

PV215 Management by Competencies

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Who we are?

Martin - Idealist Counselor

Student at SSME, graphic and UI designer, worked for various new media agencies, now working as a graphic designer and coder on projects Fotogalerie.cz and Prozeny.cz

Matus - Rational Inventor

Student, programmer, worked for game developing company, and have experience with founding a start-up in Brno

Miro - Guardian Provider

SSME student, currently working in datacenter in student position. Experience in PHP programming.

We are three students, who wanted to use experiences from studies in practice.

We share a common interest in mobile devices, that's why we decided to found a company which develops applications for smartphones. Also we saw a great opportunity for success in this new segment of devices.

Whom are you going to be useful and how?

Smart phones became very popular lately, more and more people can use their easy and intuitive control for everyday use.

We have decided to develop applications which could be useful for making the people lives easier. That's the company mission.

For example, we created app for reading bar codes, which looks it up in the database of products (mainly grocery) and warns user if it contains any dangerous substances for them (specific allergens, carcinogens etc.)

We will try to find new customers using viral marketing and it will depend on the product which next form we will choose. For the product for the detection of allergens we will use eg. worldwide trend of buying a healthy diet.

We didn't know each other, so the first contact was via email and cause we are busy students, the Students syndrome took place and we finished our assignment yesterday :) Matus (Inventor) came with the idea and we supported him and developed the idea further. We used brainstorming as a tool to form the final result.

Personality types matched, cause Rational Inventor came with the Idea, Idealist Counselor thought about the idea for a while and in accordance to his intuition, he supported it. The Guardian with a friendly attitude supported the idea and played a role of a uniting member of the team.

Value

We are a company with no bureaucracy, as a small team we can be better coordinated. Our applications are simple, aimed at solving a specific problem, we don't overwhelm users with stuff they do not need.

Processes

Name -> Goal -> Requirements -> Inputs -> Outputs

Ortoprocesses

Application development -> Completing the application -> HR (they know how to code good, suggestions, design) -> vision -> application

Getting the app on the market -> App expand to maximum people -> HR (ability to communicate with people) -> Application, People -> Community of people who are using the app

Communications with the food producers -> Try to create the network of partners -> HR (communication with people) -> Application and ability to promote producers products within it, community of people who are using the app -> Partnership

Paraprocesses

Mobile application development know-how -> Ability to begin the app development -> Investing to literature, trainings -> People, literature, unknown technology -> Programmers capable of coding the mobile apps

Taking a part into the health food conferences -> Gaining new contacts -> HR (communicative, convincing abilities, marketing) -> People, conference -> Partnership

Metaprocesses

Analyze market for mobile applications -> Get to know the trends -> State of mobile market -> Statistical data -> Evaluation of mobile market

Financial analysis

Conclusion

We came to conclusion, that the new emerging market of mobile application is highly lucrative and profitable. So it is worth to invest to this market segment.

Business plan changes according to Financial analysis

Based on financial analysis we have agreed on few changes, which leads to minimization of project costs.

- hire students instead of professionals => lower the wages
- use the services of business incubator => half the costs of office rent and services
- we use our own testing devices => lower expenses for purchasing new testing devices

Report

- 1) We have created google docs document and we used faculty email for arranging the meetings
- 2) We have read about personality types, some of the characteristics were funny(e.g. type of parent based on personality type) and some were quite realistic(e.g. ideas creation, leadership, ...)
- 3) During the teamwork, we behaved naturally and more or less it corresponded to our personality traits. Although our personality types were different, we concluded, that they are compatible for team work.
- 4) We agreed on meeting after each lesson of PV215, eventually we have refined the time via email and skype. The meetings took place regularly(once a week) .
- 5) We wouldn't change anything. We are satisfied with our work and team functioning.
- 6) We used brainstorming for generating the ideas and we didn't try to moderate the discussion, because we were a small team and we managed to agree on everything.
- 7) We used skype and email for communication. Skype was used for personal chat and email for meeting arrangement.
- 8) Our opinions were quite the same, so it wasn't hard to come to an agreement.
- 9) We didn't agree on office rental cost during the financial analysis, so we did a little survey about the pricing and we came to conclusion that our different opinions were based on demographic differences between Prague and Brno.