

BznsPlan.com

Entrepreneurs' ecosystem is booming in the MENA region where they create over thousands of new businesses each year with many of those businesses getting stuck in the business planning phase. We've set out to change that by building a cloud based platform dedicated to helping business get through the business planning process quickly and efficiently. More! Find mentors, professional services, access to funding, lunch, pitch, operate and grow. (Check our two videos in the multimedia)

CATEGORY

[Entrepreneurship and Youth Employment](#)

LOCATION

[Egypt](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

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Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

BznsPlan intelligent cloud based platform is dedicated to helping Potential Entrepreneurs, startups and Small Medium Enterprises create a professionally formatted investor-ready business plan through a step by step smart, easy and educational process quickly and efficiently.

Bznsplan will be the entrepreneur's professional networking hub that smartly recommend Mentors, Experts and Business consultant that can interact, help and evaluate the entrepreneur's business plan using an intelligent recommendation engine.

Watch: <https://youtu.be/3SU423yZxX>

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

According to the Social Fund for Development (SFD) study, the number of SMEs rose to reach nearly 3.4 million by the end of 2011; 70% of them shut down & the balance face complexity in scaling or sustainability of the business due to lack of planning & finance knowledge. Most of entrepreneurs have a lack of business education and hands-on practices. We've set out to change that by building BznsPlan intelligent cloud based platform fabricated using latest technology on Artificial Intelligence and Machine learning as our core focus and applying these technologies to real user needs for planning, rating and advising whilst his process. We are developing a computational intelligence framework between users, mentors, and experts. along with the machine learning algorithm to classify and rate inputs. Startups will be to have an integrated help either as a step by step educational guide or with the embedded Intelligent-Software-As-A-Service.

Watch: https://youtu.be/_W1EyLiQzt4

WHO WILL BE INVOLVED?

MEET THE TEAM

Project owner

[Riham Abu Elinin](#)

[Egypt](#)

[International Visitor Leadership Program \(IVLP\)](#)

Project members

[Manage members](#)

[Ryskul Kasymbek...](#)

[Kyrgyzstan](#)

[SABIT \(Special American Business Internship Training\)](#)

[\[remove from project\]](#)

[Asmaa Mustafa](#)

[Egypt](#)

[Professional Fellows](#)

[\[remove from project\]](#)

[Alba Garay](#)

[Honduras](#)

[Fulbright Faculty Development Program \(LASPAU\)](#)

[\[remove from project\]](#)

[Jovita Tamosaityte](#)

[Lithuania](#)

[Hubert Humphrey Fellowship Program](#)

[\[remove from project\]](#)

[Mahmoud Suliman](#)

[Israel](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Ahmed Abd El Wahab](#)

[Egypt](#)

[Youth Leadership Program](#)

[\[remove from project\]](#)

[Esraa Bahloul](#)

[Egypt](#)

[Professional Fellows](#)

[\[remove from project\]](#)

[youssef ben naji](#)

[Tunisia](#)

[Near East and South Asia Undergraduate \(NESA UGRAD\) Exchange Program](#)

[\[remove from project\]](#)

[Noha Elshazly](#)

[Egypt](#)

[USAID Exchanges](#)

[\[remove from project\]](#)

[Jean Claude MAHINDO](#)

[Congo, Democratic Republic of the International Visitor Leadership](#)

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

- 1- Potential Entrepreneurs and startups: (Ex: Students): There are challenges for graduates finding jobs in Egypt and enabling tools could help entrepreneurs to start their own businesses which will in turn generate more jobs.
- 2- Universities, research institutes: this platform will be considered as a research platform to solve the market gap needs.
- 3- Small and Medium Business owners: It will allow them Find mentors, professional services, access to funding, lunch, pitch, operate and grow.
- 4-Support organizations: (Ex: International Exchange Alumni): as a global networking. We can explore all the resources available to build a community of exchanging experiences of mentors and/or advisors.
- 5- Service providers: they may provide and promote their services and expertise and increase business opportunities.

Local partners

- 1- Students and Youth Clubs and communities: around 2.5 million students every year, we will achieve the internal clubs and initiate competitions between universities for the best business and financial plan using or tool
- 2- Supporting organization of Entrepreneurs, Startups and SMEs: We will seek business and trade associations, chambers of commerce, accelerators, incubators, etc to either use our platform as users, mentors, experts or service providers
- 3- Universities and research institutes: there are around 42 universities (19 private) ; we are planning to establish partnership with market research companies and government organizations to avail some free benchmarks data to be added to the system.
- 4- Governmental and NGOs interested in empowering entrepreneurship and youth where we will encourage business owners, professors, etc to act as mentors and subject matter experts through our system.

Alumni team

International Exchange Alumni is a Global diverse community with integrated, dynamic and interactive networking for U.S. government-sponsored exchange programs. We aim to Network with fellow alumni for the following expertise:

- Volunteering and non-volunteering Mentors, experts, consultants, speakers, trainers, service providers
- Potential entrepreneurs (Ex: Students related programs)
- Potential alumni engagement to provide market research to avail industry benchmarks
- Seek alumni success stories as a show case on our platform or as a speaker for our coming planned events, seminars, workshops
- Recruit fellow alumni for some video educational tutorials that will help our customers achieve their goals

Proposed Project Dates: June 15, 2015 - February 15, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?**Implementing Plan and Timeline**

Project Starts in mid June 2015

1) Infrastructure Research and Configuration (One Month)

Choose the appropriate libraries and configure them for development team

Processes should be established, and tools should be configured to follow these processes.

2) Planning (One Month)

The product owner, the project manager and the team leader should create user stories for the project.

Technical dependencies (e.g. frontend waiting for backend API) should be identified and planned.

3) Implementation (Four Month)

Web Portal Beta version - Testing

4) Soft Launch

Early adaptors then Market

5) Marketing

Engaging community

Communication Plan

BznsPlan.com will focus its marketing on the universities, institutes & NGOs who support entrepreneurs, start-ups and SMEs . The business will use the following media and tactics to reach this audience:

- Training around 120 beneficiaries in 6 offline workshops to help them writing business plans for their ideas/projects.
- Having a big event targeting 50 audiences from the ecosystem to explain what we do in order to engage them with our activities as mentors, experts, trainers, speakers, etc
- Advertise in magazines supporting Entrepreneurship/Start-ups/SMEs.
- Develop a website with clear messages, features, benefits, etc and linked with the online tool.
- Promote the website through search engine optimization and search engine marketing.
- We will launch a Bootstrap event with a 5000 USD prize for 5 winners.
- Social Media Channels and Campaigns
- Seek a Strategic Sponsorship with an Academic university.
- Sponsor 4 non-profit events, all chosen for the exposure they receive to the press and to high net worth Entrepreneurs/Start-ups/SMEs.
- Having Brochures in all Co-working spaces and Cafes spaces where they have a good exposure to our targeted customers
- Create and send press kit with information and details of BznsPlan.com tool to press, also to be available on our website.
- Production of Educational and awareness Videos
- TV programs in National and International Channels

Evaluation

We will iteratively work on evaluating the project success and observe it's evolving impact and make sure that our BznsPlan portal attract the right targeted segments whether they were entrepreneurs, experts, consultant or investors as follows:

- Through Webportal analytics since we will use several tools including Google Analytics dashboard to observe bounces rates, visitors demographics classification and visitor engagements.
- Also we planned the system architecture in a way that logs every single action that's based on Amazon DynamoDB that's a NoSQL database to process the large quantity of data that could be attached easily to a big data engine that will support extracting unlimited metrics and analytics.
- We will also use SurveyMonkey or similar tools to send quick surveys to targeted audience engaged in entrepreneur's ecosystems to evaluate project impact.

Sustainability

We should keep improving the tool to enrich the beneficiaries' experiences and have a real impact

- 1- Keep maintaining a user friendly, agile experience and Interface
- 2- Always listen to our beneficiaries by sustaining an ongoing offline workshops in universities, coworking spaces, etc
- 3- Keep engaging professors, experts, mentors, speakers in all our activities
- 4- Develop captivating gamification model that grants getting more Mentors and subject matter experts to our platform.
- 5- Use analytics to predict what information users need and intelligently guide the user (via process management technology) through the completion of the task.
- 6- Integrated and expanded big data and analytics to enrich the experience and empower entrepreneurs with more accurate fresh real-time information, business and market trends that help them learn, sustain, grow and expand.

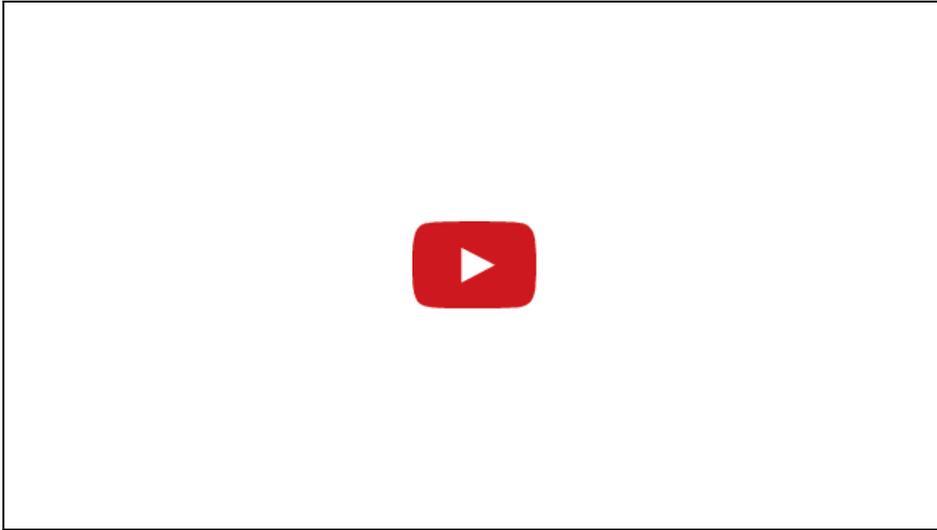
TOTAL FUNDING REQUESTED

\$25,000.00

PROPOSAL DOCUMENT:

[Download budget](#)

My motivation behind BznsPlan.com



#MapYourDream

