

UNIFIED

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INTRODUCTION

UNIFIED is a mobile app that consolidates various platforms used by university students. Through the app, students have the ability to register for classes, view their grades, apply for residence, and much more. At most universities, students are required to create multiple accounts on various platforms to complete each of these tasks. The app will also replace keycards and student IDs which are normally necessary to access dorms and dining halls. Replacing these items eliminates the possibility of one of these items being lost. Through UNIFIED, we hope to simplify the lives of students and the administrative staff at universities. We will begin this report with the Product Feasibility Analysis in which we discuss the concept testing, marketability, target customer profile, usefulness, and first-mover advantages of UNIFIED. We will then identify the industry attractiveness, and market timeliness, and identify the niche market in the Industry Feasibility Analysis. Further, will then discuss the human resource needs and resource sufficiency in the Organizational Feasibility Analysis. Lastly, in the Financial Feasibility Analysis, we will discuss the capital requirements and attractiveness of UNIFIED from an investment point of view.

Product Feasibility Analysis

When it comes to building our product, we assess our business idea from multiple dimensions, including concept testing, marketability, customer profile, product usefulness and our advantages as the first mover in the market.

Testing Our Concept:

First, we looked at the possibility of constructing a web-based cloud platform that serves most areas of students' life on campus, including Health greencode, financial account balance, virtual student ID, course information and schedule. As the majority of this platform will be web-based with secure cloud storage, a service model that has been constructed countless times by engineering talents around the globe. Examples like Slack(a business communication platform), Linkedin, or any other modern web service that allows users to create accounts and store information. We could have it built by an external software developers firm or hire in-house engineers. Therefore, we believe the existing technologies for building a platform like this are extremely mature and feasible.

Next, our team explored the possibility of enabling room access/payment functions through Near-Field Communication (NFC) technology. Our concept is for students on campus to access their rooms or pay with their meal plan through our smartphone application. To answer the question of whether this function is achievable, our team first looked at the availability of the devices with NFC function. According to our research, any IOS device released after 2015 (iPhone 6s and later) is equipped with an NFC chip (BlueBite 2021). The technology has enabled successful mobile payment services such as Apple Pay, a widely used service in North America, Europe and some Asian countries, as well as Alipay in markets like China. Android devices have an even longer history of implementing such technology, with devices like the Google Nexus 4 released back in 2012. With existing services like Apple Pay and Google Pay, our team believes the technology for instant offline NFC payment on campus is available and mature.

For room access through a smartphone app, we looked at the current availability of Fob/NFC-enabled locks. According to our research, Canadian universities such as McGill University, University of Toronto, Queen's University, and Western University have fob room access systems already in place for many of their student residences. Through further research, we found out similar functions have been built and marketed for corporations. The Kisi access control app by the company Kisi, builds customized office space access systems for corporations. The service will allow each employee to lock and unlock the office within their access level through a smartphone application(Camperi n.d.). Therefore, we believe this function is completely feasible and will offer students lots of convenience. The software could either be built in-house with our engineering team, or be outsourced to companies with existing teams and infrastructure.

Our Customers

UNIFIED is a smartphone app targeted toward universities around the world, improving convenience and security in various areas of student life. Oftentimes, the resources students need to navigate around campus are scattered across various websites and platforms, this has become an even greater issue during the pandemic, as more documents need to be checked at various locations on campus to ensure the safety of the community. Proof of vaccinations, student ID, daily health forms has made navigating around campus a hustle for both the students and staff of the university.

Our product is tailored toward universities and colleges around the world, improving convenience and security in various areas of student life. After interviewing a few current universities, combined with our own experience, we believe the resources students need to navigate around campus are scattered across multiple platforms. This problem is amplified even more during the pandemic, as more documents and screenings are needed to ensure the safety of the community (health code, proof of vaccination...etc). Our platform will give students convenient access to all the resources they need to navigate around campus through a single smartphone application.

Product and Marketability

Our platform consolidates various functions such as students' profiles, university cards, keys, and services that are necessary to students in one, easily accessible digital location. This app provides utility to students in two primary ways. Firstly, students will have quick access to all their necessary documents and credentials such as class information, health screening check, and vaccination status in one place. This will greatly improve the convenience and efficiency when navigating around the campus. Moreover, students will no longer need to keep track of the physical objects (such as keys and cards) that are required for access to university and housing services. These objects - which are notorious for being lost - will now be easily located on one's phone. Secondly, by consolidating these items into one, it removes the need to keep track of the various different accounts, passwords and websites. Secondly, digital keycards will simplify the task of accessing buildings, rooms, and dormitories. Furthermore, every students' account will have the ability to interact with other students' accounts. This interaction will serve two purposes: to allow students to share information and access. Specifically, it will allow students to share access, such as access to their rooms (Students can grant fellow students access to their dorm rooms at their discretion within the app). This eliminates the need for students to physically meet with others and let them into their room. This feature will also grant students the ability to transfer funds

between certain student accounts such as meal plans, laundry, or campus transit funds. This improves efficiency without hurting the University's bottom line for these services. When it comes to developing a sensible estimate for the market demand, our team first attempted to find any performance data of companies offering similar services. However, due to the uniqueness of our market and product, we believe the performance of an office space remote access company like Kisi is not representative of our future performance. We believe the market for our service is enormous. Assuming we launch our product in Canada, we are looking at over a million full-time students as of 2019 (Universities Canada, 2019). We will be using an annual individual subscription profit model. With a yearly fee around 10 dollars Canadian per individual, this is a very marginal increase in student tuition. We would modestly expect at least 20% of the Canadian universities to be onboard with our product within the first 2 years of our product launch, as a small increase in tuition will offer huge convenience and save the institution time and resources to develop their own platforms. This is just Canada alone, as our product is customizable and can be tailored to each institution's design/function needs, we believe our product is suitable for many more colleges and universities around the world.

First Mover Advantages and More

We have not yet seen companies offering a complete and customizable service package like us aiming for the higher education market. Being the first mover in a specialized market means the potential for our product to capture a huge market share, and even monopolize the market. On the other hand, we have seen other companies offering similar services to a part of our package aiming at the corporate market. This not only helps us to validate the feasibility of our service but also entails valuable information in terms of our product design, even the possibility to outsource some of the engineering processes to a mature team.

Industry Feasibility Analysis

Market Attractiveness

Our product, UNIFIED, is a product which would unify the use of several apps and access cards needed to move around campus for university students. Our intended market consumers are universities who would purchase the use of our systems which would then allow students to not have to carry and worry about different cards and keys in order to move around campus, but instead have all they need readily available from their smartphone.

In order to assess the feasibility for our product to gain success in a market we must assess the Industry through the use of Porter's Five Forces. The first force pertains to the difficulty to enter the market and the level of competition within which would be relatively difficult as there would be a large necessity to create an infrastructure and technology to support the needs of the app which would have to be specifically tailored to the University. There are also currently ways to move around universities through the use of key cards etc. which show us that there is an established system that does currently work, so the Universities would need to assess if the product is worth it after calculating the costs of the new infrastructure they would have to use to support our product. However, there are several apps created by Universities already (Peterson's), which do not currently have all the access that UNIFIED does, but

what is to keep universities from developing their own app instead of partnering with a company if they already have an existing app which could be as good with more research and development.

Secondly we must assess the accessibility of the market to other potential apps, which is an increasing danger as the technological infrastructure and establishing of the apps is not easy, however it is very difficult and it is attainable by anyone with the funding and resources. The barriers of entry into the market are not too strong, however, with more and more technological development of the world, it is getting easier and easier to develop apps and technology, reducing the strength of the barriers of entry.

Furthermore, the power of suppliers to drive up costs for this product is not a large threat as there is no skewed equality between consumers and suppliers for apps due to their nature of being low cost to maintain per person using the application. This dynamic would allow a single supplier to control the entire market if they were the most appealing to the consumers, however this is highly unlikely as this market is highly competitive between suppliers and they would all attempt to reduce costs in order to gain more consumers. On the other hand, the consumers originally have the power in terms of choosing their partners who are supplying this product, however, once they have made their choice a large amount of money would be spent implementing the system. This would make it very difficult and expensive for a change in partnership, reducing the ability for the consumers to have a large play in the price and quantity of the product.

In this industry, the substitute for the current product which is the use of access card or university apps which do not have full access to everything on campus and university related, is our app UNIFIED, there are potential other substitutes as the university apps could develop to have the same resources, however currently our product would be the substitute in the market.

Market Timelessness

It is important to note that this industry is in the growth phase of development where developing the product and the actual use of the product is still set to change and improve, this is the reason it would be a great time to enter the market as UNIFIED is a perfect product that fills in the gaps which are currently open in the market, creating an easier alternative which would be cheaper and easier to use for the consumers in the long run. Overall the market is currently deemed attractive and feasible in terms of the industry as there are gaps which are waiting to be filled, the barriers to entry are not very strong but will be worth it to overcome, especially if a product which unifies all university related access would be created as this would be an improvement of the products which would allow the product to have a place in the market. The gaps which would be filled is the creation of a university app that does it all which does not currently exist. All apps currently have certain capabilities but none that come close to UNIFIED's goals (Peterson's). However, the individualization of university systems is sought after by universities, who, if given the chance would attempt to create their own service, however currently it would not be worth it for them economically to build an infrastructure for just themselves, but it would for a company who aims to use this technology and profit off it from a large number of consumers.

Identification of a Niche Market

The niche market which will be focused on is Universities, this is because the vision was based upon an easier and more efficient way of functioning around the university, which is very possible and would be very helpful. This market would be suitable for our product because our product would give students access to all things university related from one easy and efficient place, this would make their life and the university's life a lot easier as they would need to support less technology and only have the one system to maintain. The major challenges we would face are the already established forms of access through key cards, keys etc. which are functional, however they are inefficient. The current players in the market have a product which is not as powerful as a tool and cannot perform the same functions as UNIFIED, however they are already established within the market and the cost of the switch and manpower necessary would force the university to question whether the changing of the systems as well as purchasing the new one to use is worth it. Our product differs from the others as they all have one or two aspects which UNIFIED does (Peterson's), they either can allow students to see news, make purchases, have access to classes, but they have never been unified before. This would create a market for potential existing companies which are established in many universities to buy out the competition instead of advancing technologies themselves. This would be particularly viable for companies of large stature such as canvas which already is active in many universities to potentially buy the technology and advance their own product using the technology purchased. However, due to the fact that UNIFIED has many more attributes to it, it has potential to be a market leader and be spread to many universities itself.

Organizational Feasibility Analysis

1. Management Prowess

Management team and structure

UNIFIED is an edtech and software development general partnership company that consists of members with diverse skills and unique backgrounds. Members of the company will possess passion and diligence. On top of that, the key executive members, and partners of UNIFIED will demonstrate proficiency in both management and programming.

CEO (Chief Executive Officer)

The Chief executive officer of UNIFIED will demonstrate leadership, vision, and creativity. He or she will also have a serial entrepreneurial background in the technology industry and management experience.

CTO (Chief Technical Officer)

The Chief Technical Officer of UNIFIED is both the creator, the engineer, and the overseer. He or she must demonstrate excellence in web development languages such as JavaScript, CSS, HTML and other coding languages such as Python and C++ for data analytics and data structure. The CTO must have a strong professional background in the software development industry with recognized academic undergraduate and graduate degrees in computer science and software engineering.

CMO (Chief Marketing Officer)

The Chief Marketing Officer of UNIFIED is the influencer of the company. He or she must demonstrate a broad understanding in brand development and the tech industry. He or she must be specialized experience in tech-brand marketing, project management, and public relations with edtech companies and post-secondary institutions. A marketing or related degree from a graduate institution is required.

CFO (Chief Financial Officer)

The Chief Financial Officer handles all of UNIFIED's finances. He or she must demonstrate strong proficiency in analytical and communication skills as they are in charge of tracking the cashflow and financial planning of the company and provide valuable analysis of the company's financial strength and weaknesses. The CFO must have a strong professional background in finance and accounting and hold an MBA, MPA, or other relevant graduate degrees.

CHRO (Chief Human Resource Officer)

The Chief Human Resource Officer will be responsible crafting talent acquisition strategies and supervising recruitment for hiring needs. He or she will also be responsible for adopting, developing, and overseeing learning & development programs within the company. The CHRO will also be responsible for ensuring the diversity of the workforce and workplace ethics. A graduate background in Human Resource Management, organizational psychology or other relevant fields is required.

2. Future Human Resource Needs

What two or three additional members will be added to the team as the company grows?

Describe the **hypothetical profile of each additional team member**, and the **unique contribution** each of these individuals could bring to the team.

CPO (Chief Product Officer)

The Chief Product officer will be an important addition to UNIFIED as it grows. He or she will be responsible for product strategy, vision, and development. He or she will have previous experiences as product manager for companies such as Canvas Instructure, Google classroom, Moodle, and other companies with similar products. The CPO will work closely with the Tech team and marketing team in creating and marketing the product.

CRO (Chief Risk Officer)

As UNIFIED Grows, it will require a CRO to mitigate and monitor risks and other factors. A CRO would be responsible for determining and evaluating the companies risk tolerance and devise plans to mitigate risks. The CRO would mitigate technical, regulatory, and competitive risks for UNIFIED. The CRO of UNIFIED would have a graduate background in Enterprise Risk Management and professional experiences as auditors, accounts, and investment advisors. Regulatory licenses and financial analytical certifications is also required.

Legal advisor/Attorney

A legal advisor or attorney will be important as UNIFIED grows. Lawyers would provide UNIFIED with legal advice on business tax situations, intellectual property protection, and possible litigations. As we are operating in Ontario, we will look to hiring a experienced lawyer form Bay Street Firms.

3. Resource Sufficiency (non-financial)

Describe the non-financial resources that are most important for your firm to properly execute its business plan. Make a list of the five most critical resources, and comment on the extent to which your firm has sufficient resources in these areas. Be specific. If there are any significant resource gaps, suggest ways that these gaps could be addressed.

1. - P.12 Dt commercial real-estate, 1500 square foot commercial space will hold the main operation office
 - i. o After 2 years, expect to double office space
2. - Intellectual properties
 - i. o Patents
- Office equipment (computers etc)

Financial Feasibility Analysis

As for capital requirements, UNIFIED will require \$900,000 to start-up. \$500,000 will be financed through common stock and \$400,000 through a bank loan. The \$900,000 in funding will cover the company expenses and allow for security in case of emergency. Since UNIFIED is included in the software industry, it does not count as capital intensive. Its immediate capital need will be equity capital which is common stock in this case while long term capital needs will be bank loans.

In terms of profit and loss forecast, in 2023, the company is projected to incur a net loss of \$179,793.17. As it will be the company's first year of operations, UNIFIED will focus on establishing a large customer base. From 2024 to 2027, net income will average \$359,674.11 (see 'Income Statement'). The company's growth in income occurs as more educational institutions adopt the technology which is expected to grow steadily throughout our years of operation.

Revenue generation can be calculated in two different ways. For Y1 and Y2, we will launch UNIFIED in UTSG and UTSC and Ryerson respectively to further develop the app, fix problems, monitor implementation and receive feedback. Our annual fee of \$10 is applied to the student population in the universities in their respective years. (Ex. UTSG population of 61,690 x \$10 fee = \$616,900 Y1 Revenue.). Y2 we will roll out our app in Ryerson. Y3-5 we will increase our presence throughout Ontario universities and have calculated revenues according to this assumption (revenue/student (\$10) x the number of students at the target university). We will base our expansion from Toronto. Including all the expenses the venture might be using such as service center, development and maintenance, utilities,

incorporation costs, salaries, lease, supplies, interest from bank loan, depreciation, and tax, the company will still be able to make profit over time.

5- INCOME STATEMENT

UNFIED Income Statement	Projections:	2023	2024	2025	2026	2027
Revenues						
Service Revenue ¹		\$616,900.00	\$980,370.00	\$1,510,370.00	\$1,842,360.00	\$2,159,360.00
Expenses						
Service Centre Exp. ²		219,595.32	219,595.32	219,595.32	439,190.64	439,190.64
Development and Maintenance Exp. ³		230,480.00	46,096.00	46,096.00	92,192.00	92,192.00
Utilities ⁴		3,817.67	3,817.67	7,635.34	7,635.34	7,635.34
Incorporation Costs ⁵		1,500.00	n/a	n/a	n/a	n/a
Salaries Exp. ⁶		246,760.00	392,148.00	604,148.00	736,944.00	863,744.00
Lease ⁷		60,000.00	60,000.00	120,000.00	120,000.00	200,000.00
Supplies ⁸		4,800.00	4,800.00	9,600.00	9,600.00	9,600.00
Interest Exp. ⁹		22,076.18	17,714.25	13,083.28	8,166.68	2,946.84
Depreciation Expense ¹⁰		7,664.00	7,664.00	17,244.00	17,244.00	17,244.00
Total Expenses Before Tax		796,693.17	751,835.24	1,037,401.94	1,430,972.66	1,632,552.82
EBT		(179,793.17)	228,534.76	472,968.06	411,387.34	526,807.18
Tax Exp. ¹¹		0.00	20,568.13	42,567.13	37,024.86	79,021.08
Total Expenses:		796,693.17	772,403.37	1,079,969.07	1,467,997.52	1,711,573.90
Net Income/(Loss):		(\$179,793.17)	\$207,966.63	\$430,400.93	\$374,362.48	\$447,786.10
Income Growth %		0%	16%	107%	-13%	20%
Net Profit Margin %		-29%	21%	28%	20%	21%
Assumptions:						
Revenues						
Proj. Growth % (Annual) ²		6%				
Expenses						
Salaries Exp. ⁶		40%				
Interest Rate (Bank Loan) ⁹		6%				
Corporate Income Tax % ¹¹		15%				
Small Business Tax % ¹¹		9%				
Depreciation ¹⁰		48%				
Maintenance Cost ³		20%				

1. **Revenues:** Revenue generation was calculated in two different ways. For Y1 and Y2, we will launch UNFIED in UTSG and UTSC and Ryerson respectively to further develop the app, fix problems, monitor implementation and receive feedback. Our annual fee of \$10 is applied to the student population in the universities in their respective years. (Ex. UTSG population of 61,690 x \$10 fee = \$616,900 Y1 Revenue.). Y2 we will roll out our app in Ryerson. Y3-5 we will increase our presence throughout Ontario universities and have calculated revenues according to this assumption (revenue/student (\$10) x the number of students at the target university). We will base our expansion from Toronto.

2. **Service Center:** As an app company that provides a vital service to thousands of services, we will have a fully operational help service center with employees on call who can help with any problems that users may encounter with the app. We will outsource our help service overseas via cloudtask, which will cost about \$219,595.32 annually. This includes "...the support of a Customer Success Manager, Corporate Trainer and Business Analyst. The technology, hiring, training and management are also included." (Pineda) These costs are expected to increase (as by the increased expenses on the income statement in later years) as we will require more help center employees in order to accommodate our expansion and the provision of excellent customer service to a larger network of users.

3. **Development & Maintenance:** The Development and Maintenance expense includes the anticipated first year costs of developing the app. The costs of developing a complex, multi-faceted app such as ours are approximately \$230,000 with a development time of roughly 9 months (Lastovetska). The development cost also includes the costs of filing a patent and the costs associated with protecting our intellectual property. We have also included the costs of ongoing maintenance of our app, such as any updates, bug fixes and tweaks that must be implemented. This expense is anticipated to be around “20% of the cost of initial development.” (Moore). This is computed to be \$46,096 annually. $(230,000 \times 0.2)$ Again, we have adjusted these maintenance costs in later years to account for the increase in users and the stress that this will impose on the existing systems, which will need to be increasingly refined in order to accommodate these stresses. Other ongoing costs are the app store fees that we must pay in order to keep our app on the market.
4. **Utilities:** Utilities costs were calculated by deriving a rough estimation of the costs/ sq foot in the city of Toronto and multiplying by 1500 sq ft (UNIFIED office space) for Y1-2 and 3000 sq ft in Y3-5. Utilities Exp. for ~ 914 sq ft apt is \$150.84 monthly = $\$0.17/\text{sq ft} \times 1500 \text{ sq ft} = \$247.55/\text{month} +$ Internet Exp ~ \$70.59/month = $\$318.14/\text{month} \times 12 = \$3,817.67$ annually (“Costs of Living in Toronto”) Y3-5 = \$7,635.34 annually (assuming commensurate increases in utilities expenditures and office floor size)
5. **Incorporation Costs:** The costs of incorporating a company on a federal level (including legal costs) “typically costs about \$1000”. (Birenbaum). This is a one-time expense associated with the launch of the company and will be incurred in Y1 only.
6. **Salaries:** Salaries were estimated based on the assumption that UNIFIED would pay 40% of gross revenue towards payroll. This percentage was based on research which indicated that spending about 30% of revenue on salaries is a good benchmark for a business. UNIFIED believes 40 % of revenue spent on payroll is a more realistic and effective strategy because it will allow for greater quality and quantity of employees which is vital to UNIFIED’s development and will grant us a competitive edge.
7. **Lease:** We will lease a 1500 sq ft office space from GIANT leasing for \$5000/month (\$60,000/yr). (Space List) We will double our office space (and thus the associated costs) in 2025 (\$120,000/yr). Figure was calculated by compiling various lease rates online in order to derive a rough estimate of monthly rent for an office space of this size. GIANT leasing is a fictitious company.
8. **Supplies:** Supplies expense is an estimation of supplies costs for small businesses over a year of operating. This expense will be minimized due to the fact that our business is digitally based. Our supplies expense is expected to be roughly \$400/month or \$4800 annually for Y1-2. (Shewan) This expense doubles in conjunction with the increased employees and office space as the company experiences growth.
9. **Interest:** Our interest expense has been calculated based off of a \$400,000 loan amortized over a 5-year period (60 months) at an annual interest rate of 6%. Our annual interest expense reflects monthly amortization of the loan.

10. **Depreciation:** Depreciation expense has been calculated by applying an estimation of annual depreciation based on the kind of equipment we are likely to hold given the nature of our business. Annual depreciation for “computers, associated hardware and word processors” is 0.479/ 47.9% (Statistics Canada). We have applied this depreciation rate to the book value of our equipment (*explained in the “Balance Sheet” section).

BALANCE SHEET

UNIFIED			
Statement of Financial Position			
As of Year End April 30, 2023			
Assets			
Current Assets			
Cash	\$	403,420.83	
Accounts Receivable		308,450.00	
Supplies		400.00	
Total Current Assets			\$ 712,270.83
Long Term Assets			
Equipment		16,000.00	
Accumulated Depreciation - Equipment		(7,664.00)	
Total Long Term Assets			8,336.00
Total Assets			\$ 720,606.83
Liabilities			
Current Liabilities			
Accounts Payable	\$	400.00	
Long Term Liabilities			
Bank Loan		400,000.00	
Total Liabilities			\$ 400,400.00
Shareholder's Equity			
Common Stock	\$	500,000.00	
Retained Earnings		(179,793.17)	
Total Shareholder's Equity			\$ 320,206.83
Total Liabilities and Shareholder's Equity			\$ 720,606.83

11. **Tax:** Tax expenses were calculated using Canada’s Federal Corporation tax rates. After federal tax abatement, and general tax reduction and small business deduction the tax rate for years 2023, 2024, 2025 and 2026 is 9%. (Canada Revenue Agency) In the year 2027 UNIFIED predicts more than \$500,000 of earnings before tax, therefore UNIFIED will no longer qualify for the small business tax reduction. Therefore from 2027 onwards a net tax rate of 15% is expected.

Z-Score is a company evaluation model developed by Professor Edward Altman of the United States in the 1960s. It is a model that determines how high the risk of a company going bankrupt is, and it is known to have shown 95% accuracy in predicting the possibility a year before going bankrupt. Altman Z-score, a variation of traditional z-score in statistics, is based on five financial ratios that can be calculated from the financial statements figures in an enterprise's annual report. Use profitability, leverage, liquidity, and activity to predict whether a company is likely to become insolvent. Companies with a low Z-score have a relatively high debt-to-equity ratio, especially a high short-term debt ratio, while showing a low proportion of cash to current assets.

$$Z\text{-score} = (1.2 \times A) + (1.4 \times B) + (3.3 \times C) + (0.6 \times D) + (1.0 \times E)$$

- A. Working Capital ÷ Total Asset = 0.998
- B. Retained Earnings ÷ Total Asset = 0.249
- C. Earning Before Interest and Tax ÷ Total Asset = 0.219
- D. Market Value of Equity ÷ Total Liability = 0.799
- E. Revenue ÷ Total Asset = 0.856

Companies with a low Z-score have a relatively high debt-to-equity ratio, especially a high short-term debt ratio, while showing a low proportion of cash to current assets. Through this calculation, by taking values from income statements and balance sheet, the Z-score for UNIFIED will be 3.6043 and this implies that the company is stable and is a reliable organization on the availability of investment capital.

These expectations from thorough investigation of UNIFIED are sufficient enough to attract investors. As we can see, in the income statement, the net income of the venture after tax and interest is growing overtime as it expands its scale of services. We have also proved that UNIFIED's Z-Score is much higher than 3, which implies the venture has relatively low debt-to-equity ratio and showing a high proportion of cash to current assets. This can give investors trust and assurance.

Conclusion

Our product is a mobile application designed for university and college students. This software has the potential to improve the convenience of university life for all students. Everyone will utilize digital items in their everyday lives in the modern age. We all depend on technology to improve our lives in today's world. And this is why our goods are critical, particularly for college students. Everyone in college has to utilize a variety of applications to keep track of their assignments and progress. Such as Acorn, Quercus, Crowdmark, and others, or student cards that we use to establish our status as University of Toronto students in order to enter and exit the library, as well as to enter and exit courses. Our software will provide students with a convenient and speedy experience. For instance, some irresponsible students may neglect to carry their student identification cards. This may be prevented using this software. Students do not need to download many programs concurrently; one application is sufficient. Because this field is still developing in terms of competitiveness, we have a lot of chances and room to innovate and introduce new technologies into the university market. This is our preliminary product direction, and the application will likely become more widespread in the future. The possibility of this software comes from focusing on student needs. The university has regulated the number of students, which they can fully experience the software during learning.

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