

Authentic Recommendations - MIS 4596 Business Model- Matt Andrien, Joe Doyle, Jessica Margetich, & Sara Rezaeian

<p>PROBLEM</p> <p>The current letter of recommendation process is complex and time consuming.</p> <p>The process lacks authentication.</p> <p>There is currently no standard format for producing letters of recommendations.</p> <p>There is no substantial means of tracking the progression of letters being requested.</p> <p>EXISTING ALTERNATIVES</p> <p>N/A</p>	<p>SOLUTION</p> <p>To create a formal recommendation system- Pro Recommendation that can be integrated into existing business- oriented social networking service.</p> <p>This new process will be more straightforward in that it allows one to completed it more easily and in a timely manner.</p> <p>The new process also includes a tracking capability that would allow one to follow the letters actual status.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>This system will allow the staff in universities/colleges to spend less time writing letters of recommendation and will help generate more effective recommendations for their students.</p> <p>Staff will have more time to perform other duties during the time they save; students will also spend fewer time 'pestering' those they wish to write their recommendation.</p> <p>HIGH-LEVEL CONCEPT</p>	<p>UNFAIR ADVANTAGE</p> <p>First Mover Advantage</p>	<p>CUSTOMER SEGMENTS</p> <p>Universities/Colleges</p> <p>EARLY ADOPTERS</p> <p>Large Universities/Colleges (greater than 20,000 students)</p> <p>Private Universities</p>
<p>COST STRUCTURE</p> <p>Website Development, Testing, and Maintenance</p> <p>Sales Personnel</p> <p>Servers (rent then owned)</p> <p>Domain Name</p> <p>Regional Managers</p>	<p>REVENUE STREAMS</p> <p>Annual Subscriptions based on total number of students and staff at each university/college</p>	<p>CHANNELS</p> <p>Web advertisement</p> <p>Academic/HR conferences</p>	<p>KEY METRICS</p> <p>Number of subscriptions</p> <p>Sales growth</p> <p>Revenue</p>	