

//2B DEVELOPED

**A Student Run Web Development
Venture**

EnPRO 351

TEAM COMPOSITION

Leadership

Sunny Hasija
Andrew Peake

Technical

Rob Vinson
Ian McCall
Ryan
Cunningham
Jesus Alonso
Min Seung Kim

Organizational

Antonio Morales
Jeong Shik Kim

PROBLEMS

- Small business lack resources
- Project / resource mismatch in IPROs
- No central portal for project talent

OUR SOLUTION

- Provide a central sourcing system
- Provide project management
- Manage outsourcing



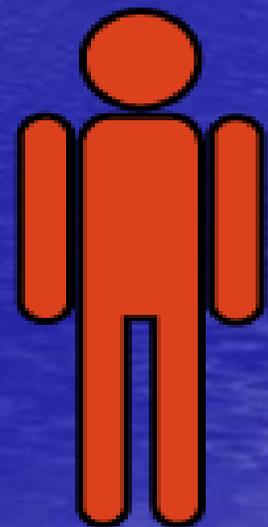
BENEFITS TO IIT

- Real-world class projects
- More successful IPROs
- More employable graduates



BENEFITS TO STUDENTS

- Real world experience
 - As a contractor/consultant
 - Practical application of skills
 - Project management
- Potential job opportunities
- Compensation



BENEFITS TO BUSINESSES



- Cost effective solutions
- Relationship with IIT and IPRO program
- Access to leading-edge technology
- Fresh/creative thinking
- University Technology Park



"THE ADVENT OF WEB SERVICES HAS INCREASED THE TEMPO OF INNOVATION IN THE TOOLS MARKET: AN APPLICATION DEVELOPMENT 'LAND RUSH' IS NOW UNDERWAY."

*Band, John. The Web Services Outlook.
Business Insights Ltd. 2003.*



THE WEB APP INDUSTRY

Participation

Data Driven

CSS-Design

Ajax

Web 2.0

Wikis

Standardization

Social Software

Multimedia

Blogs

TARGET CLIENTS



- Small business, non-profits & start-ups
- Other IPROs
- Universities & academic units

ALTERNATIVE PROVIDERS

- Web development firms
- Stand-alone software packages (DIY)
- Web-based development software (DIY)
- Business development centers and technology parks
- Individual freelancers

CORE COMPETENCIES

- Project management
- Resource access and management
- Web application development
- Multimedia development

PROJECT ONE

The logo for Blane Canada LTD. is displayed in a white box. The text "Blane" is in a large, elegant, cursive script. Below it, "Canada" is in a similar cursive script but slightly smaller. At the bottom, "LTD." is in a bold, uppercase, serif font.

- This project demonstrated our abilities to provide project and resource management
- Computer based instructional design
- Multimedia
- Gathered Project Requirements
- Created Design Specifications
- Built the Solution
- Manage the External Resources (Instructional Design)
- Tested and Delivered Solution

Blane Canada Training Module Interface

Home > Business Retention & Expansion > 3) Conducting an Executive Interview > Section 1-1

2BDev Group

Home

Courses

- Business Retention & Expansion
 - 3) Conducting an Executive Interview
 - Section 1-1
 - Section 1-2
 - Section 1-3
 - Section 1-4

Projects

Live Chat

Bulletin Board

About Us

Module 3: Conducting an Executive Interview

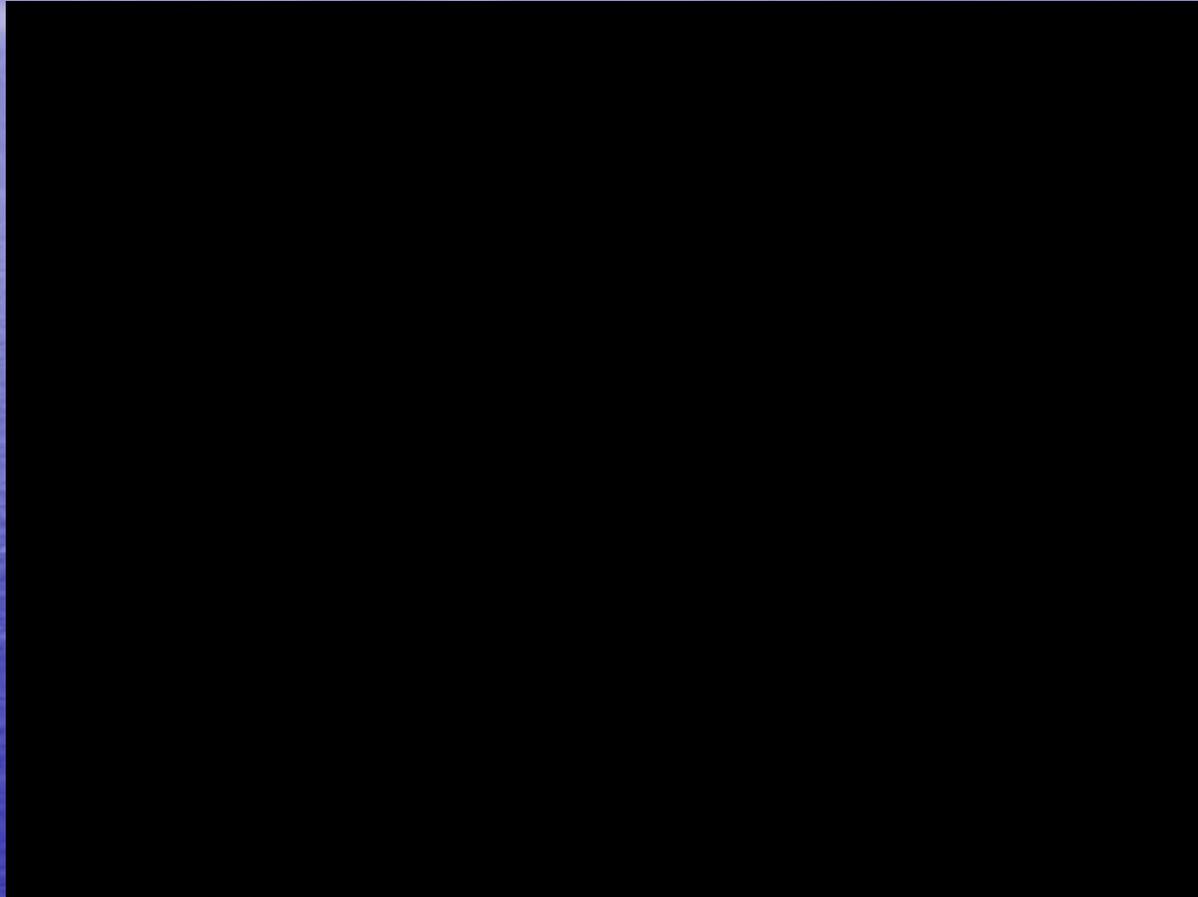
Overview

Before Interviewing

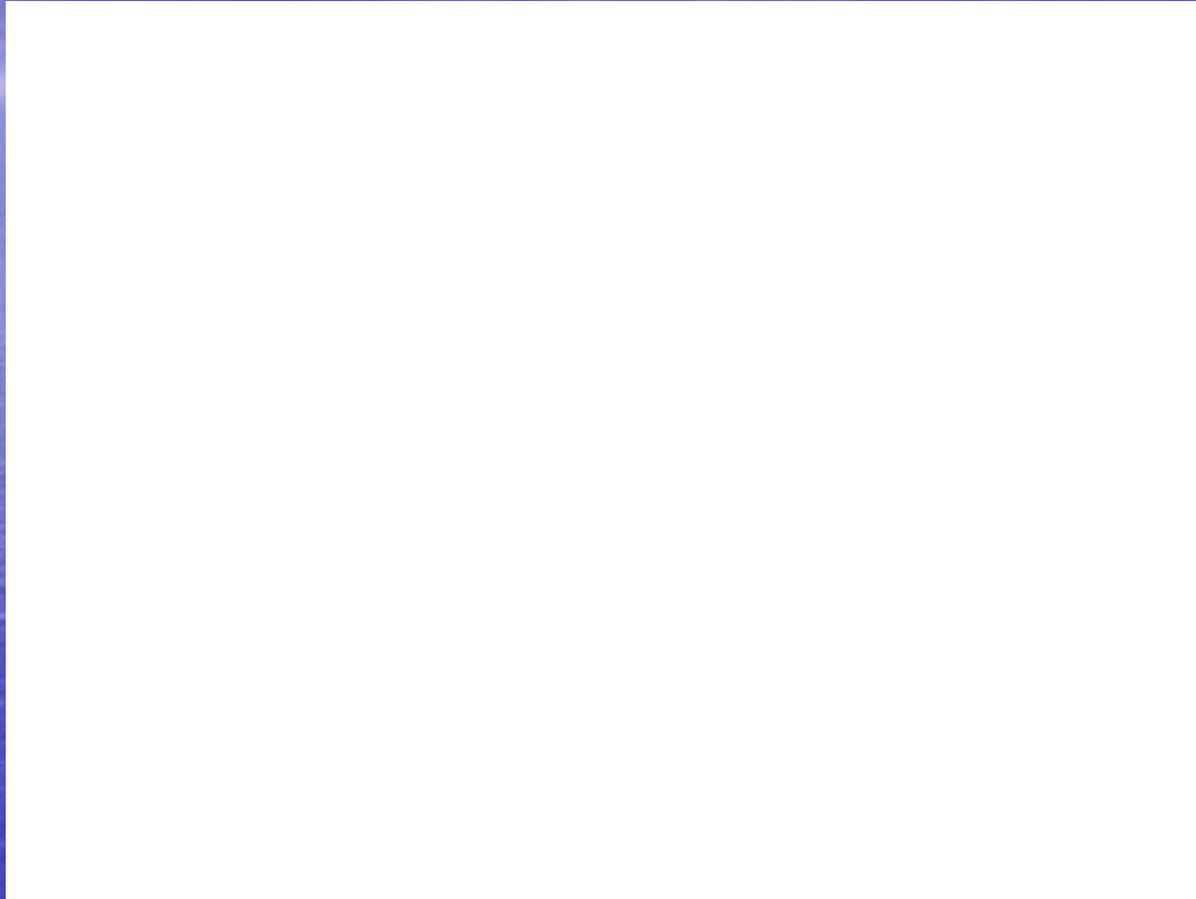
- ☞ Red Team
- ☞ Assistance Team
- ☞ Company information
- ☞ Tested interview questions
- ☞ Data management procedure

Executive interviews are common practice in economic development. Unfortunately, volunteers are often sent out to conduct executive interviews with little or no preparation. The *Interviewer's Guide* is a tool to help professionals and their volunteers prepare for this important interchange.

QUIZ

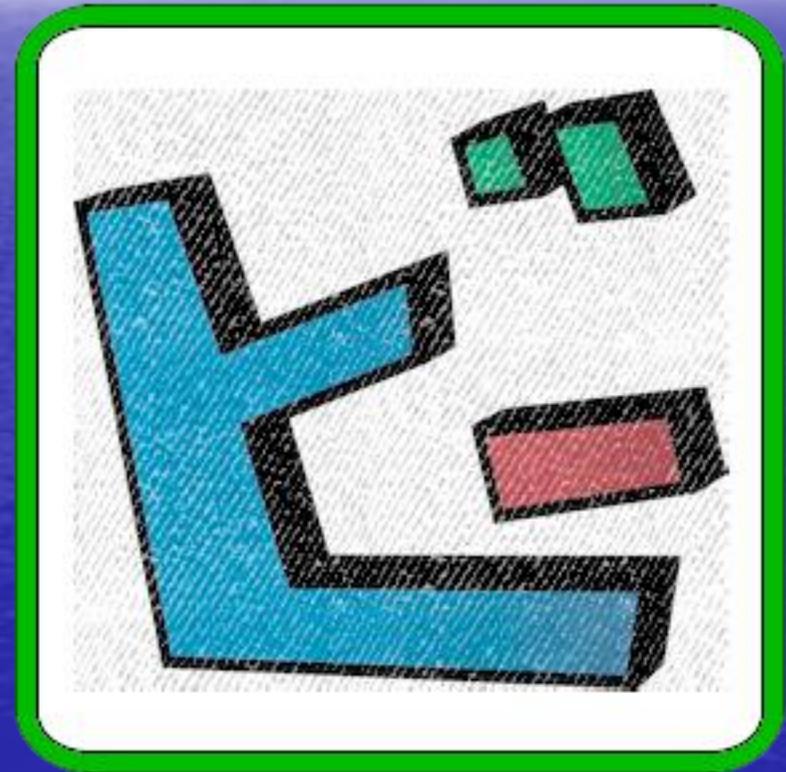


MULTIMEDIA



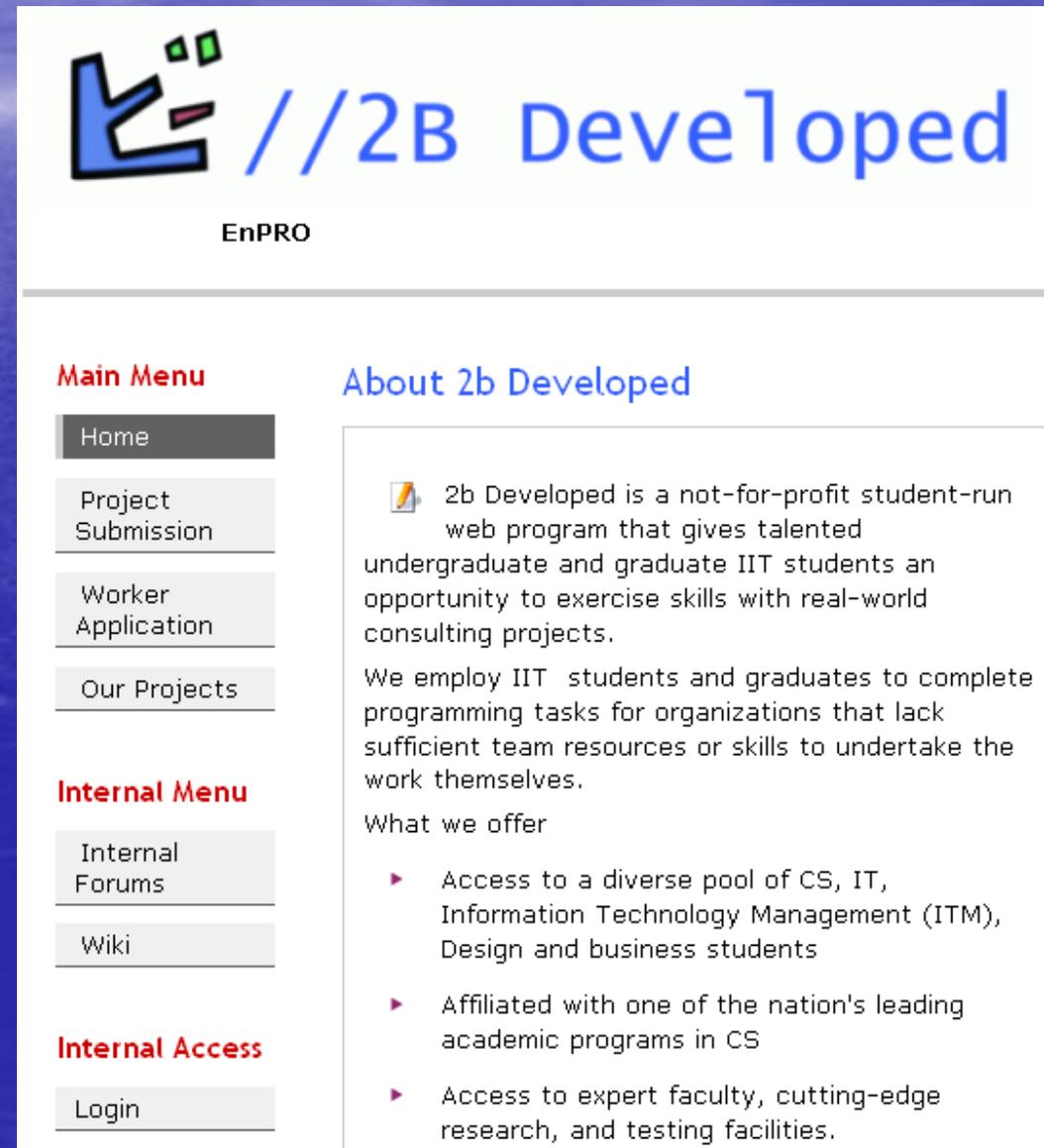
PROJECT TWO

- Web widget
- ENPRO 356 outsourced to us



PROJECT THREE

- Outsourced creation of our website to COM 431
- Features collaboration tools



The screenshot shows the homepage of the 2b Developed website. At the top, there is a logo consisting of a stylized blue 'E' with three small squares above it, followed by the text '//2B Developed' in blue. Below the logo, the text 'EnPRO' is centered. The main content area is divided into two columns. The left column contains three menu sections: 'Main Menu' with links for Home, Project Submission, Worker Application, and Our Projects; 'Internal Menu' with links for Internal Forums and Wiki; and 'Internal Access' with a link for Login. The right column features a section titled 'About 2b Developed' with a paragraph of text, a sub-section 'What we offer' with three bullet points, and a list of three bullet points describing the organization's offerings.

//2B Developed
EnPRO

Main Menu

- Home
- Project Submission
- Worker Application
- Our Projects

Internal Menu

- Internal Forums
- Wiki

Internal Access

- Login

About 2b Developed

2b Developed is a not-for-profit student-run web program that gives talented undergraduate and graduate IIT students an opportunity to exercise skills with real-world consulting projects.

We employ IIT students and graduates to complete programming tasks for organizations that lack sufficient team resources or skills to undertake the work themselves.

What we offer

- ▶ Access to a diverse pool of CS, IT, Information Technology Management (ITM), Design and business students
- ▶ Affiliated with one of the nation's leading academic programs in CS
- ▶ Access to expert faculty, cutting-edge research, and testing facilities.

VALUE PROPOSITION



- Knowledgeable IIT students
- Access to state-of-the-art facilities and resources.
- Cost competitive

PROJECT SOURCES



WOM
KNAPP Center
University Technology Park
Website
IPRO Office



OPERATING MODEL

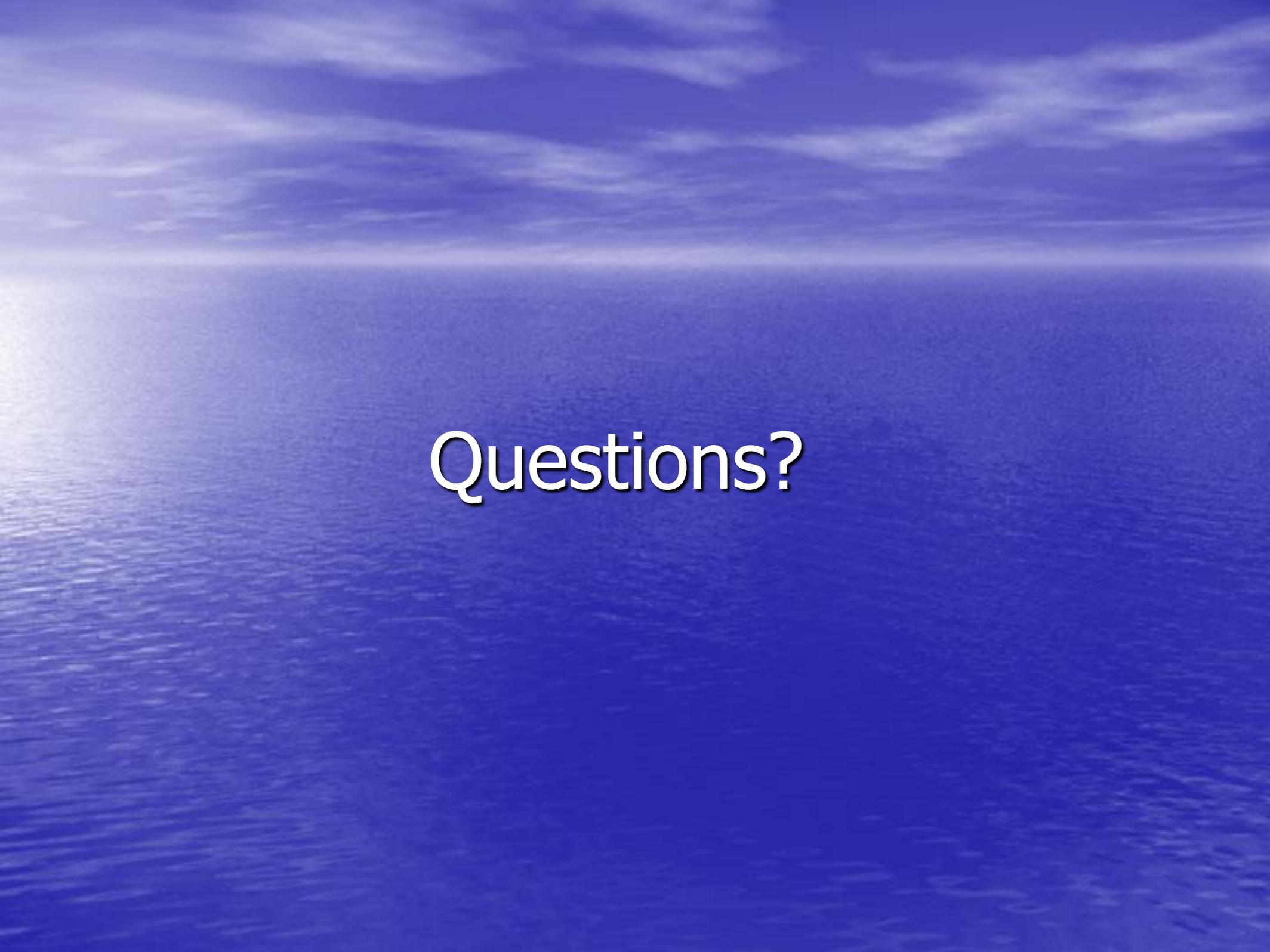


ACHIEVEMENTS

- Successfully implemented 100% of our operating model
 - Specialty development
 - Web widget development
 - Project management
 - Outsourcing
 - In-house development

THE ROAD AHEAD

- IPRO 320
- Several returning members
- Utilize collaboration framework from this semester



Questions?