Objectives:
The primary objective of ENPRO 354 was to develop a profitable business model for helping people manage employment transition. Specifically, we have created a working investor pitch, business plan, and product development plan. These documents will form the basis for a future IPRO project to implement a working product. To accomplish our objectives, we researched real world examples of online businesses to develop a model of a professional organization.

Team Organization:
The team was divided into three sub-teams: the marketing team, focusing on market research and developing a business model; the operations team, focusing on understanding the processes of successful, professional organizations; and the products team, focusing on creating the product framework and specifications. These three sub-teams updated the entire team on progress during periodic assimilation meetings throughout the semester. They also worked together, integrating each team’s knowledge, to create the three work objectives.

Current Progress:
The goal of this semester was to create three specific deliverables:

1. An investor pitch that highlights the perceived problem and how to address it, shows a viable business model, and allows the proposed company to seek funding from potential investors.

2. A working business plan that documents markets, customers, and the finances required to create the proposed company, based on a series of projected revenues and costs.

3. A list of product specifications that form a basis for future implementation of a viable product.

These three deliverables are a direct product of the research and learning accomplished this semester through the IPRO program. They represent a sum of our teams combined knowledge.

Future Plans:
Using this semester’s deliverables, a future team would need to develop a working prototype from the product specifications. Furthermore, continued marketing research is necessary. It should be designed to thoroughly understand the potential markets and other aspects of creating a profitable business, beyond the scope accomplished this semester.

Team:
Advisors: Jim Burstein, John Thompson, David Detlefsen
Joseph Carbon, HUM         Joseph Mastey, CS         Matthew Punday, MATH
Lloyd Fojas, ARCH          Hameed Mohsih, IB          David Tucci, CS
Zhe Hu, BME                Mohit Nim, IB             Shailvi Tyagi, ECE
Ravi Kutty, ECE