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B8554: MOBILE COMMERCE GROUP PROJECT

EventPlanner

Version 1.8

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EXECUTIVE SUMMARY

With the increasing popularity of mobile devises and usage, there is substantial potential to provide mobile services in the areas of leisure industry, especially tourism that has been identified as one of the growth area for Singapore.

COMPANY

Abaris aims to be a premier mobile commerce data service and solution provider and has successfully developed a suite of services and products.

Significant development and events have shape the world economy in the last two year - the disappointment of mobile commerce in the later 90s, follow by guarded optimism from the exponential growth in SMS; the terrorist attack on World Trade Centre; the crash of the dotcom boom. These have focused the industry and business back to the real needs and issues, and at the same time, provide opportunities to meet the growing area of mobile Data service and electronic commerce. The time is right for us to make our mark with new leading edge technology to supplement the current products and services in the market.

PRODUCTS AND SERVICES

The products and services comprise of

a. ***EventPlanner Services:*** Both web and mobile-based interactive services targeting at the leisure industry

- Restaurant Finder and Booking Service (ReF)
- Cinema Finder and Booking Service (CineF)
- Activity Finder (ActiF) – future target services

b. ***Hosted EventPlanner platform:*** Hosted mobile data services for the SMEs to gain competitive advantage by providing an additional channel of sales or distribution for their business via MDS

c. ***OEM EventPlanner platform:*** Hosted MDS that enables corporation to brand their own services so as to harness the potential grow and first-mover advantage in the mobile commerce arena.

BUSINESS MODEL

- Core business of Abaris is to provide MDS for leisure industry and our customers consist of enterprises, consumers and other relevant organizations
- Abaris will cooperate with enterprises such as restaurants, cinemas, parks, museums, shopping centers and other content providers who are providers as well as partners and customers
- Abaris also need to establish partnership with telco companies to realize some services and facilitate charging and billing
- SMS and wireless portal are Abaris' technological platforms by which the services come true
- Abaris' revenue comes from the subscriber fee, transaction commission, consultancy & solution integration, and advertisement
- Abaris' investment is mainly used for marketing, business development, human capital, and R&D.

MARKET

Our initial market is the Singapore market with target market in Asean and the Greater China at the second phase of our expansion. We aim to capture at least 30% of our target market segment to give us the market penetration and critical mass in Singapore. In China, we will be work with partners or local companies with China presence to break into the China market.

TEAM

Four NTU MBA students with extensive working experience in the Information Technology industry. All are currently honing their business knowledge by undertaking the MBA. Though the four founders are from the IT industry, they come from diverse specialization such as marketing, project management, system infrastructure and consultancy. Together, they can lend their expertise to ensure the success of the venture.

FINANCIAL

In the first year, besides major marketing effort for our EventPlanner services to the public, the company intends to provide the solution and services at low cost to a few strategic corporate customers in Singapore and the region in order to establish our presence in key leisure areas. However, the company still expects the very strong sales with over 5000 subscriptions in the first year. In the subsequent years, we will concentrate our efforts towards Greater China. We target the company's revenue of $1,200,000 with a return on investment of 5.3 times by the fifth year. We target to break even by the third year.

To realize this plan, we need additional funding to do target marketing, research and development efforts to fine-tune our products and solutions. To support these efforts, we seek an initial capital commitment of only S$100,000 in return for an equity stake.

OUR VALUE PROPOSITION

We have a suite of product and services that will enable us to provide mobile data services to both the end consumers and corporate companies.

Our product and services encompass the following:

PRODUCT AND SERVICES

EVENTPLANNER SERVICES

The EventPlanner services comprise of the following:

1. Restaurant Finder and Booking Service (ReF)
2. Cinema Finder and Booking Service (CineF)
3. Activity Finder (ActiF) – future target services

Restaurant Finder and Booking Service

The user provides the *location*, *budget* and *type of food* details. He sends the data through the mobile phone to our service ReF. ReF will make a selection of the restaurant based on the criteria and send the information to the user. When the user is interested in booking the restaurant, he will provide the time and the number of people to ReF. ReF informs the restaurant of the booking and provides a confirmation to the user. Registered users can collect bonus points in our system once they have completed their meal in the booked restaurant.

Cinema finder and Booking Service

The user provides the *date* and the *time* and either the *theatres* or the *names of the movies* to the CineF system. CineF will select the movies that meet his criteria. When the user is interested in the movie, he can request a booking providing the number of tickets that he wants. CineF will book the tickets in the respective theatre and send the confirmation to the user. The user has to be a registered user to book the tickets.

Activity Finder

The user provides the *available time frame* and eventually the *start time* if he does not want to start the activity right now. He can also propose the *start location* and a *destination location* but if he does not do so, ActiF will assume that his current location is both the start point and the end point of his activity. ActiF gets his current location from the network operator. ActiF looks up in the customer database for the respective profile of the customer and proposes activities that match the time frame and the location of the user. The database that ActiF uses also has information about MRT and SBS schedules and can combine them in order to propose a remote activity that fits within the time frame that is available. ActiF then proposes a list of activities matching the customer's preferences. When the customer requests further information to an activity, ActiF can propose a detailed schedule including time tables and fares. ActiF is provided to registered users only.

HOSTED EVENTPLANNER PLATFORM

Acting as an ASP, Abaris provides hosted mobile data services for the SMEs so that these firms could gain competitive advantage by getting an additional channel of sales or distribution for their business via MDS.

OEM EVENTPLANNER PLATFORM

Abaris provides consultancy and total solution of MDS application to large corporation, enabling them to brand their own services so as to harness the potential grow and first-mover advantage in the mobile commerce arena.

ADDED SERVICES

A mobile portal is set-up to enable customer registration and companies maintenance of its services. For the end consumer, they can is geared towards leisure and travel activities. The task of the portal is to attract customers to this web site and funnel them carefully to our mobile services that are the revenue-generating part of our services.

In an introduction section of the mobile portal we offer a free listing of all travel agencies, attractions, restaurants and transportation links in Singapore in order to attract the customer to our mobile data services and display our competency in this field.

In a specialized section funnelling the customer to our mobile data services, we display a list of associated content providers that offer their services and transactions for our mobile data services.

Users need not be registered as a customer to use our mobile data services. However, they may not be able to use the whole spectrum of services that we offer if they are not registered. In order to encourage users to register for our mobile data services, registered user will be able to participate in a *Rewards Program* and *Special Promotions.*

INDUSTRY AND MARKET

INDUSTRY TREND

[2] and [3] name some prospective applications, and [3] even gives an estimate about the market share of some applications. Please note, however, that these predictions are for the worldwide market of mobile data services. This market may be different from certain Asian markets like Japan or Singapore. Nevertheless, some applications like "ticket booking", "travel guides", "yellow pages" show up in several studies [2;3] in a repetitive pattern. Figure 1 [3] also shows the importance of location based services for mobile data services, a finding that will be discussed later.

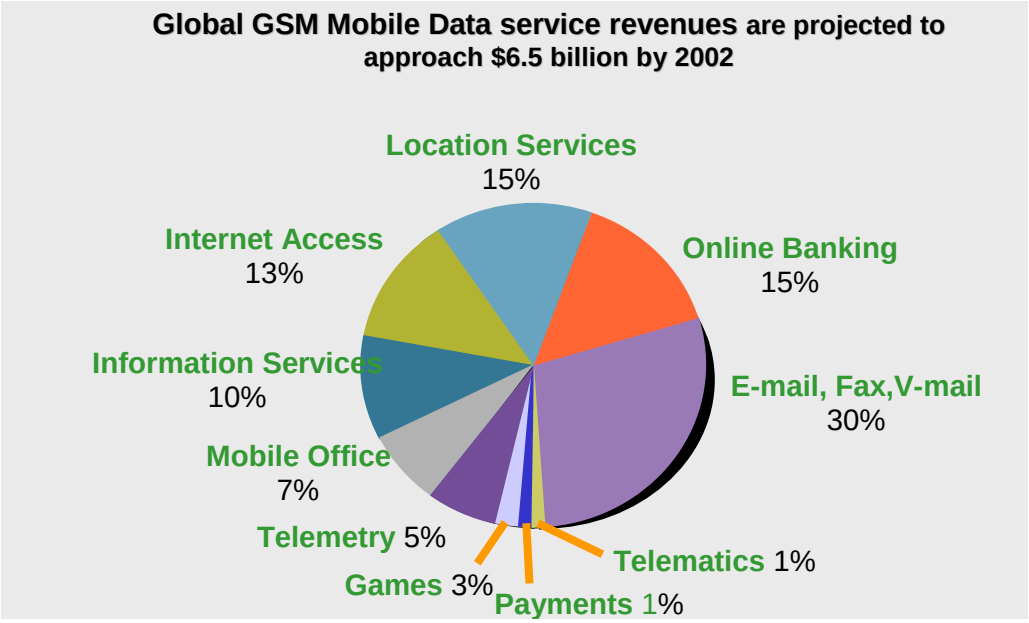

Figure 1: ITU's Prediction for the Market for Mobile Data Services in 2002

We know that the markets for mobile data services will not be uniform in all countries. In fact, a study about the i-mode system in Japan reveals many services that may not be socially acceptable or applicable in other countries like "Find a love hotel", "Locate a hostess bar" or "Get marriage counselling" [5]. This shows that it was necessary to conduct an own field survey in order to examine the taste of Singaporeans, Malaysians and other Asians currently living in Singapore.

As to the Singaporean market, IDA points out that only 10% of the mobile phone users are engaged in wireless services that go beyond the simple SMS transfer which shows that the Singaporean market is not yet developed [4]. Among the listed services, we can again find "travel & hotel info", "ticketing/reservations" and "location-specific info", albeit without any further percentages.

Based on the Forrester Research 2001 on Youth Market Survey, services like "Look out for movie information." and "Get direction to a location" are mobile phone application that young Singaporean users are interested in. Furthermore, "SMS Movie", "Ticket Reservation" and "Restaurant Guide" are the services creating the most interest among Singaporeans.

According to [1], the following user numbers and e-commerce revenues are predicted for Singapore:

Year	Active micro browser users in thousands	Mobile e-commerce revenue in millions of US$
2003	461	358.9
2004	802	610.6
2005	1229	902.3

Table 1: IDA's predictions for 2003-2005

This clearly shows that there is market potential for the right services in the field of mobile e-commerce albeit the study does not reveal which services are requested by the users.

We have, however, an example of a successfully implemented restaurant finder in Singapore which is described in [6]. Makansutra has even joint an alliance with the major GSM provider in Singapore, Singtel and can therefore offer its service on Singtel's e-ideas portal website. This shows that there is potential for

mobile data services like a Restaurant Finder. It also shows that we will face competitors that are themselves content provider and that have already established roots in the market. We will therefore have to differentiate or add additional value to our customers compared to what Makansutra offers [6].

A study from Jupiter Research [7] gives some valuable advice as to the kind of services that have potential to be successful in the mobile market. The study mentions that only services which are highly location-specific and which are at the same time of immediate time sensitivity have the potential to succeed. Among these services are local directories, traffic and weather updates, ordering of dinner and maps/directories [7].

What do users expect from mobile data services and why are mobile data services adopted so slowly by the users? [8] highlights some expectations that users have to mobile data services. Among the numbers, there are 35% afraid of the involved connection costs, 33% have concerns as to paying by credit card and 11% consider the navigation to be too hard. That emphasizes the strong need for a shift to WAP over GPRS or for a similar service that does not cause connection costs on a time base. Furthermore, it shows that ease of navigation and a well tailored and structured service is absolutely crucial for a successful MDS implementation. [7] gives some advice as to the options for reaching the mobile audience and shows that a portal partnership or a carrier partnership are ways to effectively control the user experience but which also require the highest effort in their implementation.

MARKET SURVEY& ANALYSIS

Based on the findings in the previous chapter, we decided to conduct a market survey [9] in order to gain primary data as to the acceptance of various services in the market. Although the survey has a small sample size (N=52), it reveals some interesting aspects.

Some statistical data of our sample population is given in the annex. Looking at the equipment and the services that our sample population uses, we can immediately identify them as technology savvy users that are equipped with modern devices. However, using the framework given in [12], we would allocate these users in the groups “Lifestylers” or “Sophisticates” rather than “Techno Toys” because the spectrum of activities we have found does not justify putting them into a group of persons that is only interested in electronics or technology. They are also not at the very forefront of technology because only few of them have a mobile phone with a colour display which has already been available for some time in the markets now.

In order to estimate the interest in various mobile data services, we asked the respondents about their attitude to several kinds of services. Those were:

- *Restaurant Finder* and *Restaurant Booking Service*
- *Cinema Movie Information System* and a *Cinema Movie Ticket Booking Service*
- *Text Messenger Service* and a *Audio/Video Messenger Service*
- *Travel Guide* offering the best MRT/bus connection
- *Tour Guide* proposing a Sightseeing Tour
- A *Hotel Guide* with a Booking Facility
- A *Lift Finder* which offers opportunities to travel in private cars
- A *Friendfinder* Service for finding friends or soul mates
- An *Online Dictionary*

In the sub-section “Attitudes regarding various Services” in the annex, we can see that people value a booking service higher than the mere informative service. If a restaurant finder offers an additional restaurant booking service, it generated more interest for the service than a pure restaurant finder. The same applies to the cinema services. A cinema service which enables the user to book tickets immediately

is of higher interest than a service which only displays information about movies. As to the Messenger Service, an Audio/Video Messenger creates more interest than a pure text messenger. Among the travel services, we find that most users are obviously interested in MRT/bus schedule information on the spot, and this is an information that is currently not only unavailable in the mobile device, but in the combination of MRT and bus even cannot be found in the wired internet.

Among the other services, the Online Dictionary seems to create interest, and this is a feature that is easily to be implemented, does not bind many resources and can therefore be an ideal add-on feature for our travel-centric services. Obviously, respondents do not have any interest in advertisement being sent to their mobile phone.

We also did some statistical analysis and separated the respondents in two subgroups. One subgroup consisted of the persons that were interested in "Wine & Dine", and the other subgroup consisted of the remaining respondents. As expected, the subgroup which is interested in "Wine & Dine" shows a high affinity to the Restaurant Services whereas the other subgroup shows much less interest in the respective services.

We did the same experiment with the Cinema Services and divided the respondents into the group that had shown interest in "Movies" and the remaining group which did not express this interest, and the result of the examination is similar. The respective graphs are given ion the sub-section "Restaurant Services and the 'Wine & Dine' subgroup" and "Cinema Services and the 'Movie interested' subgroup" in the annex.

Interesting insights are contained in the table in the sub-section "Willingness to pay a monthly service charge" in the annex which reveals which monthly service charge users would be willing to pay for a tailored service. As we can see, most users are located in the lower segments, and maybe, a segmentation of the services in basic services and premium services could be a suitable approach.

REACHING THE TARGET GROUPS

Primary and secondary data research has indicated that there is sufficient potential for the services we intend to offer. [4] indicated that we can potentially reach 10% of the Singaporean mobile phone users, and those would be about 260,000 persons in 2003 [1]. We have seen that it is crucial to separate this group further more and target groups according to their interest. People interested in "Wine & Dine" can best be reached in restaurants, and so it is necessary to establish connections with restaurants who would be interested in joining our service and market our efforts there. Also, lifestyle magazines may be a suitable marketing platform for this group. The target group could then be described as young working adults or couples that are more susceptible to dining outside.

The persons interested in cinemas are best reached in cinemas or by advertisements in magazines covering movie information. Typically, these persons will be younger people, maybe students. Therefore, also advertisements in university magazines or school publications may be a suitable and relatively cheap means of reaching these potential customers. Some advertisements are shown in Annex: Advertisement.

KEY LEGAL ISSUES

As happened and happening to any industry and market, the macro environment greatly affect the development and innovation of mobile e-commerce. Among those factors from culture, social norms, economic & income growth, public policy, to legal system, the last one, legal system, is the most worthy of discussing here.

PRIVACY PROTECTION

The first and one of the most noticeable legal issues is the privacy protection. MDS is just to provide a kind of products and services based on data, including consumer's personal data, content providers' data, and other stakeholders' data while these data are, to some extent, concerned with their privacy. So, how to convince the relevant stakeholders that their data would not be abused and unintentionally leaked out is a

critical legal issue. Supposing when you are using the EventFinder to book seats for a movie, the EventFinder can locate your location and take record the names of the cinema and the film. Day by day, using data mining, the MDS providers can easily know where you are, which cinema you often go and what kind of movie you prefer.

In Singapore, no independent privacy law or relevant law specifies this issue completely while in Europe the privacy is under strict protection. For example, the consumer profiles cannot be dispersed out of Europe.

CONTRACT ENFORCEABILITY

Another issue is about the validity and enforceability of the contracts automatically formed via SMS, WAP, or wireless portals.

Singapore has an *Electronic Transactions Act which* stipulates the formation, repudiation, validity, and enforceability of electronic contracts that are transmitted through e-mail. However, whether the SMS has the same legal effectiveness is not clearly stated. Compared with e-mail system, SMS and MMS have embarrassing technological difficulties. Through e-mail or a portal, the provider can display its clauses on a conspicuous position of the web page and ask the comer to read and accept the statement before continuing the transaction. However, SMS and WAP cannot do so due to the limited byte capacity.

COPYRIGHT & PATENT

Finally the protection of copyright, patent and other intellectual properties is absolutely one of the core legal issues in MDS field. For example, it is important to protect the business idea and business model of our service. Where can we source material from for our tour guides? Can we use restaurant lists published in travel guides?

MARKETING AND SALES

MARKETING STRATEGY

We plan to follow a focused strategy to demonstrate how the various products and services can contribute to our business model. We will build its brand and foundation and grow its business in Singapore in the first year. It aims to expand into the regions at the second half of the first year to have ‘first-mover’ advantage.

The pricing will be competitive so that we can achieve our aim of market penetration. Though competitive, we have structure a multi-tier pricing for both the recurrent and transaction based charges. For the end-customers, we intend to charge $12 per year, upfront payment. Our intention is to tie-in with companies who have rewards program to offer the subscription as one of the item in their reward structure. For the small and medium company, we will price it competitively at $20 a month (as recurrent revenue). A transaction fee will be levied for each transaction. The transaction fee will either be a fixed fee or a percentage of the transaction with a base and ceiling. As for the premium customer, we will charge $50 a month and they have the ability to brand the MDS for their company.

We plan to work with service providers and software house for placement and deployment our product especially for our preferred and premium customers. The service providers can bundle our offerings to provide an integrated solution. This strategy will allow us to scale quickly.

Our product in term of services shall have innovative offerings every month. As for the product, we will ensure that we keep up to the latest technology so that we can provide a time-to-market for the product and services and also meet customers’ demand effectively.

We shall have joint promotion with our preferred and premium customers at the launch of their services. We will participate in conferences, seminars and tradeshow to create awareness. We will also raise

the profile of the company by embarking on a branding and marketing campaign. For the end-customers, we will have major tie-up with trendy shops and restaurants to offer promotional items. We will also work with radio stations to offers attractive discount for freebies such as movie tickets (booking through EventPlanner), Fast Food companies to offer freebies when our customers do their purchase. We will continually work with companies with youthful clients to promote the awareness of our business.

CRITICAL SUCCESS FACTORS

ALLIANCE WITH NETWORK OPERATORS

An alliance with network operators like Singtel or M1 is preferable because can then arrange a payment structure which allows customers to pay for our services without having to pre-register first with our service. A close alliance also enables us to be located in a premium portal site like Singtel's *e-ideas* website and thus gain a higher visibility for users. The optimal symbiosis would be if the network operator lets us participate in the income he yields by the traffic that users generate (and pay to the operator!) when they access our sites.

ALLIANCE WITH RESTAURANTS AND CINEMAS

We can only offer reasonable and revenue generating services when we have established an alliance with restaurants or cinemas. They have to provide us with data concerning their program, opening hours, promotions. And ideally, they participate in a booking service which we then market to the end customers. This is not unrealistic because actually, restaurants can benefit very much from direct booking and reservations by little or almost no investment in hardware, depending on the booking mechanism which is yet to be defined.

ADEQUATE PRICING

Our target groups are diverse, ranging from students to dinks[1]. So we can expect a different price elasticity of the various groups, and therefore, pricing is a very important consideration. We have seen in the survey that revenue can be generated in pricing range around S$10 but in order to elaborate further on this, a detailed survey among the different subgroups (students, adults, dinks[1]) must be conducted in Singapore which enables us then to conduct a detailed pricing structure when we want to implement all services. For the restaurant finder and booker, the data from our survey is quite adequate because the target customer group consists mostly of adults who have an income and who belong to the group of "Lifestyle People" and therefore are willing to pay for a tailored service as we have seen in our survey.

ADDED SERVICES

In order to bind customers to our service, we have to watch out for value added services that are of interest to them and which are easy to handle but that do not cause high costs on our side. The *Online Dictionary* is such a suitable service for students. Establishing such a service is not difficult and it does not consume many resources, but it can help us that students always return to our mobile portal and can then be provided with advertisement and links to our value-added and revenue generating services.

[1] dink = double income and no kids. This refers to a couple without children and therefore high spending power.

FINANCIAL PROJECTIONS

REVENUE MODEL

- EventPlanner aims to meet its revenue target by adopting a composite revenue model that will enable us to sustain its business in the long term. The revenue streams are:

a. ASP model

We shall target small to medium leisure-related companies such as cinemas operators and restaurants. These partners will have:

- Mobile-enabled transaction linking into their computer systems.
- Use of our EventPlanner for the promotion of their products and services.
- Preferred rate for advertisement on the EventPlanner website.

They will pay a low flat monthly subscription fee and commission fee for every successful transaction. Also, they should pay consultancy and solution integration fee for applying this function.

b. "OEM" model

We shall target big corporation that want fast "time-to-market" for their mobile data services and have their own brand for their mobile portal and data service. These partners will have:

- "branded" EventPlanner
- Integration of the EventPlanner to their computer systems

They will pay consultancy and solution integration fee for starting off this application and then a fixed monthly subscription fee.

c. Subscribers

We shall target our consumer to register with our services. The registered users pay a flat fee. They can participate in promotion activities and get "reward" points for using the services. While for the causal users they would be charged by the service.

d. Advertisement

The revenue from advertisement service will become a more steady revenue stream after we achieve our planned market share. Besides of providing advertisement services for our content providers, we will develop other customers whose products and services are relevant to leisure activities.

REVENUE PROJECTIONS

Based on the revenue model that our company has adopted, we expect to see stronger sales growth only in the second year after we have established market presence and expanded our service offering. The company will extend the services like Activity Finder, target for launch on the second year and regularly updating and expanding the existing services to include more partners. After year 3, revenue from our services is expected to growth by 30% annually, driven by addition of new entertainment venues, activities and penetration into the corporate sector. The estimated revenues breakdown is mentioned in Table 2. We project that our End Users subscriptions to double year on year. For Corporate sector, the same trend is likely to occur with our subscriptions are targeted to double every year. As for transaction volume, it will double on the second year and triple the volume from year three onwards. Advertising revenue numbers are kept at very conservative levels and any actual increase will be pure profits for the company. Our

revenue from our ASP and OEM models in the subsequent years are not projected in the following table and these revenue will clearly be an added bonus to our bottom line.

	Year 1	Year 2	Year 3	Year 4	Year 5
No of Services	2	3	4	6	10
No of Subscriptions					
End Users @$12	5000	10000	20000	40000	80000
EU Revenue	$60,000	$120,000	$240,000	$480,000	$960,000
Corporate @$240	50	100	200	400	800
Corporate Revenue	$12,000	$24,000	$48,000	$96,000	$192,000
No of Transactions @0.03	6000	12000	36000	108000	324000
Transaction Revenue	$180	$360	$1,080	$3,240	$9,720
Advertisements Revenue	$2,400	$2,880	$3,456	$4,147	$4,977
Total Revenue	**$74,580**	**$147,240**	**$292,536**	**$583,387**	**$1,166,697**

Table 2: Revenue Breakdown for Year 1-5

COST ANALYSIS

The company expects to incur significant amount of funds into certain fixed costs in the initial stages of the company. Start-up capital will come from the founders with a total of $80,000 and we seek external investment from venture capitalist or individuals for the balance of $100000. The founding team will each take up management responsibilities in functional roles namely, business development, finance, marketing and technology. Only one programming staff will be hired for the initial years for the development of the portal and coding of the messaging engine and databases. The company will operate out of a home based office to control its fixed cost till we have substantial funds for a proper office setup. The cost breakdown for fives years projection is shown in Table 3. The cost for the first year will include start-up cost use for computing equipment and infrastructure.

	Year 1 Cost	Year 2 Cost	Year 3 Cost	Year 4 Cost	Year 5 Cost
Advertising	$100,000	$100,000	$100,000	$100,000	$100,000
Equipment	$20,000	$5,000	$5,000	$5,000	$5,000
Office & Expenses	$3,000	$4,500	$5,400	$6,480	$7,776
Wages	$28,600	$34,320	$80,200	$96,240	$115,488
Website Infrastructure	$20,000	$10,000	$10,000	$10,000	$10,000
Others	$2,000	$2,000	$2,000	$2,000	$2,000
Total Cost	**$173,600**	**$155,820**	**$202,600**	**$219,720**	**$240,264**

Table 3: Cost Analysis for Year 1-5

The break-even for the business will be at the end of year 3. From the very conservative projections as shown in Table 1, the company will be able to make good profits from year 5 and beyond. With more services and the adoption of 2.5G and MMS services, we do not foresee a problem of acquiring our

targeted number of subscriptions and strongly believed that the transaction volume will in fact be much higher than projected. Revenue projections

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[7] Laszlo, J. et al, "Mobile Revenue Models. Short Term Constraints Breed Long-Term Opportunities.", Jupiter Communications, New York, 24 April 2000.

[8] Brooks, D. et al, "Mobile Commerce. Profiting Despite Consumer Apathy.", Jupiter Research, New York, 21 June 2001.

[9] Rüeck, G. et al, "Survey on Mobile Data Services", http://www.rueeck.de/de/MBA/mds.html, Singapore, 21 January 2003.

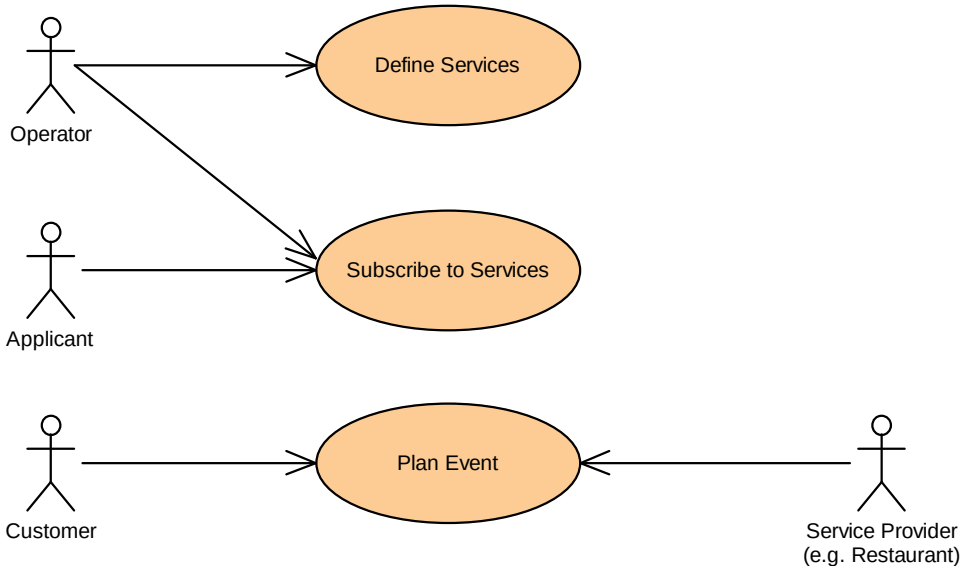
[10] Diener, U., "GrafStat. Das Fragebogenprogramm.", http://www.grafstat.de/, 14 December 2002.

[11] Landesinstitut für Schule, http://www.learnline.de/, Soest.

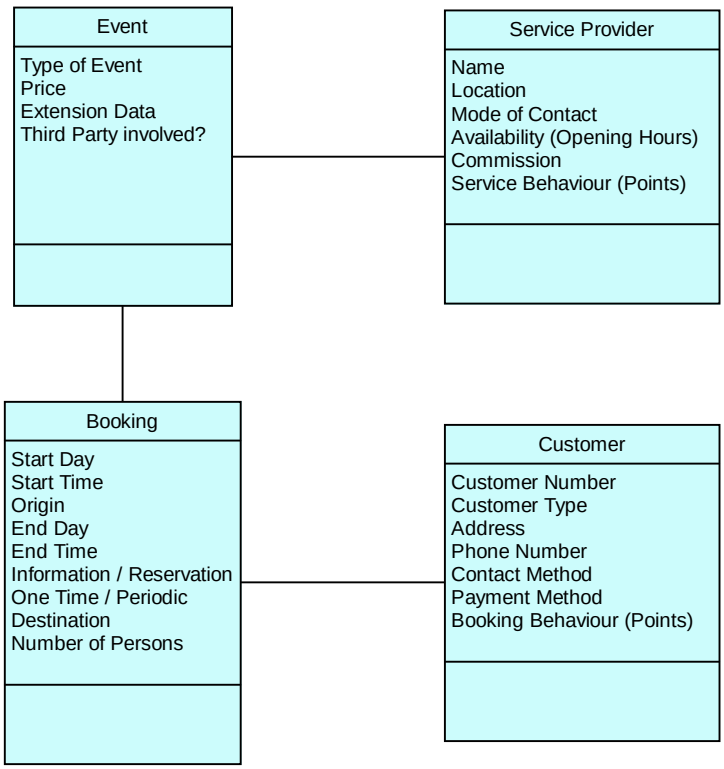
[12] Gilbert, A.L. and H.H.M. Ian, "Modeling the Dynamics of Emerging Mobile Data Services Markets", Nanyang Business School, Singapore, January 2003.

ANNEX: USE CASES

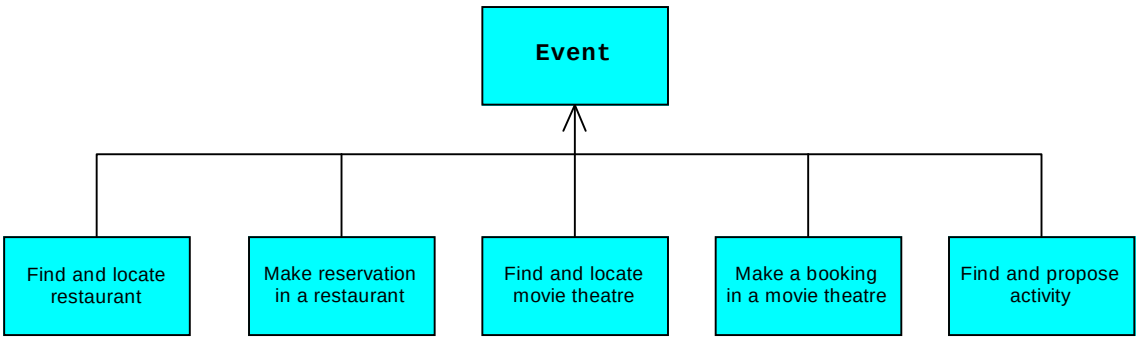
USE CASES



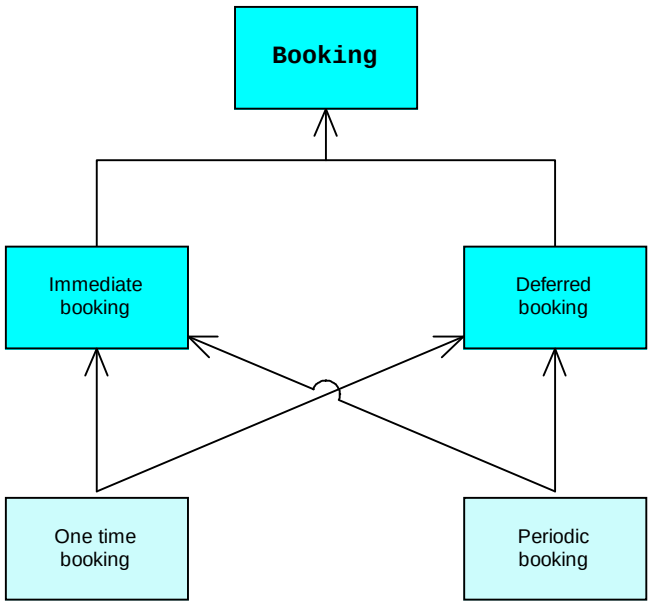
CLASSES



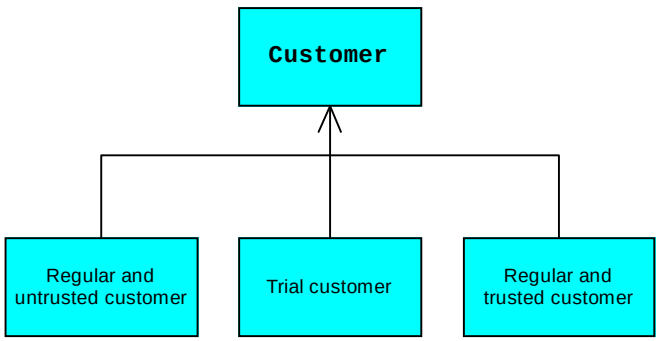
EVENT ENTITY



BOOKING ENTITY



CUSTOMER ENTITY



USE CASE 1: "SUBSCRIBE TO SERVICES"

Goal in Context

An applicant uses our web portal to subscribe to our service and created a profile.

Scope:

The EventPlanner web portal and the customization of the services.

Preconditions:

none

Success End Condition:

The applicant has subscribed to our service and customized his preferences.

Failed End Condition:

The applicant has not been able to subscribe to our services.

Primary Actor:

The applicant himself.

Secondary Actor

An Operator of the EventPlanner Service.

Trigger:

Request for subscription on our web portal.

MAIN SUCCESS SCENARIO

1. The applicant accesses our web portal and selects the "subscription".
2. The applicant subscribes leaving his personal details and his billing information.
3. The operator verifies the given information and permits the admission of the applicant.
4. The system notifies the applicant by email that he has been admitted.

EXTENSIONS

2a The applicant fails to deliver all required information.

2a1 Our system informs the applicant about the missing information.

3a The applicant cannot be admitted..

4a1 The operator notifies the applicant about the failure and eventually suggests alternatives.

SUB-VARIATIONS

2a The customer can select from several billing options.

3a The admission criteria is party based on automated criteria verification and require minimal involvement of the operator.

RELATED INFORMATION

Performance Target

1000 applications or rejections per day

7-days admission/rejection, but only during daytime

Channels to Primary Actors

Web Interface of EventPlanner Service.

Channels to Secondary Actors

Web-based database interface.

OPEN ISSUES

What are the admission criteria and the allowed billing methods?

USE CASE 2: "DEFINE SERVICES"

Goal in Context

The operator defines a new service that will be offered to customers of EventPlanner.

Scope:

The EventPlanner System.

Preconditions:

none

Success End Condition:

The customer can access the new service.

Failed End Condition:

The customer cannot access the new service.

Primary Actor:

The operator.

Secondary Actor:

none

Trigger:

Request for defining a new service.

MAIN SUCCESS SCENARIO

1. The operator creates a new Event Entity in the EventPlanner database.

2. The operator inputs necessary data and links the Event Entity with the Booking Entity and eventually with the Service Provider Entity.
3. The operator releases the newly defined Event Entity.

EXTENSIONS

2a The newly created Event Entity requires structural changes of another Entity.

2a1 The affected entities have to be changed.

RELATED INFORMATION

Performance Target

5 new Event Entities per day

1 change of affected entities per day

Channels to Primary Actor:

Web-based database interface.

OPEN ISSUES

Mostly technical and safety issues.

USE CASE 3: "PLAN EVENT"

Goal in Context

A customer uses our EventPlanner Service to plan an event.

Scope:

The EventPlanner Service.

Preconditions:

The customer has been admitted to our services and has a complete record in the database.

Success End Condition:

The customer has been able to plan an event.

Failed End Condition:

The customer has not been able to plan an event.

Primary Actor:

The customer.

Secondary Actor

An affiliated Service Provider.

Trigger:

Request for EventPlanner either through SMS or WAP.

MAIN SUCCESS SCENARIO

1. The customer selects the type of event.
2. The customer inputs the details of the event.
3. The system eventually contacts a service provider.
4. The service provider acknowledges his participation in the event.
5. The system confirms the event to the customer.

EXTENSIONS

2a The customer does not input all required details.

2a1 Our system queries the customer for the missing details.

3a The service provider cannot be contacted.

3a1 Our system tries to find alternatives and proposes them to the customer.

SUB-VARIATIONS

1a The customer can select from various events. In the current "Proof-of-Concept", the following events are defined: "Find a restaurant.", "Book a restaurant.", "Find a movie.", "Book a movie." and "Find activity."

3a Not all events require a service provider. Some events like the proposal of a walk through a quarter does not require booking activities so far, and the system itself contains all the necessary information to serve the customer.

RELATED INFORMATION

Performance Target

500 events with involvement of service providers per day.

5000 events without involvement of service providers per day.

Channels to Primary Actors

SMS or WAP.

Channels to Secondary Actors

Not yet defined.

OPEN ISSUES

What will be the channel to the Secondary Actor?

PROOF OF CONCEPT

A Proof-of-Concept has been done both using SMS and WAP. The files for the Proof-of-Concept are available upon request, and the WAP files are accessible at http://www.rueeck.de/wap/eventfinder.wml. Some sample views of the WAP sites are shown here:

Openwave SDK ...
File Edit View Tools Help
Go http://www.rueeck.de/wap/activity.wml
ActivityFinder
ActivityFinder
Please Select:
Entertainment
Museum
Parks & Gardens
Shopping
Walks

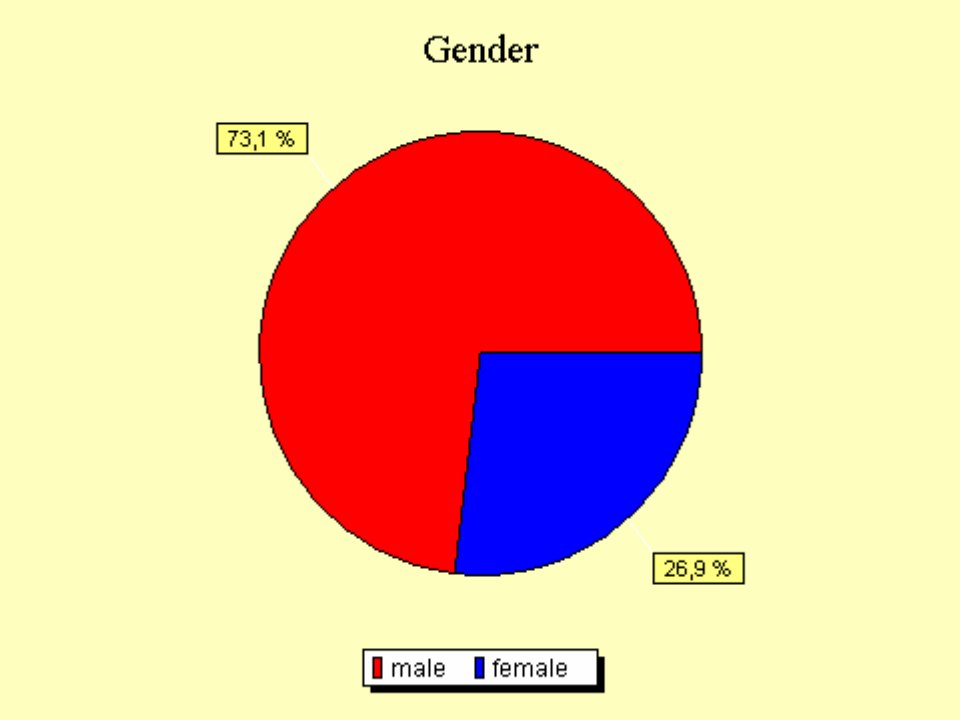
Openwave SDK ...
File Edit View Tools Help
Go http://www.rueeck.de/wap/Activity/walk.
ActivityFinder
Walks
Please Select:
Around the Padang
Chinatown

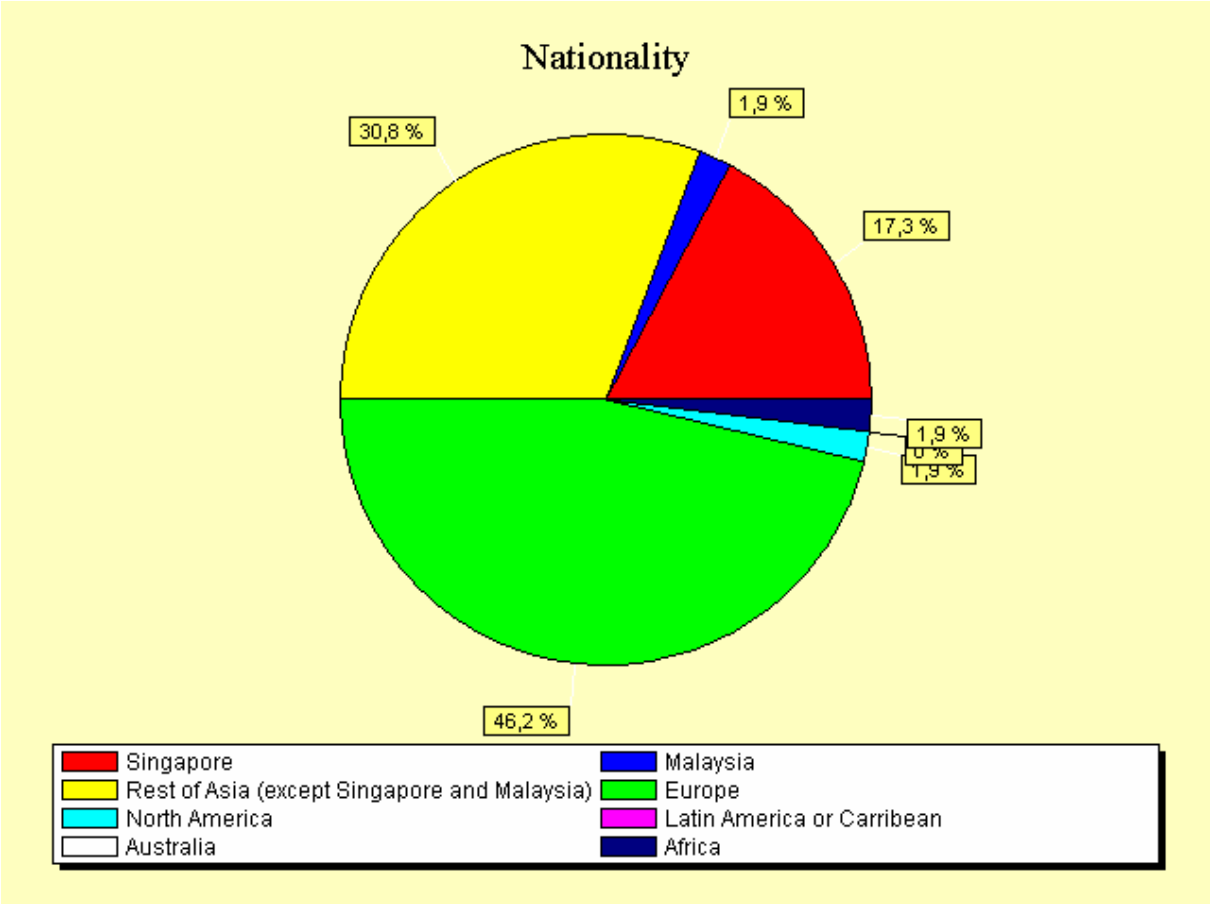
Openwave SDK ...
File Edit View Tools Help
Go http://www.rueeck.de/wap/Activity/Walk
ActivityFinder
Chinatown
The heart of
Chinatown is a set

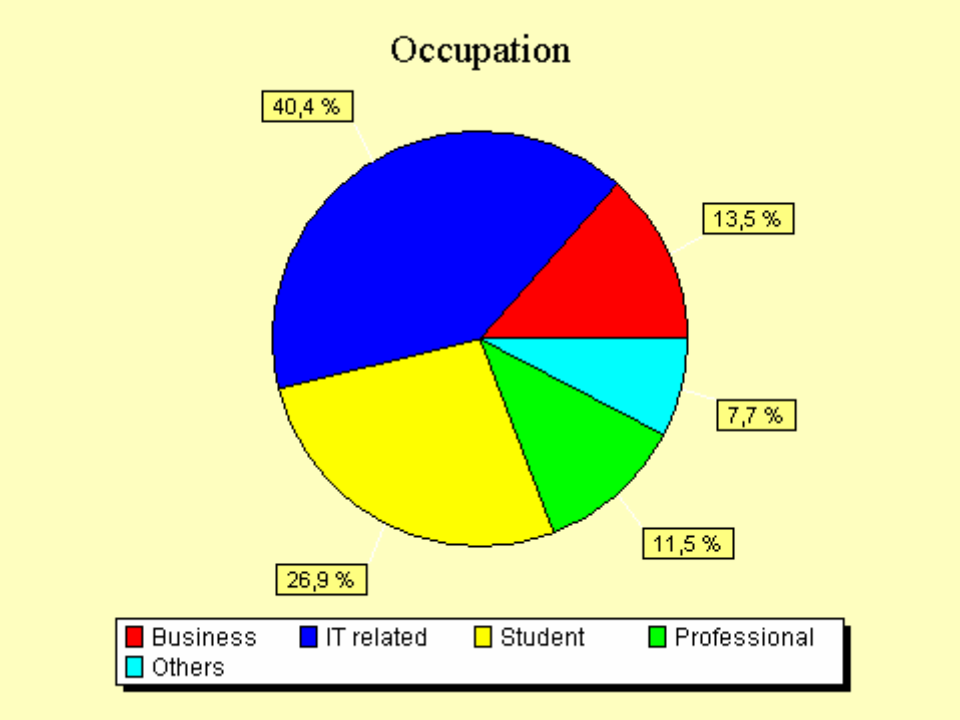
Openwave SDK ...
File Edit View Tools Help
Go http://www.rueeck.de/wap/Activity/Walk
Chinatown is a set
of old narrow
streets which once
were a crowded
area of shops,
houses, cheap
hotels and opium
parlours. Today, the

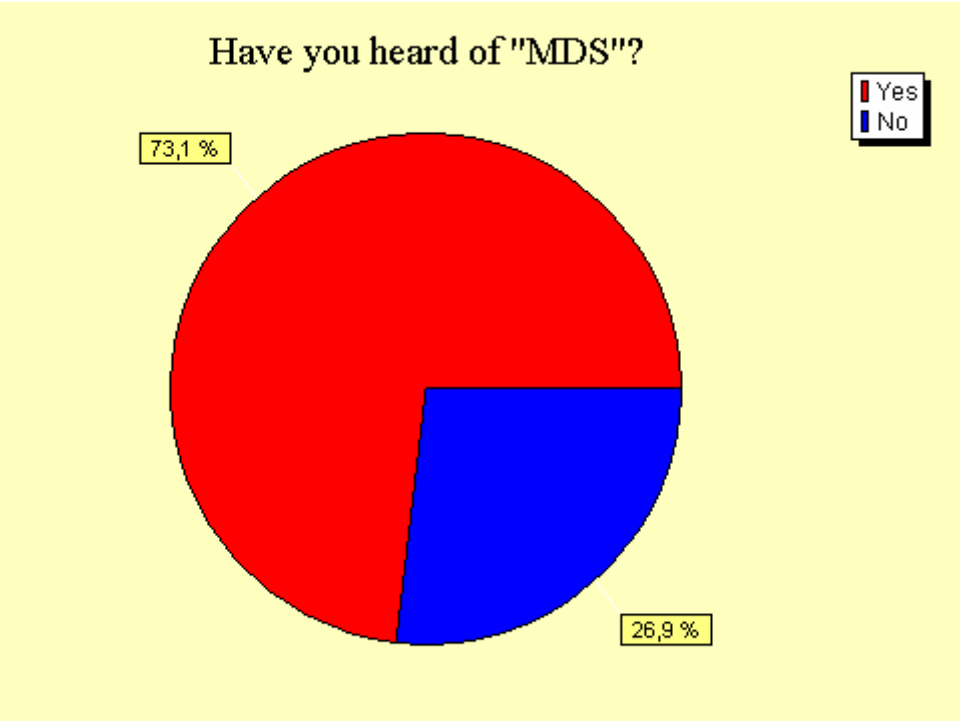
ANNEX: SURVEY DATA

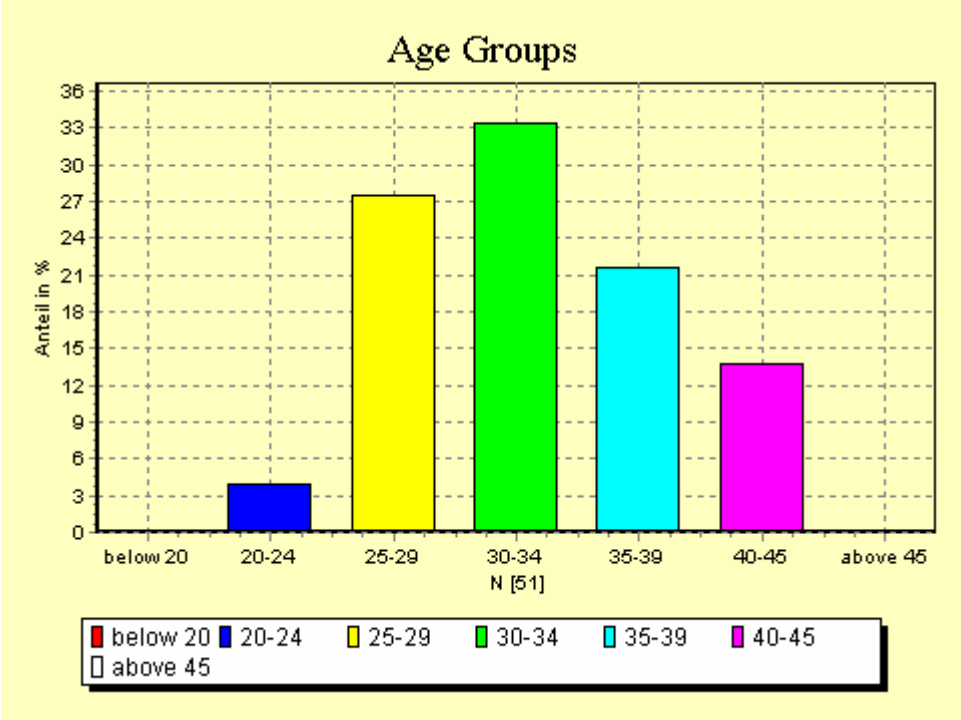
STATISTICAL DATA OF OUR SAMPLE POPULATION

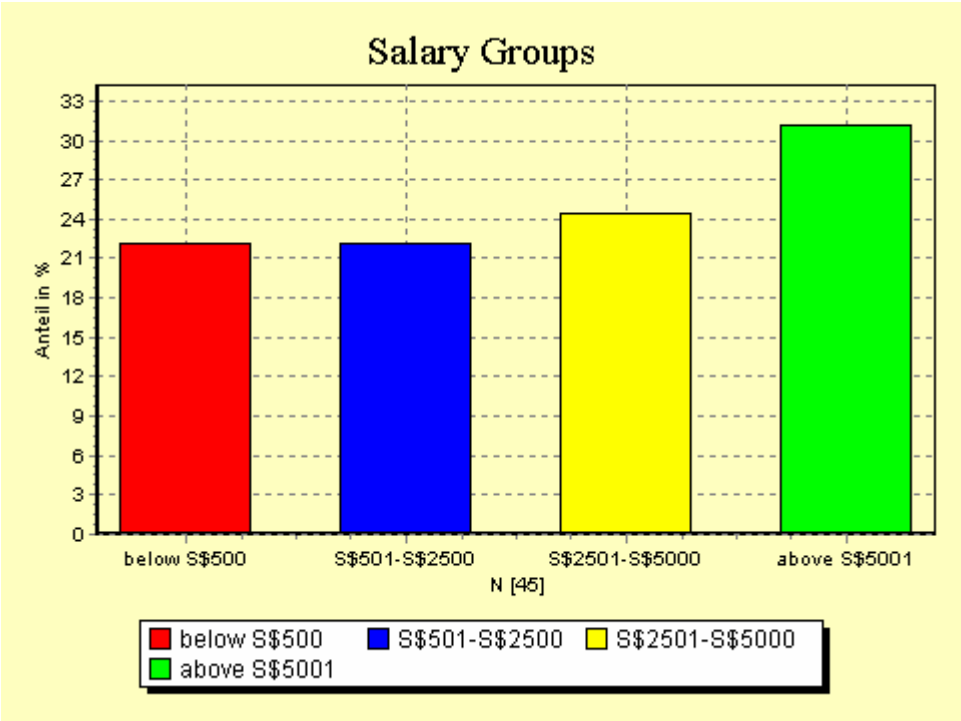


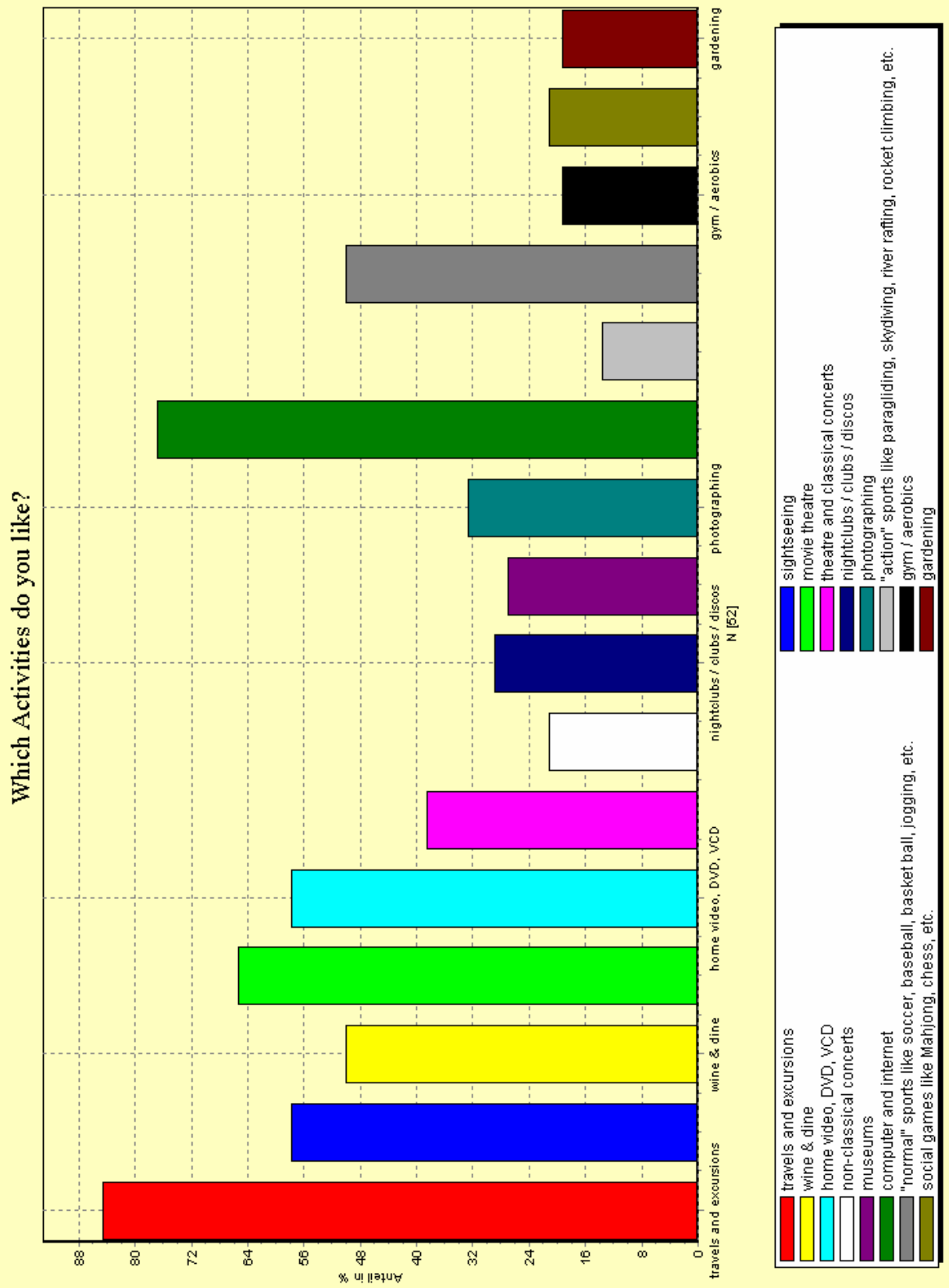


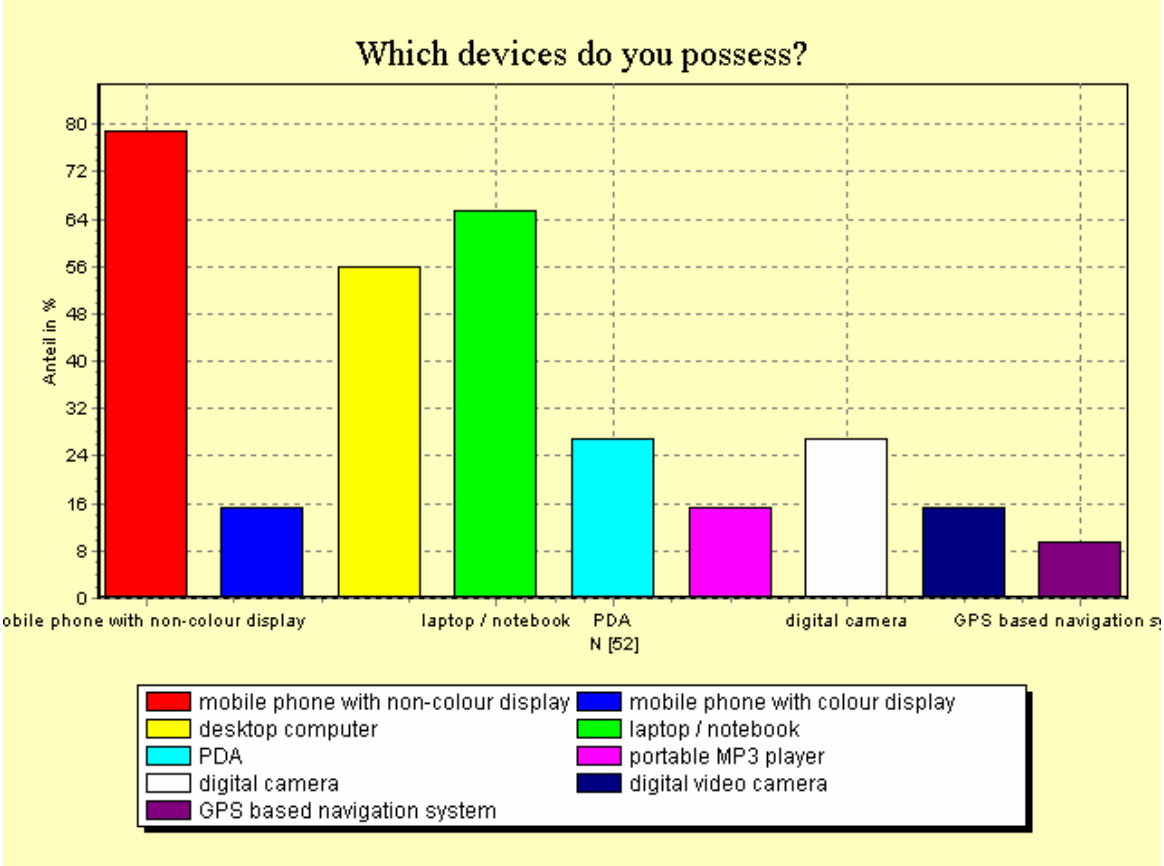

Occupation
40,4 %
13,5 %
7,7 %
11,5 %
26,9 %
Business
IT related
Student
Professional
Others

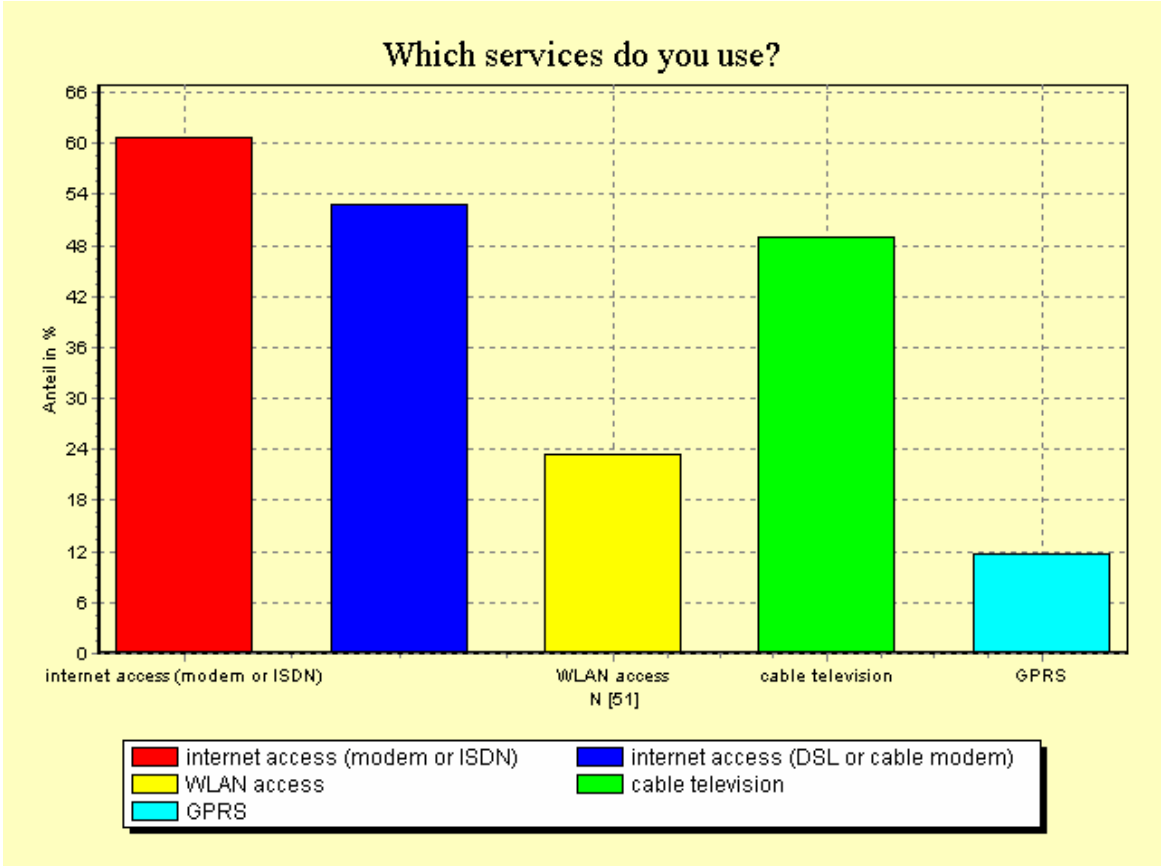

Have you heard of "MDS"?
Yes
No
73,1 %
26,9 %


Age Groups
Anteil in %
36
33
30
27
24
21
18
15
12
9
6
3
0
below 20
20-24
25-29
30-34
35-39
40-45
above 45
N [51]
below 20
20-24
25-29
30-34
35-39
40-45
above 45

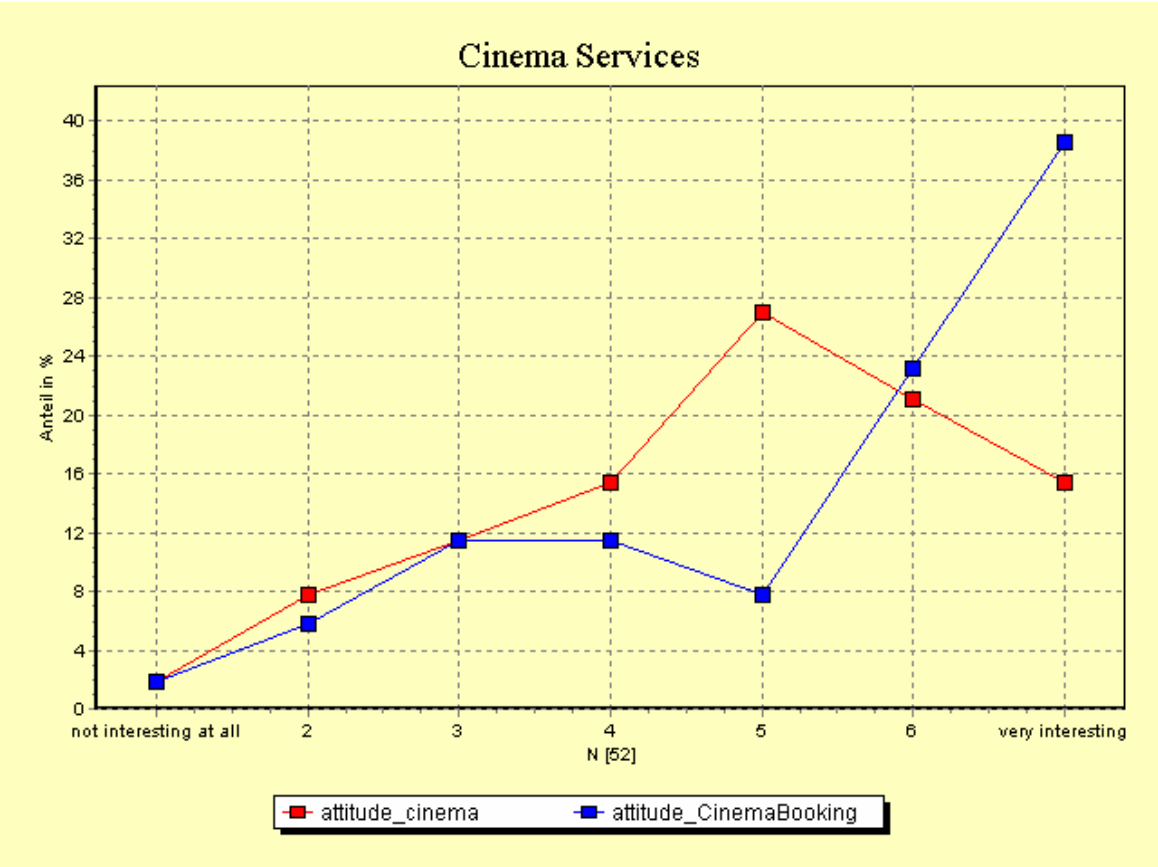

Salary Groups
Anteil in %
33
30
27
24
21
18
15
12
9
6
3
0
below S$500
S$501-S$2500
S$2501-S$5000
above S$5001
N [45]
below S$500
S$501-S$2500
S$2501-S$5000
above S$5001

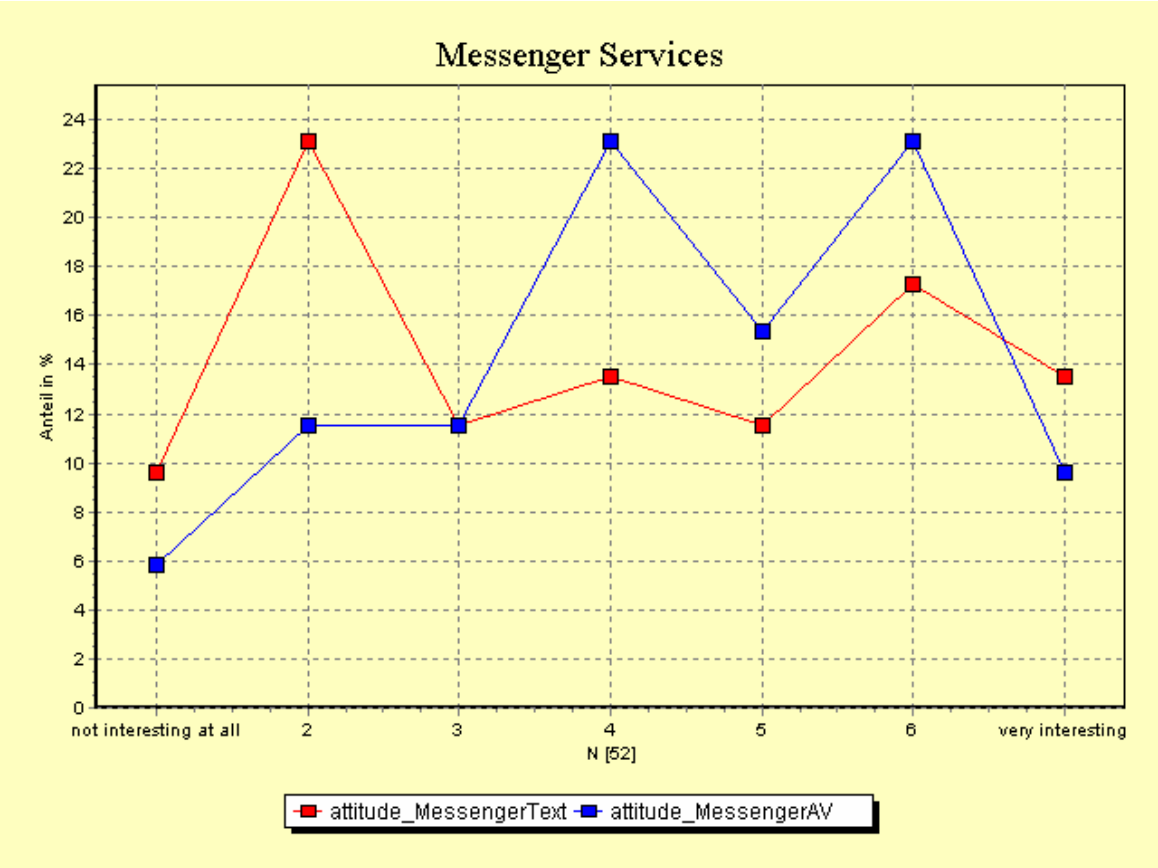

Which Activities do you like?
Anteil in %
88
80
72
64
56
48
40
32
24
16
8
0
travels and excursions
wine & dine
home video, DVD, VCD
nightclubs / clubs / discos
photographing
gym / aerobics
gardening
N [52]
travels and excursions
wine & dine
home video, DVD, VCD
non-classical concerts
museums
computer and internet
"normal" sports like soccer, baseball, basket ball, jogging, etc.
social games like Mahjong, chess, etc.
sightseeing
movie theatre
theatre and classical concerts
nightclubs / clubs / discos
photographing
"action" sports like paragliding, skydiving, river rafting, rocket climbing, etc.
gym / aerobics
gardening

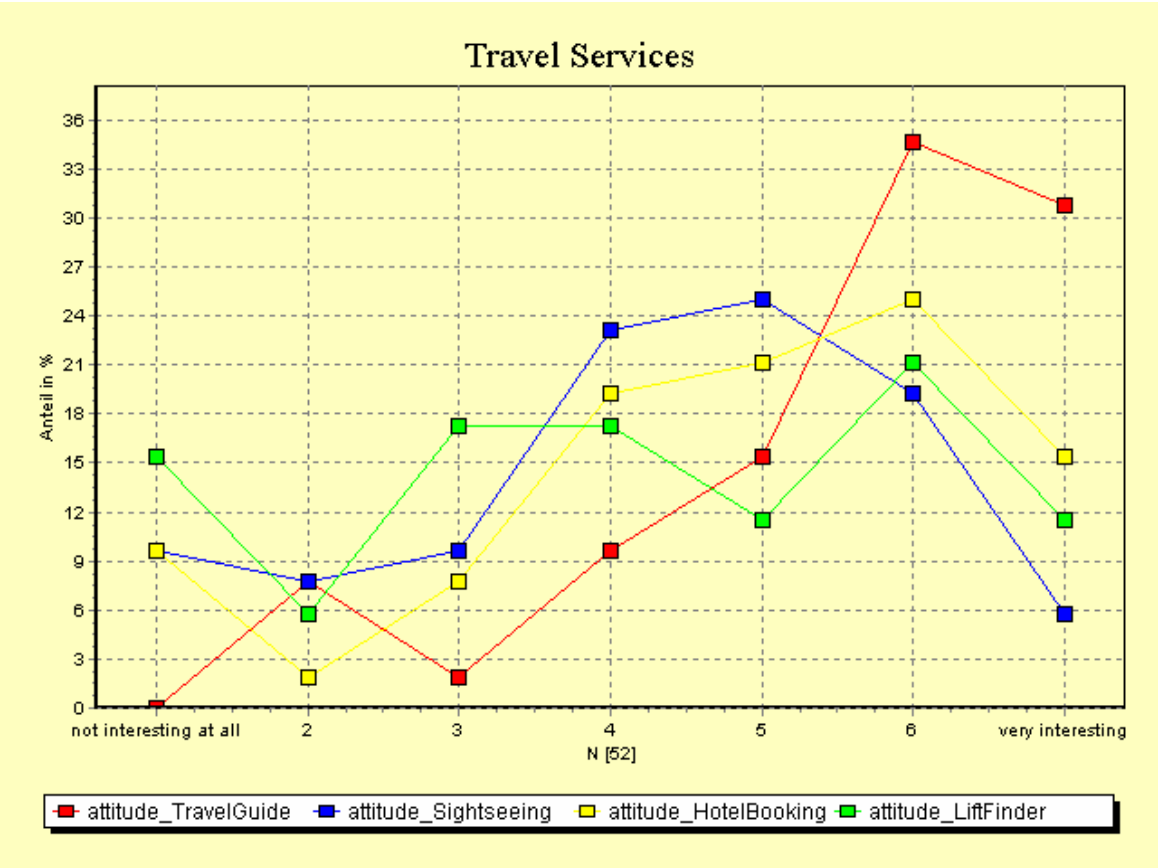

Which devices do you possess?
Anteil in %
0
8
16
24
32
40
48
56
64
72
80
obile phone with non-colour display
laptop / notebook
PDA
digital camera
GPS based navigation sy
N [52]
mobile phone with non-colour display
mobile phone with colour display
desktop computer
laptop / notebook
PDA
portable MP3 player
digital camera
digital video camera
GPS based navigation system

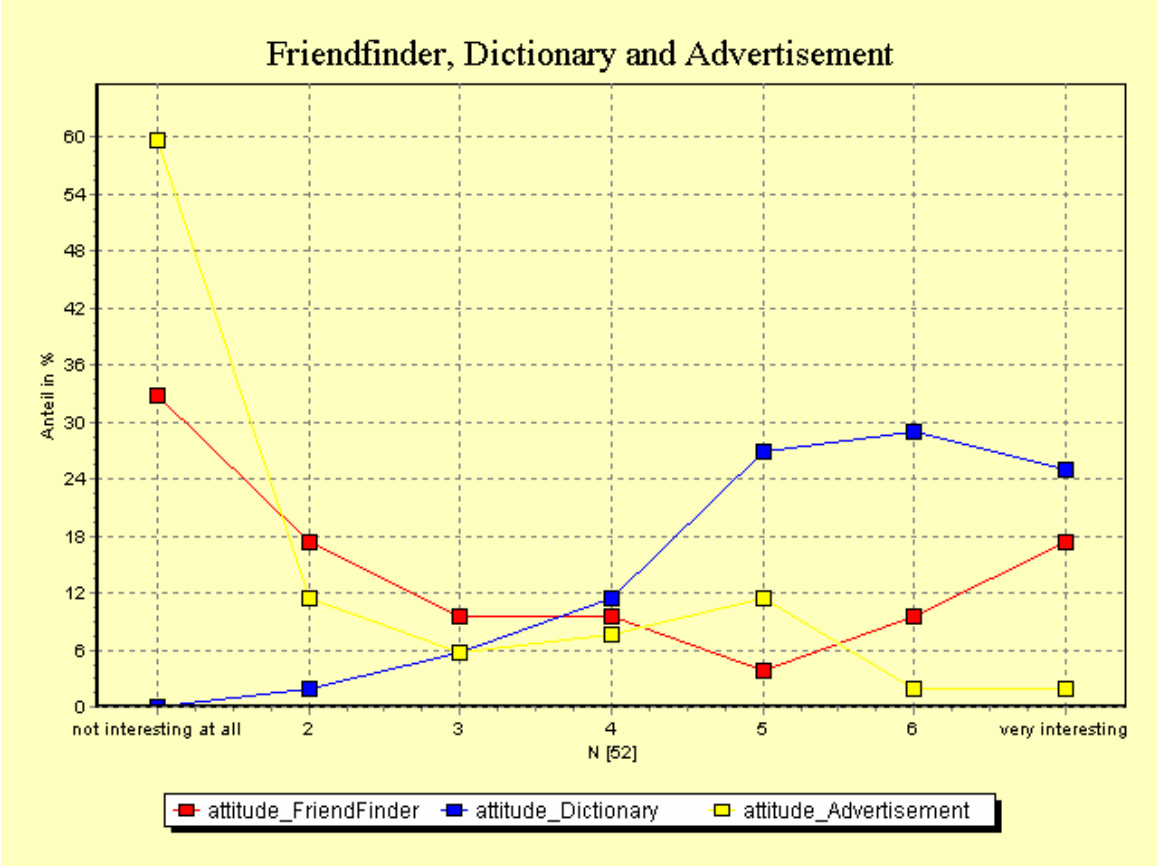

Which services do you use?
Anteil in %
0
6
12
18
24
30
36
42
48
54
60
66
internet access (modem or ISDN)
WLAN access
cable television
GPRS
N [51]
internet access (modem or ISDN)
internet access (DSL or cable modem)
WLAN access
cable television
GPRS

ATTITUDES REGARDING VARIOUS SERVICES

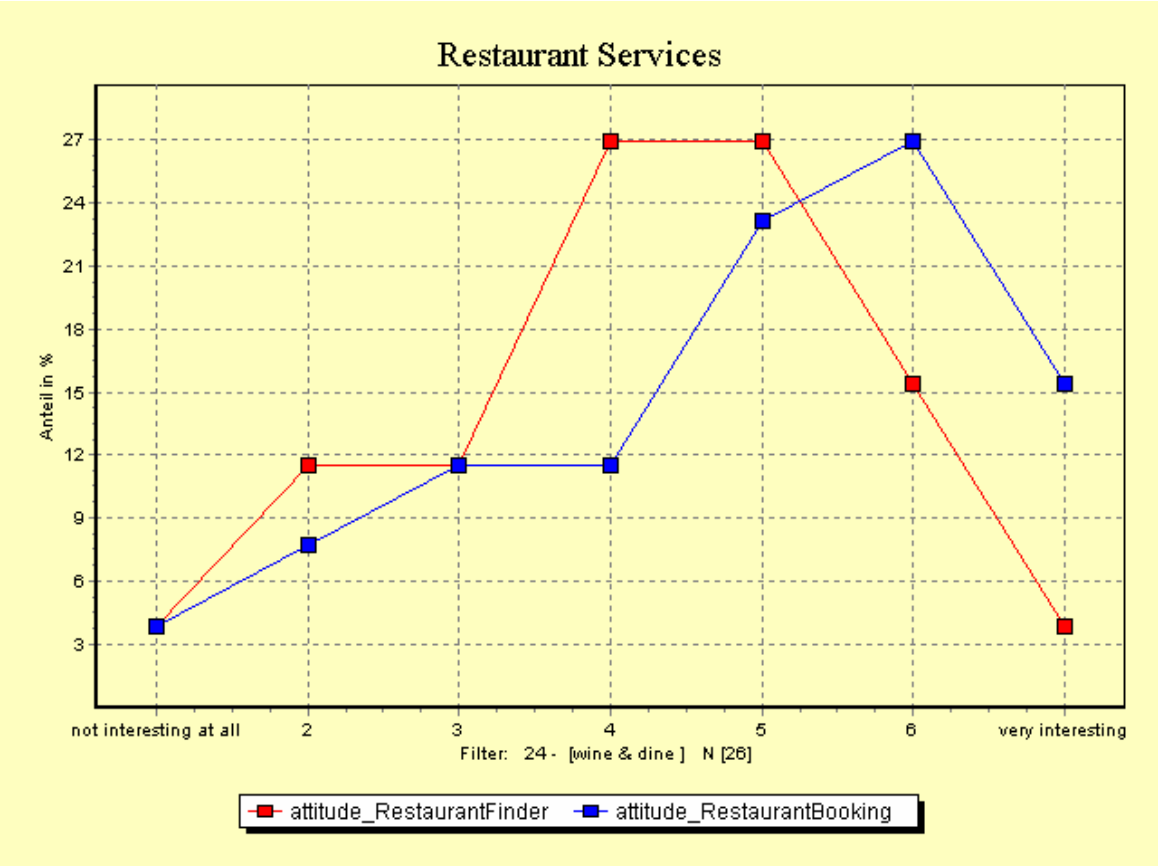



Messenger Services
Anteil in %
0
2
4
6
8
10
12
14
16
18
20
22
24
not interesting at all
2
3
4
5
6
very interesting
N [52]
attitude_MessengerText
attitude_MessengerAV

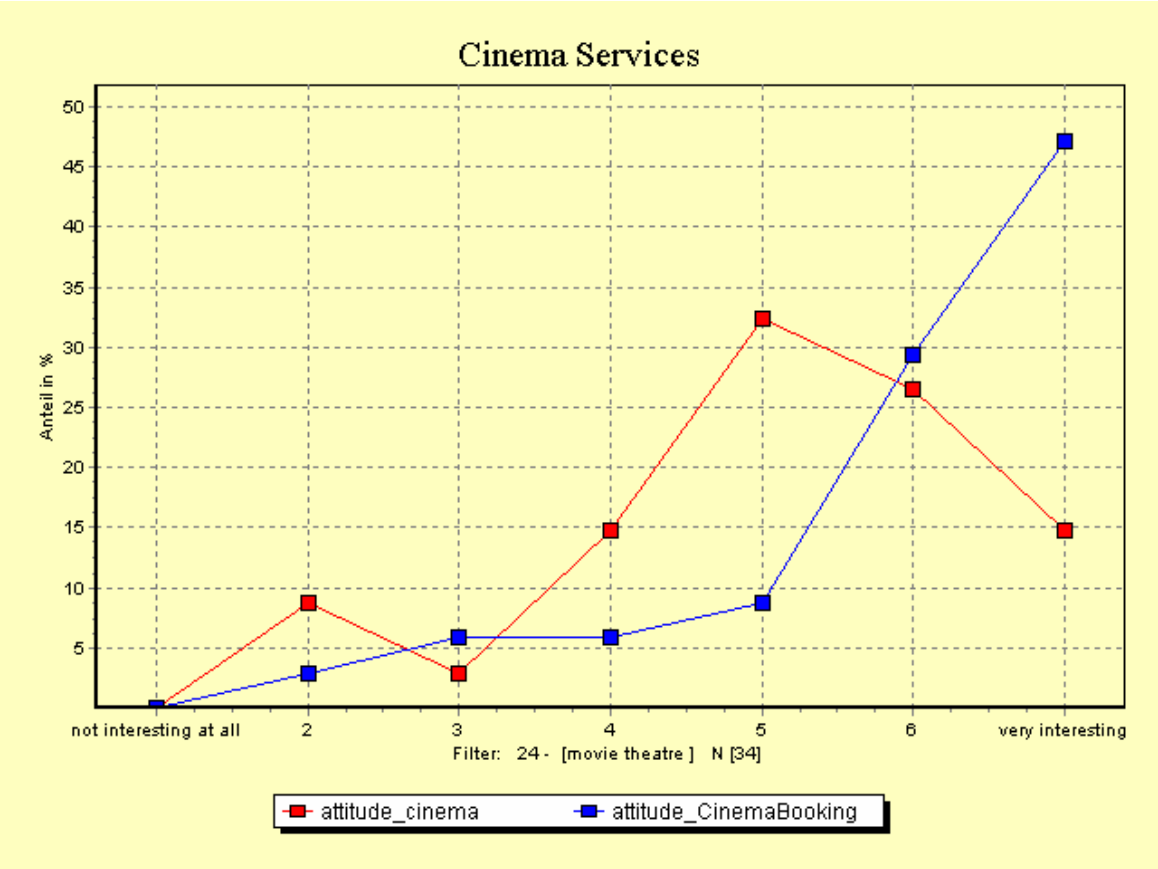

Travel Services
Anteil in %
0
3
6
9
12
15
18
21
24
27
30
33
36
not interesting at all
2
3
4
5
6
very interesting
N [52]
attitude_TravelGuide
attitude_Sightseeing
attitude_HotelBooking
attitude_LiftFinder

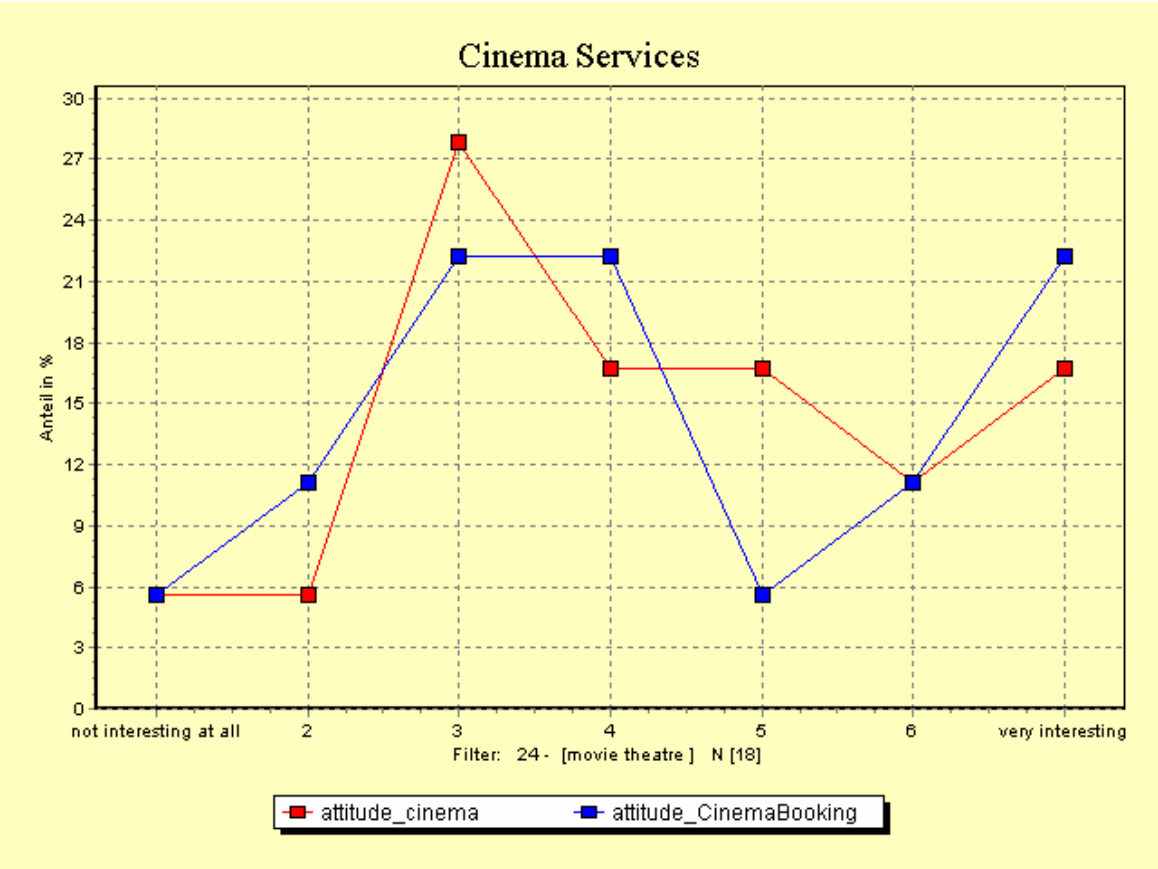

Friendfinder, Dictionary and Advertisement
Anteil in %
60
54
48
42
36
30
24
18
12
6
0
not interesting at all
2
3
4
5
6
very interesting
N [52]
attitude_FriendFinder
attitude_Dictionary
attitude_Advertisement

RESTAURANT SERVICES AND THE "WINE & DINE" SUB-GROUP

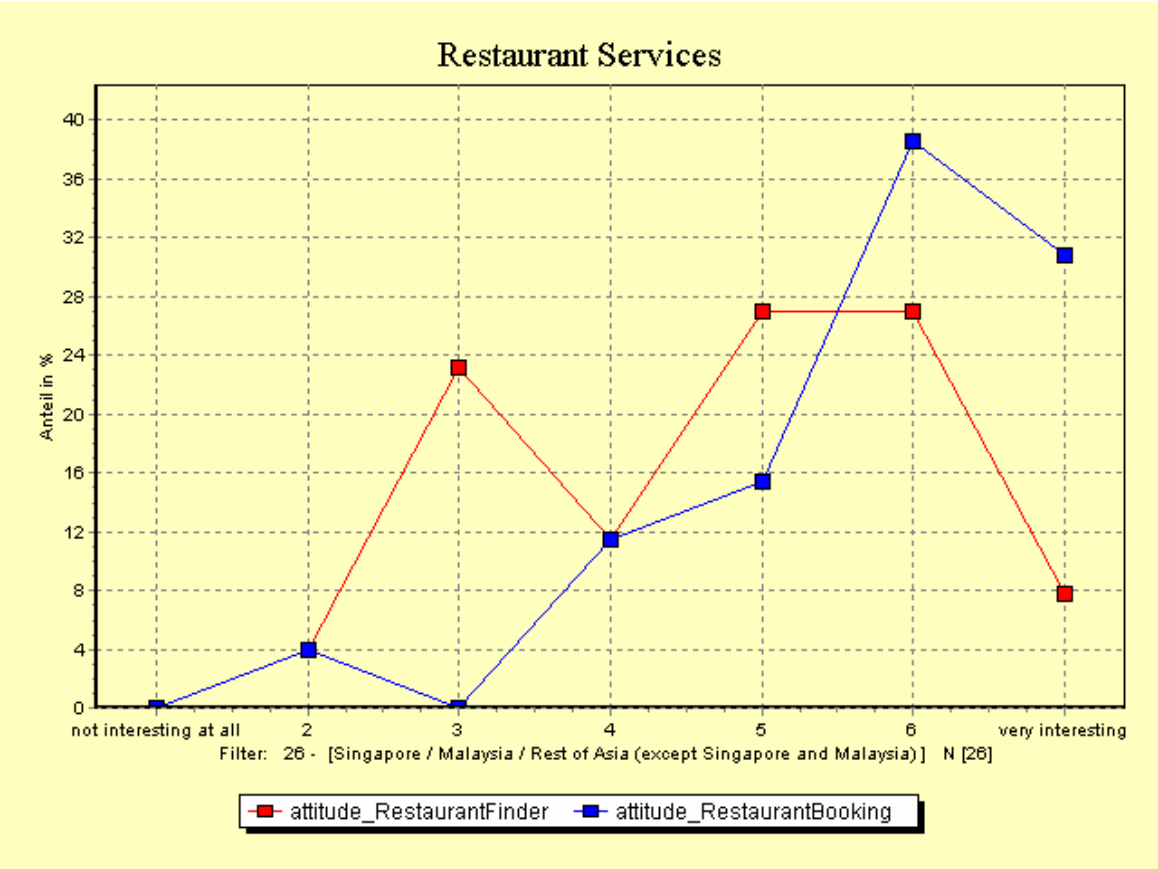


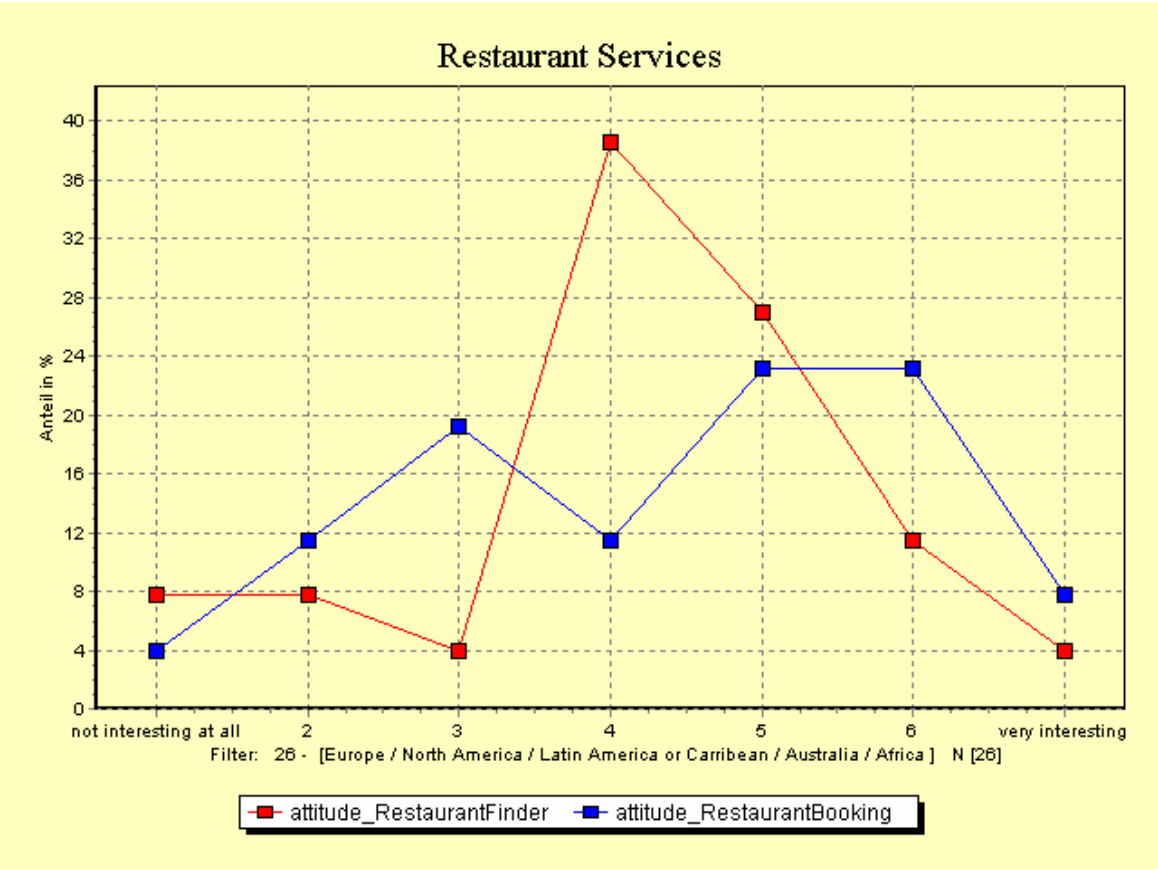
CINEMA SERVICES AND THE "MOVIE INTERESTED" SUB-GROUP



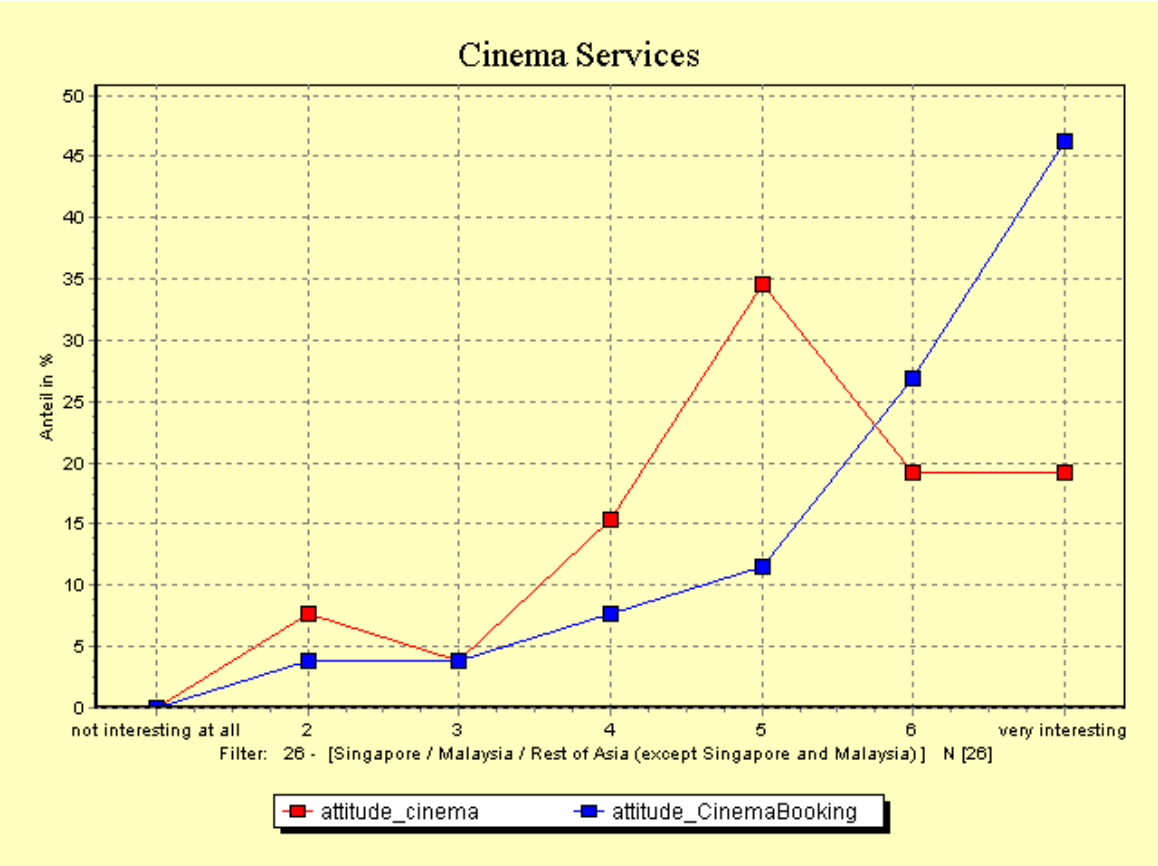


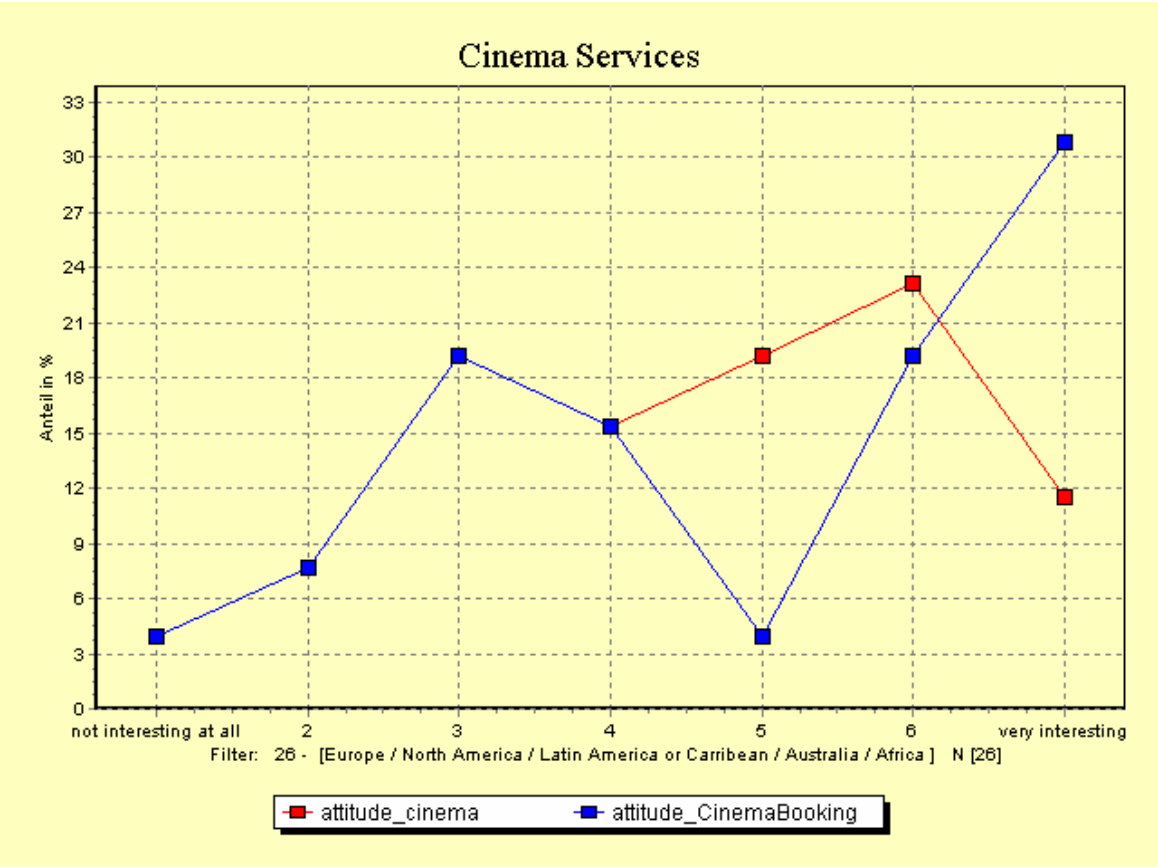
RESTAURANT SERVICES AND NATIONALITY



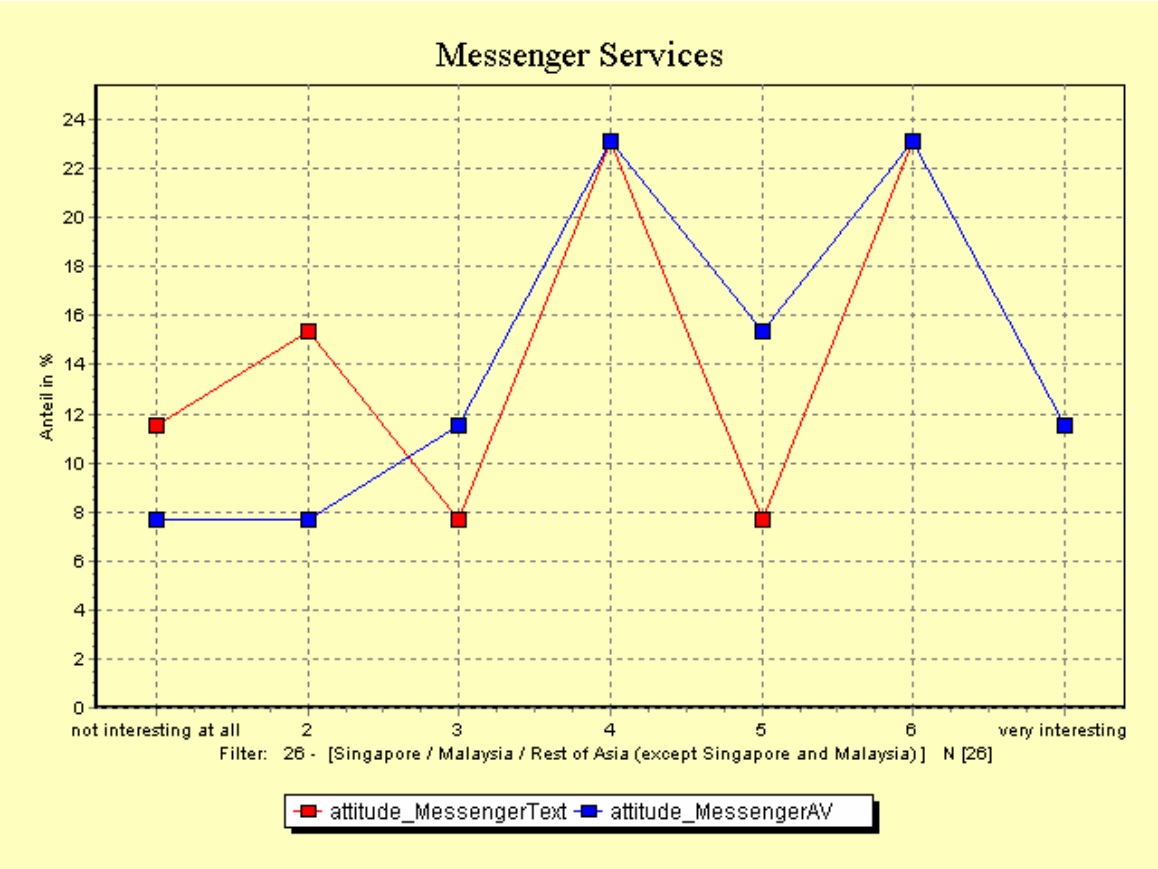


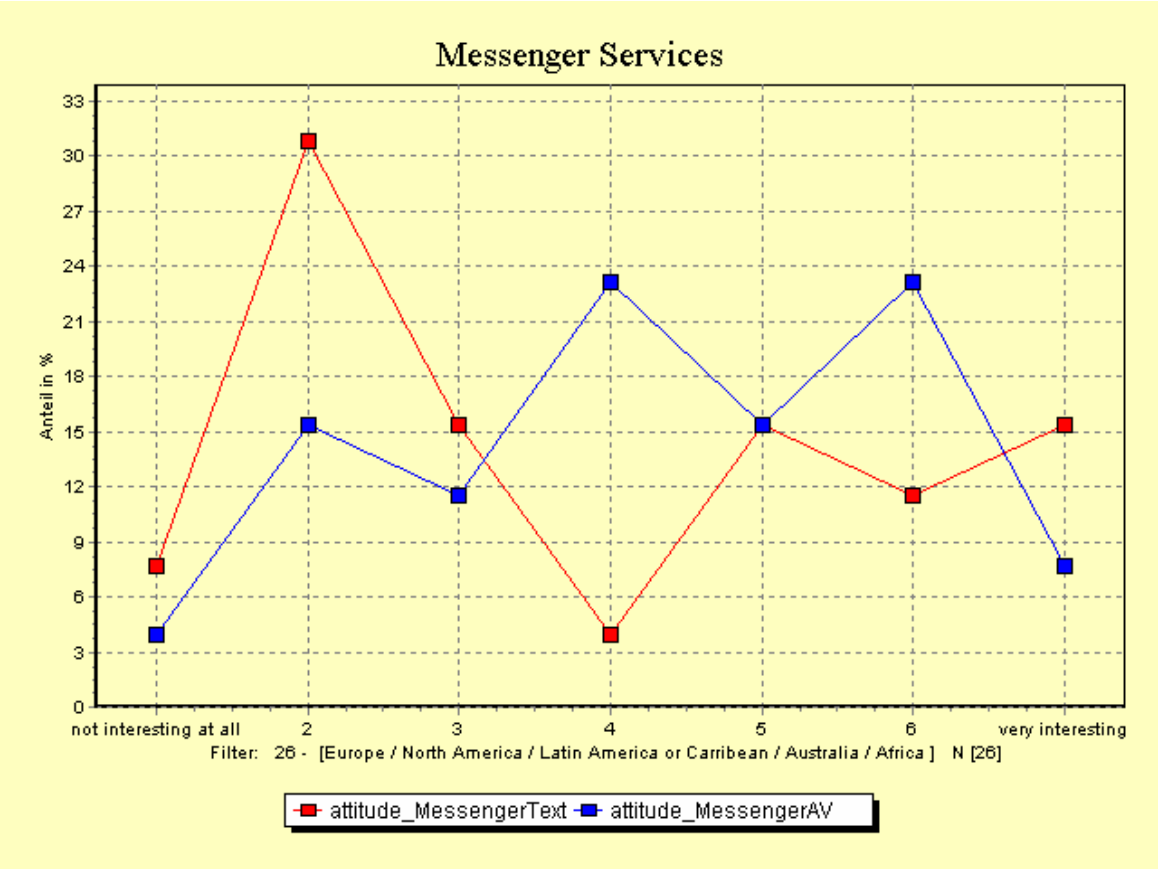
CINEMA SERVICES AND NATIONALITY



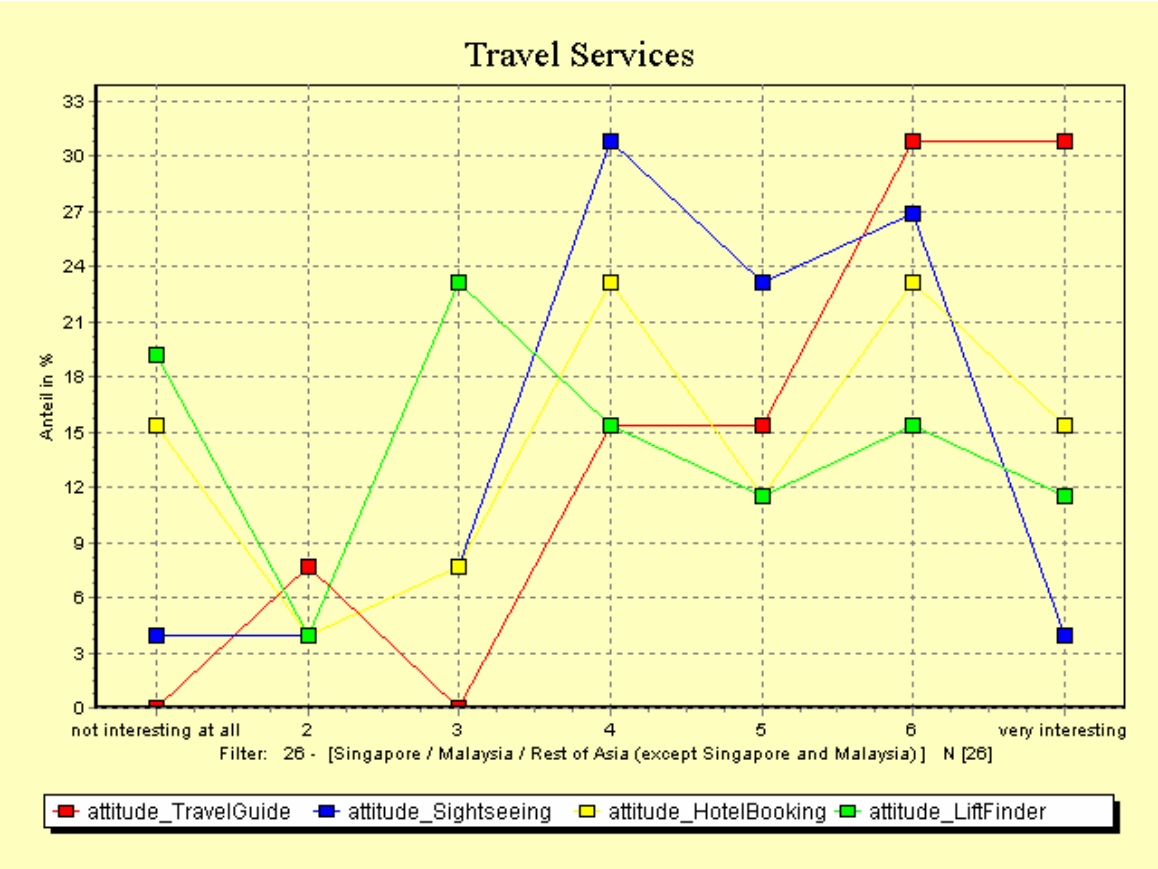


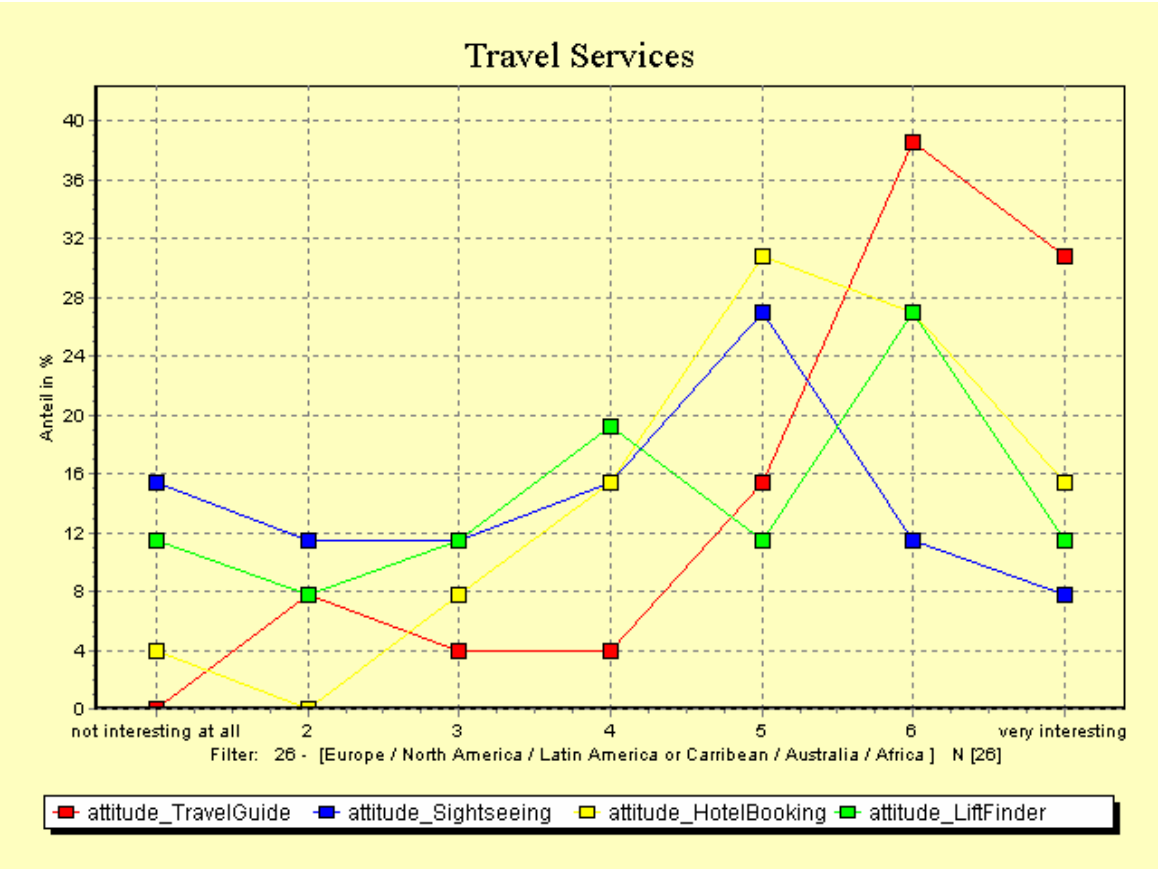
MESSENGER SERVICES AND NATIONALITY



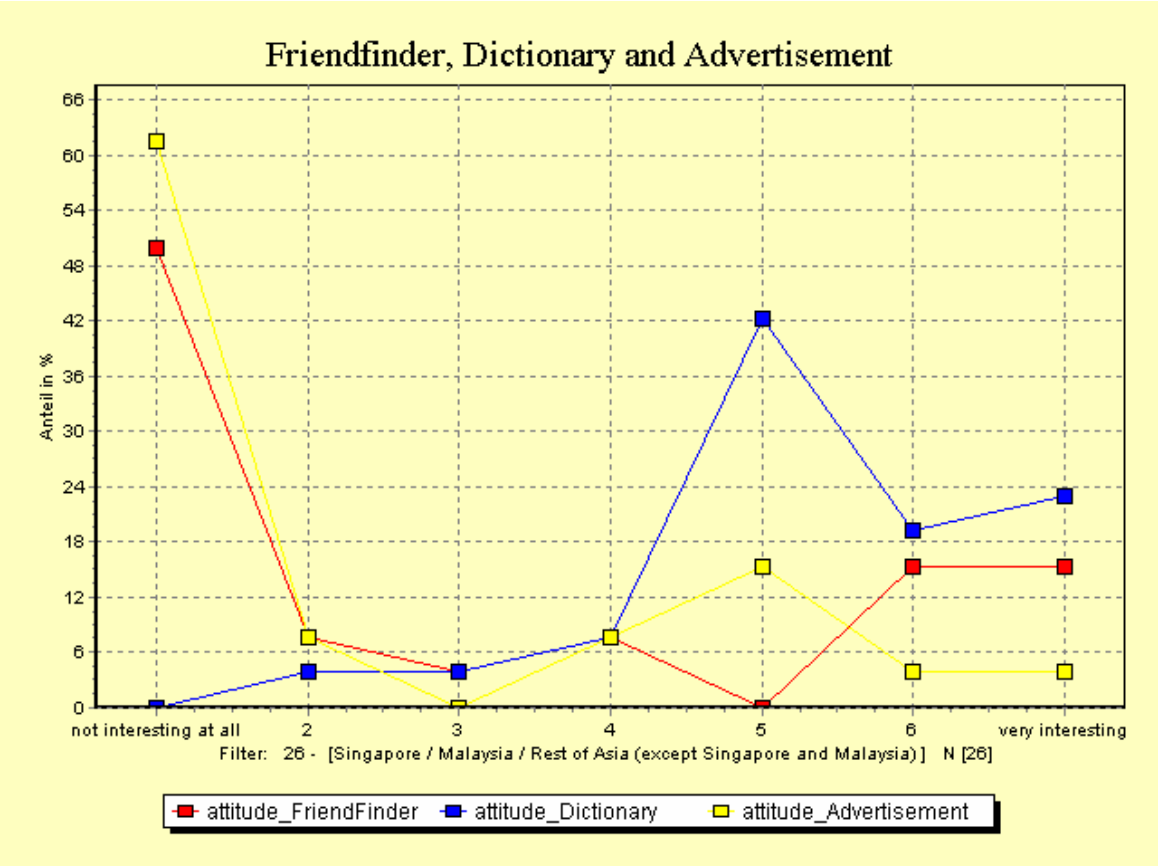


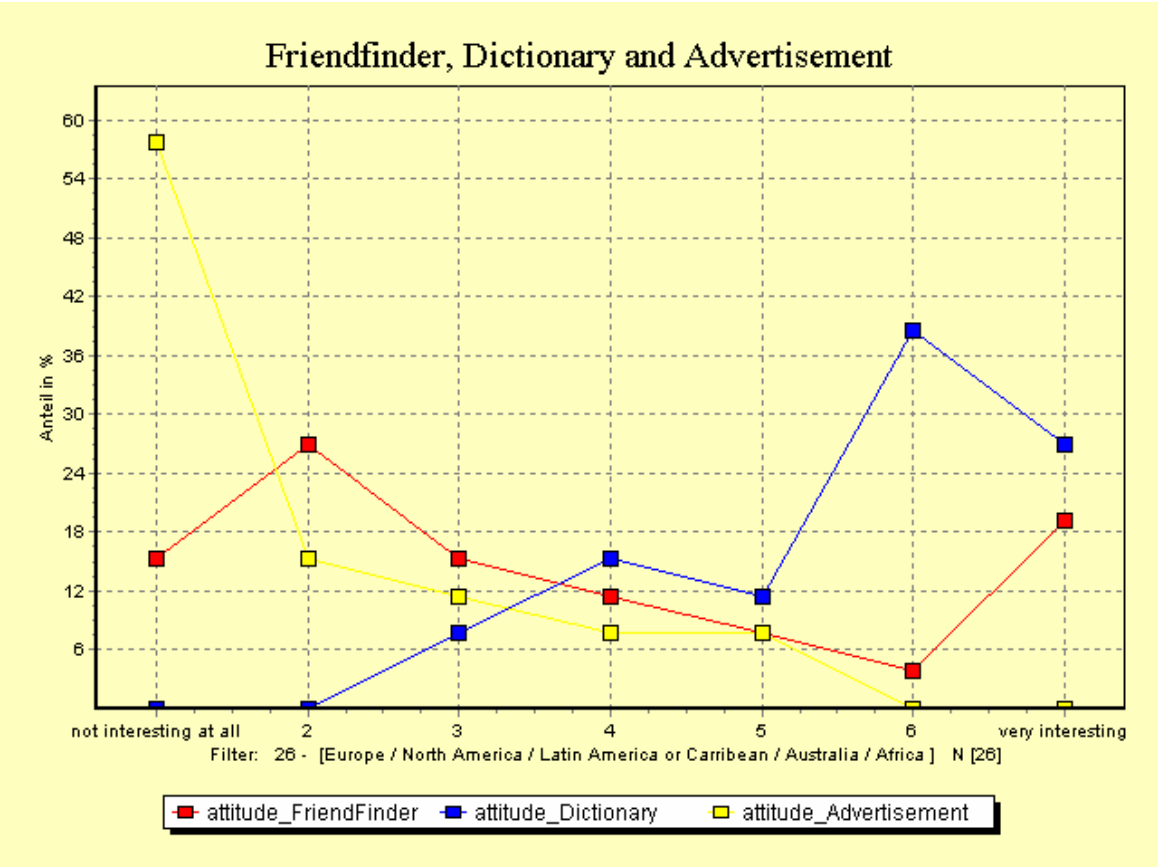
TRAVEL SERVICES AND NATIONALITY



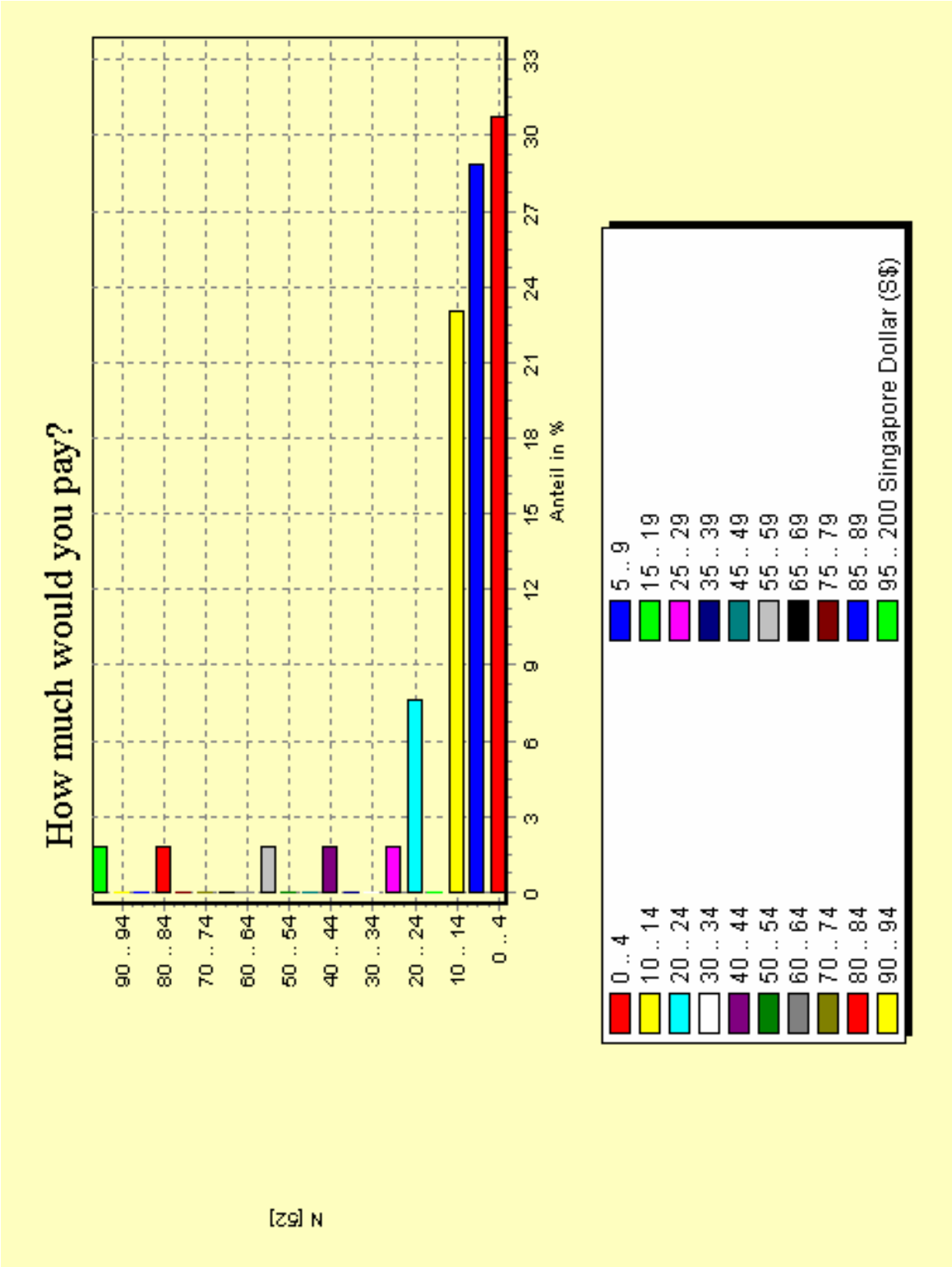


OTHER SERVICES AND NATIONALITY





WILLINGNESS TO PAY A MONTHLY SERVICE CHARGE



ANNEX: ADVERTISEMENT

团队旅游已经“吃不消”?
ActivityFinder
请发送短信至9889 9889 并写：
find activitiy
或用WAP方式访问: http://www.rueeck.de/wap/eventfinder.wml
EventFinder
突破平庸生活 !

Ran out of food today?
RestaurantFinder
Send SMS to 9889 9889 and write:
find restaurant
Or wap to http://www.rueeck.de/wap/eventfinder.wml
EventFinder
Boost your life!

Got a date?
RestaurantFinder
Send SMS to 9889 9889 and write:
find restaurant
Or wap to http://www.rueeck.de/wap/eventfinder.wml
EventFinder
Boost your life!

WORK BREAKDOWN

This section contains declarations of the individual contributions of the group members as requested by Prof. Lee Gilbert.

LIM MEI LING, PEARL (林美玲)

I contributed to the following sections of the document:

- Executive Summary for the presentation
- Product and Services
- Marketing and Sales
- Revenue Model
- First draft of the PowerPoint slides

CHOW KOON MENG (周冠明)

I contributed to the following sections of the document:

- Conceptualisation of the business model and our value proposition
- Major effort in churning out the financial projections
- Structuring the business plan report

ZHANG XIN (张欣)

I contributed to the following sections of the document:

- Key Legal Issues
- Slides of the first presentation
- Slides of the second presentation based on Pearl's draft
- Business Model
- 7 suggestions about other portions

GABRIEL RÜECK

I contributed to the following sections of the document:

- Market survey (creation, hosting, execution) and statistical analysis of the survey
- Proof-of-Concept with SMS and WAP, development of the SMS file structure and the WAP pages, hosting of WAP pages in the internet
- Use Cases
- Advertisement slides for EventPlanner Services
- Formatting and layout of the document