*This case study is to be used solely for the purposes of the INB301 in semester 1 of 2014; it is not to be distributed outside of the class.*

Every dog has its day

Mike Young was contemplating his move from one side of Brisbane to the other while walking Snow, his Siberian Husky, in the local park. After a week he had kind of figured out a local route and Google Maps prevented him from getting lost. But he wondered if there were no nicer routes or other, longer router for during the weekend.

Mike was feeling like a coffee, as he used to occasionally have on his old route. He wondered if the local coffee shop he past was as dog friendly as his old coffee spot. Mike started playing with his new phone, a Google Nexus 5. He searched for the coffee shop, but couldn’t find any information. Other dog owners must know, he thought, but he didn’t see any other people walking their dog at this time of the day.

Then Mike started to think bigger. What if it would be easy to find out where every dog friendly coffee shops and restaurants was in a neighbourhood, maybe with recommendations and reviews? A kind of UrbanSpoon for dog owners? Finding out new and interesting places to go and activities to do with your dog over the weekend complemented with information on walking routes, parks, etc.

Mike had his vision: CityDog. An app for organizing and managing varied and interesting activities with your dog.

Driving on to work at his application development company, Mike decided it was time to stop developing for others and put out a product of their own. He called in his top three people: Brad Willis (technical architect), Helen Daniels (graphic designer) and Scott Robinson (head of sales and marketing).

He put the idea to them and asked them to think about it for a couple of days and then they would sit down on Friday and sketch out a plan. Scott, being the proactive type, went out and canvassed some friends of his in the pet care business to see whether this idea was worth pursuing. He came back to the Friday meeting with some very positive feedback.

*Why stop at coffee shops and restaurants? Pet shops, dog groomers, pet attractions, etc. could also be included in this type of service. The people I spoke with were keen. And maybe the providers of pet products could be interested too? Moreover, there is also the option of local advertising, which seems to be a growing trend for mobile applications.*

Mike also had some ideas.

*We can provide information and reviews about local parks, coffee shops and restaurants, and special dog related attractions and events. We can also suggest walking routes and maybe connect dog owners for joint walks and activities and report a lost or found dog. And maybe also let them share photos, possibly even adding funny texts which seem very popular on Facebook? And by the way, CityDog, is not a name I particularly like so any ideas for change is welcome.*

Helen chipped in...

*We can even let people track their walks over time and use game elements such as setting goals and earning points, like a fitness app for dogs. And maybe let them store some information about their dog like vet visits and vaccinations? Moreover, we may provide some special information like medical and dog care in case of emergencies during a trip.*

Brad, however, was the kind of guy who always found the work to be done, once the enthusiasm had worn off.

*Don’t forget we have to not only build the front and back end but also get the right content. We may also need a website in addition to an app. And there are a couple of platforms for which we may have to develop.*

They decided to meet the following Friday to decide whether this idea was worth pursuing. At the next meeting, Scott reported some market research into the pet care industry.

*According to the Australian Companion Animal Council (ACAC) there are an estimated 33 million pets in Australia. In 2009 there were 3.41 million dogs with 36% of the just over 8 million households owning a dog. This means at average 16 dogs for every one hundred people. In 2009 consumers spent AU$6.02 billion on pets, pet care products and services. Spending on dogs accounted for almost 60% or AU$3.6 billion. Dog related expenditure has grown by 31% since 2005, with the average dog owner now spending AU$1,056 per year on their pet. If we somehow could get a slice of this market then the app could become very profitable.*

*Moreover, there is a huge Asia-Pacific pet care market, which grew by 4% in 2012 to reach a value of US$11,325.3 million according to MarketLine. Dog care is the largest segment, accounting for 43.8% of the market's total value. Japan accounts for 50.8% of the Asia-Pacific pet care market value. However, the Asian market may be hard to tap into?*

Helen always had the interesting insight that artistic types have.

*What about providing the app in different languages? While it is a nice extra for the Australian market, it will be a must if we consider expanding internationally.*

Mike Young wrapped up the meeting with the following.

*Ok. This is a good idea but we need to run for a 3 month trial to see whether we can build a business model that will make money, is doable, and will catch on in the marketplace. We will work as a team to further develop the product and the business model and present it to my venture capital friend from Ramsay Capital, Shane at the start of   
April. He always insists that the presentation is in a particular format set out in the attached email. Get to work!*

**From:** Shane Ramsay [mailto:Les\_Paul@ramsaycapital.com.au]   
**Sent:** Tuesday, 11 March 2014 2:51 PM  
**To:** A Mike Young (AU - Brisbane)  
**Cc:** Dan Ramsay [mailto:SG@ramsaycapital.com.au  
**Subject:** The usual presentation

Hi Mike,

Following our conversation today let’s set up a time to look at your new project.

In following the Ramsay way I want the presentation as a timed PowerPoint Show. Each slide should have some speaking to it, explaining the content (not just reading it – that annoys me). Everyone in the team must contribute to speaking over the slides (make sure each one is identifiable).

The presentation should follow the 10-10 rule, no more than 10 content slides and no more than 10 minutes (I normally I fall asleep after that). The slide deck has to contain the following:

* Who are the potential customers and what is the problem you are trying to solve? There may be more than one type / segment.
* What will be your product? What are the main features of the product? What benefits will it provide to customers?
* How are you going to make money? Where will your revenues come from? Note that there may be more than one revenue stream.
* What are the customer relationship and channels? How are you going to market your product? This could be standard or digital marketing.
* What are the technical considerations and architectures involved? Is there a need for advanced solutions or is most off-the-shelf?
* What key activities and resources do you need to deliver this product? What key partners do you rely on?
* What are the major cost drivers? Which costs are fixed and which costs are variable? Are economies of scale important?

I expect your presentation on Monday, the 7th of April 2014 (my assistant will give you a specific time to hand it in). If I don’t have it by then don’t bother. You know how I hate lateness.

Regards,

Shane

Marking Criteria

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Criteria/Grade*** | | ***High Distinction*** | ***Distinction*** | ***Credit*** | ***Pass*** | ***Not pass*** |
| *100%-85%* | *84%-75%* | *74%-65%* | *64%-50%* | *<50%* |
| *Scales* | *20* | *20-17* | *16-15* | *14-13* | *12-10* | *<10* |
| *10* | *10-8.5* | *8-7.5* | *7-6.5* | *6-5* | *<5* |
| **Quality of the content** | **20** | Excellent quality content based on lecture and workshop materials | High quality content based on lecture and workshop materials | Very good quality content based on lecture and workshop materials | Good quality content based on lecture and workshop materials | Poor quality content and/or not based on lecture and workshop materials |
| **Coverage of Elements** | **20** | Contains all the elements set out in the email in sufficient depth | Contains almost all of the elements set out in the email in sufficient depth | Contains most of the elements set out in the email in sufficient depth | Contains some of the elements set out in the email in sufficient depth | Contains only few or none of the elements set out in the email in sufficient depth |
| **Under-standing of elements** | **20** | All elements applied properly | Most elements applied properly | Several elements applied properly | Some elements applied properly | Few or none elements applied properly |
| **Under-standing of key issues** | **10** | Showing an in-depth understanding of the key issues of the case | Showing a good understanding of the key issues of the case | Showing a reasonable understanding of the key issues of the case | Showing some understanding and analysis of the key issues of the case | Showing hardly if any understanding of the key issues of the case |
| **Slide voice-overs** | **10** | Fully explains the material presented on the slides, adding value to the information | Fully explains the material presented on the slides | Explains the material on the slides but adds little value to the slide information | Reads the slides with some explanation | Just reads the slides or no slide-voice over |
| Very clear, concise and understandable | Clear voice-overs | Good material but demonstrates lack of practice | Minimum effort given to voice-overs | No slide-voice over |
| **Slides** | **10** | Interesting presentation compelling the reader to view | Very good presentation using standard layouts | Good presentation | Average presentation | Minimal effort taken in preparing slides |
| **Spelling and Grammar** | **10** | Zero defects | 1 to 2 defects | 3-5 defects | 5-10 defects | >10 defects |
| **TOTAL** | ***100*** |

Additional assignment instructions

**Individual or group (2-4 members)**

The default submission mode is individual but the assignment can be done as a group with others in your workshop.

You must **declare your group with your tutor** and confirm group membership. Once you have declared your group you must stay with that grouping for the assignment submission. A single mark will be given for each assignment submission.

You declare your group by filling in the **group registration form** (see the last page) and submitting it to your tutor. This should be done latest in the week 5 workshop. If you are not part of a registered group, we expect you to submit individually.

**PowerPoint slides with narration**

You should submit a **MS PowerPoint slide deck/show with narration**. Narration means adding a voice-over to your slide deck/show. It is not just reading the slides, it is explaining the slides. Each group member has to contribute to the narration in a balanced way.

We expect a presentation of **10 content slides with 10 minutes narration**. This does not include the title slide, a pure picture slide (as illustration), or a slide with references. You have a 20% margin (1-2 content slides and/or 1-2 minutes narration extra – but this is not required). Anything outside the margin will not be marked. Make sure your title slide contains the names of your group members.

We strongly advised you touse **MS PowerPoint (version 12 or 14)** (as it also is a common presentation tool in business). Use the recording option (in ‘Slide Show’) or the ‘Insert’ Sound (select Record Sound). When using Sound, put the icon in the top right corner.

You can discuss the use of alternative formats with unit coordinator. The use of alternative formats has to be approved by the unit coordinator (till week 5) and needs to be tested with the tutor (till week 6 – bring a test version!). Videos (MP4) are approved but need to be tested! More in general, it is advised to everyone to have a test version for their tutor in week 5 or 6!

Other approaches are at your own risk! (if it cannot be viewed, it receives a mark of 0)

**Due date and submission**

Your submission is due at **the *start* of your week 7 workshop (Monday 7th of April)**.

You are expected to **hand in a USB Pen Drive or a CD/DVD** that only contains the final version of your MS PowerPoint slide deck/show with narration (see for more details above). Try to keep file sizes as small as possible (e.g. PowerPoint 14 has options to compress the audio).

**Questions about the assignment**

There will be sufficient time set aside in lectures and workshops to discuss your assignment. If you have any questions please speak with your tutor first. Once you have done that you can send me an e-mail. If required, you can make an appointment to see me about your assignment questions.

For efficiency and equity reasons, questions to the teaching staff about the assignment **will be collated and answered in the lectures and/or workshops**. So you will NOT receive an individual answer. Consequently your final enquiries about the assignment should be made prior to or in the workshop that will be held on the 31st of March (Week 6).

If required this assignment description will be updated – so also follow the announcements!

**Late assignments and extensions**

Make sure you are aware of **the new QUT policy**! From Semester 1, 2014 if you don’t hand in your assignment by the due date, it won't be marked and you'll receive a grade of 1 or 0%.

If special circumstances prevent you from completing your assignment by the due date, you can apply for an extension. See “Late assignments and extensions” at the QUT Student Gateway: <http://www.student.qut.edu.au/studying/assessment/late-assignments-and-extensions>

If you don’t have an approved extension, **you should submit the work you've completed by the due date** and it will be marked against the assessment criteria.

These requirements reflect the importance of meeting deadlines in professional practice.

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **INB301 14/1: GROUP EGISTRATION FORM** | | | | | | | |
| ***Have this completed and singed off by your tutor.***  *Make sure you fill in all the contact details; this is also in your own benefit in case you have to contact each other urgently! Hand the original registration sheet to the tutor and provide each team member with a copy. Do the same with the team agreement document, if applicable.* | | | | | | | |
| **Workshop details** | | | | | | | |
| Tutor name: | | |  | | | Workshop day & time: |  |
| **Member details** | | | | | | | |
|  | **Name** | | | **Student ID** | **E-mail** | **Phone** | **Signature** |
| 1. | ***Team leader*** | | |  |  |  |  |
| 2. |  | | |  |  |  |  |
| 3. |  | | |  |  |  |  |
| 4. |  | | |  |  |  |  |
| **Team agreement (Working with a team agreement is optional)** | | | | | | | |
| Yes/no | |  | | *If yes, then add the team agreement as attachment*. | | | |
| **Tutor approval (Have this completed and singed off by your tutor latest in week 8.)** | | | | | | | |
| Date: | |  | | Signature tutor: | | | |