

## **Oasis Business Plan** **-Technopreneurs**

### **Executive Summary**

With COVID - 19 affecting all industries and businesses around the world, it has encapsulated into a completely new work culture. Many industries and offices are looking forward to resuming working post the lockdown, however, going back to work according to the old norm is not possible in a post COVID world. With the widespread worry of individual health and concerns of social distancing becoming persistent in today's society, we introduce you to OASIS. OFFICE ALLOCATION SYSTEM INFORMATION SOLUTIONS (OASIS) is an application that helps firms achieve this goal. The application uses an algorithm that considers factors like employees' skills, educational qualifications, medical conditions of employees to determine how many and which employees need to be working in the office / from home on any given day. This effectively helps companies follow the norms of social distancing and protect their employees' health.

### **Business Description**

OASIS is an application that regulates the number of people in the office and analyses which employee is best suited to a particular project. It is helpful for managers as it provides a thorough analysis of an employee's skills, educational qualifications, and ability to be productive in a particular project, helping them delegate work decisively and efficiently to employees. As only the most essential people for a particular project are required to come to the office, the app also plays a part in decongesting crowded offices. Aside from this it also keeps track of any medical

conditions a particular employee may have. It takes into account the size of your office whether its an 80 floor skyscraper or your garage. It can be tailored to specific needs of businesses and divisions. The algorithm takes all data into account and prepares an analysis that maximises efficiency in the office.

### **Products and Services**

Our product will range from small firms to large ones as well, and we have appropriate plans for all kinds of organizations. The app will be providing monthly/bimonthly/yearly subscriptions for all customers.

Each customer can buy a suitable subscription based on the size of their workforce, the available plans are as follows:

Plan	Employees	Price
1	100 or less	\$49.99/month
2	100-250	\$59.99/month
3	250-500	\$69.99/month
4	500 Above	\$84.99/month

A 7 day free trial period will also be provided to the companies.

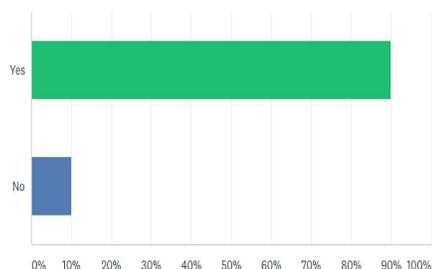
### **Market Research -**

<https://www.surveymonkey.com/r/K6VVGSY>

Having conducted a survey about the relevance of our app and the demand for it, even with a paid subscription, we are confident that a service like ours will penetrate the market efficiently and be beneficial for the community as a whole as well, as an organizational tool making life easier for the companies that employ it.

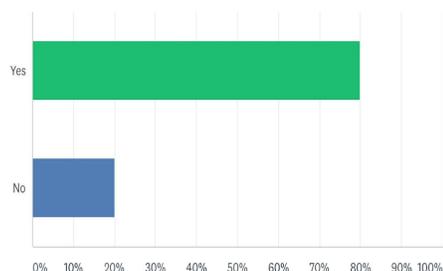
Would you find it easier if you had an app that, once fed data, tells you exactly which employees of yours need to come in to work and on which day?

Answered: 40 Skipped: 0



Would you be willing to pay a small monthly subscription for a service that helps you to prevent overcrowding in the workplace?

Answered: 40 Skipped: 0



There are a couple of competitors in the same industry as us, like “Notion” but what truly differentiates our system is the unique algorithm that analyzes and evaluates the workers’ capabilities working on the given projects as well as keeps overcrowding at bay, as a preventative measure for infectious diseases like COVID-19.

Our target market will be companies looking to work efficiently post lockdown whilst following the norms of social distancing.

### Marketing Plan

Having a digital platform, we will essentially provide our services through an app and a website. Since we will be an internet-based

company, our focus will be on advertising mostly through social media like LinkedIn, Instagram, Twitter, or Facebook, rather than physical means. We will promote our service through paid advertisements as well as social networking. Utilizing billboards, once in a while we can advertise to the general public as well to encourage the use of our system and to further our brand name and image.

### Financial Plan & Estimated Costs

Being a service primarily, Oasis doesn’t have any extensive costs and as such, no large means of financing are required to get the service in business. A cash flow forecast flows for reference. So we assumed 30 subscribers per plan in the first year and then a 2.5x growth rate for the business for the second year to estimate cash inflows.

Cash Inflows	2020	2021
<b>Opening Balance</b>	0	\$8,200
Sales from Subscriptions	\$88,200	\$220,500
<b>Net Cash Inflow</b>	<b>\$88,200</b>	<b>\$220,500</b>
<b>Cash Outflows</b>		
Rent	\$25,000	\$30,000
Server Costs	\$25,000	\$30,000
Developer Salaries	\$10,000	\$10,000
Website Development	\$1,000	\$1,000
Insurance, License, Permit	\$2,000	\$3,000
Legal Expenses	\$5,000	\$8,000
Tech Expenses	\$1,000	\$2,000
Advertising and Promotion	\$1,000	\$2,500
Employee Expenses	\$10,000	\$15,000
<b>Net Cash Outflow</b>	<b>\$80,000</b>	<b>\$101,500</b>
<b>Net Cash Flow</b>	<b>\$8,200</b>	<b>\$119,000</b>
<b>Closing Balance</b>	<b>\$8,200</b>	<b>\$127,200</b>