

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:

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