

09-Januari-2018 (Versie 1)

Category:	A	B	C	D
Weighted Value:	20%	40%	15%	25%

Category A: The business side

The Customer Business window.	
Objectives	Products Markets Service
What?	With what?
Philosophy	Organization
How?	Why?

Information here is related to the objective of the company. This information is dependant on the current situation of the company. The question the user should ask himself is the following: "What is the mission and or vision of the company?". Some possible answers would be for example: gaining an advantage on other competitors, increasing profits or increasing overall ratings their clients give them. **Note:** sadly there is currently no way for us to value the contents of the information supplied by the user, so for now we will resort to giving a **category-score** increase based in the fact if there is or isn't any information supplied by the user. This note applies to all sections of the business window.

Products Market Service:

This section is rather easily explained, to achieve the prior named **objective** the company must supply something. A product, a service or maybe even an entire market. The user ask himself the following question: "What is it that the company supplies to contribute to their **objective**?" **Example:** *They supply software to companies for a certain price, contributing to the objective of increasing profits.*

Philosophy:

This the section that describes what makes a company unique. A company always tends to try to create a vision of itself that differs from their competitors. The question that the users should ask himself the following question: "What is this company using to differ itself from the competition?"

Example: *Canon tries to combine sustainability and technology to create a better future, they have the tendency to focus on a lot of "green-machines". Machines that tend to not draw unnecessary amounts of power.*

Organisation:

This is the section that describes the human factor of a company. You can sell the most amazing products, but if you don't have the right people on board you're not going to be selling anything. The personal in a company is always trying to achieve the objectives and realise the vision/philosophy. The user should ask himself the following question: "Which groups (or who) is trying to realise the goals and philosophy of the company?" **Example:** *Canon is split in many regional groups, which is split in many sections that work on for example research, marketing and other tasks related to make the objective come to life.*

Category score A:

Based on the information you supply in this category, you gain a percentage which in the end will result in a better **end-score** and **category-score**. Each section of this category results in a 5% (25 % of 20%) possible score. **Example:** *being unable to determine the companies internal structure you can't really defined the organisation. But you were able to determine the rest will result in a 15% category-score which in terms of points would result in a 150 score.*

Pseudocode A:

Just for developing, we create a small portion of pseudocode for each section. Just to make it a little bit more clear during implementation how this function would work.

```
int void CategoryA(){
    int a = 0;
    string [] BusinessWindow = [];
    BusinessWindow[1] = Objective;
    BusinessWindow[2] = ProductsMarketsService;
    BusinessWindow[3] = Philosophy;
    BusinessWindow[4] = Orginazation;

    for (int c = 0; BusinessWindow[c]; c++)
        if (ingevuld(BusinessWindow[c]) == true)
            a += 5;
    return a;
}
```

Customer information:

Customer information	
Account	
Financial value for the total deal.....K	
Offerings	
Hardware	
Software	
Solutions	
Service	
Start date	
Close date.....	
Notes	
.....	
.....	
.....	

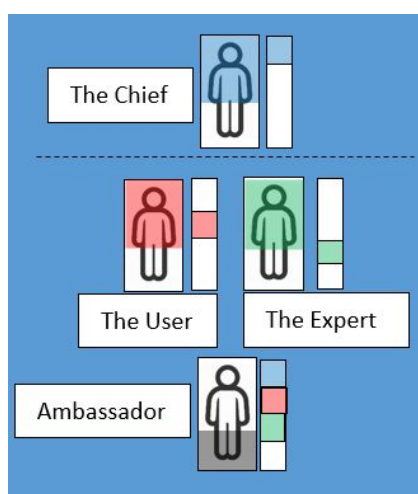
Prior to diving into the next category we should discuss the customer information. This section is mandatory for each proposal. This information can be found throughout the entire proposal. The information supplied **does not increase** the **end-score**. We see this information as “meta”-like since it’s just information related to you and not the relationship per se. The information that falls in this section is the following:

- Account name
- Financial value
- What it is you’re “selling” and the sub-value of that
- Date related information
- Notes

What this info could be used for (but isn’t part of our must haves) is giving suggestions based on time and value. This information is seen as “meta”-like since it isn’t seen to us as information you require by researching the company, but rather is partly set by yourself (the user).

Category B: Internal Power and Sources

The next category is Internal Power and Sources, this section tends to focus on information supplied related to personal in a certain proposal. **Note:** *it is important to be aware that some of this information is different from company wide information. Personal should be added to a company and later added to an proposal. In this proposal their **role** can be defined to be a chief, user and expert. The ambassador role is an addition to their role, meaning that they’re “on your side”. The users of our web application tend to study the theory behind our application and are aware when someone is or isn’t an ambassador. This is why we refrain from explain this into any further for now.* This category is as you should expect divided into several sections which we will now explain further.



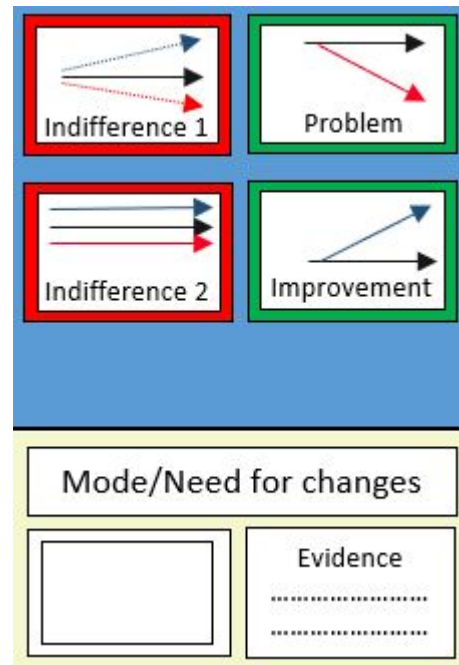
The roles:

Each person in a company has a certain role, defined by what their job is and what kind of outlook they have on your proposal. In the theory supplied by Canon it’s clear how this works so we will also refrain from further explanation. The thing that is important for us to note is that you need to assign certain roles to a proposal. To gain the most insight into your proposal it’s a requirement that you have contact with at least one of each the roles and ensure that there’s at least one ambassador. And with great insight comes great... **end-score**. Being unable to define all of these unique roles results in **no gain** in the **category-score** since this is seen as a starting point of this section and claimed to be vital by Canon. If however this data is supplied you gain 10% of the **category-score**.

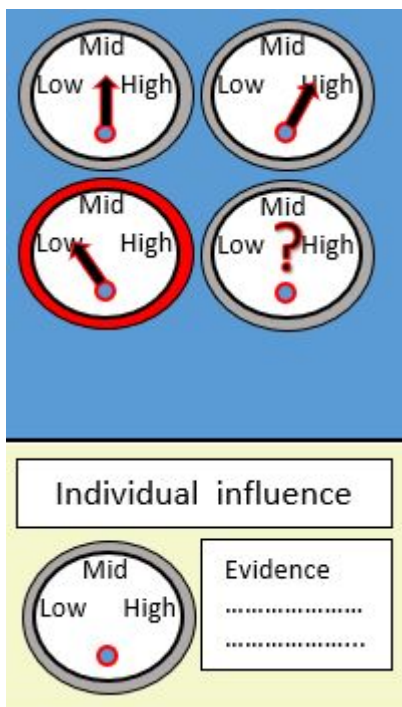
Mode/Need for change:

Mode/Need for change is the first section of this category that requires the user to do a lot of research. After realizing who in the new relation is assigned to what role it's time to find out what they think of your new proposal. Canon supplied us with four options, two of them are positive and two negative. It doesn't really matter if they're positive or negative for our **category-score** since we're not (yet) evaluating the proposal itself but just the insight you have into a company. The user need to motivate it's decision with some evidence which we store in notes in our web application.

When each prior defined personal got their mode/need for change defined we can increase the **category-score** by 20%. Since it's important to be aware that most of the sections of this category are "proposal"-wide the score is only increased when each single person has been defined.



The form is titled "Mode/Need for changes" and is divided into two main sections. The top section contains four boxes, each with a different arrow pattern: "Indifference 1" (blue arrow pointing right), "Problem" (red arrow pointing down-right), "Indifference 2" (blue arrow pointing right), and "Improvement" (blue arrow pointing up-right). The bottom section contains two boxes: "Evidence" (with a dotted line for text) and "Evidence" (with a dotted line for text).



The form is titled "Individual influence" and contains a circular gauge with "Mid", "Low", and "High" labels. The gauge has a red needle pointing towards "High". Below the gauge is a box labeled "Evidence" with a dotted line for text.

Their influence:

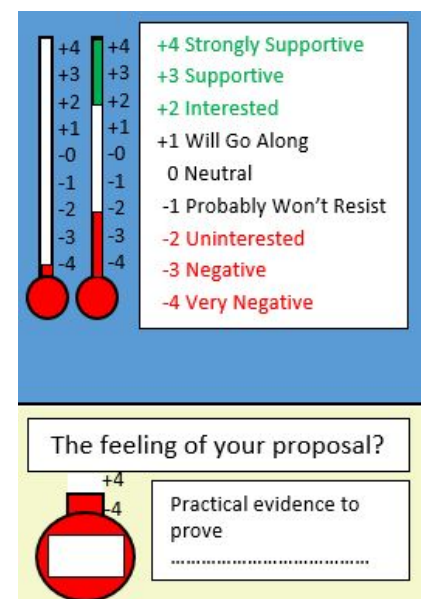
The next section is an interesting one, here we look at the influence of a personal related to the proposal. **Note:** *once again proposal-wide and not company wide, however the Chief always tends to have a high influence rating.* The way the user can define the person's influence is either: low, medium or high. Since the influence is relative, you'll have to define (once again) all the influence of the related personal to increase the **category-score**. It's rather useless to only know that there's someone with medium influence if you're not sure what kind of influence the rest has.

Once this has been defined for everyone you can increase the **category-score** with 40%, the reason for this percentage is because being aware of the influence within the company can be a great resource for researching possible entries or strategies to land a favorable deal. **Note:** *This section requires a lot of research by the user, please note that you can't "gauge" these just by your general feeling!*

How do they feel about your proposal:

We've arrived at the final section of this category. And this is a vital one which requires a lot of work for the user. It'll have to find out what the people that you've been working with for this proposal really think of your proposal. Now we could discuss how this would work but we're not here to discuss business strategies. The theory supplied by Canon was that we could gauge this on a score from -4 to 4. The user will gather this information and fill it in. After it has been supplied for every single related person of the proposal the **category-score** will be increased by 30%.

After this section has been completed the potential **category-score** is 100%. And you're ready for the next category.



The form is titled "The feeling of your proposal?" and contains a vertical gauge with a red needle pointing towards "+4". The gauge has labels from +4 to -4. To the right of the gauge is a list of feelings corresponding to the scores: +4 Strongly Supportive, +3 Supportive, +2 Interested, +1 Will Go Along, 0 Neutral, -1 Probably Won't Resist, -2 Uninterested, -3 Negative, -4 Very Negative. Below the gauge is a box labeled "Practical evidence to prove" with a dotted line for text.

```

int void CategoryB(){
int b = 0;

if(RolesUnknown == true)
    return 0;
else
    b += 10;

if(MNforChangefilled == true)
    b += 20;

if(Influencefilled == true)
    b += 40;

if(FeelingFilled == true)
    b += 30;

return b;
}

```

Pseudocode B:

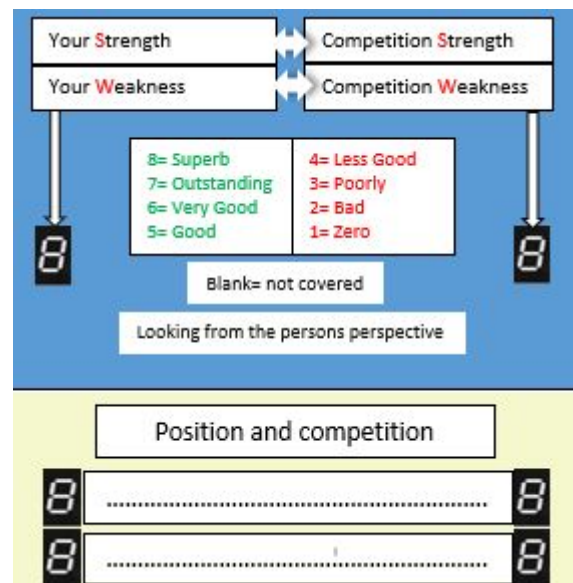
So once again, the **section-score** to rate the insight further has been based on the information filled in by the user, but one piece of information being vital. If the user is unaware of the roles of the related personal of this proposal the **section-score** will always be 0%. Since the user should be unable to even start working on the next sections until they're aware of the roles. If it is supplied however each section will contribute to the increase of the **section-score**.

Category C: The competition

The next category is one that tends to be overlooked in the process of shaping a meaningful business relationship. In this section the user will spend time trying to figure out what their position is for their proposal compared to their competitor. According to the theory supplied by Canon there's always some competition going on with every single proposal. This section is mostly implemented to make the user more aware of the competition, and create more of a "relationship"-based discussion instead of a never ending center.

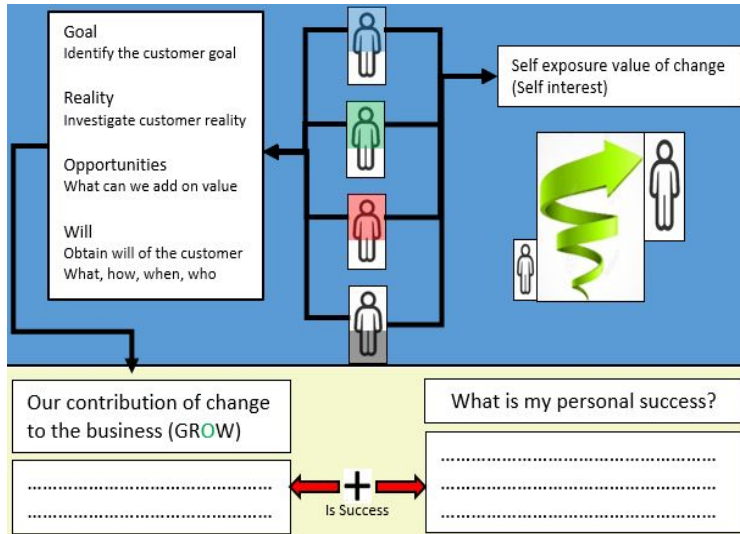
Competitor Analysis:

In this section, which is the only section of the category the user will have to gather information about their position related to any competitors. In the theory that Canon supplied they mention that they only analyze their most "fierce" opponent, and not all of the competition in a proposal to not spend endless amounts of time in this section. The user will compare its strengths and weaknesses to grade itself compared the the component. Grading happens on the paper version on a scale from 1 to - 8 but is freely changed to a 1 - 10 or anything else if necessary. The **category-score** on this section (when done perfect) is 15% if all of the personal is defined. Otherwise the score won't be increased.



Category D: GROW!

The final category is one that is defined at the end of the race, it's still a rather important one. This is mostly done for the reason that once the right GROW-factor is coupled with the right "personal



success" of the personal can greatly increase its support granted to your proposal. **Example:** If the personal in question happens to be the chief, and you're aware that there's been a certain power struggle within the company and the chief has a personal goal of maintaining his position, you could couple your contribution (well, more the contribution that your proposal will make) to his personal goal. In this case you could say that your proposal would significantly increase profits, or at least enough to persuade the board into giving him another term.

And with this section when done for each and every single relatable personal, will increase your **category-score** with the final 25%. **Note:** you should be aware of the amount of insight this portion actually requires, and since this web-application provides the ability to change information on the fly. With the information provided by this section you could increase your score on other segments/categories as well!

Potential Formula

Prepare for trouble

A small introduction before we start discussing this formula, which is basically the brainchild of a lot of adults frantically trying to voice their opinion at the same time. This formula is a bit of a mess, since Canon nor any contact that we had access to at Canon had a clear vision of this formula, which in turn created a lot of heated discussions. So beware, this might get tricky. There will be a lot of "if" and "or" scenarios here and there and Canon agreed to the fact that implementing this formula would be "killing" and optional for now. But if we're able to do it it would be an amazing addition to the web-application.

Note: During this explanation there won't be much explanation why and how these conclusions were made, since it's all based on theory (and once again heated discussions) supplied by Canon. We had some sort of input into creating it which resulted in a somewhat working formula to say the least.

The maximum score

The maximum **potential-score** possible is 1000, not 1000%, just plain old 1000. In the various categories that have already been discussed in the previous explanation of the **insight-formula** you provide information which will increase your **total-potential-score**. The score has some weird characteristics such as the fact that getting 1000 is quite frankly, nearly impossible. The reasoning for why will become quite clear in a bit. But let's first discuss the categories that build **potential**.

Category:	A	B	C	D
Potential Value:	200	400	150	250

The ones with a keen eye will already notice one really interesting fact, the scoring table is *almost* the same as the **insight-formula**. And this is true, besides the point that **total-potential-score** is already set in points instead of a percentage. And we will bind the score to some categories.

Categories	Score
Godlike	900 - 1000
Incredible	800 - 899
Excellent	700 - 799
Good	600 - 699
Average	450 - 599
Mediocre	400 - 449
Poor	250 - 399
Bad	100- 199
Terrible	0 - 99

In the end you use the score of the formula to bind it to a category that will be displayed into the proposal. So let's begin our explanation of the **potential-formula**. **Note:** *during this explanation we won't discuss any theory on why this is the case, since this would create even more potentially heated discussions. Also, this formula has been adopted to the web-application meaning that we will directly mention aspects of our application without describing every single detail.*

Category A: Basic information

The maximum possible score of this category is 200. For a more detailed approach please look at the **insight-formula**.

- In the Customer Business Window for each one of the fields filled in (Objectives, Product Market Service, Philosophy, Organization) increase the score with 50.

As you can see we're sadly unable to further look into the answers supplied by the user, so Canon agreed to simply increase the score whenever any input is supplied. This could however be changed if Canon decides to implement another formula or create an entirely new application.

or

Category B: Internal Power and Sources

The maximum possible score is 400, and this category will be a little harder to explain than the previous.

Roles:

First of all Canon defined in the theory that they supplied that they only take 5 personal into account to relieve the stress and work of the user. So we will define this part of the formula for a maximum of 5 individuals with some exceptional cases increasing the score more. Please note that a user will try to define 1 chief, 2 experts and 2 users. And for the first part of this category the user can rake in 40 points in total.

- If all roles are defined in the optimal case, so there's 1 chief who is also defined as an ambassador, two experts and two users the score is 40.
- If there's no chief defined, the possible score gets decreased by 25.
- If there's a deviation from the previously optimal case on the roles of either a user or an expert decrease the potential score for this section by 10 if there's no expert defined, and decrease the score by a total of 5 if there's no user defined. A definition of two is needed to create more insight into the two individuals with the same role.
- If there's no ambassador defined by the user, decrease the score for this section by 30.
- If the chief is defined as an ambassador, increase the score by 30.
- If a user is defined as an ambassador, increase the score by 1 (added to their potential increase of 5 if two are defined). Increase the score by 3 if an expert is defined as an ambassador.

Once again you might notice something, what if you reach a score higher than 40 which is the possible score you can gain in this section? Well we cap it at 40 meaning that if you'd score higher than that you'd simply still receive 40 points.

Mode/Need for change:

Note: If there's no prove/evidence supplied, Canon suggests not giving any score. But since our application probably won't be able to "read" the text supplied by the user we simply disregarded this. Since our application won't be able to know when evidence is sufficient or not.

The maximum possible score here is **80**. (capped both at 80 and 0!)

- If the person is the chief the max score for him/her is 50. (or a possible -10)
 - He chose a "red" option (please look at picture supplied previously), decrease the score of this section by 30.
 - He chose a "green" option, increase the score of this section by 30.
 - If he also is the ambassador:
 - He chose a "red" option (please look at picture supplied previously), decrease the score of this section by 30.
 - He chose a "green" option, increase the score of this section by 50.
- If the person is an expert his max score is 10, so **20** for the duo.
 - He chose a "red" option, don't increase the score.
 - He chose a "green option", increase the score by 5.
 - If one of them is an ambassador:
 - He chose an red option, decrease score of this section by 5.
 - He chose an green option, increase score section by 15.
- If the person is an user his max score is 5, so **10** for the duo.
 - He chose a "red" option, don't increase the score.
 - He chose a "green option" increase score by 2.
 - If one of them is an ambassador:
 - He chose a "red" option, decrease score of this section by 2.
 - He chose a green option, increase score of this section by 8.

Influence:

This is a very important section that is used as a modifier in several parts of the formula.

The maximum score here is **160**.

- If the person is the chief:
 - High influence: score from M/Nfc * 2.
 - Medium influence: score from M/Nfc * 1.2.
 - Low influence: score from M/Nfc * .65.
 - **Note:** score is capped at 100 max, or -50.
- If the person is an expert:
 - High influence: score from M/Nfc * 1.5.
 - Medium influence: score form M/Nfc * 1.
 - Low influence: score from M/Nfc * .45.
 - **Note:** score is capped at a max 15, or - 20.
- If the person is an user:
 - High influence: score from M/Nfc * 1.2.
 - Medium influence: score form M/Nfc * 1.
 - Low influence: score from M/Nfc * .22.
 - **Note:** score is capped at max ~10 or -3.

Category C: Competition

The maximum possible score of this category is 150. The score is derived from the average grade of counter-proposals. The grade is on a scale of 1 - 5, which represents how good our proposal is in comparison to their counter-proposal. With 1 meaning our proposal is much worse and theirs is much better to 5 is our proposal is much better and theirs is much worse.

Example: If you have 3 counter-proposals with a respective grading of 3, 5 & 4 then the average counter-proposal grade is 3.33. The competition value is 120 which is on the lower side of the spectrum, so we're in a disadvantage.

$$\text{competition value} = ((x/5) * 150)$$

n = aantal counter-proposals

k = grading counter-proposal

$k^n[n]$ = grade of a certain counter-proposal

h = grading our proposal

x = average counter-proposals grade

$$x = ((k^n[1] + k^n[2] + + k^n[n]) / n)$$

Category D: Grow!

The maximum possible score of this category is 250. Once again we will use case-differentiation to increase this category score. Sadly since our program is not able to correctly read the input given by the user as it could literally be anything, we hope that the user is a professional and won't simply put in their take on a award-winning short story.

For every single user, where a personal and business goal is combined, the user gains 50 points. This information is provided at the end of the process due to the fact that this section requires a lot of insight.