**Preliminary Business Plan Assignment - DUE DATE MONDAY 3rd @ 10AM**

*Provide answers to all the questions below. One answer sheet per team. Submissions should be 2 pages max. Please make sure to include your names!!!*

1. *General Information*
   1. Name of Business/Idea
   2. Country(ies) of Implementation
   3. What experience/relationships do you have in these countries?
2. *Problem and Customers Identification*
   1. Define the problem you are currently trying to solve? Why is this is an issue?
   2. Define the current/potential impact of your idea in the country(ies) of implementation? Please include relevant data, research, examples you have identified to support this problem statement.
   3. Who are your customers (*For two-sided platforms, include both markets)* and what is the market potential (number of people and rupees amount)? Please include relevant data, research, examples you have identified to support this claim.
3. *Products and Services Description*
   1. What is the proposed product or service?
   2. What technology will you be using to solve this problem?
4. *Market Overview*
   1. Name at least two primary primary competitors. *Include at least one company in Mauritius and one outside of Mauritius that is currently trying to solve the same problem*
   2. What is your competitive advantage?
   3. How do you intend to reach customers and build market share? *For two-sided platforms, include both markets*
   4. Name 3 challenges you see with the launch and scale of this venture?
   5. How do you plan to address above challenges?
5. *Financials*
   1. What is your proposed business model?
   2. How do you expect to collect payments?
   3. What is your LTV and COCA?
   4. What would be your main expenses? Name at least 3
6. *Team*
   1. Describe each team member’s role and qualifications

1)

1. Electricity monitoring for cost reduction. (Name TBC)
2. Mauritius for now, reunion as secondary market and other African countries in the future
3. Mauritius: Experience with Marketing, experience with IOT, Technological Adviser to Minister. Programming, open source software. Personal relations with various institutions. Tax and Duty holidays for energy saving hardware. Grants and sponsorship for new IOT tech.   
     
   Reunion: Family Member has call centre involved with solar energy

2)   
 A) Over the past decade, energy prices have soared worldwide, particularly in relation to buildings (which arguably are responsible for two-thirds of the electricity demand) [2],[3]. Hotels are by definition big energy users in terms of air conditioning and lighting [4]. According to LUX Resorts & Hotels Annual report: their energy spending is an exorbitant RS 836.61 per Room Nights Sold [4]. While the demand for electricity goes up to 2 to 4% each year in Mauritius [1], the wastage of electricity in workplaces is becoming obvious.

**References:**

[1]-<http://africamoney.info/mauritius-launches-national-energy-efficiency-awareness-campaign/>

[2]-<http://www.mu.undp.org/content/mauritius_and_seychelles/en/home/ourwork/environmentandenergy/successstories/energy-efficiency.html>

[3]- <http://news.islandcrisis.net/2015/11/energy-needs-of-mauritius-no-alternatives/>

[4]-https://www.luxresorts.com/media/3164887/annual\_report\_2016.pdf

B) With our solution your lifestyle at the workplace will be greatly improved with our MVP focusing on basic needs such as money (saving energy) as a common workplace problem in Mauritius [1]. By addressing the issue of energy wastage in offices, BioGrid can and help companies in Mauritius to achieve greater prosperity and sustainability [1].

**References:**

[1]-<http://africamoney.info/mauritius-launches-national-energy-efficiency-awareness-campaign/>

C) BioGrid primary target market is 189 hotels in Mauritius; particularly those having at least 50 employees. BioGrid secondary market is offices having over 50 employees.

**Reference:**

Yellow directory: www.yellow.mu/

3)  
 A)  
 Product Option. Energy Monitoring Smart Meter from browser and app.

Service Option. Premium Rapid Response Smart Meter from browser and app (Real time Electricity Usage per appliance).  
  
 B)   
Analytics with Elastic search. Wifi-enabled arduino boards.   
and Home Assistant (<https://home-assistant.io/demo/>)   
  
4)  
 A) **Competitors:**

Electrical & Control Specialists LTD, provides Energy Monitoring facilities to buildings in Mauritius non-mobile energy meters.

Sense Home Energy Tracks power usage for every device you have. Lacks cost calculations. Could not identify some devices.

**References:**

<http://www.ecs.mu/our_services.php?service=5>

https://sense.com/buy.html

B) **BioGrid Competitive advantages**

Real time cost calculation, works with most devices, cheaper than most of its competitors. We benefit from open source software and can benefit from modern advancements in technology without having to maintain existing outdated hardware.   
 C) Website, Promotional stalls, TBC  
 D) Increasing Energy Efficiency & cost reduction Need, Law and Licenses, Importing hardware  
  
5)   
 A) One off-fee with subscription model  
 B) Upon Installation, direct debit for subscription  
 C) TBD  
 D) Cost of devices, installation, Marketing.

6)   
  
  
**Roles and Qualifications TBC**  
Arun:   
IGCSE  
IB  
BA Graduate of Business Management, Finance & Financial Services

Rishi:

Role

* Software Engineer / Business assistant

Qualifications

* BCOM: Business Information Technology & Systems
* Diploma: Software Development

Name:

**Signatures:**