

SHOW TIME

Ground Zero 2020
Group 61



EXECUTIVE SUMMARY

ShowTime is a web application that has been developed to **streamline workflow**

Our target market is **project based small and medium sized firms**

We provide value to our clients by helping them **identify bottlenecks** in their operations and providing them a platform to **easily reallocate tasks** to alleviate these bottlenecks

Our product is **subscription based** and we use a **penetration pricing model** to capture as large a market share as possible

The subscription fee is based on the number of users per client and we charge **\$50 for up to 50 users** and **\$100 for 50 - 200 users**

By utilising cloud servers, we are able to expand quickly both locally and globally.

EXECUTIVE SUMMARY

OPPORTUNITY

VALUE PROPOSITION

MARKET ANALYSIS

BUSINESS MODEL

PRODUCT LAUNCH
& DEMO

Ekam's struggles are emblematic of the issues that many SMEs in Singapore face



Background

- Personal Name: Ekam Singh
- Industry: Events Management
- Role: Chief Executive Officer
- Staff Base: 10 employees
- Business Type: Small Enterprise

My Responsibilities

- Delegates tasks to employees
- Manages their performance and evaluation
- Oversees the business process to ensure work is done on

My Motivations

- Has plans to grow the business in the future
- Wishes to provide excellent service to customers

My Frustrations

- Finds it difficult to keep track of the work employees have done
- Notices that work often comes to a halt at one person. Some employees **appear very busy while others are not**
- By having to concern himself with managing employees, he finds he has less time to time to grow the business

Ekam's main issue is staff management, he believes there must be a system available that could optimise this so he can focus on leading the company.

Showtime addresses common management issues that companies face

Breakdown of Ekam's management issue

"Some employees appear very busy while others are not"

Reason 1: Bottlenecks

"These are points of congestion that occurs when workload arrive to quickly for a point in the process to handle." – *Investopedia, 2019*

Reason 2: Social Loafing

"The tendency of certain members of a group of a group to get by with less effort than what they have put when working alone." – *Business Dictionary*

There is an opportunity for companies to improve productive capabilities through optimizing their workflow process to reduce bottlenecks and social loafing.



Our product, Showtime aims to provide value by solving Bottlenecks and Social Loafing in the workplace

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OPPORTUNITY

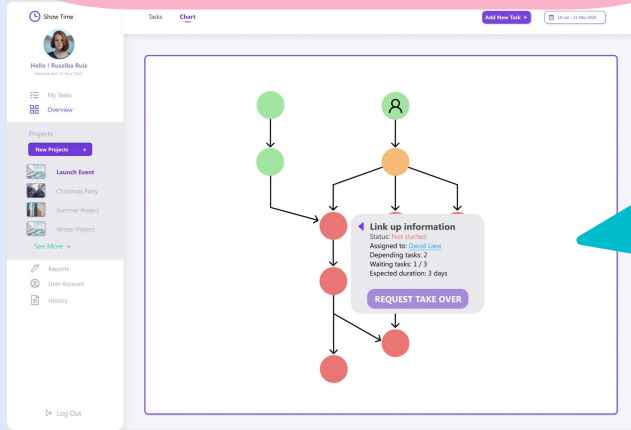
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PROJECT WORKFLOW OVERVIEW



Graphical Display helps to identify bottlenecks.

Ability to see dependent tasks as well as requirements to complete task.

FLEXIBLE TASK ASSIGNMENT

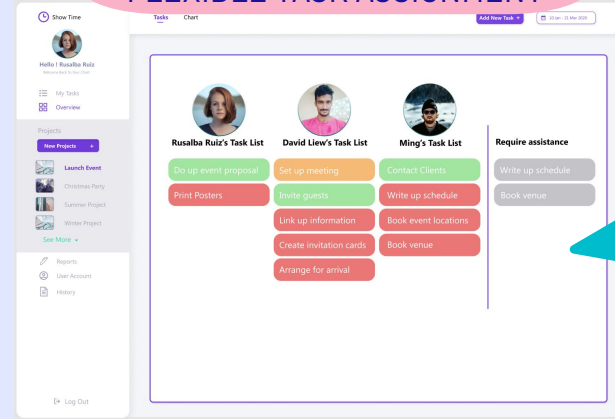
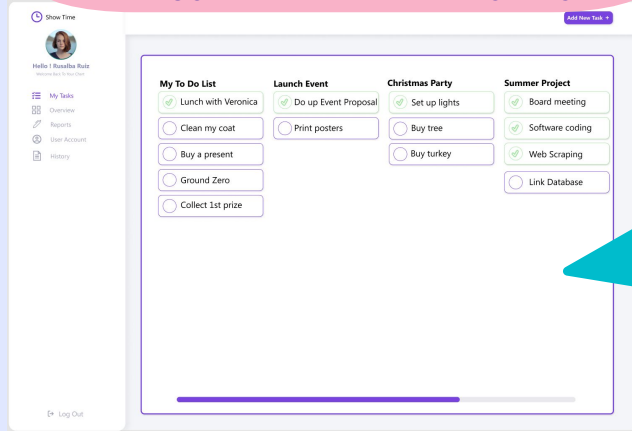


Chart-like tasks screen gives comprehensive list of everyone's tasks.

Facilitates requests to reassign tasks.

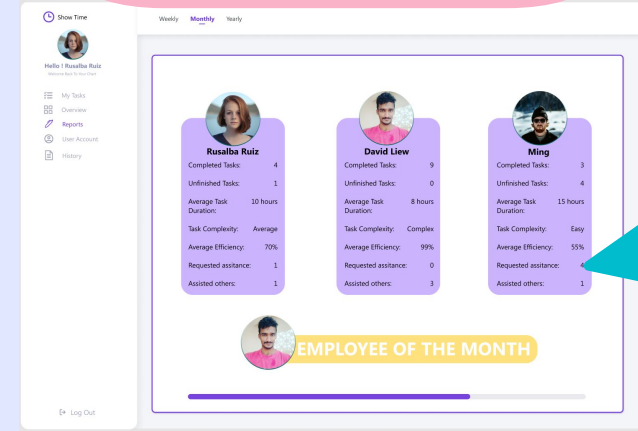
PERSONAL DEADLINE TRACKING



To-do list provides a quick way to monitor pending tasks and keep track of deadlines.

Management can also view progress.

PRODUCTIVITY REPORTS



End of month productivity reports help management identify places for improvement.

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Showtime brings value by improving productivity and streamlining workflow process through its functionalities

FLEXIBLE TASK ASSIGNMENT

Employees are able to request for help with tasks when they are too busy, freeing them up to finish important tasks

Allows workers with free capacity to take up more tasks, thereby increasing productivity

WORKFLOW OVERVIEW

Employees are able to see which tasks others are relying on to get done.

This enables them to prioritize their work more effectively

CLOUD COMPUTING

Cloud server allow for effective memory storage that can be shared across users

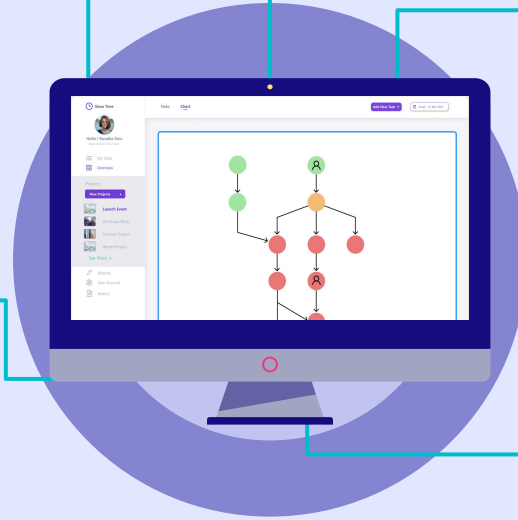
PRODUCTIVITY REPORT

Enables employers to more accurately assess employees

- This could lead to additional bonuses for productive workers
- Could help the boss identify where bottlenecks are, if more staff are needed and also areas where less staff are needed

DEADLINE TRACKING

Enables employees and bosses to more accurately keep track of deadlines



Showtime provides additional value that is currently not present in the market



integrify



monday.com



SHOWTIME

VISUALIZATION

Graphical workflow interface

Little visualisation of the workflow

Graphical workflow interface

DEADLINE TRACKING

No deadline tracking

Deadline Tracking

Deadline Tracking

FLEXIBLE TASK MANAGEMENT

No task management

No task management

Flexible task management

PRODUCTIVITY REPORT

No productivity report

No productivity report

Generates a productivity report

Unique Selling Point

These features distinguish our product from competitors

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Showtime's target market is SMEs that engage in project based work

TYPE OF FIRM	NUMBER OF FIRMS	AVERAGE EMPLOYEES	REASONS	FURTHER SEGMENTATION OF SMEs
Micro Enterprise	160,000	3-5	Not viable because employees are too few. Showtime would not provide as much value to these enterprises.	
Small Enterprise	30,000	30	<ul style="list-style-type: none"> There are a substantial number of firms It is a lucrative market that contributes to 30% of GDP in Singapore Employee size which is the optimal size to implement the platform quickly and maximise adoption 	<p>Our product is most appealing to firms that deal with project based work. This amounts to 43.1% of the previously segmented firms. This is a total of 16,387 firms</p>
Medium Enterprise	8,000	105		
Large Enterprise	2,000	450	Too costly to implement in the short term because the number because of the complexity and size of the organisation.	Firms that deal with repetitive and routine work may find implementing this less productive

External Market factors and Government intervention indicates a growing market for productivity services

MARKET FACTORS

SMEs are often slow to adopt emerging technologies.

"Local firms have been slow to adopt business model innovation (BMI), a critical tool during a time of rapid disruption" – Business Times

Many SMEs are being pushed to digitize their operations as a form of innovation. This represents growing demand for optimization products.

"It is "critical" for SMEs to plug into the digital economy, as it would make a noticeable impact on Singapore's growth" – Minister for Communications and Information

GOVERNMENT INTERVENTION

The government has been aggressively promoting a digitization effort.

Especially amongst SMEs recently announcing grants such as the CDG and EDG grants that subsidize efforts to move towards digital solutions.

Regulatory factors appear to be speeding up the trend, as governmental support will help to boost demand.

*"\$7 for every \$3 raised by entrepreneur for the **first \$250K**; \$1 for every \$1 raised thereafter." – Startup Sg Equity*



The optimization product industry is a growth market that we can capitalize on

Scalability is achievable due to the cloud computing, global expansion and transition into other local markets

SINGAPORE

GROWING USER COUNT

Over time, as our customer base grows among SMEs in Singapore, we can very quickly expand servers to meet a growing demand.

01

TRANSITION INTO OTHER LOCAL MARKETS

As our clients' businesses grow in size, we can begin to transition into the market of large enterprises and corporations.

02

GLOBAL

GLOBAL EXPANSION

While Singaporean SMEs are the primary market, overseas markets are a very feasible expansion.

01

COSTS

As we are implementing our services on the cloud, overseas markets such as those in SEA can be expanded to without the necessity of large investments.

02

Pricing strategy and monetization

Our business type

We are a B2B company.
Customers: Businesses who wish to improve productivity

Consumers: The employees of the company users



Our monetization strategy

Pricing strategy: Showtime will adopt a **penetration pricing strategy** to capture as large a market share as possible. The plan is subscription based with monthly charges



\$50 for 50 users

VS



USD\$319 for 40 users

Plan type	Number of employees	Price (per month)
Regular	Less than 50	\$50
Upsized	Between 50 and 200	\$100

Development costs

Initial investment estimate:

*

	2020					
Stages	Market Research		Development period			Release
Months	July	August	September	October	November	December
Software Engineer	-	-	-	-	\$4,165.58	\$4,165.58
UI/UX designer	-	-	\$4,178.42	\$4,178.42	\$4,178.42	\$4,178.42
Marketing manager	\$5,915.92	\$5,915.92	\$5,915.92	\$5,915.92	\$5,915.92	\$5,915.92
Marketing budget	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,500.00	\$5,000.00
Total Staff and budget	\$6,915.92	\$6,915.92	\$11,094.33	\$11,094.33	\$16,759.92	\$19,259.92

Summarised Costs	Total
Total staff and budget costs	\$72,040.33
Total outsourcing cost	\$10,000.00
Total initial investment	\$82,040.33



It was decided that as a way to reduce development time, development of the application would be outsourced

Our team has estimated an initial investment amount of **\$82,040** to create the final product.

We expect some additional costs in ensuring compliance with cybersecurity regulations. However, these costs can be reduced extensively through government startup grants.

Operational costs

Yearly Operational costs estimate:

Income Statement to breakeven for 1 year	
Revenue	234,310.53
Less: Commission Selling expense -	11,715.53
Cloud costs:	
Compute	- 480.00
Database	- 2,400.00
Gross Margin	219,715.00
Labour costs:	
Software Engineer	99,974.00
UI/UX designer	50,141.00
Sales Personnel	24,000.00
Accountant	45,600.00
Total Labour Costs	219,715.00
Net Income	-

Break even Summary	
Type of enterprise	Number
Small enterprises	291
Medium enterprises	50
Total	341
Total firms in market	16,387
Market share required	2%



It is to be noted that the actual market share required may be larger as we have not accounted for rental and utilities cost however that margin is still **very achievable**

Labour personnel required

Software engineer	1
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Accountant	1
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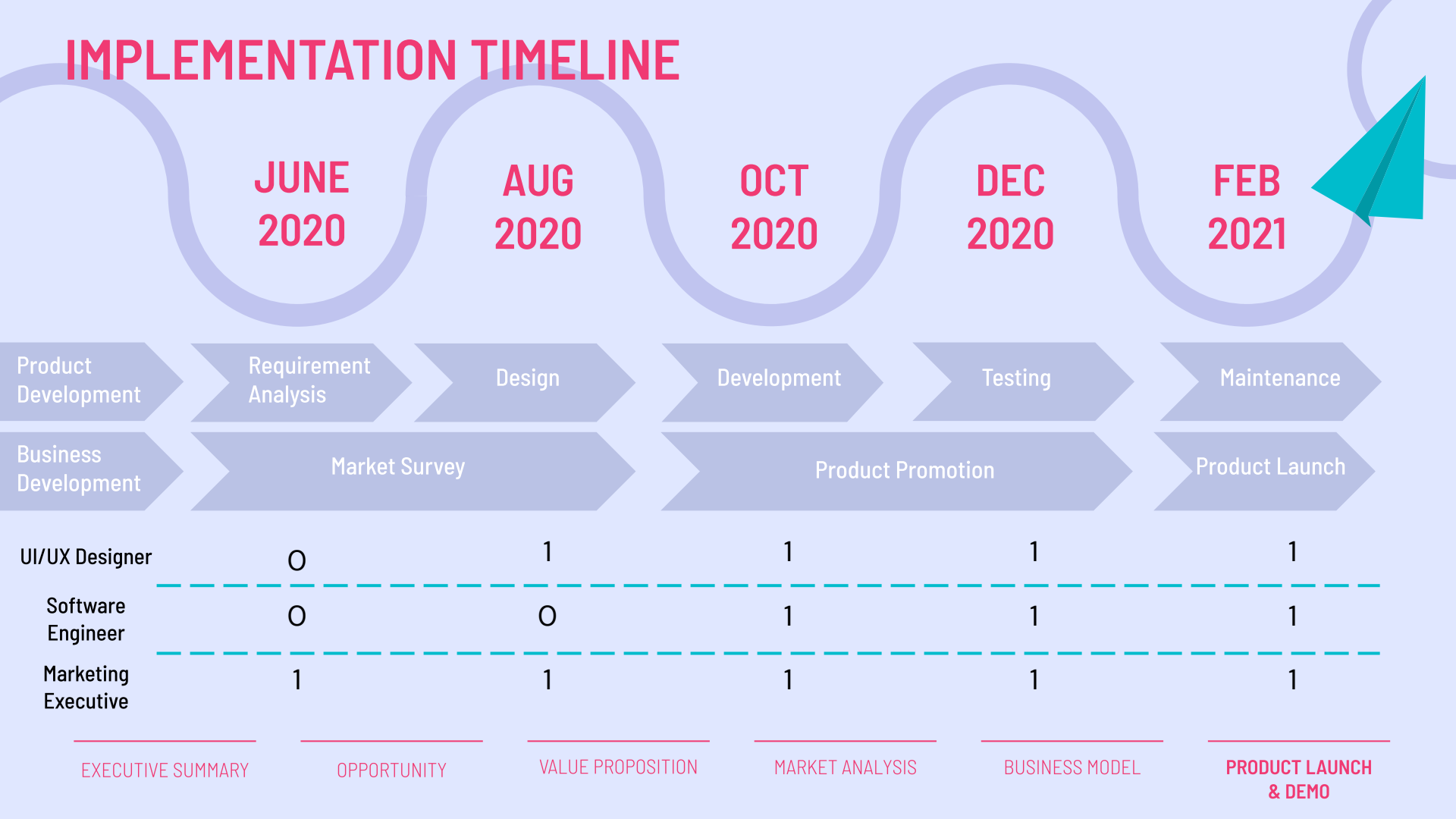
UI/UX Designer	1
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Sales Personnel	4
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Our yearly estimated labour costs are **\$219,715**

At our prices of \$50 and \$100, in order to break even 2% of the market share is required which is within achievable margins, especially given our penetration pricing strategy that aims to capture a large market share.

IMPLEMENTATION TIMELINE



THANK YOU!

Do you have any questions?

Showtime

David Liew

Chen Yu Ming

Ekam Singh

Brendan Baptista

