

Here's where we started

DS Pro Connect

Week 1 Value Proposition:

Connecting aspiring data scientists with local businesses to solve business challenges utilizing data science methodology

VALUE PROPOSITIONS

1st Value Proposition: Connecting aspiring data scientists with local businesses to solve business challenges utilizing data science methodology.

2nd Value Proposition: DSPC connects small to medium sized businesses in need of data analysis with a network of qualified students in who are looking for short-term real business projects. Our product will give students the confidence and credibility to apply for entry level data analyst positions while giving businesses meaningful yet inexpensive analytical work.

3rd Value Proposition: DS Pro Connect connects small to medium sized businesses in need of data analysis with a network of qualified students in data science who are looking for short-term real business projects. Our product will give students the confidence, credibility and real-world experience to apply for entry level data analyst positions while giving businesses meaningful yet inexpensive analytical work.

4th Value Proposition: *Where businesses and professionals grow together*

DSPC connects small to medium sized businesses in need of data analysis with a network of qualified students in DS who are looking for short-term real business projects.

Where businesses and professionals grow together

DSPC connects businesses in need of data analysis with data science students looking for short-term analytical projects

Business model canvas: Version 1

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
1. Students pursuing data science degree 2. Young professionals trying to enter / switch careers to DS domain 3. On/Off-line educational institutions : Universities, Online courses, bootcamps, etc 4. Local business owners 5. SMBs	1. Sourcing data consulting opp. from the local community 2. Matching students with consulting opportunities of his/her interest in the region 3. Providing helpful resources for sellers to tackle the challenges by creating Q&A database, recommending online courses and more	For Buyers (business owners) Value for money A diverse pool of students Clear price Quality of service: Trusted brand	Community of DS students and Local businesses Automated services to match Key account management to encourage repeated business and bigger spend per buyers	1. Students pursuing data science degree 2. Young professionals trying to enter / switch careers to DS domain 3. Local business owners 4. SMBs
Key Resources			Channels	
1. Community : Local Community (SMB Business) 2. People: DS Students 3. Technology : matching algorithm, Data Server 4. Free student access to BI tools, microsoft office, tableau, SPSS			1. Online Website 2. Online keyword advertisement 3. On/offline Data Science education institutions	
Cost Structure	Revenue Streams			
Marketing : acquiring users through digital acquisition channels, like search engine optimization, search engine marketing, and social media	Commission from the students Different membership plans for business owners			

Business model canvas: Version 2

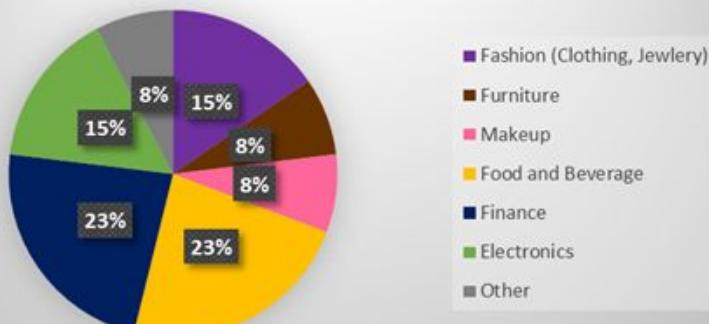
Key Partners	Key Activities	Value Propositions For Buyers (business owners): Value for money; A diverse pool of students with different interest / specialties; Convenience: quick service for basic tasks Quality of service: Trusted brand universities For Sellers (students) Maximize project pipeline; Flexibility and control; Credentialed storefront (seller page); Success management and support; Accessible; Real data project experience and see the result in person	Customer Relationships Community of DS students and Local businesses Established through universities career services.	Customer Segments 1. Students pursuing data science-related degrees in reputable universities 2. Young professionals trying to enter / switch careers to DS domain 3. Local SME business owners that have a social Media presence
1. Universities across California that offer DS programs 2. Universities career services 3. City office department supporting businesses	<p>1. Connecting DS students and SMEs for short term analytics project</p> <p>2. Providing helpful resources for students to tackle the business challenges by creating Q&A database,</p> <p>Key Resources</p> <ul style="list-style-type: none"> 1. Data from businesses 2. Student's competency and capabilities to deal with data 3. Technology : matching algorithm, Data Server 4. Hassle free student access to BI tools, Microsoft Office, Tableau, SPSS 			
Cost Structure		Revenue Streams		
1. Marketing : acquiring users through digital acquisition channels, like search engine optimization, search engine marketing, and social media 2. Platform building / maintenance cost		Different membership plans for Business owners Key account management to encourage repeated business and bigger spend per customer		

Business model canvas: Final Version

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Universities : <ul style="list-style-type: none">• data science department• career service	Connecting DS students and businesses for short term data analytics project	For companies: <ul style="list-style-type: none">• inexpensive data analytics service• Fast service for basic data tasks For Students: <ul style="list-style-type: none">• Real work experience• Networking opportunity for potential employment	<ul style="list-style-type: none">• Acquire students through universities career services• Offline seminar for businesses	<ul style="list-style-type: none">• Students pursuing data science-related degrees• Businesses with data analytics need
Key Resources <ol style="list-style-type: none">1. Business data2. Student's data analytics skills3. Data analytics programs			Channels <ol style="list-style-type: none">1. Online: Website2. Universities DS programs and career services3. Seminar Workshop	
Cost Structure <ul style="list-style-type: none">• Marketing• Online Platform building & maintenance		Revenue Streams <p>Monthly subscription fee</p> <ul style="list-style-type: none">- Student : \$ 29.99- Business side : \$ 99.99		

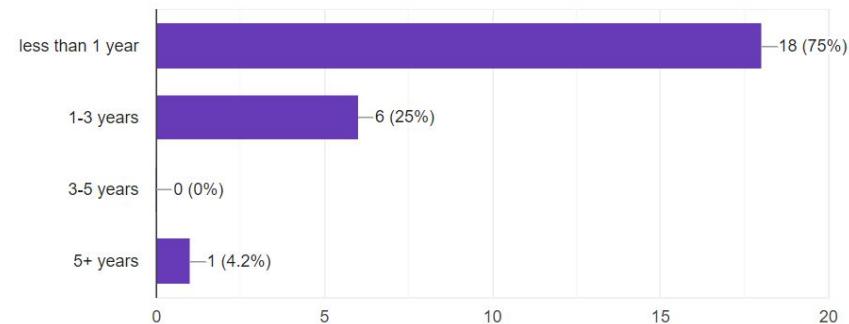
Overview of Experiment Results

Distribution of SME Industries Interviewed

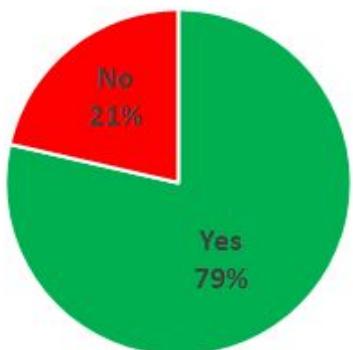


How many years of job experience with data programming/analysis/visualization etc. did you have prior to this graduate program?

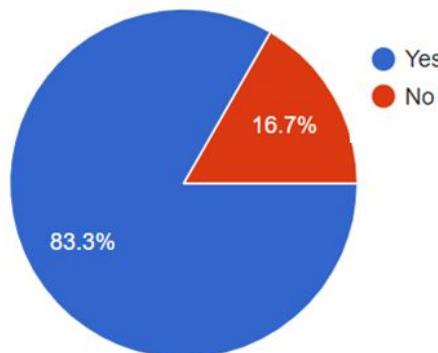
24 responses



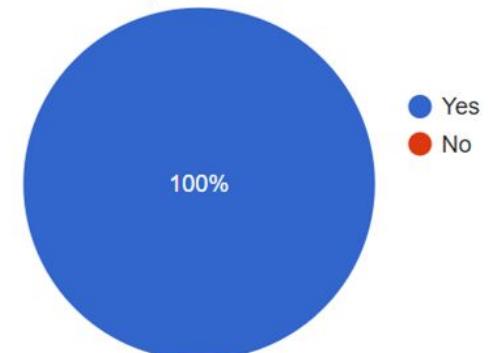
% of Customers onboard to use DSPC



Are you looking to supplement your coursework with part time projects?



Would you be willing to work on data analytics project for small, local businesses without brand recognition for real-world experience?



Here's where we ended up



Problem

Isaac

Age: 24

DS Work Experience: 0 year

Data Science Masters Student



How am I going to
get a job when all
they ask for is job
experience I do
not have!!

**NEED WORK EXPERIENCE TO GET WORK
EXPERIENCE**

Problem



DataCamp

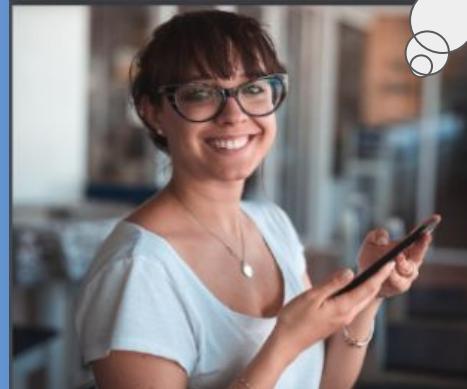
Real world application?

Problem

Sarah

Cafe The coffee Lab Owner
Can't afford expensive
consultation

I want to increase
my business and I
have some data
but I don't know
what to do with this



NO MONEY, NO TIME, NO DATA KNOWLEDGE

Problem



Full-time Students

- Work experience required
- Difficult getting meaningful experience
- Low Confidence conducting projects



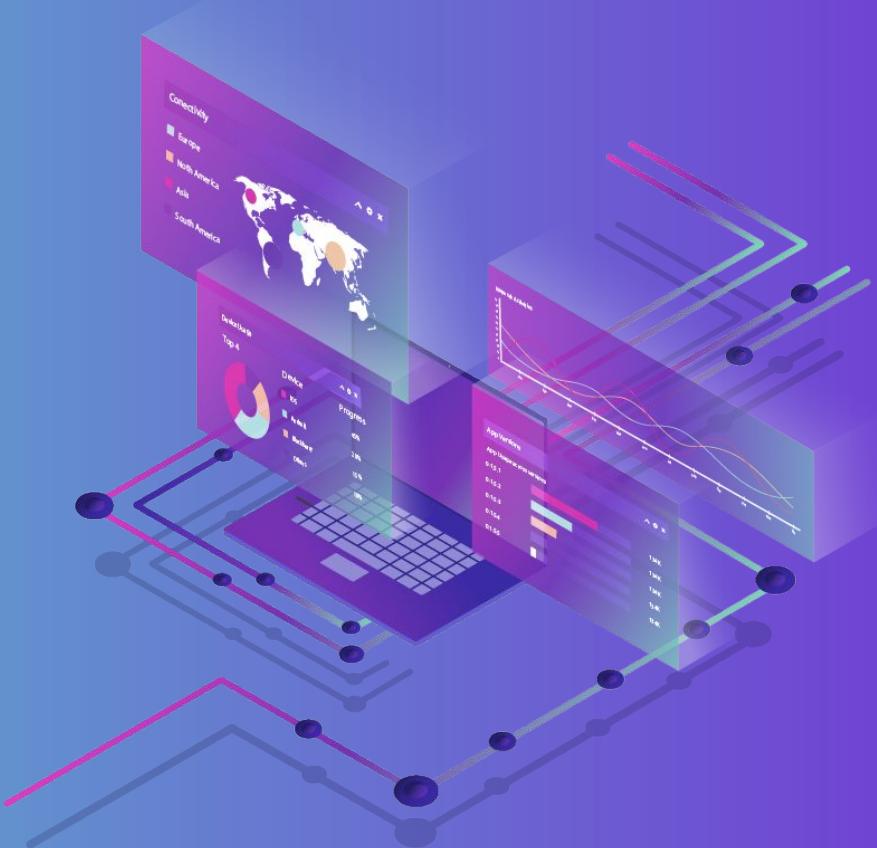
SMEs

- Expensive to hire professional analysts
- Data analysis comprehension

DS Pro Connect

*Where businesses and professionals
grow together*

DSPC connects businesses in need of data analysis with data science students looking for short-term analytical projects



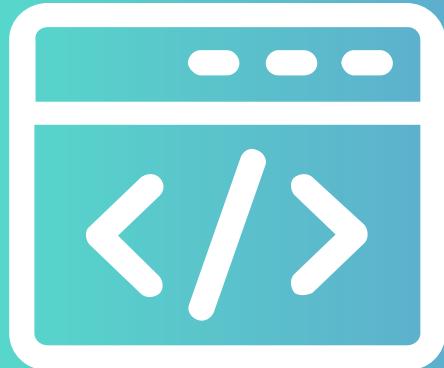
Total # of Contacts: 129

Solution

A web platform where students can work on real-world projects & businesses can gain valuable insights



WORK EXPERIENCE



MEANINGFUL



CONNECTIONS



GROW BUSINESS



01

MARKET ANALYSIS

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MARKET & Product ANALYSIS

- Market validation
- Market size
- Product

01

Market Validation - Student



2.5 mn users (2018)



14 K datasets (2018)

kaggleTM



DataCamp



3.3 mn users (2018)



6,500 Projects (2018)

Market Validation - Business



29.3 mn users (2015)

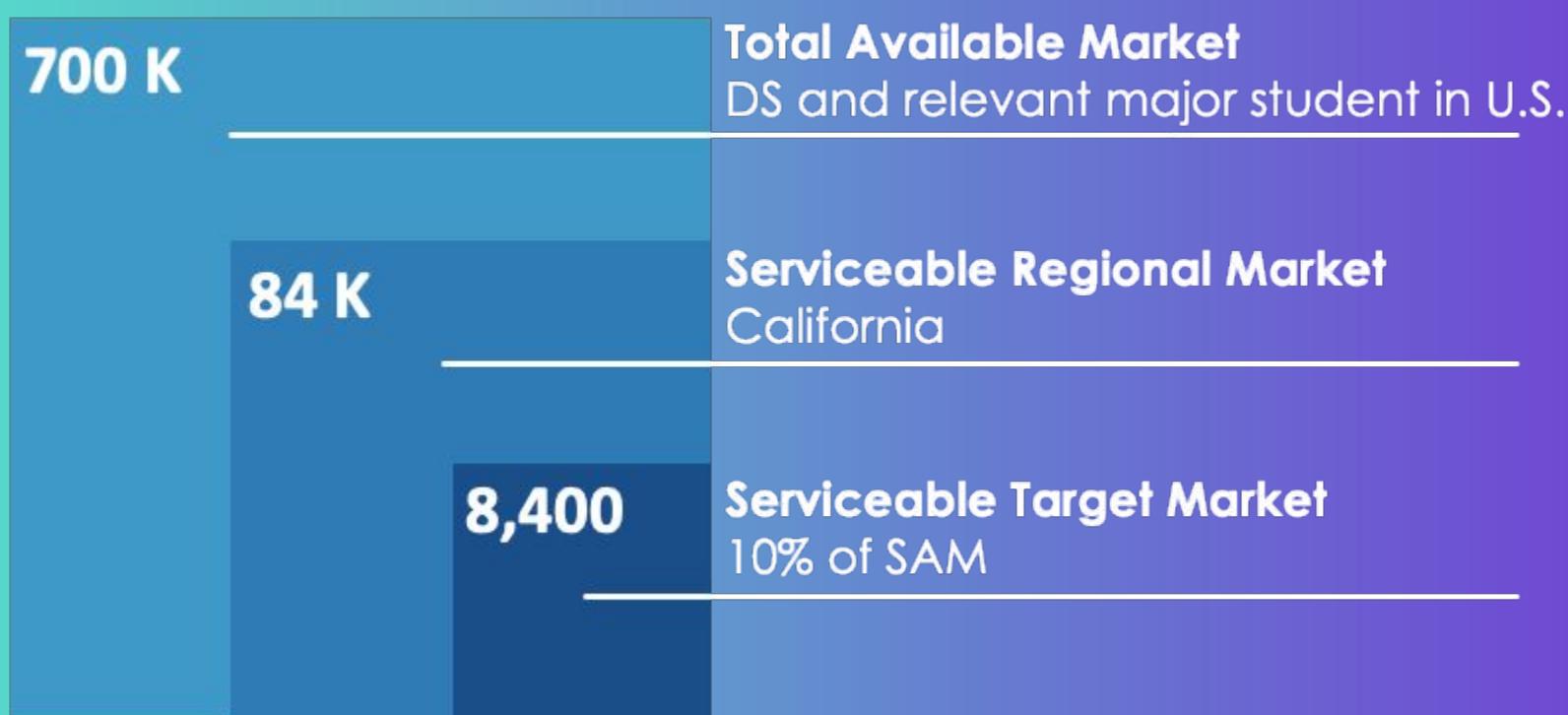
Google Analytics



64,000 users (2018)

The global BI Market valued **\$ 17.15 bn** (2016)
147.19 bn by 2025 at a CAGR of 26.98% (2017 - 2025)
- marketwatch

Market Size (Year) - Students



Market Size (Year) - Business

17.8 mn	Total Available Market U.S. SME implementing data analytics
2.3 mn	Serviceable Regional Market California
6,900	Serviceable Target Market 0.3% Market Share

Product Features - Student

	 Freemium \$0	 Premium \$29.99
Sample Project	V	V
Real Company Matching		V
Project selection		V
Feedback		V
Work certificate		V
Job application		V

Product Demo- Business

Student
Matching

Data Upload

Business
application

Move on to
next project



Businesses get reports through DSPC
Business progress management

Product Demo- Student

Business
Matching

Data
Received



Work portfolio
mgmt

Move on to
next project

Student Delivers through DSPC
Work portfolio management



STRATEGY

- Business model
- Market strategy
- Competition
- Competitive Advantage

02

Business Model (SMEs)

\$99.99/M

Monthly Subscription fee

6,900

Total Number of Paid Business Per year

\$8.2M

Revenue Per year

Business Model (Students)

\$29.99/M

Monthly Subscription FEE

8,400

Total Students using service

7,980

Free User

420

Paid User

\$151K

Revenue Per Year



Market Strategy

COMMUNITY FORUMS

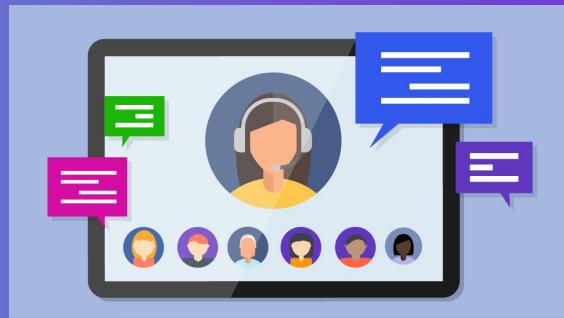


Quora

PARTNERSHIPS



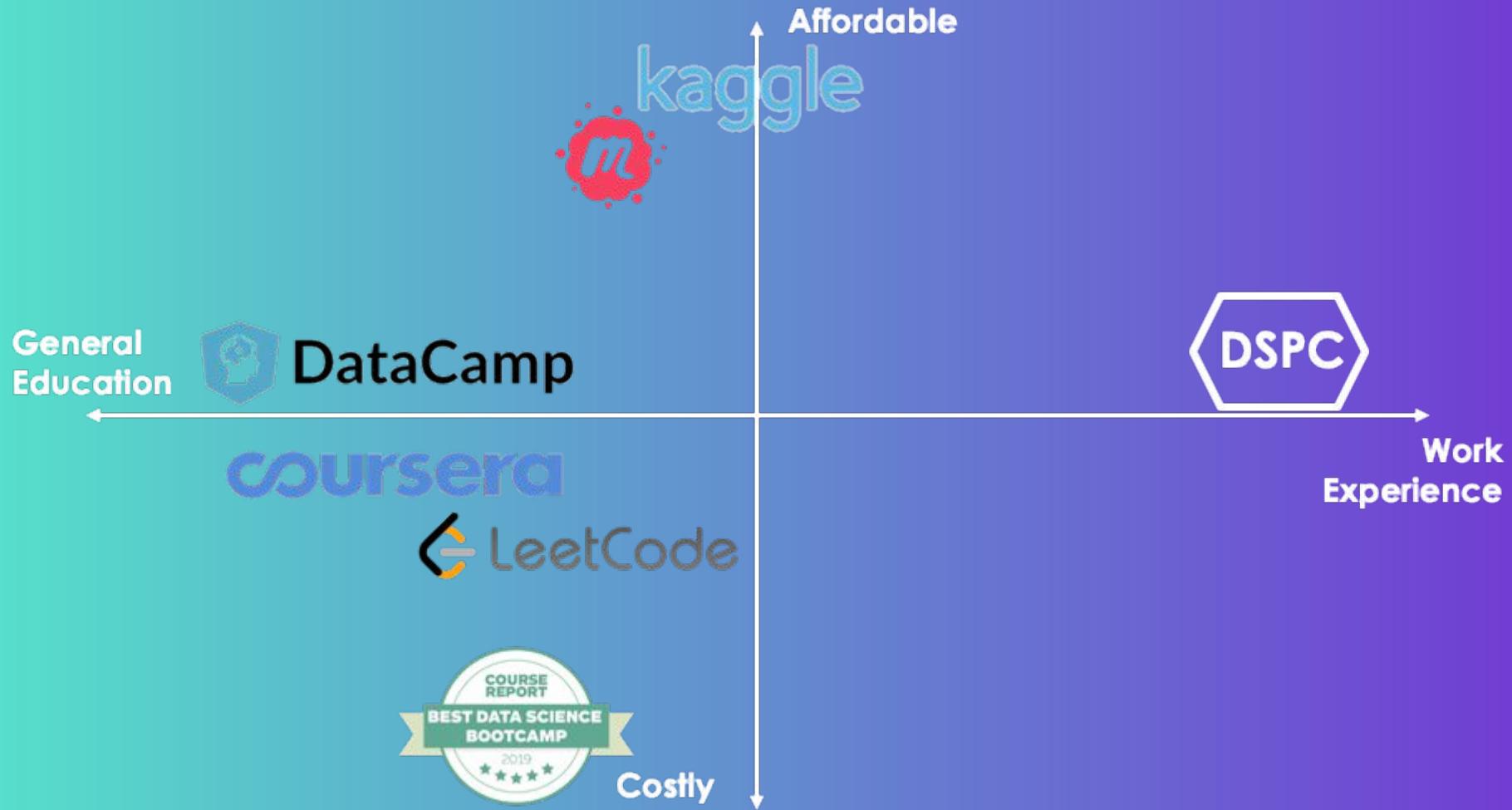
SEMINARS/WEBINARS



ADVERTISING



Competitive market map -Student



Competitive market map - Business



Competitive Advantages

STUDENTS



WORK EXPERIENCE

Provides work experience
and certificate



REAL DATA

Work with company data



JOBS

Automatically considered for
jobs after project ends

SMEs



CUSTOMIZED ANALYSIS

Multiple analytics
projects



VALUABLE INSIGHTS

Improve overall business
performance



LOW COST

\$99.99/month

03

FINANCIAL



Investment Opportunity

We need \$215,656 for 12 months financing to reach
420 students and 1,380 SMEs

\$215.6K

Initial Investment for the first year

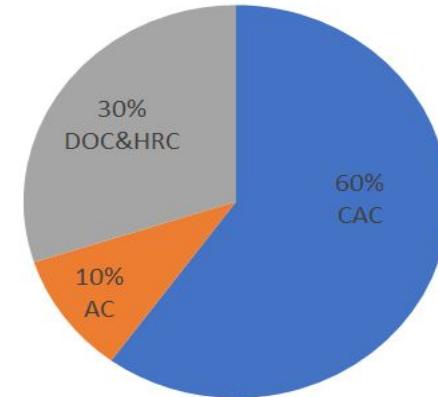
\$8.35M

Five Years Total Revenue

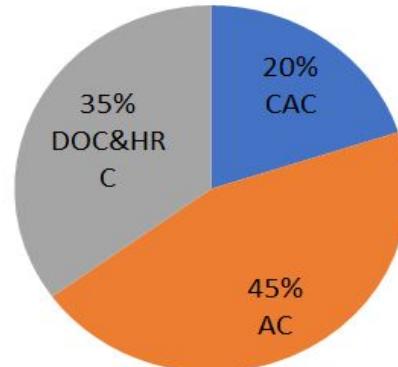


Cost Strategy

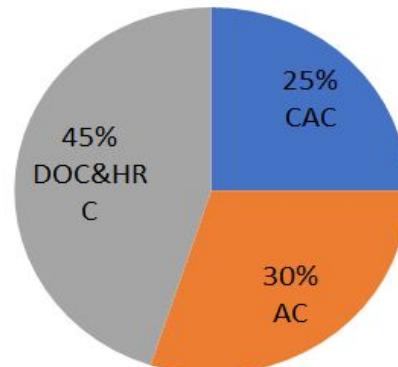
Year 1-2



Year 3-5



Year 5+





USER TESTIMONIALS

04

Feedback From Our Customers



"I love idea of the personalized business analysis." -Jeff, Bakery Owner



"DSPC sounds like a great way to gain networking and practical experience for students" -UCI Student



"I have plenty historical data that will be important for predicting the future, but I don't want to pay for a data scientist" - Bixbyland CEO

05

SUMMARY



Lessons Learned



Team Cohesion



Structure &
Planning



Flexibility



Customer
Feedback



Clarity and Simplicity



Hard Work

Our Team



TATIKSHA
SINGH

- Role: Focused on student-side
 - Surveys & Research
- Expertise Developed: Figuring out team's strengths & delegating tasks accordingly for presentations



MINJI
(MJ) JEON

- Role(s): Supporter for everyone
- Main Responsibility:
 - Market and competition study
- Expertise Developed:
 - Flow & consistency check
 - Number double checking



JT
SARMENTO

- Role(s): Focused on business side
- Main Responsibility: Contacted businesses and conducted interviews
- Expertise Developed: cold calling skills, market analysis, data collection

Our Team



ISAAC
MIZRAHI

- Role(s): website design, CAC and market research
- Main Responsibility: product summary and research, companies interviews using personal connections, help with website landing page.
- Expertise Developed: web and diagram design



WEN (TORI)
SHAN

- Role(s): room booker, website designer and market researcher
- Main Responsibility: Interview online small business company & landing pages creating
- Expertise Developed: distribute the survey & a/b test



SHUOCHEN
(STEVEN) XU

- Role(s): Foresting Model Builder, Web Designer
- Main Responsibility: Building Math Model, Field Research
- Expertise Developed: Application of knowledge learnt before, slides and web design

THANK YOU

Does anyone have any questions?

APPENDIX

06

Appendix

Market Pricing Research

Competitor service / product pricing for our business customers (\$/month)										
Business Intelligence & Analytics tools						Specialist outsourcing				
Google Analytics 360	SAS Business Intelligence	Microsoft Power BI Pro	SalesForce Einstein	Amazon Redshift + Good data	ALTERYX Designer	Upwork (20hr/mo)	Fiverr (20hr/mo)	Median Pricing	DSPC Pricing	
Free	\$ 750.00	\$ 9.99	\$ 125.00	\$ 16.67	\$ 432.92	\$ 1,500.00	\$ 1,000.00	\$ 432.92	\$ 99.99	
Competitor service / product pricing for our student customers (\$/month)										
Data Skill Improvement						Job Search / Interview help				
Kaggle	Datacamp	Coursera / Udacity	Udemy	Bootcamp	Meetup: data group	Career guide course	Leetcode	Median Pricing	DSPC Pricing	
Free	\$ 29.00	\$ 30.00	\$ 12.99	\$ 7,500.00	\$ -	\$ 12.99	\$ 35.00	\$ 29.00	\$ 29.99	

Data source

Datacamp : <https://medium.com/datacamp/2018-in-review-9ea13961999a>

Kaggle : <http://blog.kaggle.com/2019/01/18/reviewing-2018-and-previewing-2019/>

google : <https://marketingland.com/as-google-analytics-turns-10-we-ask-how-many-websites-use-it-151892>

SAS : https://www.google.com/search?q=number+of+customers+for+SAS+SME&pws=0&gl=us&gws_rd=cr

Small Medium Business in the US : <https://www.sba.gov/sites/default/files/advocacy/2018-Small-Business-Profiles-CA.pdf>

Revenue calculation per user

Expected Revenue from Students Per Year	
Total Serviceable Students in CA	84,000
Market Share	10%
Total Students Using Service	8,400
*Free Users	7,980
*Paying User	420
Price Per Month	\$ 29.99
Yearly Revenue	\$ 151,149.60

Expected Revenue from Businesses Per Year	
Total Serviceable Businesses in CA	2,301,000
Market Share	0.1%
Total Business Using Service	2,301
Price Per Month	\$ 99.99
Yearly Revenue	\$ 2,760,923.88

Calculations are paying users*price per month* 12 months

Market Size Hypothesis:

- More SMEs will use analytics in their business and will want help with their data
- More students will study DS-related degrees who will also want real-world experience in projects

Market Share Hypothesis:

- Low initial market share due to current # of competing services
- But with increased traction + value of DSPC communicated effectively (customized solutions & real world projects), our market share should grow

Do the users, revenue model, and pricing add up to a business worth doing?

- With only CA market considered, potential # of customers & revenue shows promising figures and outlook
- Pricing structure could be further refined as DSPC grows
 - Offer tiers of monthly subscription in exchange for better services
 - Offer yearly subscription (higher upfront cost, but monthly savings)

Financial Prediction

year	Total Revenue	Total Cost	Net Profit	Target Market Percentage
0	0	16	-16	0%
1	417.5	18.7872	399	5%
2	835	22.54464	812	10%
3	3,340	27.053568	3,313	40%
4	7,515	32.4642816	7,483	90%
5	8,350	38.95713792	8,311	100%