

Wydgetz

Tuesday 3PM - Group 3

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Project Background

- Lots of different sources of information across different platforms and devices.
- Useful to see all of this information at a glance in a dashboard format.
- The project has been in the ideation phase for the past year and has received funding.
- Building the product, growing the user base and monetising.

Company & Team

- Small start up company that has recently secured seed funding.
- Small team of seven developers, designers and growth.
- Experienced team that has a vested interest in the company.

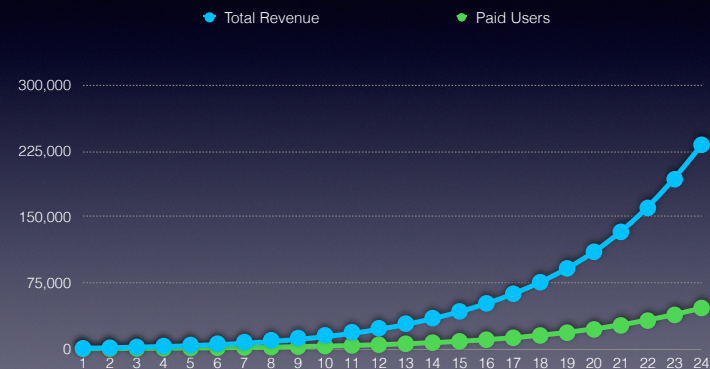
Project Summary

- Many sources of information across platforms and devices - time consuming and inefficient.
- Build the product to project requirements.
- Goal - Achieve **6,800** paying monthly subscriptions.

Expected Benefits

- Profitable **14 months** after product launch.
- User base growing organically by 14% every month.
- Spending on user acquisition for the first year will yield **2000** new users per month.

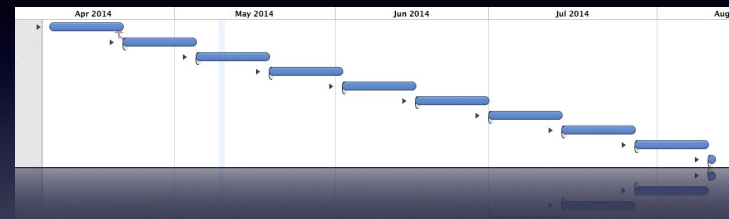
Expected Benefits



Resource Requirements

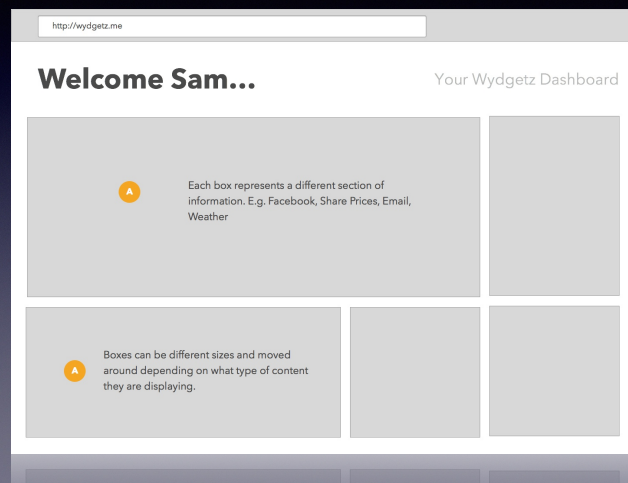
- Seven full time staff (developers, designers, etc)
- Office space, equipment, servers, marketing.
- Initial total monthly expenses of **\$46,000**
- **\$1 million** seed funding gives us **~22 month** runway.

Project Duration



- Project divided into ten bi-weekly sprints with a different theme each sprint.
- Project runs from April to August 2014

Proposed Solution



Project Management Plan

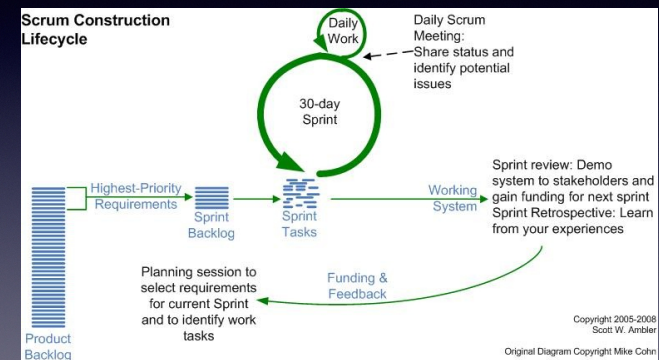
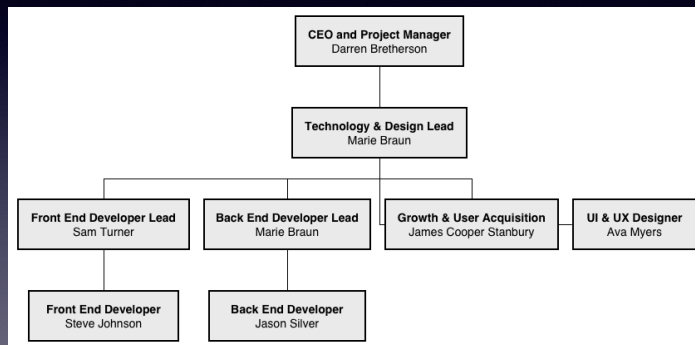


Diagram taken from: <http://www.ambysoft.com/astwork/astlifecycleScrum.png>

Organisation Chart



Summary

- Online service to aggregate and organise your digital life.
- Experienced, passionate team.
- We will be profitable **14 months** after launch.
- Utilising an **Agile** and iterative approach for fast iteration and stakeholder management.