**1. Brief summary of the project.**

I am thinking of creating an IT company which would be something like Internet ground that will both represent the interests of people who require some help in doing everyday staff (like cleaning the house, washing a car, babysitting, etc.) and people who are ready to help them for a some amount of money. The name of my project will be: “Say No to Indifference!” or “Help your Neighbor!”. The project is some sort of intermediary between the client’s needs and performer’s abilities. For instance, there is a family who needs to clean a pool, they enter our web-site, leave order request and put some general info about the size of the pool, time they want it to be cleaned by, and money they offer for accomplishing order. On the other side, there is a student, who wants to earn some money, he enters our web-site too, he finds this order request and he sees an opportunity to earn some money for cleaning that family’s pool. Company takes 25% charge for service provided by the web-site. However company will have its own mobility personnel ranging from 10-15 people, who are ready to accept urgent orders. There will be 2 company vehicles so that personnel could reach the appointment right in time.

**2. Resource requirements:**

a) As our IT Company is working in service sphere we would require a lot of advertisement. However we are planning to make up our own web-site it should be mentioned that we would like to get the support from different advertising companies that would allow our project to get in touch with wide auditory of people. First of all, we would need an Internet service. Providing that signing up a contract with prominent Internet-provider for a one-year term in the beginning, is our first aim.

b) My team would consist of 25 people. They would be students divided into 3 groups by 5 of them in each, and they would be those mobility teams that take urgent orders. In each team there would be a supervisor (with driver license), who takes orders and controls actions of the team. The rest would consist of 2 HR managers, leading recruitment and team developing processes, 3 IT-representatives, supporting and developing the web-site, one financial manager who will be responsible for budget planning, 2 internet marketing agents, and 2 call center representatives.

c) First of all to implement my project I would need to rent an office that will suit the requirements of the company. It should cover more than 100 square meters, be ground-floor with terrace, and have big signboard located in the center above the entrance. Office should contain 10 personal computers, tables, chairs, lamps, with all comfortable the facilities. We should also require two buses, so that our urgent response teams could get to the clients without wasting any time.

d) As a student my current income is equal to 1000$ per month, I have been gathering money for 2 years, as I took half-part job and already have a full amount. In case if there are any gaps in funding we will take a credit in a bank or use my personal income to cover them. Potential sources of income: 25% percent charge for all completed orders that are arranged due to our company’s services.

e) In order to fund a project we would need 25 000$ dollars. These would be my own money. There also would be an opportunity to take a credit from bank. We will also find investors interested in our project who would like to support our idea.

**3. Consultation process:**

I would consult with my colleges and show them aim of our mission, with an emphasis on charity. Not only that we would make decent amount of money by connecting people in need and people in deed, but we will help people spare their time for searching an appropriate candidates for tasks they require to be done. During the consultation we would put aims, deadlines and count all the required costs and possibilities of our exit strategy.

4. **Key performance indicators.**

For our company 3 KPIs are:

* Increasing the amount of received orders by 40% till the end of the quarter
* Increasing the amount company’s free-agent representatives by 20% till the end of the month.
* Find sponsors interested in an advertising our services as a charity mission till the end of the year.

**5. Three contingency plans to cover costs spiraling out of control.**

We would search for a diversification of outcome. For example if our company fails in the original plan we will come up with the idea outsourcing company that is common in current realities. In that case we would not need the help of the mobility group, leaving only 10 employees on a board.

Second contingency plan is if our Company is not profitable during first three month we would require further funding from interested people. To tell the truth, many people would support our idea, and, probably, some of them would be strong politicians who will find our idea suitable for political scene.

Third contingency plan has straight connection to team work. If there is any possibility to find recourses by means of cooperative actions, such as getting office from a friend, or finding a supplier of PCs with the minimal prices, taking employees vehicles for the Company start-up, we would use it.

**6. Information sources or specialist advice.**

First of all we would observe the market of the same service. We would search for the companies that provide similar range of services as our company. We would monitor their activities, and make up a short list of such companies, so that we could persuade people that the idea of our company is the mainstream.

Secondly me and a few colleagues would question at least 100 people of different ages about the idea of our company, and make an accurate statistical data based on this questionary.

Eventually, I would ask a financial consultant to help me make up my final budget. He would probably claim whether the budget will cover all the necessary expenses. What is more, he would show me how I can spare some amount of money if needed.

**7. People we would obtain approval from for our plan.**

First person we would search approval from would be our rector. As it is the president of our college it is essential to get his approval first. The second person we want to be interested in our project is the major of our city, explaining it as a project that might have straight connection to the politics as it is in some sort charity project.

Robert Kiyosaki is the third person we would like to receive approval for our business plan from. As he is the prominent American businessman, investor, financial literacy activist and business coach his approval would be the greatest one.

**8. Methods for ensuring the team work.**

First of all, I would make clear that all the colleagues share the idea of the company. It means that they understand what we are doing not only will bring us money but also help people to maintain their everyday deeds without using some extra money for specialists. Secondly I would give them an opportunity to share responsibilities as if they are equal members of the Company; however they would have some people in charge (as supervisor in mobility groups). They would be able to present feedback information about each specter of our actions and their thoughts will be taken into consideration. The third one, would be motivational, clearly showing our colleagues what we have achieved due to our goals and what should be done to achieve more. What is more, there would be some additional payment for reaching our goals in set terms.

**ASSESMENT 1.**

**1. How will you allocate and manage financial resources?**

First of all I would find a financial consultant and have conversation with him about the expenses and possible sources of income. I would separate the budget for two parts. First would be the money I have to spend for goods and services recourses, such as an office, buses, computers, etc… And the second part – money spent for advertising and human recourses: salaries, premiums, daily needs. I would create a special scale by which everyone would receive a salary due to the followings factors. Orders taken, orders completed, monthly goals achieved or not. Extra time spend on the work. For each from the personnel there would be a personal contract, concerning what position they occupy and these factors would vary.

**2. What approaches could you employ to improve resource usage and eliminate resource efficiencies and waste?**

I would come up with a strict planning of the day, securing that everyone is concentrated on the work and interested in achieving the goals. I would put emphasis on advertising our Company’s services as it is the prominent factor in achieving our goals. People always need small staff to be done, more people we attract – more people would like to use services of our company.

**3. Explain how you would incorporate requirements for intellectual property rights and responsibilities within your organisation.**

Within the organization there would be a number of policies and procedures which seek to enforce and retain intellectual rights. I would make clear that everyone within the organization know about these procedures and policies and make them sign up an agreement on confidentiality. I would register the company; get all the necessary licenses, ensured copyright protection of company’s interests, registered intellectual property assets. Finally, I would come up with a document covering all the information about:

* Intellectual property policy.
* Licensing agreement.
* Procedures for ensuring copyright protection.
* Procedures for registering intellectual property rights.
* Register of intellectual property assets.