storm Meeting # 9

Date: 12/08/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Salman Abu Latif, Mohammad Shamlawi

Absent: Layal Al Khatib

Duration: 120 minutes

#### Key Areas/Issues Worked On

- Sharing the Results of our research to determine our market size – (Done by Marwan, Salman, Mohammad)
- Preparing our PMR questions, and seeing which companies to interview – (Done by Ahmad)

#### Key Action Items & Responsibility

- Going out and interviewing the companies – (Done by Marwan, Ahmad)
- Work on the prototype – (Done by Salman, Mohammad)
- Work on our marketing plan – (Done by Layal)

**Team Captain Signature:** Marwan Al Farah

## Storm Meeting # 10

Date: 18/08/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Salman Abu Latif, Mohammad Shamlawi, Layal Al Khatib

Absent: None

Duration: 120 minutes

### Key Areas/Issues Worked On

- Finalizing and checking the "Customer" and "Early Market Research" page – (Done by Ahmad, Salman, Marwan)
- Working on the prototype – (Done by Salman, Mohammad)
- Working on Stage Gate 2 presentation – (Done by Layal, Ahmad)

### Key Action Items & Responsibility

- Going out and interviewing the companies and experts – (Done by Marwan, Ahmad, Layal)
- Work on the prototype – (Done by Salman, Mohammad)
- Work on the "Prototyping Plan" and "User Testing" pages – (Done by Salman, Mohammad)
- Gather all the insights from our PMR - (Done by Layal)

**Team Captain Signature:** Marwan Al Farah

## Storm Meeting # 11

Date: 19/08/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Salman Abu Latif, Mohammad Shamlawi, Layal Al Khatib

Absent: None

Duration: 120 minutes

### Key Areas/Issues Worked On

- Continue working on the prototype – (Done by Salman, Mohammad)
- Finalizing Stage Gate 2 presentation – (Done by Ahmad, Layal)
- Start practicing for Stage Gate 2 – (Done by Ahmad, Layal, Salman)
- Finalizing and checking the "Research Questions" page – (Done by Mohammad, Marwan)

### Key Action Items & Responsibility

- Work on the prototype – (Done by Salman, Mohammad)
- Work on the "Prototyping Plan" and "User Testing" pages – (Done by Salman, Mohammad)
- Practicing for Stage Gate 2 – (Done by Ahmad, Layal, Salman)

**Team Captain Signature:** Marwan Al Farah

## Storm Meeting # 12

Date: 25/08/2023

Participants: Marwan Al Farah, Ahmad Shahatit, Salman Abu Latif, Mohammad Shamlawi, Layal Al Khatib

Absent: None

Duration: 180 minutes

### Key Areas/Issues Worked On

- Modifications to "Business Model Canvas", "Go To Market", and "Marketing Mix" pages to make sure that they are all aligned – (Done by Marwan, Layal)
- Modifications to "Market Size" page – (Done by Marwan, Ahmad)
- Finalizing the "Financials" excel sheets – (Done by Marwan)
- Continue working on the prototype – (Done by Salman, Mohammad)
- Continue working on the Demo Day/Rocket Pitch presentation – (Done by Ahmad, Layal)

### Key Action Items & Responsibility

- Work on the prototype – (Done by Salman, Mohammad)
- Work on the "Prototyping Plan" and "User Testing" pages - (Done by Salman, Mohammad)
- Practicing for the Demo Day – (Done by Marwan, Salman, Ahmad)

**Team Captain Signature:** Marwan Al Farah

# Team Canvas

Thursday, March 18, 2021 2:38 PM

## **Part 1 (Due one week after Teams are formed)**

*After discussing with your team the Thinking and Behaving Preferences discussed during Team Day. Include for each team member the following:*

1. *MPA & LPA of your thinking preferences. (Most Preferred & Least Preferred Attribute)*
2. *Behavior Preferences (Expressiveness, Assertiveness, Expressiveness)*
3. *Hacker, Hustler, Hipster or Hound*

Team Name: Tech Titans

Members:

- Marwan Al Farah

**Thinking Preferences (MPA & LPA):** Creativity (Most Preferred), Detail Orientation (Least Preferred)

**Behavior Preferences:** Expressiveness (High), Assertiveness (Moderate), Flexibility (Low)

**Role:** Hacker

- Ahmad Shahatit

**Thinking Preferences (MPA & LPA):** Logical Analysis (Most Preferred), Emotional Connection (Least Preferred)

**Behavior Preferences:** Expressiveness (Moderate), Assertiveness (High), Flexibility (Moderate)

**Role:** Hustler

- Layal Al Khatib

**Thinking Preferences (MPA & LPA):** Collaboration (Most Preferred), Individual Work (Least Preferred)

**Behavior Preferences:** Expressiveness (High), Assertiveness (Low), Flexibility (High)

**Role:** Hipster

- Salman Abu Latif

**Thinking Preferences (MPA & LPA):** Risk-taking (Most Preferred), Routine Work (Least Preferred)

**Behavior Preferences:** Expressiveness (Moderate), Assertiveness (High), Flexibility (Moderate)

**Role:** Hound

- Mohammad Shamlawi

**Thinking Preferences (MPA & LPA):** Innovation (Most Preferred), Conformity (Least Preferred)

**Behavior Preferences:** Expressiveness (Moderate), Assertiveness (Moderate), Flexibility (Low)

**Role:** Hacker

## Part 2

Have a look and get acquainted with the Team Canvas. We will let you know when we expect you to work on it, but for now just keep the questions in the back of your mind.

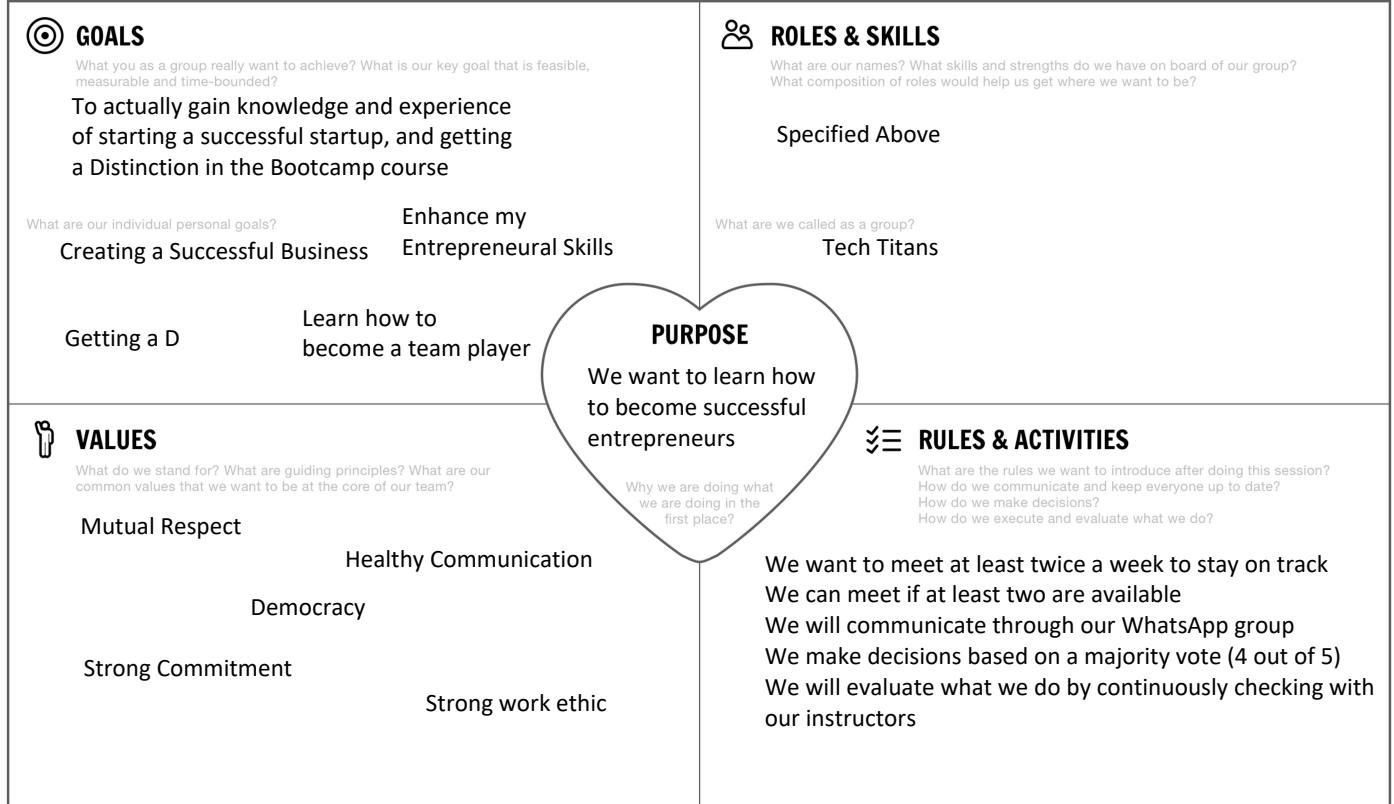
# Team Canvas Basic

Most important things to agree on to kick off effective team project and get members to know each other better

Version 0.8 | [theteamcanvas.com](http://theteamcanvas.com) | [hello@theteamcanvas.com](mailto:hello@theteamcanvas.com)

Team name Tech Titans

Date 24/07/2023



Team Canvas Basic by [theteamcanvas.com](http://theteamcanvas.com). Created by Alexey Ivanov, Dmitry Voloshchuk.  
Team Canvas is inspired by Business Model Canvas by Strategyzer.

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# Early Thoughts

Tuesday, February 22, 2022 7:48 PM

*Instructions: In this section, you will be exploring different challenges that your team can dive deeper into. Fill the tables as you see fit (you can fill one or both)*

1. Most successful companies start with the founders trying to solve a problem in their own lives.  
**Always write your early thoughts as a question because you still don't know the answer!**

What challenges do you face in your everyday life that need a better solution?
Ex. I would like to be more sustainable when I go grocery shopping but everything is packaged in single use plastic – is there a way to make the shopping experience more sustainable?
I would like to use my electric car to travel to neighboring countries, but I am afraid that there won't be enough charging stations on the road to keep me going – is it possible to make electric cars' charging stations and services more available?
I need help in checking and solving all the problems in my house's appliances. It is hard to contact each expert for each appliance, and most of them have questionable credibility and quality of service – are there easier ways to maintain my house's appliances and fix them with reliable services while still being cost-efficient?
Using physical cards and tokens for gaming arcades can be very inconvenient and is not environmentally friendly, especially when disposing of them – is there a more convenient and environmentally friendly, while still being financially applicable to customers, solution?
Current public transportation methods in Jordan are not reliable, nor are they comfortable – how can existing public transportation methods be improved to become more reliable and comfortable?
I am facing difficulties in improving my English speaking skills from the current resources available to me – are there more effective and tailored resources to improve spoken English proficiency in my community?
Many traffic violations are happening in streets in Jordan every day due to the lack of the enforcement of the traffic law, and that the law is only applied in specific areas where there are police stops or traffic light or speed cameras, thus leading to less safe roads – is there a way to make the roads in Jordan safer and ensuring that less traffic violations are being committed?

2. You might also want to think about themes or the UN SDGs and narrow down on a few questions you might be curious to explore further:

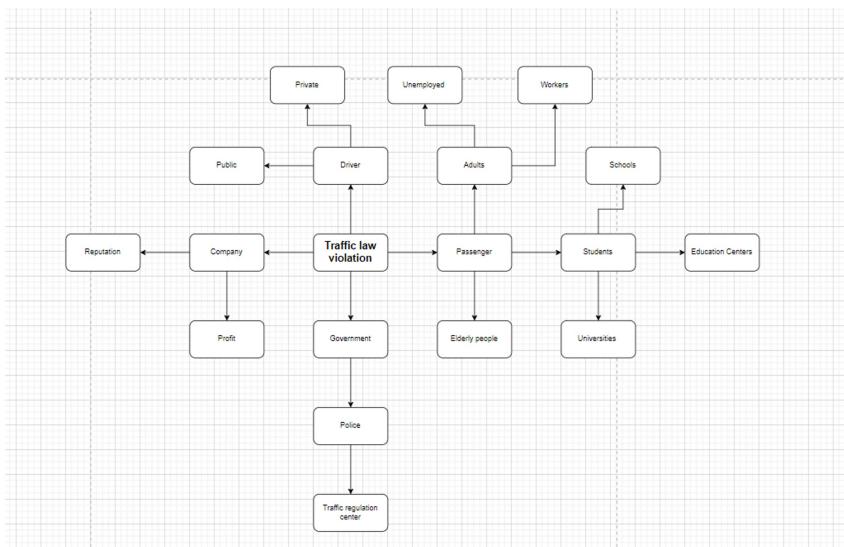
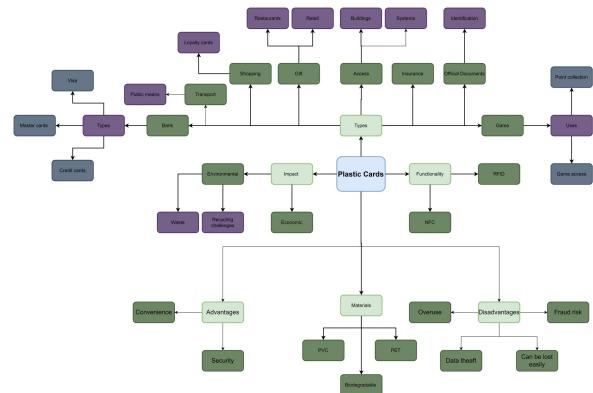
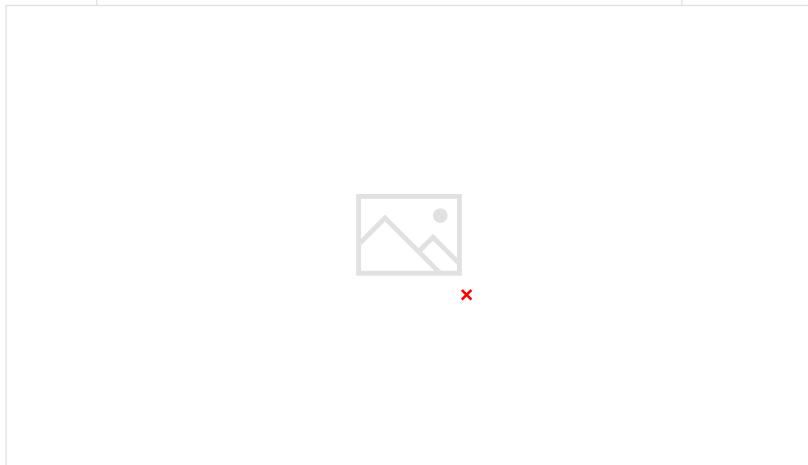
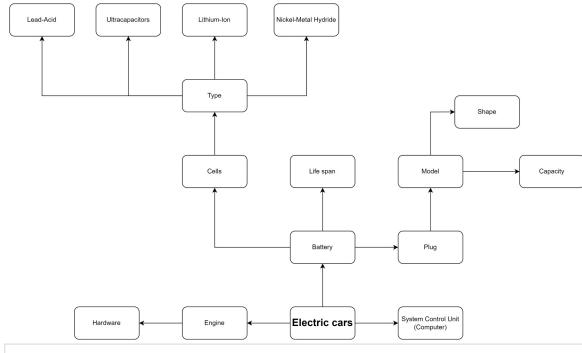
Theme or SDG	Questions or areas of exploration
E.g. Metaverse	<ul style="list-style-type: none"><li>• If people spend more time in the metaverse, how will the world economy run?</li><li>• Can we use the metaverse to allow people to experience other lives and therefore raise empathy and understanding of other people?</li></ul>
Climate Action	<ul style="list-style-type: none"><li>• How can individuals, communities, and businesses take meaningful climate</li></ul>

	<p>action in their daily lives?</p> <ul style="list-style-type: none"> <li>• What role can businesses play in advancing climate action and fostering sustainability within their operations and supply chains?</li> </ul>
Good Health and Well-Being	<ul style="list-style-type: none"> <li>• How will our health be affected if the negative environmental effects of toxic waste are lessened?</li> </ul>
Plastic Cards	<ul style="list-style-type: none"> <li>• What are the environmental impacts of plastic card production, including the use of raw materials, energy consumption, and waste generation, and how can the industry move toward more sustainable practices?</li> <li>• How secure are plastic cards compared to other payment methods like mobile payments or cryptocurrencies?</li> <li>• How can the use of plastic cards be made more sustainable, such as through recycling programs or alternative materials?</li> </ul>
Electrical Cars	<ul style="list-style-type: none"> <li>• What are the main barriers to widespread adoption of electric cars, and how can they be overcome?</li> <li>• How can governments promote the transition to electric vehicles and develop the necessary charging infrastructure?</li> </ul>
Sustainable Cities and Communities	<ul style="list-style-type: none"> <li>• How can urban areas be transformed to be more inclusive, safe, resilient, and sustainable for all its inhabitants?</li> <li>• What strategies can be employed to ensure that all residents, regardless of their economic status, have access to adequate housing and basic services in cities?</li> <li>• How can cities effectively manage their solid waste, reduce their environmental impact, and promote green public spaces?</li> </ul>
Peace, Justice, and Strong Institutions	<ul style="list-style-type: none"> <li>• How can countries strengthen their institutions to ensure they're inclusive, transparent, and accountable at all levels?</li> <li>• How can countries ensure that all businesses and individuals are law abiding, and not committing violations , thus ensuring theirs' and others' dignity, safety, rights, and that they are fulfilling their duties?</li> </ul>
Traffic Violations in Jordan	<ul style="list-style-type: none"> <li>• What measures can be taken to enforce traffic laws uniformly across all streets and areas in Jordan, beyond just specific areas with police stops, traffic lights, or speed cameras?</li> <li>• How can technology be used to monitor and prevent traffic violations in regions where physical police presence might be limited?</li> <li>• What public awareness campaigns or educational initiatives could be employed to educate drivers about the dangers of traffic violations and encourage safer driving habits?</li> </ul>

# Mind Maps

Monday, March 22, 2021 11:06 AM

**Instructions:** Explore as many challenges as needed by creating mindmaps and engaging in discussion and research. Paste the most relevant mindmap(s) in this section after the table below.



# Challenge Discovery

Thursday, March 18, 2021 2:40 PM

**Instructions:** Answer the following questions. Remember that you will iterating and refining this as you move forward and carry on more research and development work.

## 1. What mission or SDG have you chosen?

Traffic Violations in Jordan and SDG 16: Peace, Justice, and Strong Institutions

## 2. Why is this mission or SDG important? (300 words)

The choice of focusing on traffic violations in Jordan, within the broader framework of SDG 16: Peace, Justice, and Strong Institutions, underscores the profound interlinkages between societal safety, the rule of law, and institutional accountability. Traffic violations might initially appear as mundane day-to-day infractions, but when viewed within a larger context, they represent lapses in the effective execution of rules and a lack of civic discipline. In Jordan, where violations frequently occur due to inconsistent enforcement of the traffic law, road safety is compromised, endangering countless lives.

The importance of this mission is manifold. Firstly, road accidents, a direct consequence of such violations, lead to loss of life, inflict grave injuries, and impose economic burdens. The World Health Organization estimates that road traffic accidents cost most countries approximately 3% of their gross national product. For Jordan, enhancing road safety can mean not only saving lives but also valuable resources.

Furthermore, inconsistent application of laws, even if they are just traffic-related, erodes public trust in institutions. When citizens perceive that rules apply selectively, their faith in the overarching justice system diminishes. This perception can lead to a ripple effect, with individuals feeling disillusioned or reluctant to engage in broader civic duties.

SDG 16 aims at promoting just, peaceful, and inclusive societies. Achieving this requires strong institutions that can uphold the rule of law universally. Addressing traffic violations in Jordan isn't just about safer roads; it's about building a society where rules are respected, applied fairly, and where every individual feels valued and protected. This mission, therefore, isn't a solitary endeavor but forms a crucial part of a holistic approach to creating robust institutions and a harmonious society.

## 3. List the three most promising challenges you have identified from your research and challenge discovery mindmap(s).

Challenge or Problem	Affected Audience	What numbers or statistics can back up how big a problem it is? (Your business case)	Source of research	How big is this problem? VL/L/M/S/VS	If solved, what is the benefit to the affected audience? High/Medium/Low
Ex: People with diabetes struggle to remember taking their insulin (on time & right dose) while maintain a healthy diet that is not hard to follow.	People with diabetes in the MENA region.	It costs the average family 400JD for a month's supply of diabetes whereas the average monthly salary is 300JD. With 20,000 families affected by diabetes, that's a 96 million JD per year market that many patients can't afford.	<a href="http://www.diabeteresearch.co/m/average-family-cost.pdf">www.diabeteresearch.co/m/average-family-cost.pdf</a>	Very large Large Medium Small Very small	Medium
Having too many Plastic Cards to keep track of is not convenient, and the current methods of disposing of them are not environment friendly.	Any person using services that need plastic cards for them to work.	3.4 Billion+ were sold in 2021, in the United States of America.	<a href="https://abcnews.go.com/Business/paper-plastic-gift-cards-trash/story?id=93502280">https://abcnews.go.com/Business/paper-plastic-gift-cards-trash/story?id=93502280</a>	Medium	Medium
Finding an Electric Car Charging Stations in Jordan is very difficult as they are not distributed around Jordan, and the waiting time for charging your cars is very long for the charging stations that do exist, and not all types of chargers are present in all charging stations	Any person owning an electric car in Jordan.	Only 44-55 Charging Stations recorded in Jordan and some are not very credible or actually work.	<a href="https://www.electromaps.com/en/charging-stations/jordan">https://www.electromaps.com/en/charging-stations/jordan</a>	Large	High
Many people violate many traffic laws due to the fact that most of these laws are not being strictly monitored for violators everywhere, in Jordan.	Drivers, Passengers, Pedestrians in Jordan.	Traffic accidents were recorded since the start of 2023 to have claimed 338 lives.	<a href="https://en.royanews.tv/news/43476/2023-07-30">https://en.royanews.tv/news/43476/2023-07-30</a>	Large	High

# Final Challenge Statement

Thursday, March 18, 2021 2:42 PM

- Instructions:

*This will be your official Team Challenge Statement.*

*Complete this section only after you have done enough research, developed explorative mindmaps, engaged in discussion, brainstorming and iteration.*

How might we increase the awareness of private companies about their drivers, so that the financial and reputational damages to these companies are minimized?



What should we focus on regarding our product?	Interviewed 1 expert in the field of transportation.	1. Driver Reputation Management. 2. Integration of Technology. 3. Monitoring the Inside of the Vehicle.	The things and innovations that could set us apart from other tracking services, due to the points mentioned being things the industry currently lacks.	PMR - interviewed 1 expert.
How often do companies change their vehicles due to vehicle malfunction (mostly due to multiple accidents on the same vehicles)?	Interviewed 4 companies/businesses.	The 2 larger companies change on average 15% of their vehicles yearly, and for the smaller ones they changed their vehicles once every 6 to 8 years.	The fact that various traffic accidents lead to shortening the lifespan of the company's vehicles.	PMR - interviewed 4 companies/businesses.
How many accidents happened in Jordan?	Through secondary research from trusted sources.	In 2022, about 170K road accidents happened in Jordan.	The weight of the problem, adding to its severity, and the need to solve it.	<a href="https://jordantimes.com/news/local/traffic-department-seatbelt-awareness-campaign-hits-road">https://jordantimes.com/news/local/traffic-department-seatbelt-awareness-campaign-hits-road</a>
What is the main reason for traffic accidents?	Through secondary research from trusted sources.	98.8% of all traffic accidents happen due to human error.	That the main focus should be on the human, mainly the drivers.	<a href="https://jordantimes.com/news/local/harsher-penalties-next-step-jordans-path-road-safety-say-experts">https://jordantimes.com/news/local/harsher-penalties-next-step-jordans-path-road-safety-say-experts</a>
How many drivers or front-seat passengers in Jordan use their seat-belts?	Through secondary research from trusted sources.	Results showed that only 13% of the drivers and only 8% of the FSPs wear a seatbelt.	That the vast majority of drivers and passengers don't wear seatbelts.	<a href="https://trid.trb.org/view/1752447https://trid.trb.org/view/1752447">https://trid.trb.org/view/1752447https://trid.trb.org/view/1752447</a>
How many drivers in Jordan use their cellphone while driving?	Through secondary research from trusted sources.	Around 93% of the licensed drivers reported the use of the cell phone while driving. When the focus was on violations of using the phone while driving as part of security campaigns several years ago, the number of violations reached 15,000 violations in one day in Amman only.	That the vast majority of drivers use their cell phone while driving.	<a href="https://www.researchgate.net/publication/47402510_Characterization_of_cell_phone_use_while_driving_in_Jordan">https://www.researchgate.net/publication/47402510_Characterization_of_cell_phone_use_while_driving_in_Jordan</a> <a href="https://www.ammonnews.net/article/766534">https://www.ammonnews.net/article/766534</a>
How much of the traffic violations in Jordan go undetected?	Through secondary research from trusted sources.	Around 95% of all traffic violations go undetected.	The vast problem that we are facing that drivers are continually committing violations that they are not being punished for.	<a href="https://www.ammonnews.net/article/766534">https://www.ammonnews.net/article/766534</a>
How much does cell phone usage while driving contribute to the number of traffic accidents in Jordan?	Through secondary research from trusted sources.	Around 90% of all traffic accidents in Jordan are caused by cell phone usage while driving.	That one of the biggest contributors to traffic accidents in Jordan is cellphone usage.	<a href="https://www.ammonnews.net/article/766534">https://www.ammonnews.net/article/766534</a>
How much do traffic accidents cost in Jordan annually?	Through secondary research from trusted sources.	The annual cost of traffic accidents in Jordan reaches \$350 million, accounting for 1% of the GDP.	The high impact that traffic accidents have on the economical life in Jordan.	<a href="https://www.jordannews.io/Section-109/News/Annual-Road-Accidents-Cost-Jordan-JD-350m-Traffic-Police-Chief-30602#text=AMMAN%20-%20Brigadier%20Firas%20Dweir%2C%20director.program%20on%20%20Traffic%20Safety">https://www.jordannews.io/Section-109/News/Annual-Road-Accidents-Cost-Jordan-JD-350m-Traffic-Police-Chief-30602#text=AMMAN%20-%20Brigadier%20Firas%20Dweir%2C%20director.program%20on%20%20Traffic%20Safety</a>
How many traffic violations happen in Jordan annually?	Through secondary research from trusted sources.	The number of traffic violations in Jordan annually amounted to 600 thousand violations.	The high number of traffic violations.	<a href="https://www.factio.com/news.aspx?id=181731">https://www.factio.com/news.aspx?id=181731</a>
How much is the annual growth of car registrations?	Through secondary research from trusted sources.	"Global Vehicle Registration is projected to reach 96 million units by 2026, a 0.7% annual growth rate since 2021."	The annual growth of cars registered globally per year.	<a href="https://www.reportlinker.com/cip/global/505338#text=Global%20Motor%20Vehicle%20Trends%20in%202022&amp;text=Global%20Vehicle%20Registration%20is%20projected%20decreased%200.7%25%20each%20year">https://www.reportlinker.com/cip/global/505338#text=Global%20Motor%20Vehicle%20Trends%20in%202022&amp;text=Global%20Vehicle%20Registration%20is%20projected%20decreased%200.7%25%20each%20year</a>

# Customer

Wednesday, February 23, 2022 10:04 AM

*Instructions: In this section, you will be developing a customer persona. This is crucial to better understand who to target in your research and how to build an appropriate solution.*

## 1. Customer Segments

List all your users (those who will use your product) and customers (those who will pay for it) below. For example, if you are selling educational tech for children, they are your users but their parents, schools or government might be your paying customer.

### Users:

- a. **Drivers of company vehicles:** They are the most important targets under the surveillance of the AI-camera system. Every time they drive, they will engage with the system.
- b. **Company's transportation manager:** Those in charge of managing a company's vehicle fleet. They may use the system's data and reports to make training, driver performance assessments, and other decisions.

### Customers (those who will pay for the product):

- a. **Private Companies in Jordan with a fleet of vehicles:** These companies might gain from monitoring their drivers to ensure that traffic laws are followed, enhancing their reputation and preventing potential penalties and litigation.

## 2. Customer Personas

Use the following template to create a persona for every user or customer you listed above. Start with the end user first and then develop ones for the paying customers as your solution becomes more clear. There are tips and examples below to help you.

Image	Short bio and behaviours (in relation to the problem)
Name	Goals (How would they like their life to be easier)?

Name	<input type="text"/>
Facts	<input type="text"/>
	Frustrations (What's stopping them from achieving their goals?) <input type="text"/>

## Examples

### Tips

#### a. Facts

Describe your customer in more detail, including but not limited to:

- Short Description.
- Age range.
- Males/Females/Both.
- Job.
- Location/Geographies.
- Any other relevant information.

#### b. Bio/Behaviours

Describe what customers are trying to get done in their work and in their lives as it relates to your challenge statement, and as expressed from their perspective and in their own words.

Think about what they want to achieve in terms of:

- Functional
- Emotional
- Social

#### c. Goals (or gains)

Describe the outcomes customers want to achieve or the concrete benefits they are seeking.

*What would make your customers' jobs or lives easier? Could there be a flatter learning curve, more services, or lower costs of ownership? What positive social consequences do your customers desire? What makes them look good? What increases their power or their status?*

#### d. Frustrations (or pains)

Describe bad outcomes, risks, and obstacles related to customer jobs.

*What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache? What negative social consequences do your customers encounter or fear? Are they afraid of a loss of face, power, trust, or status?*

## **Company (e.g., Eisberg)**

### **Facts:**

**Short Description:** Company that deliver products using their transportation sector.

**Job:** Ensure timely and efficient product delivery, to both retailers and individual customers.

**Location/Geographies:** Operating in urban areas in Jordan.

### **Bio/Behaviors:**

**Functional:** Efficient transportation of products while maintaining their quality (ensuring they don't melt, for instance).

**Emotional:** Reputation for delivering high-quality products and timely service.

**Social:** Recognized as a trusted brand by retailers and customers; responsible for adding sweetness to urban life in Jordan.

### **Goals:**

- Ensure products are delivered while maintaining their optimal quality.
- Improve the safety of drivers and have a longer lifespan for their delivery vehicles.
- Enhance brand reputation.
- Reduce legal and financial risks.

### **Frustrations:**

- Non-compliance by drivers leading to product spoilage or accidents.
- Legal challenges related to product quality, safety, or transportation regulations.
- Negative feedback from retailers.

### **Story:**

In the busy streets of Amman, Eisberg's delivery vans are a common sight. They carry cold products to supermarkets and mini markets all around the city. Everyone knows Eisberg for its ice cream, but there's more behind the scenes.

Eisberg faces a big challenge: traffic violations by their drivers. Many drivers speed, don't wear seat belts, or don't take care of the company cars. These mistakes can lead to accidents or fines, and it's a big headache for the company.

Eisberg wants to make sure their products get to stores safely, but they're worried. They can't always see what their drivers are doing on the road, and they hear about too many violations. These problems can harm Eisberg's reputation.

For Eisberg, the main goal is clear: they need their drivers to follow the rules, drive safely, and take care

of their vehicles. This way, they can keep delivering their products without any trouble on the busy streets of Amman.



**Name: Eisberg**

**Facts:**

**Short Description:** Company that produces and delivers products using their transportation sector

**Job:** Ensure timely and efficient product delivery, to both retailers and individual customers.

**Location/Geographies:** Operating in urban areas in Jordan.

**Bio/Behaviors**

- **Functional:** Efficient transportation of products while maintaining their quality (ensuring they don't melt, for instance).
- **Emotional:** Reputation for delivering high-quality products and timely service.
- **Social:** Recognized as a trusted brand by retailers and customers; responsible for adding sweetness to urban life in Jordan.

**Goals**

- Ensure products are delivered while maintaining their optimal quality.
- Improve the safety of drivers and have a longer lifespan for their delivery vehicles.
- Enhance brand reputation.
- Reduce legal and financial risks.

**Frustrations**

- Non-compliance by drivers leading to product spoilage or accidents.
- Legal challenges related to product quality, safety, or transportation regulations.
- Negative feedback from retailers.

## Non-Compliant Drivers (for the Eisberg company)

### Facts:

**Short Description:** Drivers working for Eisberg who may not always follow traffic laws closely.

**Age:** 45.

**Gender:** Male

**Job:** Eisberg delivery driver.

**Location/Geographies:** Urban and semi-urban areas in Jordan.

### Bio/Behaviors:

**Functional:** Earning money by delivering ice cream but sometimes focus more on speed than safety.

**Emotional:** Feel the need to quickly deliver products but might overlook safe driving habits.

**Social:** May feel pressure to deliver faster because of competition with other drivers.

### Goals:

- Deliver more products to earn more money.
- Keep customers happy by delivering quickly, even if they take shortcuts.
- Find the fastest ways to drive, even if it means ignoring some traffic rules.

### Frustrations:

- Traffic jams make deliveries slow.
- Stores being upset if products arrive late.
- Worry about getting fined or caught but feel they have to take risks to be fast.

## **Story:**

**Faisal**, a 45 year old dedicated driver for Eisberg in Amman. Even with a specialized cooled van, he always feels the need to rush to deliver ice creams to stores before they melt. In pursuit of a higher commission from extra deliveries, he occasionally speeds up or take shortcuts not typically taken. This constant race against time, balanced with the allure of higher earnings, marks his daily journey.

For Faisal, quickly delivering products becomes more important than always following traffic rules. Sometimes he speeds or doesn't wear his seatbelt because he's in such a hurry.

He knows what he's doing isn't completely right. But he feels the need to deliver fast and earn enough money. Also, he doesn't see many other drivers getting caught for these things, so he keeps taking chances.

Faisal faces a real challenge. He's torn between doing his job quickly and driving safely. His story reminds us that companies should find a way to keep a close eye on their drivers. This helps make sure the drivers are safe and increase the lifespan of their cars.



**Name:** Faisal

**Facts:**  
**Short Description:** Driver working for Eisberg who may not always follow traffic laws closely

**Age:** 45  
**Gender:** Male  
**Job:** Eisberg delivery driver  
**Location/Geographies:** Urban and semi-urban areas in Jordan

**Bio/Behaviors**

- Functional:** Earning money by delivering ice cream but sometimes focus more on speed than safety.
- Emotional:** Feel the need to quickly deliver products but might overlook safe driving habits.
- Social:** May feel pressure to deliver faster because of competition with other drivers.

**Goals**

- Deliver more products to earn more money.
- Keep customers happy by delivering quickly, even if they take shortcuts.
- Find the fastest ways to drive, even if it means ignoring some traffic rules.

**Frustrations**

- Traffic jams make deliveries slow.
- Stores being upset if products arrive late.
- Worry about getting fined or caught but feel they have to take risks to be fast.

## **Transportation Manager (of Eisberg)**

### **Facts:**

**Short Description:** A manager responsible for overseeing delivery drivers for an ice cream distribution company.

**Age:** 50.

**Gender:** Male.

**Job:** Transportation Manager.

**Location/Geographies:** Jordan; usually work from Eisberg office.

### **Bio/Behaviors:**

**Functional:** Ensuring timely deliveries but often challenged by drivers' excuses.

**Emotional:** Frustrated by delays and drivers not being upfront.

**Social:** Pressure to maintain the company's reputation and trust among retailers.

#### Goals:

- Ensure timely deliveries.
- Keep a tab on driver whereabouts.
- Make sure drivers adhere to company rules.

#### Frustrations:

- Drivers taking too long for deliveries.
- Constant excuses of traffic congestions.
- Maintaining the trust of retailers when deliveries are late.

#### Story:

**Khaled**, a 50 year old Transportation Manager for Eisberg in Amman, is always on his toes. With a fleet of delivery vans and drivers under him, his main job is to ensure that ice creams reach retailers on time. But it's not always going well..

Every day, as he sends off drivers for their routes, he expects them back in a reasonable time frame. However, more often than not, they return late, always with the same excuse: "There was traffic".

Khaled is tired of these excuses. He understands there's traffic, but he also suspects that some drivers might be wasting time or not planning their routes efficiently. Every delay affects the company's reputation and retailers' trust. And while Khaled wants to trust his team, the consistent delays and same old traffic excuse have him doubting.

His role is a balancing act: understanding genuine challenges faced by his drivers and ensuring Eisberg's commitments to retailers are met. He wishes for a system where he can monitor driver routes, location, and timings to get a clearer picture and take action where needed. For Khaled, it's not just about ice cream deliveries, but about maintaining trust and reputation in a competitive market.



**Name:** Khaled

**Facts:**  
Description: A manager responsible for overseeing delivery drivers for an Eisberg distribution company.  
Age: 50  
Gender: Male  
Job: Transportation Manager  
Location/Geographies: Jordan; usually work from Eisberg office

**Bio/Behaviors**

- **Functional:** Ensuring timely deliveries but often challenged by drivers' excuses.
- **Emotional:** Frustrated by delays and drivers not being upfront.
- **Social:** Pressure to maintain the company's reputation and trust among retailers.

**Goals**

- Ensure timely deliveries.
- Keep a tab on driver's whereabouts.
- Make sure drivers adhere to company rules.

**Frustrations**

- Drivers taking too long for deliveries.
- Constant excuses of traffic congestions.
- Maintaining the trust of retailers when deliveries are late.

# Appendix

Thursday, March 18, 2021 2:39 PM

*Instructions: Use this space to organise and paste your research (for example, screenshots of survey results, graphs, tables, text from websites etc.)*

All resources for all challenges

<https://www.electromaps.com/en/charging-stations/jordan>

<https://chargemap.com/cities/amman-JO>

<https://mgc-gas.jo/ourServices/electric-vehicle-charger>

<https://placetoplug.com/en/charging-stations/Jordan/Amman/4>

<https://www.chevroletarabia.com/jo-en/ev-charger-locator>

<https://jordantimes.com/news/local/10000-electric-car-charging-stations-be-built-jordan%E2%80%99>

<https://jordanexports.jo/mobility/>

<https://www.jordannews.jo/Section-109/News/55-EV-charging-stations-approved-across-Kingdom-29290>

<https://www.jordannews.jo/Section-109/News/EMRC-licenses-2-000-EV-charging-meters-26614>

<https://www.jordannews.jo/Section-109/News/Electric-cars-market-share-increases-to-34-6-in-Jordan-over-5-years-27319>

<https://jordantimes.com/news/local/jordans-ev-sales-expected-spike-459-2023-report-finds>

<https://jordantimes.com/news/local/hybrid-electric-vehicle-clearance-rates-high-gear>

<https://jordankmportal.com/resources/jordans-electric-vehicles-regulation>

<https://emrc.gov.jo/Pages/viewpage?pageID=105>

<https://www.thalesgroup.com/en/markets/digital-identity-and-security/banking-payment/inspired/old-credit-cards>

<https://fintechnews.sg/71316/payments/mastercard-pledges-to-have-full-roll-out-of-sustainable-cards-by-2028/>

<https://journals.sagepub.com/doi/abs/10.1177/0734242X15590651>

<https://www.natwestgroup.com/news-and-insights/news-room/press-releases/climate/2023/feb/brits-have-sent-over-76-million-plastic-cards-or-380-tonnes-of-w.html>

<https://jordantimes.com/news/local/70-minor-car-accidents-caused-motorists-using-phones%E2%80%99>

[https://www.researchgate.net/figure/Seat-belt-wearing-rates-in-Jordan\\_tbl3\\_339283490](https://www.researchgate.net/figure/Seat-belt-wearing-rates-in-Jordan_tbl3_339283490)

<http://www.atsinternationaljournal.com/index.php/2020-issues/lii-november-2020/1167-front-seat-seatbelt-compliance-in-jordan-an-observational-study>

<https://www.researchgate.net/publication/287676083>

The effectiveness on seat belt use in Jordan of a public education campaign

<https://trid.trb.org/view/1082823>

<https://en.royanews.tv/news/19427/85--of-Jordanians-support-intensifying-penalties-on-people-who-use-phones-while-driving>

<https://jordantimes.com/news/local/harsher-penalties-next-step-jordans-path-road-safety-say-experts>

<https://www.jordannews.jo/Section-109/News/Jordan-loses-3-511-lives-in-road-accidents-over-six-year-period-29630>

<https://jice.just.edu.jo/issues/paper.php?p=91.pdf>

[https://zu.edu.jo/MainFile/Profile\\_Dr\\_UploadFile/Researcher/Files/ActivityFile\\_2613\\_39\\_29.pdf](https://zu.edu.jo/MainFile/Profile_Dr_UploadFile/Researcher/Files/ActivityFile_2613_39_29.pdf)

<https://en.royanews.tv/news/43476/2023-07-30>

<https://jordantimes.com/news/local/70-minor-car-accidents-caused-motorists-using-phones%E2%80%99>

<https://jordantimes.com/news/local/traffic-department-seatbelt-awareness-campaign-hits-road>

[https://www.unescwa.org/sites/default/files/event/materials/REDUCING\\_ROAD\\_DEATHS\\_AND\\_INJURIES\\_JORDAN.pdf](https://www.unescwa.org/sites/default/files/event/materials/REDUCING_ROAD_DEATHS_AND_INJURIES_JORDAN.pdf)

Reasearch information about the main challenge

Traffic accidents claim 338 lives in Jordan since start of 2023

Jordan Published: 2023-07-30 13:27 Last Updated: 2023-08-10 17:26



#### Actual using rate of seat belt and child seats

The preliminary results of the observational survey of 16,895 vehicles conducted in April 2021 showed the following percentages of seat belt and child seats using:

- 23.50% of drivers
- 9.27% of front-seat passengers
- 1.49% of rear-seat passengers
- 8.61% of children under 12 years were restrained in child seats

Last year, Jordan witnessed over 170,000 road accidents, resulting in 562 deaths, according to traffic officials.

In 2021, around 160,000 road accidents occurred on the Kingdom's roads, resulting in 589 deaths.

During the same year, 11,241 people were injured in traffic accidents, including 737 serious injuries.

[HOME](#) > [LOCAL](#) > [70% of minor car accidents caused by motorists using phones](#)

## '70% of minor car accidents caused by motorists using phones'

By Dana Al Eman - Aug 07,2016 - Last updated at Aug 07,2016

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AMMAN — Up to 70 per cent of minor car accidents are caused by motorists using their mobile

[HOME PAGE](#) > [NATIONAL](#) > [NEWS](#)



### Jordan loses 3,511 lives in road accidents over six-year period

Jordan News • last updated: Jul 08,2023

Last week, Director of the Traffic Department Brig. Firas Duwairi said that 220 people have died in road accidents in Jordan since the beginning of this year.

According to Duwairi, 98.8 per cent of traffic accidents are caused by human error.

restrictive permanent traffic law (No. 49, 2008) was once a month to follow road safety issues.

**Table (1): Population, Vehicle Ownership, Accidents and Fatalities in Jordan.**

Year	Population (thousand)	Vehicle Ownership ( thousand)	No. of Accidents ( thousand)	Fatalities
1998	4755.8	389.20	43.343	612
1999	4900.0	418.43	50.330	676
2000	5039.0	473.34	52.796	686
2001	5182.0	509.83	52.662	783
2002	5329.0	542.81	52.913	758
2003	5480.0	517.50	62.115	832
2004	5350.0	612.33	70.266	818
2005	5473.0	679.73	83.129	790
2006	5600.0	755.48	98.055	899
2007	5728.0	841.93	110.630	992

#### TRAFFIC ACCIDENTS ANALYSIS

second leading cause of death in Jordan. Thus, Jordan faces a serious accident problem.

**Table 4: The Behaviors rank according to the weighted average**

Rank	Aggressive Behavior	% of respondents		Have you ever conducted this behavior?					Wt. Ave.
		Yes	No	Never	Seldom	Sometimes	often	Always	
1	Running yellow light	51.03	48.97	126	153	174	69	60	2.63
2	Collective aggression (e.g., wedding caravans)	46.39	53.61	159	144	141	87	51	2.53
3	Excessive high speed	74.74	25.26	147	132	192	78	33	2.52
4	Unwillingness to extend cooperation to others in severe traffic conditions	76.29	23.71	189	150	129	36	78	2.42
5	Tailgating	75.77	24.23	150	162	180	54	36	2.42
6	Improper lane change (without signaling)	69.07	30.93	192	162	177	24	27	2.20
7	Weaving in and out of traffic	67.01	32.99	213	162	126	54	27	2.18
8	Glaring	70.10	29.90	204	156	156	51	15	2.17
9	passing vehicles from right to left	68.56	31.44	204	186	117	51	24	2.15
10	Excessive low speed	66.49	33.51	213	192	120	33	24	2.08
11	Cutting off or swerving in front of through traffic from left-turn lane	74.74	25.26	216	204	111	24	27	2.04
12	Failure to yield the right of way to others	78.35	21.65	231	186	111	39	15	2.01
13	Braking suddenly	78.35	21.65	210	231	93	36	12	1.98
14	Running stop signs	69.59	30.41	252	168	105	39	18	1.97
15	Yelling and verbal abuse	74.23	25.77	282	132	108	30	30	1.96
16	Parking on traffic lanes	72.68	27.32	276	144	99	39	24	1.95
17	Deliberate obstruction such as preventing other drivers from passing	77.32	22.68	282	150	96	27	27	1.91
18	Pursuing a vehicle	78.35	21.65	276	168	108	15	15	1.84
19	Forcing a car off the roadway	79.38	20.62	276	186	90	12	18	1.81
20	Driving slow on the left lane on multilane roads	77.84	22.16	312	147	90	21	12	1.75
21	Running red lights	77.32	22.68	306	165	75	24	12	1.75
22	Forcing a car to pull over	78.35	21.65	375	120	66	15	6	1.55

**Table 2: Aggressive behavior as judged by Jordanian drivers by Mohd R. Suliman and Wa'el H. Awad,  
(Suliman 2009)**

Rank	Aggressive Behavior	% of respondents			Have you ever conducted this behavior?				
		Yes	NA	No	Never	Seldom	Sometimes	often	Always
1	Forcing a car off the roadway	95	5		186	10	4		
2	Deliberate obstruction such as preventing other drivers from passing	93	2	5	86	78	36		
3	Forcing a car to pull over	93	3	4	150	46	4		
4	Pursuing a vehicle	92	7	1	100	70	29	1	
5	Excessive high speed	91	4	6	10	106	50	19	15
6	Unwillingness to extend cooperation to others in severe traffic conditions	90	8	2	170	29	1		
7	Running red lights	90	6	4	180	18	2		
8	Tailgating(flowing closely)	90	7	3	60	120	16	3	1
9	Yelling and verbal abuse	88	10	2	10	60	80	35	15
10	Improper lane change (e.g., without signaling)	85	10	5	20	75	80	15	10
11	Braking suddenly	84	15	1	30	90	50	21	9
12	Collective aggression (e.g., weddings caravans*)	82	7	11	5	105	80	8	2
13	Cutting off or swerving in front of through traffic from left-turn lanes	75	5	20	4	50	70	50	26
14	Driving slow on the left lane on multilane roads	74	6	20	21	91	59	25	4
15	Weaving in and out of traffic	73	20	7	10	59	91	35	5
16	Excessive low speed	69	21	10	33	141	11	9	6
17	Failure to yield the right of way to others	67	30	3	29	150	21		
18	Glaring	61	27	12	7	116	54	18	5
19	Running stop signs	55	40	5	3	24	56	90	27
20	Parking on traffic lanes	54	38	8	25	95	80		

# Idea Brainstorming

Thursday, March 18, 2021 2:45 PM

Instructions: Use this section to showcase drawings and sketches of your solution ideas. There are **FOUR steps on this page** (scroll down)

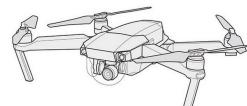
**1. Paste all of your ideation sketches and notes below**



New smart traffic management system



Smart cars enhancement  
Automobile  
AI implementation



Smart Drones



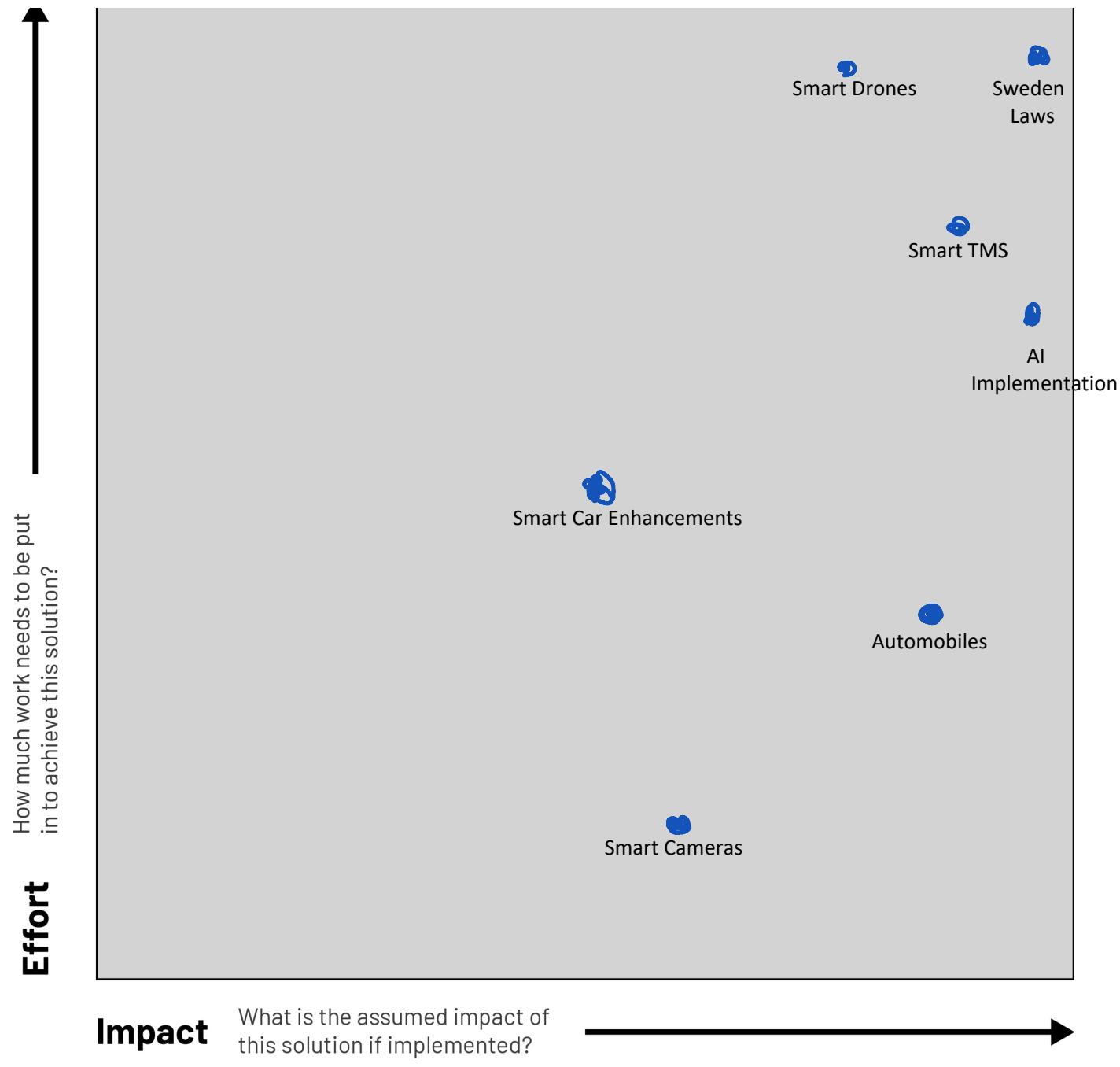
Smart Cameras

**2. List between 5 and 10 of your favorite ideas:**

- Smart cameras
- Smart Drones
- New smart traffic management system
- Smart cars enhancement
- Automobile
- AI implementation
- Sweden laws

**3. OPTIONAL: Map them on the 'Effort vs Impact' graph below:**





4. Narrow down to **THREE ideas that you are most convinced, as a team, will have the most impact.**

Smart cameras  
Smart Drones  
New smart traffic management system

## Prototyping Plan

21 October 2021 10:45

*Instructions:* Use this section to document your prototyping and idea validation journey

Prototype What is your prototype?	Validation What are you hoping to learn? Idea validation, functionality of a prototype, desirability of a prototype?	Observation What did you learn from building and testing your prototype?	Next steps Based on what you learnt, how will you better the next prototype?
Camera Hardware with live picture Feed Reaching Server one picture at a time	Real time photos feed from driver camera	This prototype does not detect whether driver has violated a law This prototype only has one way to power (battery)	We should add an AI to capture violation cases We should improve the technical design We should notify the driver and the company with any violation We should add more power sources
Camera Hardware with Feed Reaching Server live using USB connector	The device can be connected using multiple connection methods and sending photos faster	This prototype does not detect whether driver has violated a law The prototype now have multiple sources of power It needs to send data faster to the server	Making it efficient by encoding images with base64 encoding Sending images to the server faster Adding AI to spot any violation
Camera Hardware with Feed Reaching Server instantly with AI implementation	The device sending photos faster and the server is analyzing images using AI to spot violations	AI prediction should be enhanced The results should be shown to the user in a user friendly way	Making a dashboard to display location, speed and driver behavior Making AI more effective by training it more
Camera Hardware with Feed Reaching Server instantly with AI implementation and a feedback dashboard	The device is able to spot violations and send feedback the backend server in order to display it on the dashboard	The device should be packed The device should become more compatible	Making the packaging of the hardware parts Making it compatible to use on different vehicles
Camera Hardware with Feed Reaching Server instantly with AI implementation and a feedback dashboard.	The device is compatible with different cars. The device has suitable outside frame. It's now more accurate	It's ready for usage	

# Solution Description

Thursday, March 18, 2021 2:45 PM

Instructions: This section will help you make sense of your solution.

## **1. Elevator Pitch. Describe your solution in no more than four lines.**

Our startup offers an AI-powered camera system, tailored to Jordanian regulations, that monitors only the driver for violations, ensuring accountability. With a focus on affordability and privacy, we're targeting businesses with vehicles, making roads safer and enhancing company reputations, with real-time insights into driver behavior and strict compliance with local traffic rules.

## **2. What is your condensed value proposition statement.**

**For** – businesses in Jordan that own and utilize vehicles for operations

**Who** – wish to ensure their drivers adhere to traffic laws and safe driving practices

**AMIN** – is an AI-enabled in-vehicle dual-camera system for driver monitoring

**That unlike** – occasional traffic law enforcement checks and basic dash cams

**Provides** – tailored, real-time monitoring of drivers in line with Jordan's specific regulations, ensuring both road safety and company reputation

*For – target customer*

*Who has – goals*

*Our product or service is a – category*

*That unlike – specific alternative(s)*

*Provides – compelling rationales*

### ***Example***

*For - middle to high-income families in Jordan.*

*Who – want healthy options & convenience.*

*Bazela.com – is a virtual marketplace for fresh produce.*

*That unlike – supermarkets, street vendors, and other grocery apps.*

*Provides – smart & convenient way to source certified-organic produce; local producers; competitive pricing; promotes agricultural sector and creates jobs.*

# User Testing

Monday, March 22, 2021 6:06 PM

Instructions: Use the below template to plan your user testing.

For print:



Usability  
Test Guide

## User Test Template

Prototype Being Tested

Date

### Test Objectives

What are the goals of the usability test? What are you trying to find out?

*EXAMPLE:*

*Do people understand the value proposition – the concept of our online smartphone concierge service?*

*Can people easily make an order on the prototype without any guidance?*

### Participants

How many people are you testing with? What are their main characteristics?

*EXAMPLE:*

*3 participants (friends and family)*

*All participants are employed full-time and own top-level smartphones*

### Procedure

What are the main steps in the test procedure?

*0-5 min*

*Welcome and explain*

*5-10 min*

*Pre-test interview*

*10-30 min*

*Run test*

*30-40 min*

*Post-test interview*

### Equipment

What equipment do you need? How will you record the data?

*EXAMPLE:*

- Paper wireframes
- Camera over prototypes
- Stopwatch
- Notebook to take notes on interviews and any observations

## User Test Template

Prototype Being Tested

Camera Hardware with picture Feed  
Reaching Server picture a time

Date

22<sup>nd</sup> August, 2023

### Test Objectives

What are the goals of the usability test? What are you trying to find out?

Does the feed reach the server?

Which position is best to put the camera in?

Is a battery enough as a power source?

### Participants

How many people are you testing with? What are their main characteristics?

2 Participants (Team members)

Both participants own cars.

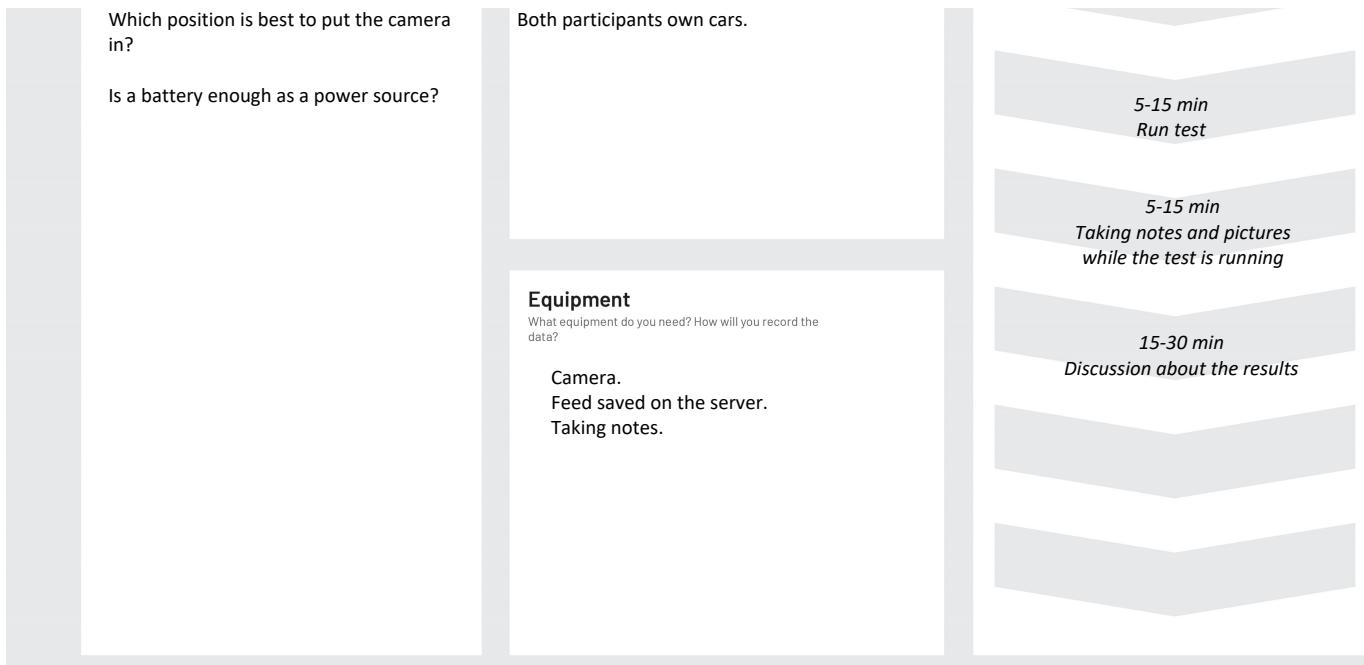
### Procedure

What are the main steps in the test procedure?

*0-5 min*

*Welcome and explain*

*5-15 min*



## User Test Template

Prototype Being Tested

Camera Hardware with Feed Reaching Server live using USB connector

Date

23<sup>rd</sup> August, 2023

### Test Objectives

What are the goals of the usability test? What are you trying to find out?

Is the new power source better (USB)?

Does the data reach the server fast enough (Currently sending every 10 seconds) ?

Is the connection secure?

### Participants

How many people are you testing with? What are their main characteristics?

3 Participants (Team members):

- Server Admin
- Car Owner
- Expert Hacker

### Procedure

What are the main steps in the test procedure?

**0-5 min**  
*Welcome and explain*

**5-15 min**  
*Run test*

**5-15 min**  
*Taking notes and pictures while the test is running*

**15-30 min**  
*Discussion about the results*

### Equipment

What equipment do you need? How will you record the data?

Camera.  
Feed saved on the server.  
Taking notes.  
Hacker's Device.

# User Test Template

Prototype Being Tested

Camera Hardware with Feed Reaching Server  
instantly with AI implementation

Date

24<sup>th</sup> August, 2023

## Test Objectives

What are the goals of the usability test? What are you trying to find out?

Is the AI incorporated working properly?

Are the images containing violations being detected correctly?

Is the AI fast enough to analyze all the images it receives?

## Participants

How many people are you testing with? What are their main characteristics?

3 Participants:

- Server Admin
- On-Field
- JEC Jordan (Organization)

## Procedure

What are the main steps in the test procedure?

0-5 min  
*Welcome and explain*

5-15 min  
*Run test*

5-15 min  
*Taking notes and pictures while the test is running*

15-30 min  
*Discussion about the results*

## Equipment

What equipment do you need? How will you record the data?

Camera.  
Feed saved on the server.  
Taking notes.

# User Test Template

## Prototype Being Tested

Camera Hardware with Feed Reaching Server instantly with AI implementation and a feedback dashboard

## Date

26<sup>th</sup> August, 2023

### Test Objectives

What are the goals of the usability test? What are you trying to find out?

Is the product usable on different vehicles?

Can the product fit someplace that users would not be too distracted by it?

Is the company notified in a user-friendly manner of the violations its drivers make properly?

Is the product ready for use?

### Participants

How many people are you testing with? What are their main characteristics?

5 Participants:

- Server Admin
- 2 On-Field
- JEC Jordan (Organization)
- Zaid Gifts Library (Shop that owns a vehicle)

### Procedure

What are the main steps in the test procedure?

0-5 min  
*Welcome and explain*

5-15 min  
*Run test*

5-15 min  
*Taking notes and pictures while the test is running*

15-30 min  
*Discussion about the results*

### Equipment

What equipment do you need? How will you record the data?

Camera.  
Feed saved on the server.  
Taking notes.

# User Test Template

## Prototype Being Tested

Camera Hardware with Feed Reaching Server instantly with AI implementation and a feedback dashboard.

## Date

29<sup>th</sup> August, 2023

### Test Objectives

What are the goals of the usability test? What are you trying to find out?

Is the AI accurate enough as a real-world application?

Is the packaging of the cameras user-friendly?

Can it be used with different cars?

Is the company notified properly of any violations that happen?

Is the AI fast enough for all incoming images?

Are the violation images stored properly?

Are the image (private company data) secured and not easily compromised?

### Participants

How many people are you testing with? What are their main characteristics?

7 Participants:

- Server Admin
- 4 On-Field
- JEC Jordan
- Zaid Gifts Library

### Procedure

What are the main steps in the test procedure?

0-5 min  
*Welcome and explain*

5-15 min  
*Run test*

5-15 min  
*Taking notes and pictures while the test is running*

15-30 min  
*Discussion about the results*

15-30 min  
*Checking all approved features*

### Equipment

What equipment do you need? How will you record the data?

Camera.  
Feed saved on the server.  
Taking notes.

# Features & Benefits

Thursday, March 18, 2021 2:45 PM

Instructions: In this section, you will describe the products and features of your product or service.

## 1. Features

Features are elements of your product or service that make it special.

- **Must-Have Features:**

These are fundamental features that ensure the product's primary objectives and its alignment with the core problem it aims to solve.

- **Two-Sided Camera:** Essential to capture both the driver's actions and external violations.
- **Customization to Jordanian Law:** For relevancy and dependability in the local context.
- **AI-Detection:** To autonomously recognize and record traffic violations.
- **Cloud Storage Integration:** To store violation data securely and make it accessible for review.
- **Dashboard for Companies:** A centralized platform for businesses to review violations and analytics.
- **Accuracy and Reliability:** To minimize false positives and ensure the system captures all relevant violations.

- **Should-Have Features:**

Features that enhance the product's appeal, usability, and effectiveness but aren't absolutely necessary for initial rollout.

- **Real-Time Alerts:** Immediate notification for severe traffic violations.
- **Adherence to Privacy Regulations:** Ensures that user data is protected and used responsibly.
- **User-Friendly Installation:** Making it easy for businesses to set up the system in their vehicles without needing specialized help.
- **Affordability:** Priced appropriately for wide adoption, especially among businesses.
- **Driver Feedback System:** Allowing drivers to comment on or contest detected violations.
- **Integration with Existing Fleet Management Systems:** Making it easier for businesses with fleet management solutions to integrate the new system.
- **Advanced Analytics for Businesses:** Detailed insights into driver behavior trends over time.
- **Monitoring Only the Driver:** Cameras that focus solely on the driver's actions to minimize privacy concerns.
- **Selective Recording:** Live monitoring with recording only when a violation occurs, continuing until the violation ends.

- **Could-Have Features:**

These can enhance the overall user experience and functionality but aren't a priority for the initial launch.

- **Battery Backup:** Ensuring the system remains operational even if the vehicle's power system is compromised.
- **Voice Assistant Integration:** To communicate violations verbally to drivers.
- **Driver Training Modules:** Offering drivers training based on their specific violations.
- **Mobile App:** For businesses or drivers to get insights on-the-go.

- **Gamification for Safe Driving:** Leaderboards, rewards, or any form of gamification that encourages drivers to make their driving safer.
- **Customization to Other Countries' Laws:** The device could be customizable in the future to be able to operate effectively in other countries as well.
- **Won't-Have Features:**  
These are diametrically opposed to the core ethos and objectives of the project:
  - **Encouragement of Violations:** No feature, suggestion, or mechanism will be present that might promote, incentivize, or indirectly encourage drivers to commit traffic violations.
  - **Bypassing Mechanism:** No tools or options that allow drivers or businesses to temporarily or permanently deactivate the system to avoid detection.
  - **Manual Editing:** No ability for companies to edit, delete, or modify the violation data. The integrity of the recorded data is paramount.
  - **Sharing Driver Data Publicly:** The system will not have a feature that exposes or shames drivers by publicly sharing their violation data.
  - **Selling Data:** No features or mechanisms to monetize the collected data by selling it to third parties, ensuring user trust and data privacy.

## 2. Benefits

Benefits are the positive impact your product provides to the customer

- **Enhanced Road Safety:** By holding drivers accountable and recording any traffic violations, the product promotes safer driving habits, which in turn reduces the risk of road accidents.
- **Localized Solution:** Customized to Jordanian laws, it addresses the specific nuances and requirements of the local context, increasing its relevance and effectiveness.
- **Operational Efficiency:** With AI at its core, the product reduces the need for manual monitoring, saving businesses time and resources.
- **Data-Driven Decision Making:** The dashboard provides businesses with actionable insights, allowing them to make informed decisions about their fleet and drivers.
- **Peace of Mind:** Secure cloud storage ensures that all recorded data is safe from potential breaches, losses, or damage.
- **Cost Savings:** In the long run, by promoting safe driving habits, businesses can reduce potential expenses related to traffic violations, vehicle repairs from accidents, or reputational damages.
- **Reputational Boost:** Companies that prioritize road safety through such monitoring systems are likely to be viewed more favorably by customers, partners, and the public.
- **Protection of Privacy:** Thoughtful design features minimize intrusion into privacy, building trust among users.
- **Scalable and Adaptable:** The system's flexibility and affordability allow for broad implementation across various transportation sectors and across various countries.
- **Contribution to Social Good:** By promoting safe driving habits, the system contributes to the broader societal goal of road safety and well-being.

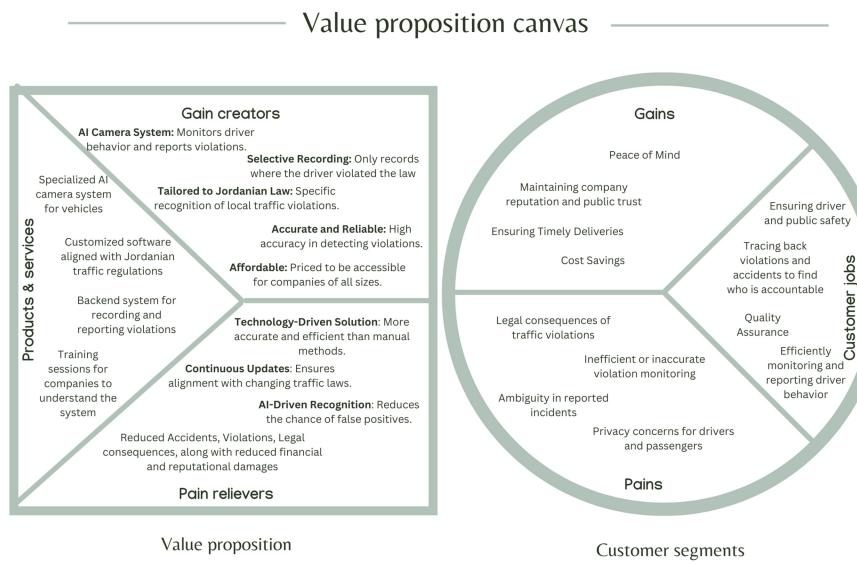
# Value Proposition Canvas

Thursday, March 18, 2021 2:45 PM

Note: When you talk with your customers, don't show them the canvas – it's better to ask natural questions that help you fill in each box, rather than using all of the same terminology.

Value Map	
Products & Services	<p><b>This is a list of all the Products and Services you offer for the targeted segment.</b></p> <ul style="list-style-type: none"><li>• Specialized AI camera system for vehicles.</li><li>• Customized software that aligns with Jordanian traffic regulations.</li><li>• Backend system for recording and reporting violations.</li><li>• Training sessions for companies to understand the system.</li></ul>
Gain Creators	<p><b>Describe how your products and services create customer gains &amp; delight.</b></p> <ul style="list-style-type: none"><li>• <b>Describe the most important features. What is special about it?</b><ul style="list-style-type: none"><li>• <b>AI Camera System:</b> The product is an AI camera system that monitors drivers and their behaviors while driving and catches any violations that they may do while driving, then reports these violations back to their company.</li><li>• <b>Selective Recording:</b> The system live monitors but only begins recording when a violation is spotted, ensuring minimal storage use and targeted data capture. In addition, by keeping a record of all detections, the product ensures that any false positives can be reviewed and addressed, thereby building trust with the users.</li><li>• <b>Driver Focus:</b> Cameras are specifically designed to focus on drivers, minimizing privacy concerns related to passengers or cargo.</li><li>• <b>Tailored to Jordanian Law:</b> The AI system is designed to recognize violations specific to Jordan's traffic laws.</li><li>• <b>Accuracy and Reliability:</b> Through rigorous testing and refining, the system boasts high accuracy in detecting violations.</li><li>• <b>Affordability:</b> The product is priced to ensure that it is accessible to all, regardless of their scale.</li></ul></li><li>• <b>Describe the most important benefits. What does it do for the customer?</b><ul style="list-style-type: none"><li>• <b>Enhanced Safety:</b> By monitoring and reporting traffic violations, the system encourages drivers to adhere to traffic laws, promoting safer roads.</li><li>• <b>Reduced Legal Costs:</b> Companies can proactively address and rectify drivers' traffic violations, potentially reducing any legal consequences.</li><li>• <b>Improved Reputation:</b> Companies can promote their proactive approach to road safety, enhancing their public image and trustworthiness.</li></ul></li></ul>
Pain Relievers	<p><b>Describe how your products and services alleviate customer pains.</b></p> <ul style="list-style-type: none"><li>• <b>Fix underperforming solutions? By introducing new features, better performance, or enhanced quality.</b><ul style="list-style-type: none"><li>• By introducing a technology-driven solution that outperforms manual monitoring methods in terms of accuracy, efficiency, and comprehensiveness.</li><li>• AI-driven recognition ensures high accuracy in identifying violations, reducing false positives that may arise from human error.</li><li>• Continuous updates ensure the software is always in line with any changes or amendments to Jordan's traffic laws, and to minimize false positives or true negatives.</li></ul></li><li>• <b>Put an end to difficulties and challenges your customers encounter. By making things easier or eliminating obstacles.</b><ul style="list-style-type: none"><li>• <b>Eliminate Ambiguity:</b> By offering clear video evidence of violations, the system removes ambiguity or disputes regarding any reported incidents.</li><li>• <b>Ease of Monitoring:</b> The backend system provides an easy-to-use interface for companies to monitor and review violations, eliminating the need for intensive manpower or surveillance resources.</li></ul></li></ul>

**• Privacy Assurance:** The selective recording and driver control features ensure that drivers and passengers' privacy is not infringed upon, removing potential concerns or objections.



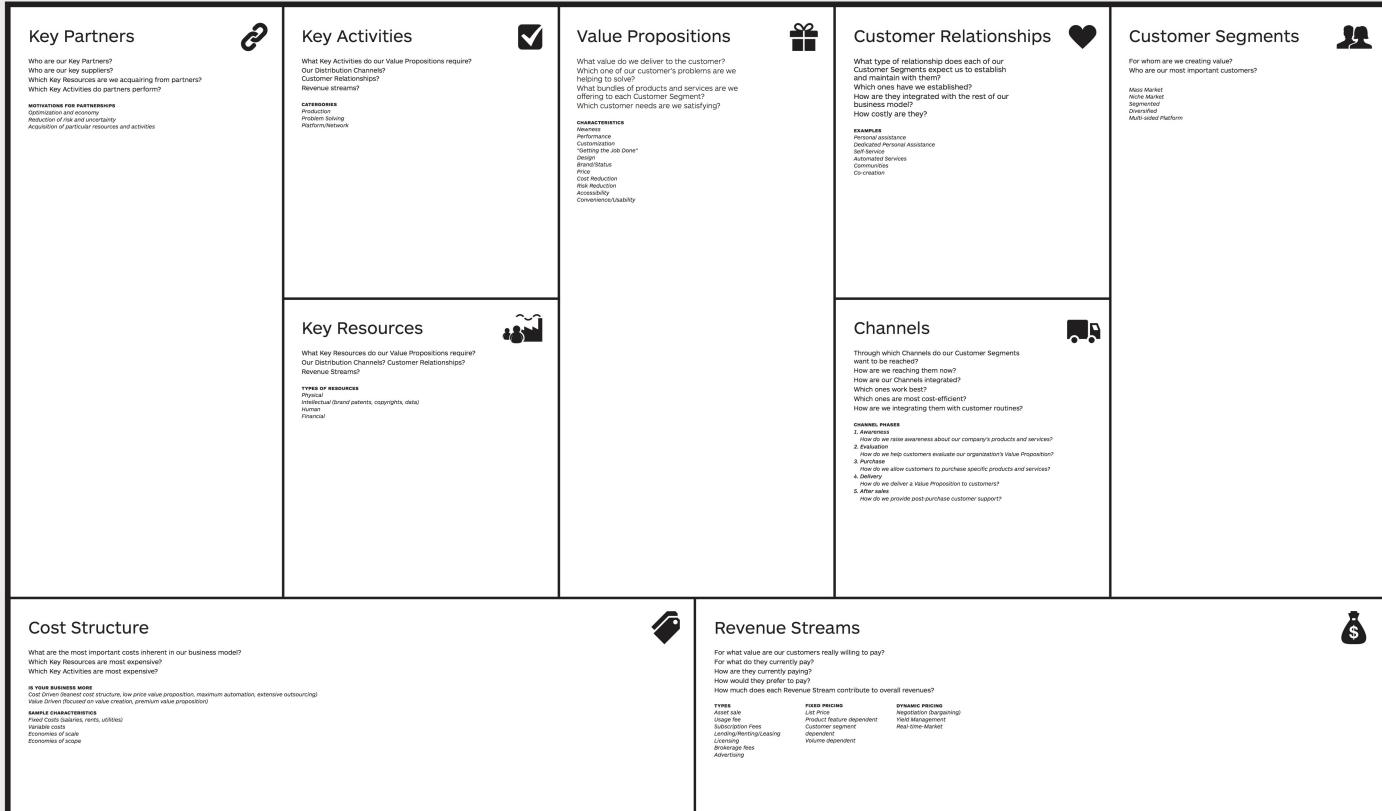
# Business Model Canvas

Thursday, March 18, 2021 2:46 PM

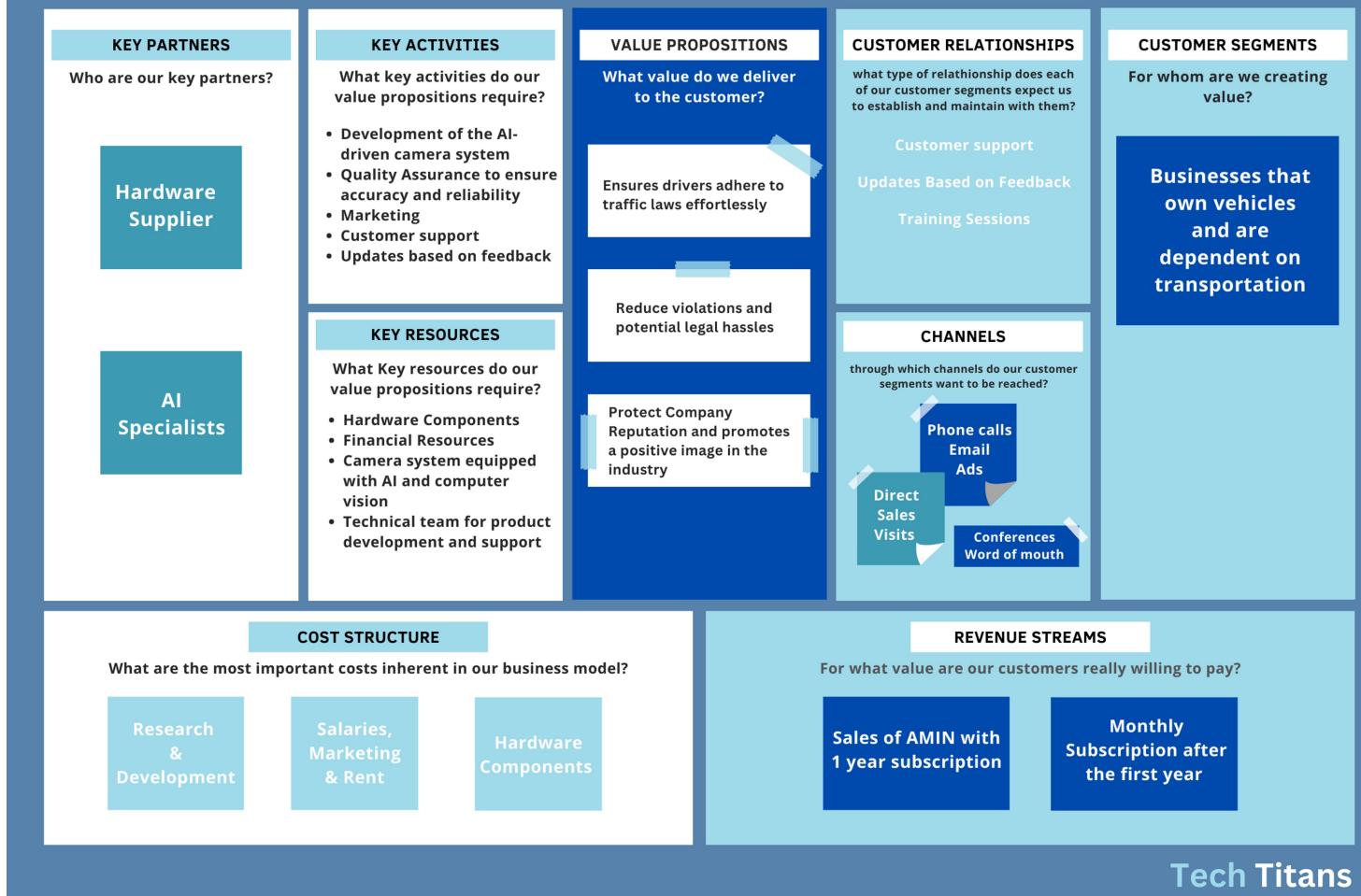
**Instructions:** This section is one of the most crucial to developing your business case. During prototyping, you're working on desirability and feasibility but in this section, we are focusing on viability.

See 'Tips' below to help you out.

## The Business Model Canvas



# The Business Model Canvas



Tech Titans

Tips:

- The descriptions here should be very short and concise, a few words long. The canvas should be as clear as possible, both for our benefit and for explaining your business model to other people.
- One way of making sense of the right hand side is to color code each customer segment; this highlights which value proposition best delights each customer, and which revenue streams they each provide.

# Early Market Research

Saturday, March 12, 2022 12:22 PM

Instructions: This section will be dedicated to finding out what alternatives there are in the market and making sure you're creating a unique innovation.

## 1. What are customers doing already/ how are they already solving their problem?

List all current solutions\alternatives.

- Using phone calls to track location of the drivers while delivering and order or serving a customer to find his location or provide concerns about his driving behavior/ the new system will send alert messages to the driver phone and send live location feedback to the system so that the company can better monitor the driver behavior and make sure that no violations are happening.
- Using outdated tracking system that are not accurate and that only give feedback when connected to the internet/ The new system will give live feedback to the system and will stay functional even when it's offline.
- Using notes to keep track of all the sites visited with time recorded/ The new system will have a logging system that notes all the data to the main database with a timestamp to make sure that the driver is not over speeding to reach the destination.
- Using "قیادتی تری کیف" stickers to notify the company of any violation done by a driver/ This takes time and it might be a false claim instead the device has AI that notes and detects any violation, record it and then give feedback with high accuracy.

## 2. How much is your target customer likely to pay for a solution? Describe how you came to this number (150 words)

Sources: <https://www.expertmarket.com/au/vehicle-tracking/vehicle-tracking-systems-cost>  
<https://forcebymojio.com/blog/what-does-a-gps-fleet-tracking-system-really-cost/>

This price point of 10 JD (Jordanian Dinars) per car per month has been determined based on a comprehensive analysis of the existing market landscape and customer behaviors totaling at around 120 JD annually, not counting the costs paid for vehicle repair due to traffic violations, traffic accidents, or misuse of vehicles. Many companies are currently expending comparable sums to address the problem using traditional methods such as purchasing stickers and outdated tracking devices, and paying for the traffic violations or paying for fixing their vehicles. By offering a technologically advanced solution at a competitive price point, we aim to tap into this existing willingness to invest in resolving the issue. Moreover, we take into account the value that our solution provides. By offering real-time tracking, advanced analytics, and streamlined fleet management capabilities, we stand to deliver a significant boost in operational efficiency and cost savings for our customers. Our research has indicated that companies are willing to pay for a solution that not only addresses their needs but also offers long-term benefits. This price point strikes a balance between affordability and the substantial value we bring to the table, positioning us as a compelling choice within the market. Additionally, our product is on the lower range of prices costing 50 JD in the first year per vehicle, and 18 JD annually per vehicle after the first year.

Ex. 25 JD per month. We know this because they are already paying the same amount on solving their problem through DIY methods

# Market Size

Thursday, March 18, 2021 2:47 PM

*Instructions: For investors to fund an early stage startup, they need to know how many customers you can potentially reach and sell to so they can better understand the potential returns on their investment. Use this section*

## 1. Is your business a B2B, B2C or B2G, explain?

The business model is primarily a B2B (Business-to-Business) model. Here's why:

B2B (Business-to-Business):

- **Target Market:** The startup's target market includes companies that own cars for various purposes such as transportation, delivery, or other corporate uses.
- **Product & Solution:** The core offering, a specialized camera system, is designed to be installed in vehicles owned by these companies.
- **Sales:** The startup plans on selling the camera systems primarily to businesses, not individual consumers or governmental entities.
- **Reporting Violations:** The system reports violations to the employing companies for internal records and action rather than individuals or law enforcement.

## 2. What is your TAM/SAM/SOM?

*This section of your plan should explain:*

- **The total size of your industry**

The global industry for vehicles, including cars for transportation, delivery, or corporate purposes, currently consists of approximately 1.474 billion vehicles worldwide.

- **Describe any important trends in the industry?**

An increasing focus on safety and compliance with traffic laws has led to the adoption of various monitoring systems. The rise in connected and autonomous vehicles and technologies is also a significant trend, enabling more precise monitoring and control of driving behavior.

- **Is the industry growing or shrinking? At what rate?**

The global automotive industry continues to grow, though the rate of growth can vary by region and segment. In terms of safety and monitoring technologies, this segment is seeing rapid expansion due to increasing regulation and growing public concern about road safety.

"Global demand for fleet management was valued at US\$ 39.1 Million in 2021 and is projected to reach US\$ 48 Million by 2022-end. From 2022 to 2032, the fleet management market is forecast to flourish at a 17.4% CAGR. By the end of the aforementioned forecast period, a valuation of US\$ 239 Million is anticipated for the market."

<https://www.factmr.com/report/fleet-management-market>

"Global Vehicle Registration is projected to reach 96 million units by 2026, a 0.7% annual growth rate since 2021." <https://www.reportlinker.com/clp/global/505338#:~:text=Global%20Motor%20Vehicle%20Trends%20in%202022&text=Global%20Vehicle%20Registration%20is%20projected,has%20decreased%200.7%25%20each%20year.>

- ***The total size of your target market, and what share is realistic for you to obtain? TAM/SAM/SOM table.***

**TAM (Total Addressable Market):** 1.474 Billion vehicles worldwide.

**SAM (Total Attainable Market):** 455,192 vehicles privately owned by 9313 private companies in Jordan.

**SOM (Total Obtainable Market):** 2% of the SAM, 186 companies/9104 vehicles in Jordan within the first 3 years.

- ***How are customer needs or preferences changing?***

The focus on road safety, accountability, compliance with traffic laws, and the integration of technology within the transportation sector is growing. Customers are becoming more technology-savvy, seeking solutions that provide efficiency, transparency, and assurance of safety.

**Note:**

*Market size is usually a revenue number such as \$1 billion but can also be represented as unit volume such as 1,650,000 units.*

<b>TAM</b> Total Addressable Market	<b>What is the total market demand for your product or service?</b> The total market demand for the product is all the vehicles worldwide that could benefit from monitoring systems which is 1.474 Billion vehicles worldwide.  <b>Ex. Telemedicine app targets all private hospitals in the world</b>  <b>How did you determine your TAM? List important assumptions made.</b> <ul style="list-style-type: none"> <li>• Considering all vehicles globally that might adopt similar technology.</li> <li>• Based on available global data of vehicle ownership.</li> </ul>
<b>SAM</b> Total Attainable Market	<b>What is the segment of the TAM targeted by your products and services which is within your reach?</b> The SAM is the segment of vehicles privately owned by 9313 companies in Jordan which own 455,192 vehicles.  <b>Ex. Our telemedicine app targets all private hospitals in Jordan</b>  <b>How did you determine your SAM? List important assumptions made.</b> <ul style="list-style-type: none"> <li>• Focusing on the local market (Jordan) where the business will operate.</li> <li>• Targeting companies owning vehicles as the initial customer base.</li> <li>• We calculated the number of private companies that own vehicles by</li> </ul>

	<p>calculating the average of vehicles owned by each company, then dividing the total number of vehicles (455,192 vehicles) by the average (48.88 vehicles/company).</p> <ul style="list-style-type: none"> <li>The average was calculated by calculating the total number of vehicles by private companies such as (Taxi companies, Tourism Transportation companies, Limonene companies, School Transportation companies, etc...), then dividing that by the number of companies.</li> </ul>
<b>SOM</b>  Total Obtainable Market	<p><b>What is the portion of SAM that you can reasonably capture within the first 3 years?</b></p> <p>The portion of SAM that we can reasonably capture within the first 3 years is 186 companies owning 9104 vehicles in Jordan.</p> <p><i>Ex. Our telemedicine app targets 20% of private hospitals in Amman</i></p> <p><b>How did you determine your SAM? List important assumptions made.</b></p> <ul style="list-style-type: none"> <li>Based on an approximate market penetration rate of 2% within the local market.</li> <li>Assumption that the technology and business model will resonate with the targeted businesses in Jordan.</li> <li>It was calculated based on a close approximation of how many products we will sell, and how many companies will invest in our product in the first 3 years.</li> </ul>

### **3. What are the sources you used for each number you find?**

- **TAM:** 1.474 Billion Vehicles <https://hedgescompany.com/blog/2021/06/how-many-cars-are-there-in-the-world/#:~:text=If%20you%20want%20to%20know,stats%2C%20including%20cars%20per%20capita.>
  - **SAM:** 455,192 vehicles privately owned by companies [https://www.ltrc.gov.jo/sites/default/files/ltrc\\_english\\_libraries/2023\\_mhdth\\_lgy\\_30-6-2023.pdf](https://nabd.com/s/97805943-ca3559/%D8%AA%D9%83%D8%B4%D9%81-%D8%A5%D8%AD%D8%B5%D8%A7%D8%A6%D9%8A%D8%A9-%D8%A8%D8%B9%D8%AF%D8%AF-%D8%A7%D9%84%D9%85%D8%B1%D9%83%D8%A8%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D9%85%D9%84%D9%88%D9%83%D8%A9-%D9%84%D9%84%D9%85%D9%88%D8%A7%D8%B7%D9%86%D9%88%D9%86-1,188,624.-%D8%A7%D9%84%D9%85%D8%B1%D9%83%D8%A8%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D9%85%D9%84%D9%88%D9%83%D8%A9-%D9%84%D9%84%D9%88%D8%A7%D9%81%D8%AF%D9%8A%D9%86-552,009.-%D8%A7%D9%84%D9%85%D8%B1%D9%83%D8%A8%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D9%85%D9%84%D9%88%D9%83%D8%A9-%D9%84%D9%84%D8%BA-%D8%B9%D8%AF%D8%AF%D9%87%D8%A7-455,192.-%D8%A7%D9%84%D9%85%D8%B1%D9%83%D8%A8%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D9%85%D9%84%D9%88%D9%83%D8%A9</a></li><li>● <b>SAM:</b> The distribution of number of vehicles based on vehicle type based on which the average was calculated <a href=)

# Competitive Landscape

Wednesday, February 23, 2022 12:25 PM

Instructions: In this section, you will highlight what makes your product innovative and unique in comparison to your competitors.

## 1. Direct Competitors

List all of your direct competitors below. These are companies that provide a similar product or service to you and what do they offer. *Write a sentence about their offerings.*

- Ex. Company A: Provides product A and service A. They are the largest in the market and while their products are affordable, many customers complain about the customer service and the poor quality of products on offer.
- **TRAKLINK:** Provides MDVR (MOBILE DIGITAL VIDEO RECORDING) services for driver behavior monitoring and vehicle safety. While they offer live streaming and offline monitoring options, some users have expressed the need for more advanced analytics and real-time insights.
- **UMNIAH UTrack:** Offers a cloud-based fleet management service with real-time monitoring, maintenance management, and comprehensive reporting. Their focus on integration with existing systems is a strong point, but some users have mentioned challenges with pricing transparency.

## 2. Indirect Competitors

- **KeepTruckin:** Offers an Electronic Logging Device (ELD) solution focused on compliance with Hours of Service (HOS) regulations and real-time vehicle tracking for the trucking industry.
- **Verizon Connect:** Provides a fleet management platform that includes GPS tracking, maintenance scheduling, and driver behavior monitoring to improve efficiency and safety.
- **JES:** Presents a web-based GPS tracking and fleet management solution with features like RFID-based asset tracking and automated alerts. Their multi-lingual support is advantageous, but the lack of specialized camera systems may limit comprehensive in-vehicle monitoring.

## 3. Use the below table to better understand your competition:

	AMIN	TRAKLINK	UMNIAH UTrack	JES
Company overview	AI-based in-vehicle monitoring and fleet management solution.	MDVR service for driver behavior monitoring and vehicle safety.	Cloud-based fleet management service with real-time monitoring and maintenance management.	Web-based GPS tracking and fleet management solution with RFID-based asset tracking.
Type of competition	-	Direct	Direct	Indirect
Value proposition	Comprehensive AI-driven monitoring tailored to Jordanian laws,	Live streaming and offline monitoring	Real-time tracking, maintenance, and predictive	Real-time tracking with asset tracking, automated

	privacy-focused, and enhanced road safety.	with focus on driver behavior.	features for efficient fleet management.	alerts, and multi-lingual support.
<b>Target market</b>	Businesses that own vehicles and are dependent on transportation	Companies looking for driver behavior insights and safety enhancements.	Various transportation businesses needing efficient fleet management.	Businesses requiring GPS tracking and asset monitoring.
<b>Products &amp; services</b>	Specialized Camera Systems, AI monitoring, local law customization, real-time alerts.	MDVR service, online/offline monitoring, driver control, AI detection.	Real-time tracking, maintenance management, reporting, delivery dispatching.	RFID-based asset tracking, automated alerts, Google Maps integration.
<b>Costing &amp; prices</b>	Subscription packages based on commitment.	Pricing structure (provided upon inquiry).	Subscription packages with different commitments (provided upon inquiry).	Pricing details (provided upon inquiry).
<b>Marketing strategy</b>	Emphasizing local law adaptation, AI accuracy, and reputation enhancement.	Highlighting live streaming, offline monitoring, and driver behavior insights.	Focusing on real-time tracking, predictive maintenance, and fuel efficiency.	Offering RFID asset tracking, automated alerts, and multi-lingual support.

**& more ..**

#### **4. Unique Competitive Advantage (up to 150 words)**

Describe in as much detail as possible what makes your product or offering unique. What do you do that your competitors do not? (Hint: Lower prices is not a good enough reason!)

	<b>TRAKLINK</b>	<b>امانية</b>	<b>AMIN</b>	<b>JES®</b>
Specialized Camera Systems			✓	
Real-time AI Detection			✓	
Professional Support		✓	✓	
Enhanced Road Safety			✓	✓
Existing In the middle east	✓	✓	✓	✓
Cloud-Based		✓	✓	
Able to customize	✓		✓	

## Marketing Mix

Thursday, March 18, 2021 2:48 PM

**Instructions:** This section will help you better understand your offering and how you will market it to your customers. Fill in the final column only – we have given you prompts in the middle column to help you out.

Product	<b>What is the product or services your business provides to your target audience?</b>  Describe your product or service in one sentence. Make it short and clear.	Our product is an AI-powered camera system that enables companies to track and record their drivers' traffic information and violations.
Place	<b>Where and how will people buy your product?</b>  <i>If you suggest a location, explain why you believe this is a good location for your startup. Are you online only? A physical store? Will you deliver?</i>	<b>Location:</b> Our startup will be a physical store based in Amman's Al Bayader district. Al Bayader is not just any area; it is a central hub for cars in Amman, that is easily accessible to the majority of our clients. It's a strategic decision as being in the middle of the city seems like the appropriate place to interact with our clients.  <b>How people will buy:</b> Clients will expect a smooth and straightforward buying experience. Once they buy and pay for our product, we'll take over from there. We'll deliver our AI-enhanced camera systems to the specific company and handle the installation in their vehicles. We aim to eliminate any technical headaches for our clients. And if they ever need support, maintenance, or just have a question, our store in Al Bayader is always open, acting as a one-stop-shop for all their needs from initial purchase to any after-sales support they might require.
Price	<b>How you will price your product or service:</b>  Describe the pricing, fee, subscription or leasing structure of your product or service.  <i>How does your product or service fit into the competitive landscape in terms of pricing—are you on the low end, mid-range or high end? How will that pricing strategy help you attract customers?</i>	<b>Price of product or service:</b> AMIN with 1 year subscription is priced at 50 JDs AMIN monthly subscription after the first year is priced at 1.5 JDs per month per vehicle  <b>It's priced like this because:</b> Pricing of AMIN with 1 year subscription was based on the cost of the product and subscription plus what we believe should be our profit (Cost-plus pricing) Pricing of AMIN monthly subscription fee was based on how much the customer believes what the monthly subscription is worth (Value-based pricing)  Overall the pricing of AMIN and its subscription is in the mid-range, and our product will attract customers as we offer various features in our product that are not available in other fleet management systems, which gives AMIN a competitive edge against other competitors.
Promotion	<b>List the tools &amp; channels of advertising that reaches a company's target market.</b>  <i>Advertising may include:</i> <ul style="list-style-type: none"><li>● Online</li><li>● Print</li><li>● Radio</li><li>● Cable television</li><li>● Out-of-home</li></ul> <i>Which media will you advertise in, why and how often?</i>  <i>Marketing may include:</i> <ul style="list-style-type: none"><li>● Business website</li><li>● Social media marketing</li><li>● Email marketing</li><li>● Mobile marketing</li><li>● Search engine optimization</li><li>● Content marketing</li><li>● Print marketing materials (brochures, flyers, business cards)</li><li>● Public relations</li><li>● Trade shows</li><li>● Networking</li><li>● Word-of-mouth</li><li>● Referrals</li></ul>	<b>We will reach our customers through:</b> <ul style="list-style-type: none"><li>● <b>Advertising</b><ul style="list-style-type: none"><li>○ <b>Online:</b> The bulk of modern businesses have an online presence and consume digital content. Advertising online provides analytics that makes it easier to track ROI.</li><li>○ <b>Out-of-home Advertising:</b> Strategically positioning billboards around Amman's business hubs, enhancing visibility and brand recall, so that more people know about our product.</li></ul></li><li>● <b>Marketing</b><ul style="list-style-type: none"><li>○ <b>Marketing on other websites (Facebook ads, Instagram ads, Google ads, OpenSooq, etc..)</b><ul style="list-style-type: none"><li>▪ <b>Why:</b> These platforms allow precise targeting of businesses and decision-makers within those organizations. OpenSooq is popular in Jordan and the Middle East, making it a good fit for localization.</li><li>▪ <b>How Often:</b> Continual presence with ads optimized at least weekly based on analytics.</li></ul></li><li>○ <b>Email</b><ul style="list-style-type: none"><li>▪ <b>Why:</b> Email allows for targeted communication that is both personalized and professional. It can reach decision-makers directly.</li><li>▪ <b>How Often:</b> Weekly newsletters, plus personalized follow-ups.</li></ul></li><li>○ <b>Business Website</b><ul style="list-style-type: none"><li>▪ <b>Why:</b> A website serves as the foundation for your online presence and offers a platform where interested parties can learn more and get in touch.</li><li>▪ <b>How Often:</b> Constantly updated with new testimonials, case studies, and product developments.</li></ul></li><li>○ <b>Phone Calls</b><ul style="list-style-type: none"><li>▪ <b>Why:</b> Phone calls allow for direct, immediate communication and can often result in faster decision-making.</li><li>▪ <b>How Often:</b> As needed for follow-up with leads and existing clients.</li></ul></li><li>○ <b>Direct Sales Visits</b><ul style="list-style-type: none"><li>▪ <b>Why:</b> Face-to-face meetings can help build trust and provide opportunities to address questions and concerns in real-time.</li><li>▪ <b>How Often:</b> Monthly, or as arranged with prospective and existing clients.</li></ul></li><li>○ <b>Conferences</b><ul style="list-style-type: none"><li>▪ <b>Why:</b> Industry events allow you to meet multiple potential clients in one venue, as well as gain insight into market trends.</li><li>▪ <b>How Often:</b> Attend at least 2–3 major conferences annually.</li></ul></li><li>○ <b>Word-of-mouth &amp; Referrals</b><ul style="list-style-type: none"><li>▪ <b>Why:</b> Recommendations from trusted parties significantly influence decisions, especially in a tight-knit business community.</li><li>▪ <b>How Often:</b> Continual. Encourage satisfied clients to refer your services to other businesses.</li></ul></li></ul></li></ul>

# Brand Voice

Tuesday, July 13, 2021 11:47 AM

Instructions: In this section, you will showcase your branding. How do you want your customers and competitors to view you?

**1. What three words do you want customers to associate with your brand?**

- E.g. Playful, Honest, Caring
- Efficient, Seamless, Safety

**2. Why have you chosen these words in particular?**

These words encapsulate the pursuit of streamlined, user-centric, and technologically advanced transportation solutions that meet the evolving demands of businesses related to safety and management.

**3. Do you have a slogan?**

خليك آمن مع

**4. Design elements:**

a. **Include your logo and any other branding visuals here:**



b. **Why have you chosen these colors for your brand?**

**Black Text ("AMIN"):** Black is often associated with authority, sophistication, and professionalism. It is commonly used in text to provide clarity and readability. By using black for the brand name, it may evoke feelings of trustworthiness and reliability, which is essential for a product that aims to ensure safety and adherence to laws.

**Camera Icon with White Dot:** The camera is the central element of the product, capturing violations and ensuring compliance. The white dot reflection in the camera lens adds a touch of realism and might represent clarity, transparency, and precision in monitoring.

**Camera Blades:** The colors for the camera blades in the AMIN brand logo were chosen to form a circular gradient, seamlessly transitioning from one color to the next and

then back to the starting color. Here's the significance of this design choice:

- **Full Circular Gradient Color Selection:** The progression forms a loop, signifying a continuous cycle or journey.
- **Red to Orange:** This transition from urgent caution to alertness represents the immediate attention drivers must give to their actions and the road.
- **Orange to Green:** As drivers proceed with caution and adhere to the rules, they transition into a zone of safety, symbolized by the green.
- **Green to Blue:** Reflecting a consistent state of trustworthiness and reliability, reinforcing the continuous safety provided by adhering to regulations.
- **Blue to Purple:** Showcasing the innovative essence of AMIN, representing the blend of traditional safety values with cutting-edge technology.
- **Purple back to Red:** This final transition symbolizes the never-ending vigilance required in driving. Just as innovations continue, so does the need for caution and attention, bringing the journey full circle.

The full gradient not only adds visual appeal but also conveys AMIN's continuous commitment to safety, innovation, and the cyclical nature of attentive driving.

# Go To Market

Wednesday, February 23, 2022 1:02 PM

Instructions: The Go to Market campaign is how you intend on raising awareness about your product and attract new users to use it. You might think social media is the most effective solution, but think of how you will inspire word of mouth and referrals. For example, if you are launching a new type of food, you might want to set up a booth to offer tasters for free.

## 1. List all the potential marketing channels you can think of.

Make a list of different things you can do to raise awareness. Social media campaigns, door-to-door brochure distribution, send your product to relevant magazines etc.

### Marketing Channels

- **Website:** The central hub for all information about the product.
  - **Why:** To provide comprehensive information and act as a CTA (Call-to-Action) platform.
  - **Updates:** Regular updates with testimonials, case studies, and product developments.
- **Third-Party Platforms: Google Ads, OpenSooq, Facebook ads, etc.**
  - **Why:** OpenSooq is popular in the Middle East, allowing for localized targeting. Precise targeting and reach. Good for engagement and brand awareness.
  - **Updates:** Weekly optimization based on analytics. Themed campaigns or challenges that engage users.
- **Out-of-Home Advertising: Billboards.**
  - **Why:** Enhances visibility and brand recall in business hubs.
  - **Updates:** Periodic refresh based on high-traffic periods.
- **Email Marketing:**
  - **Why:** Targeted, personalized, and direct way to reach decision-makers.
  - **Updates:** Weekly newsletters and personalized follow-ups.
- **Direct Engagement: Phone Calls & Sales Visits.**
  - **Why:** Immediate and effective, especially for answering queries and overcoming objections.
  - **Updates:** As needed.
- **Industry Conferences:**
  - **Why:** Networking and learning about market trends.
  - **Updates:** Attend 2-3 major conferences annually.
- **Word-of-Mouth & Referrals:**
  - **Why:** Strong influencers in decision-making.
  - **Updates:** Continual. Encourage through loyalty programs or incentives.

### Awareness Tactics

- **Social Media Campaigns:** Engaging themes or challenges.
- **Press Coverage:** Sending products to relevant magazines for reviews.
- **Sampling:** Free trials or samples at key locations or events.
- **Product Launch Events:** Inviting industry experts and influencers.
- **Loyalty Programs:** To encourage repeat business and referrals.

## 2. What metrics would you measure to gauge if your marketing plan was a success?

*E.g bazela.com signed 10 contracts with organic farmers with 500Kg/week production capacity (to ensure variety & availability).*

- **Website Metrics**
  - **Website Traffic:** Aim for at least a 15% increase in monthly visitors.
  - **Website Bounce Rate:** Bounce rate of 30% or lower.
- **Social Media Metrics**
  - **Facebook Followers:** Achieve a 25% growth rate.
  - **LinkedIn Followers:** Aim for a 20% growth.
  - **Engagement:** Maintain an average of at least 20 comments per post with 85% positive feedback.
- **Email Metrics**
  - **Email Open Rate:** Aim for at least a 70% open rate.
  - **Email Replies:** Target for a 30% reply rate, meaning at least 300 replies from 700 opened emails from 1000 emails sent.
- **Customer Feedback**
  - **Feedback Forms:** Receive at least 100 feedback forms, with 80% being positive.
- **Sales Metrics**
  - **New Business Sales:** Aim to grow our sales at the current industry growth rate of 17.4% annually.
  - **Repeat Purchases:** Aim for a 20% rate of repeat purchases or renewals.
- **Event Metrics**
  - **Conferences:** Aim to establish contacts with at least 20 potential leads at each industry conference.
  - **Product Launch Event:** Target a minimum of 200 attendees, with at least 30% becoming either clients or strong leads.

# Appendix

Tuesday, July 13, 2021 11:28 AM

*Instructions: Use this space to organize and paste your research about market size & industry overview*

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# Initial Operating Expenses

Wednesday, March 24, 2021 8:08 PM

## How much money will it take to setup your startup?

*Calculate the startup costs for your startup. These costs along with your initial operating costs will be the basis for any funding you request as grants, loans or investments.*

Initial Pre-Operating Expenses	\$	Comments
Company Registration & legal		
Equipment		Useful Life = X
Land		
Factory		
Pre-purchase of material		
Software Development Costs		
Etc...		
<b>Total Initial Expenses</b>	<b>0</b>	

# Cost Structure

Thursday, March 18, 2021 2:48 PM

Instructions:

**List all fixed cost & variable cost for your products & services.**

*Costing refer to all the costs incurred by a business from manufacturing a product or providing a service. Production costs can include a variety of expenses, such as labor, raw materials, consumable manufacturing supplies, and general overhead.*

*A Fixed Cost refers to costs that your startup incurs on a regular basis, they are generally predictable and incurred at fixed intervals such as monthly or yearly. Your startup will incur these costs regardless of the volume of products or services produced and sold.*

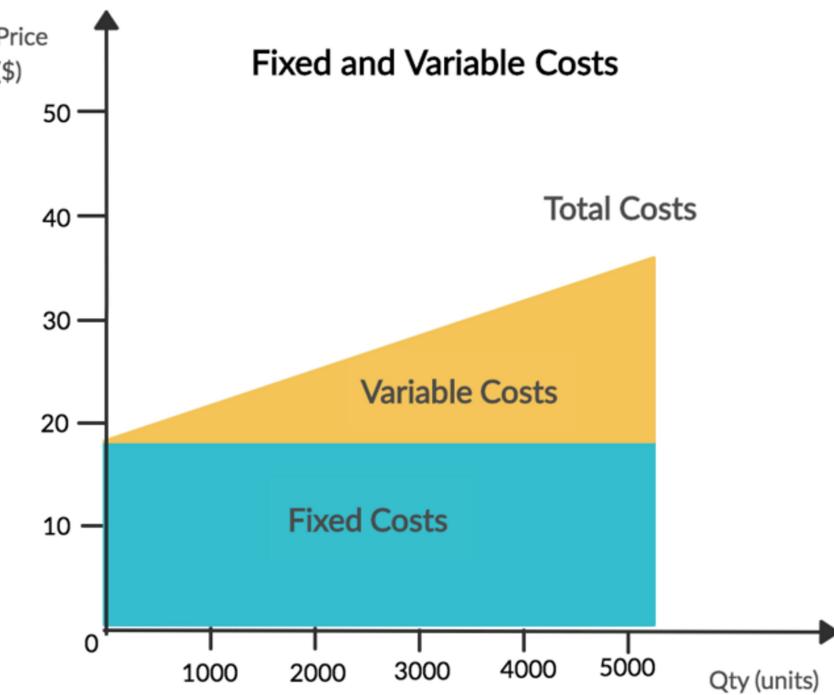
**Some examples of fixed costs include:**

- Rent
- Telephone and internet costs
- Insurance
- Employee Salaries
- Loan Payments

**A variable cost is an expense that changes in proportion to production output. Variable costs increase or decrease depending on a company's production volume; they rise as production increases and fall as production decreases.**

**Some examples of variable costs include:**

- Direct labor (different than salaried employees)
- Production Supplies.
- Direct Materials.
- Commissions
- Taxes
- Operational expenses



Variable Cost Per Unit

$$\text{Variable Cost per Unit} = \frac{\text{Variable Costs}}{\text{Units}}$$

Fixed Cost (PER MONTH)	\$
Rent	
Salaries	
Marketing ( <i>can also be variable</i> )	
Depreciation	
Research & Development	
Lawyer/Accounting Services	
Utilities	
Hosting	
<b>Total Fixed Cost / Month</b>	<b>0</b>

Variable Cost (PER UNIT)	\$

Materials	
Labor	
Direct Electricity ( <i>can be partly fixed</i> )	
Marketing ( <i>if it is based on % of sales</i> )	
Customs	
Raw Materials	
Packaging	
Shipping & Fulfillment	
<b>Total Variable Cost / Unit</b>	0.00

# Revenue Model

Thursday, March 18, 2021 2:48 PM

**Instructions:** *The Revenue Streams represents the cash a company generates from each customer segment (costs must be subtracted from revenues to create earnings)*

*Consider these questions as you are developing your revenue model:*

*For what are customers paying now to solve their problem? How are they currently paying? How would they prefer to pay?*

Note:

*A business model can involve two different types of Revenue Streams:*

1. *Transaction revenues resulting from one-time customer payments*
2. *Recurring revenues resulting from ongoing payments to either deliver parts of the Value Proposition to customers or provide post-purchase customer support.*

**List all products & services your company provide as main revenue streams.**

Describe all of your products or services, being sure to focus on the customer's point of view.

Customer Segments	Product/service	Revenue Stream(s)
1.	Product/Service A	<i>Ex.</i> <i>One time transaction.</i> <i>Monthly Subscription.</i> <i>Installed based.</i>
2.	Product/Service B	...
3.	..	

# Pricing

Thursday, March 18, 2021 2:48 PM

## **How you will price your product or service?**

*Describe the pricing, fee, subscription or leasing structure of your product or service. How does your product or service fit into the competitive landscape in terms of pricing—are you on the low end, mid-range or high end? How will that pricing strategy help you attract customers? What is your projected profit margin?*

## **Types of Pricing Strategies**

**Cost-plus pricing**—simply calculating your costs and adding a mark-up

**Competitive pricing**—setting a price based on what the competition charges

**Value-based pricing**—setting a price based on how much the customer believes what you're selling is worth

**Premium pricing**—setting a price based on differentiated high quality offering.

**Price skimming**—setting a high price and lowering it as the market evolves

**Penetration pricing**—setting a low price to enter a competitive market and raising it later

**Bundle pricing**—setting a lower price for bundles items/services to encourage customers to buy more.

Price Per Product Unit	\$	Comments
Product/Service A		
Product/Service B		
...		

# Breakeven Analysis

Sunday, July 11, 2021 3:45 PM

**Instructions:** The calculation for the break-even point can be done one of two ways; one is to determine the amount of units that need to be sold, or the second is the amount of sales, in cash, that need to happen.

$$BE = \frac{\text{FIXED COSTS}}{(\text{REVENUE PRICE PER UNIT} - \text{VARIABLE COSTS PER UNIT})}$$

*Ex.*

Khaled is a juice manufacturer in Amman. He is considering introducing a new soft drink. He wants to know what kind of impact this new drink will have on the company's finances. So, he decides to calculate the break-even point, so that he and his management team can determine whether this new product will be worth the investment.

His accounting costs are as follows, for the first month the product will be in production:

Fixed Costs = \$2,000 (total, for the month)

Variable Costs = .40 (per can produced)

Sales Price = \$1.50 (a can)

$$= \text{Fixed Costs} \div (\text{Sales price per unit} - \text{Variable costs per unit})$$

$$= \$2000 / (\$1.50 - \$0.40)$$

$$= 1818 \text{ units}$$

This means Khaled needs to sell just over 1800 cans of the new soda in a month, to reach the break-even point.

# Projections

Thursday, March 18, 2021 2:48 PM

**Instructions:** Developing your financial plan helps you set financial goals for your startup and assess its financing needs.

You will be provided with an Excel Financials Template which includes the following:

**1. 12-month profit & loss projection**

Also known as an income statement or P&L, the 12-month profit and loss projection. To be filled out on the provided template.

**2. 3-year profit & loss projection**

create one if you expect your business's financials to change substantially after the first year, or if investors or lenders require it. To be filled out on the provided template.

**3. Use of capital**

If you're using the plan to seek financing from lenders or investors, provide a breakdown of how you will use the capital and what results you expect. State the total capital investment needed and provide a breakdown on how you will use the funds below. You could use a pie chart similar to the below.

