



easy life

Final Presentation

Easy Life Co.

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Is it enjoyable

to shop for everyone?

Agenda

- ✓ Short Description of the Project
- ✓ Brief Description of the Design
- ✓ Summary of the Business Plan
- ✓ Summary of the Development Plan
- ✓ Development Stage of the Project
- ✓ Problem encountered & solutions proposed
- ✓ Professional and ethical issues

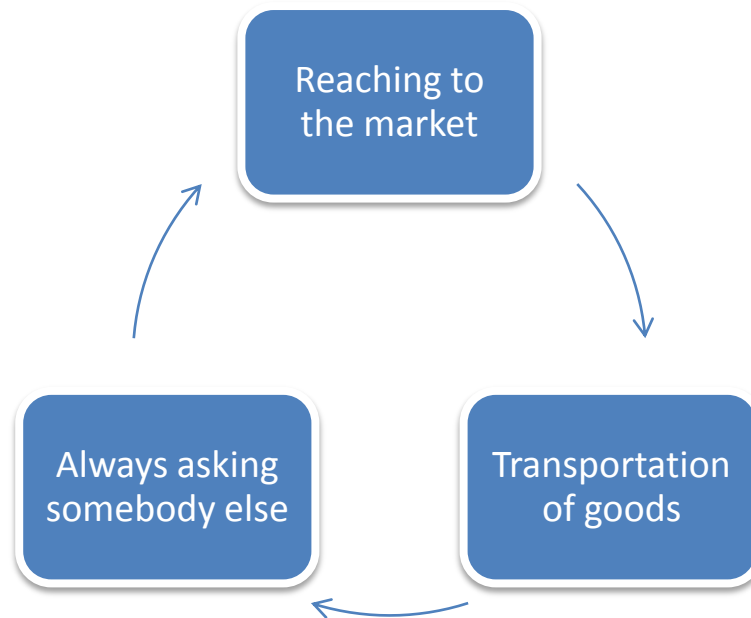


Short description of the project



Our insight:

Physically handicapped individuals experience serious troubles while meeting their shopping needs:



Organizations we have consulted with



- Çankaya Municipality
- Bilkent Handicapped Students Unit
- Society of Disabled Workers in Government
- Regional Investor, Yemeksepeti.com
- Kangurum Social Services Unit, Migros
- Corporate Services, Turkcell
- Başbakanlık, ÖZİDA



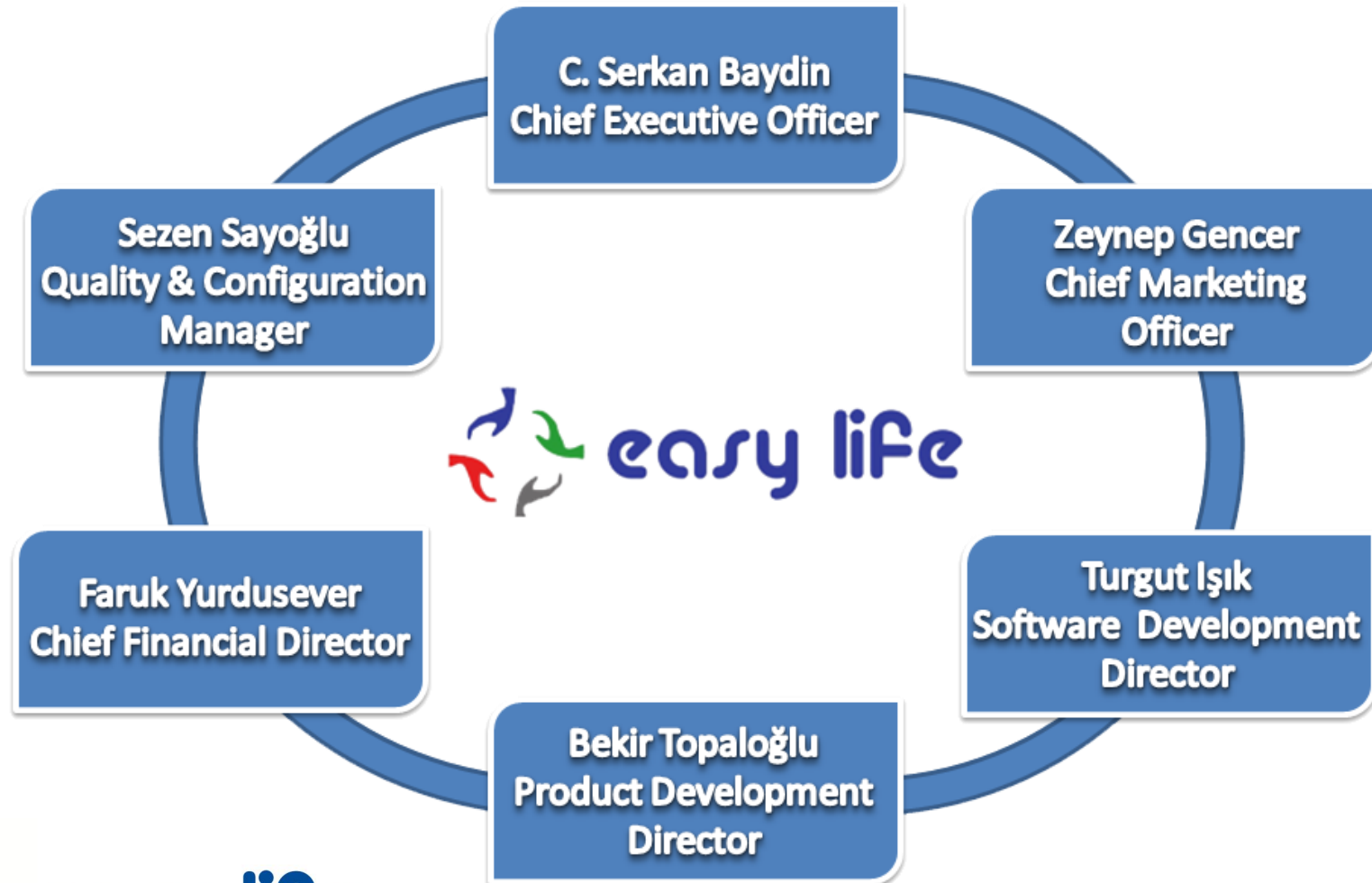
What we do:

- Easy Life Company provides fast and easy shopping solutions for the physically handicapped individuals.

- Target Group

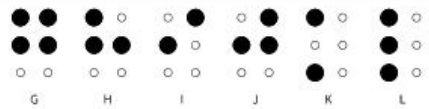
Handicapped People			
People with paraplegia	Physically disabled people	Housebound people	Old people

Who we are

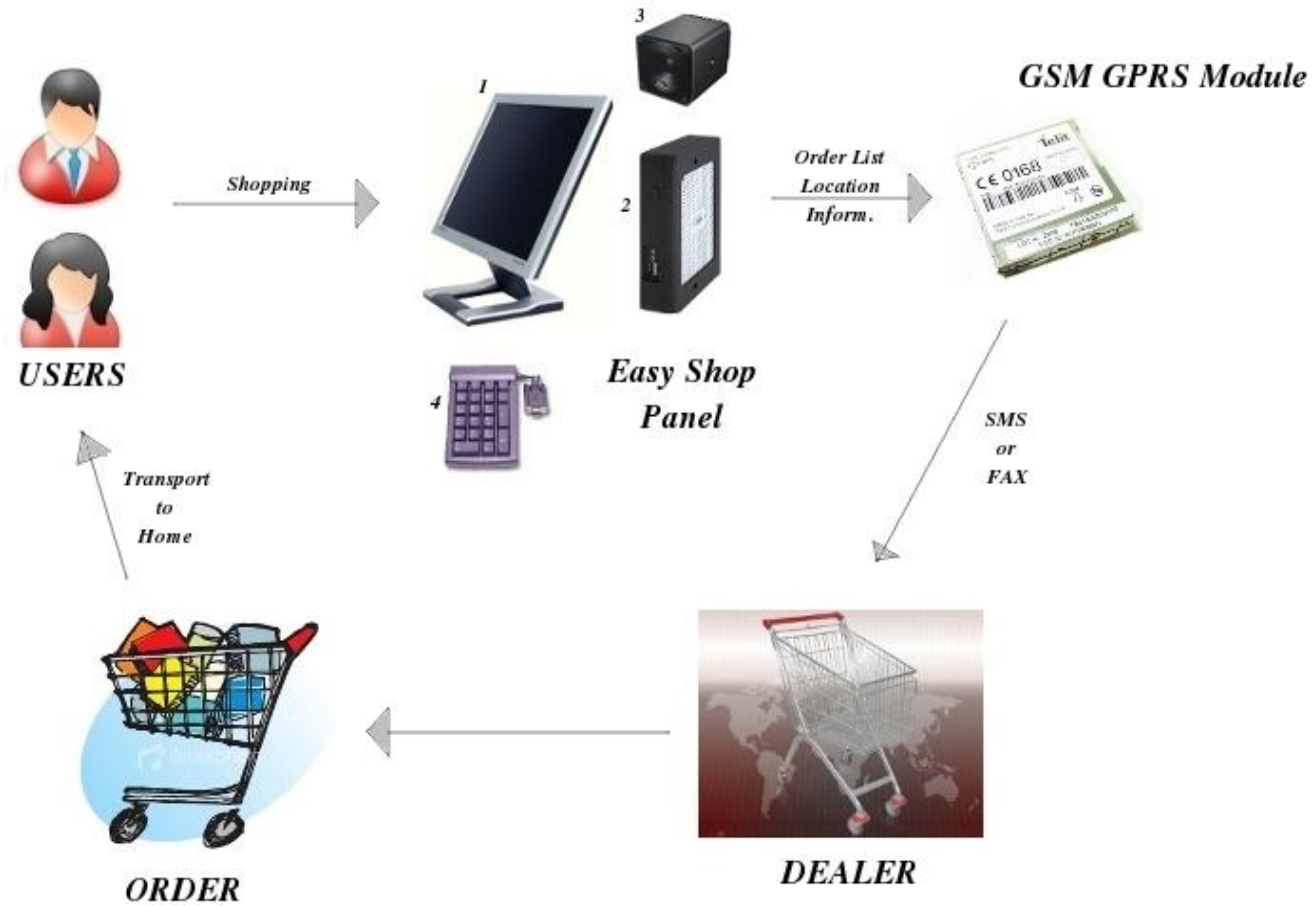


Brief Description of Design

The Solution:
Easy Life Panel



How it works:





SİPARİŞ LİSTESİ

1 DAMACANA SU
1 PAKET SUT
1 KILO ELMA



Et ve Et Ürünleri



Damacana Su



Unlu Mamüller



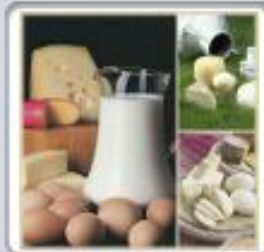
İçecekler



Deterjan & Temizlik



Meyve & Sebze



Şarküteri



Bakliyat & Yağ



Acil Telefonlar

Competitive Advantage & Differentiation



Easy Usage

- Simple User Interface
- Not all but necessary goods

Reliable Home Delivery

- Whenever you need
- Not dependent on anyone else

Costless

- Independent of computer knowledge and cost
- Independent of Internet cost



easy life

Business System



Company Summary



Components supplied from China, assembled in Turkey

Marketing via Municipalities & NGOs (reach customers)

We do deliver and do home installation of Easy Life Panel

Service continuity and maintenance



Sales Forecast



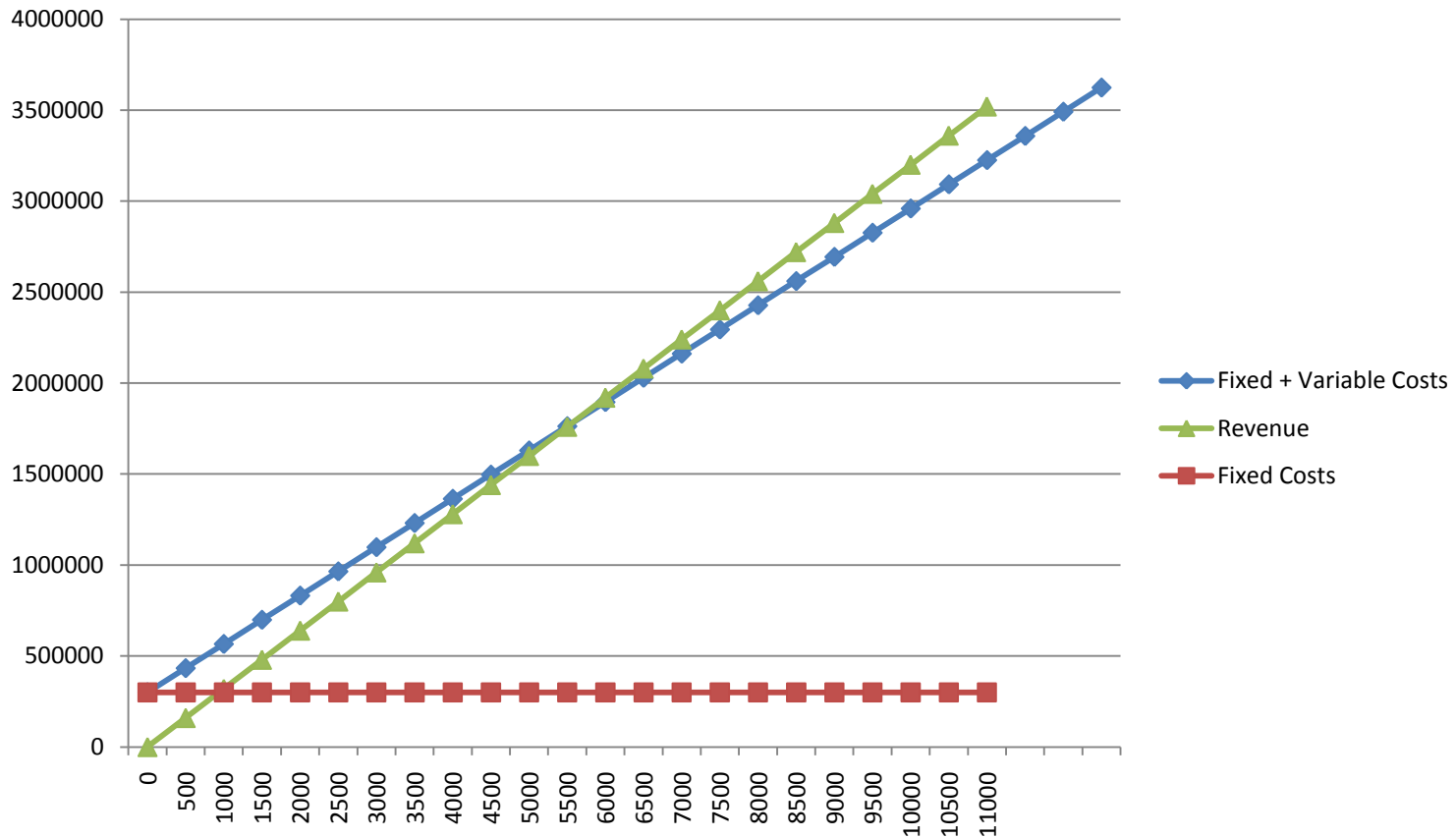
Turkey Population December 2008				Sales Estimates					
	E-K Toplam	Disabled %	# of People	Target TR	Target Ank.	Half 1	Half 2	Year 2	Year 3
0-4	5.998.258	4.15%	511.130	511.130	29.207	0,0%	0,0%	0,0%	0,0%
5-9	6.318.132								
10-14	6.472.197	4.63%	586.033	586.033	33.488	0,0%	0,0%	0,0%	0,0%
15-19	6.185.104								
20-24	6.256.558	7.30%	932.604	932.604	53.292	0,3%	0,8%	1,5%	3,0%
25-29	6.518.837								
30-34	5.810.107	11.44%	1.274.484	1.274.484	72.828	0,3%	0,8%	1,5%	3,0%
35-39	5.330.484								
40-44	4.740.250	18.07%	1.630.714	1.630.714	93.184	0,5%	1,0%	2,0%	5,0%
45-49	4.284.175								
50-54	3.643.173	27.67%	1.804.437	1.804.437	103.111	0,5%	1,0%	2,0%	5,0%
55-59	2.878.104								
60-64	2.188.298	36.96%	1.437.626	1.437.626	82.150	0,5%	1,0%	2,0%	5,0%
65-69	1.701.384								
70-74	1.274.681								
75-79	1.110.782								
80-84	571.179	43,99%	1.404.178	3.192.039	182.402	0,5%	1,0%	2,0%	5,0%
85-89	175.221								
90+	60.176								
Total	71 517 100	Total	9.581.206	11.369.067		2.683	5.554	11.109	26.826

Source: TUIK

Sales	2.683	2.872	5.554	15.717
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Break – Even Point: 5580

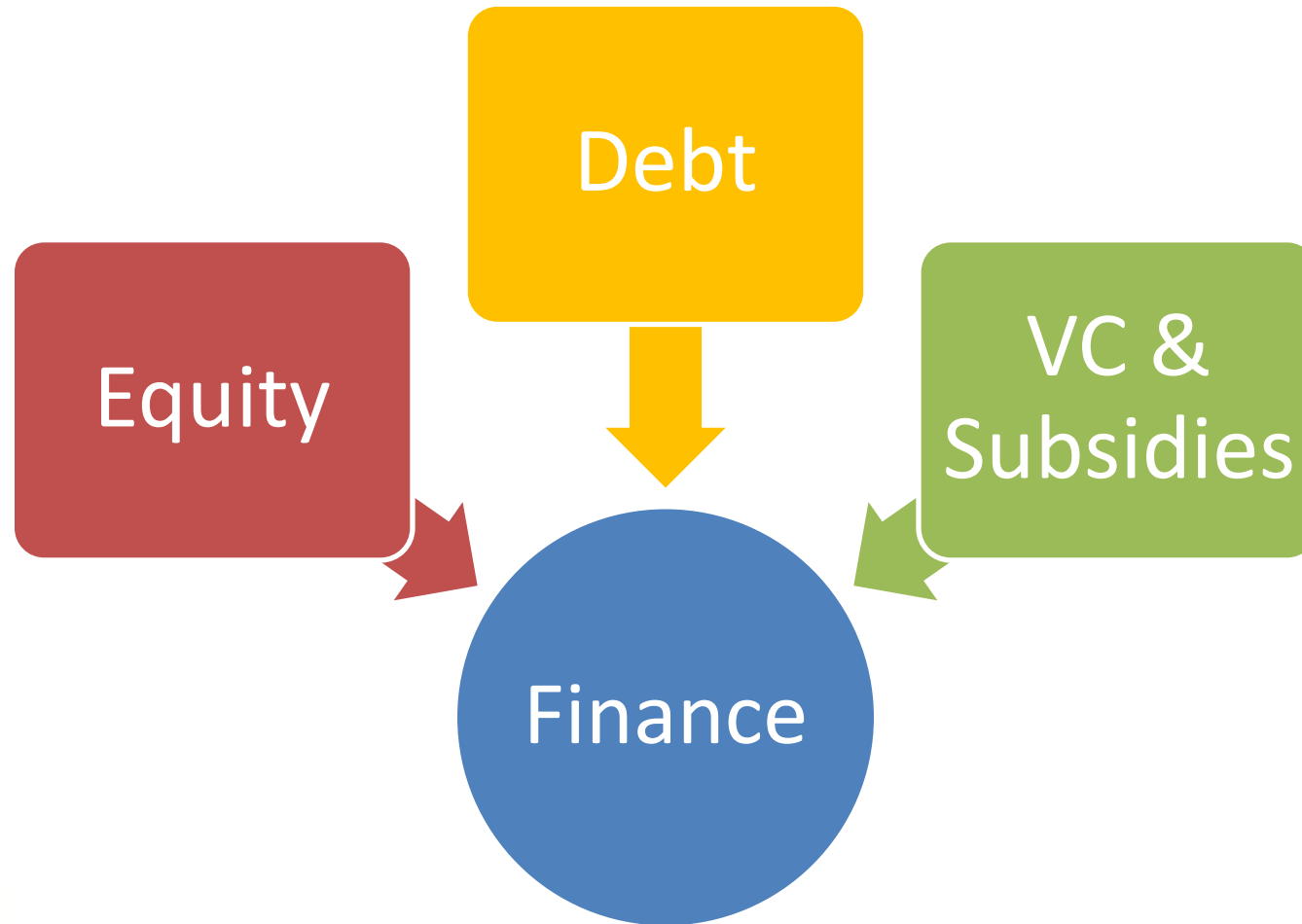


Financial Statement



EASY LIFE INCOME STATEMENT							
	1. Q	2. Q	3. Q	4. Q	3. Half	4. Half	3. Year
Revenue					856.283	916.669	1.772.952
CGS					685.026	733.335	1.418.362
Gross Profit					171.257	183.334	354.590
OPEX	47.707	48.416	49.135	50.390	183.606	189.229	189.229
Depriciation							
EBIT	-47.707	-48.416	-49.135	-50.390	-12.349	-5.896	165.361
Interest	0	639	1.896	7.556	6.389	15.250	5.069
EBT	-47.707	-49.054	-51.031	-57.946	-18.738	-21.146	160.292
Tax							32.058
Net Income	-47.707	-49.054	-51.031	-57.946	-18.738	-21.146	128.233

Financing



Risk Analysis



<u>Risk</u>	<u>Probability</u>	<u>Implication</u>	<u>Contingency</u>
Suppliers unwilling to participate	◐	●	- Offer long term contracts, and PR opportunities
Delivery fails to match orders	◐	◐	- Own distribution systems or outsource to 3rd parties
Technology fails / reliability poor	◑	◑	- Extensive R&D to increase quality, warranties and guarantees keeping customers happy
Customers will not accept the product	◑	◐	- Tailored product concept, work with NGOs
Demand exceeds capacity	◐	◑	- Plan capacity increase already, increase price, concentrate on city centers
Debt financing fails	◐	◑	- Concentrate on subsidies and grants, look for support from Municipalities and Government

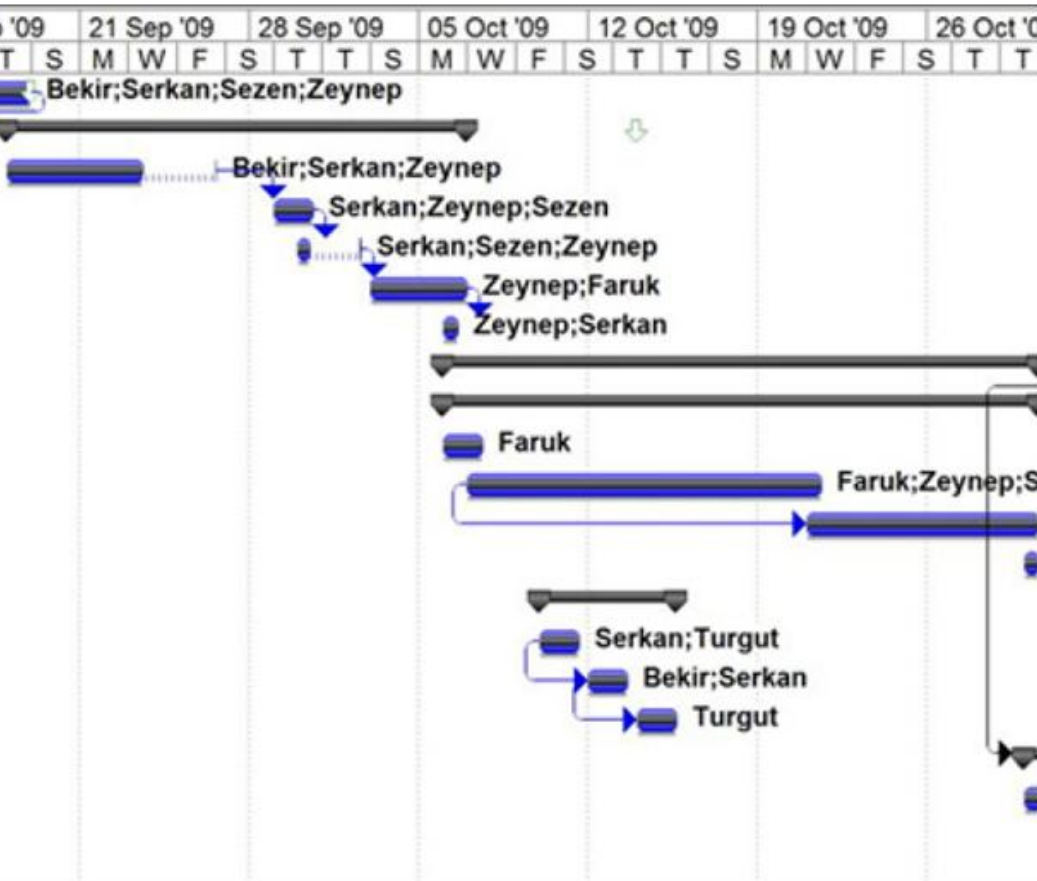
Development Plan I



ID	Task Name
1	Idea Generation
2	Literature Survey
3	Research on possible technologies
4	Discussion of the project details with course advisors
5	Determining the feasibility of the project
6	Competition Analysis
7	Literature Survey Reporting
8	Market Research
9	Research on Demand and Customer Needs
10	Research target customer statistics
11	Survey Creation
12	Meeting with potential customers, learning expectations
13	Conducting the survey
14	Research on system technology
15	Research on GSM GPS technologies
16	Research on KIOSK system working principles
17	Research on universal communication design
18	Product Definition
19	Specifying product functions
20	Preliminary Technical Design of Hardware
21	Listing necessary devices with technical requirements
22	Preliminary Design of the Software Logic
23	Preliminary Design of the Software Interface
24	Quality assurance analysis
25	Product Definition and QFD Reporting

- ✓ Define working times
- ✓ List the tasks in the project
- ✓ Organize tasks into phases

Development Plan II



- ✓ Schedule tasks
- ✓ Deadlines and constrain tasks
- ✓ Define working times for resources
- ✓ Assign people and equipment to tasks

Development Plan III

Easy Life MS Project

as of Tue 15.12.09



Dates			
Start:	Thu 10.09.09	Finish:	Tue 16.02.10
Baseline Start:	NA	Baseline Finish:	NA
Actual Start:	Thu 10.09.09	Actual Finish:	NA
Start Variance:	0 days	Finish Variance:	0 days

Duration			
Scheduled:	160 days	Remaining:	50,52 days
Baseline:	0 days?	Actual:	109,48 days
Variance:	160 days	Percent Complete:	68%

Work			
Scheduled:	7.256,83 hrs	Remaining:	232,67 hrs
Baseline:	0 hrs	Actual:	7.024,17 hrs
Variance:	7.256,83 hrs	Percent Complete:	97%

Costs			
Scheduled:	725,68 TL	Remaining:	23,27 TL
Baseline:	0,00 TL	Actual:	702,42 TL
Variance:	725,68 TL		

- ✓ critical tasks
- ✓ risks and issues
- ✓ resources and time allocation
- ✓ project costs

Task Status		Resource Status	
Tasks not yet started:	7	Work Resources:	5
Tasks in progress:	8	Overallocated Work Resources:	1
Tasks completed:	49	Material Resources:	0
Total Tasks:	64	Total Resources:	6

Developmental Stage

Task Status	
Tasks not yet started:	7
Tasks in progress:	8
Tasks completed:	49
Total Tasks:	64

Duration	
Remaining:	50,52 days
Actual:	109,48 days
Percent Complete:	68%

Work	
Remaining:	232,67 hrs
Actual:	7.024,17 hrs
Percent Complete:	97%

ID	Task Name
September 2009	
1	Idea Generation
3	Research on possible technologies
4	Discussion of the project details with col
5	Determining the feasibility of the project
October 2009	
5	Determining the feasibility of the project
6	Competition Analysis
7	Literature Survey Reporting
10	Research target customer statistics
11	Survey Creation
15	Research on GSM GPS technologies
16	Research on KIOSK system working prior
17	Research on universal communication di
12	Meeting with potential customers, learnin
13	Conducting the survey
19	Specifying product functions
20	Preliminary Technical Design of Hardwa
November 2009	
20	Preliminary Technical Design of Hardwa
21	Listing necessary devices with technical
22	Preliminary Design of the Software Logic
23	Preliminary Design of the Software Interf
24	Quality assurance analysis
25	Product Definition and QFD Reporting
27	Research of hardware components price
28	Research on integrating external comp. t
29	Preliminary Design of the main system
30	Product and Subassembly Specifications:
December 2009	
30	Product and Subassembly Specifications:
32	Development plan
33	Defining the exit strategy
41	Market analysis
47	Income statement
42	Competitive analysis
35	Providing mission goals and objective sti
43	Determining marketing strategy
36	Constructing background information
45	Expenditure Plan
46	Break-even analysis
37	Describing organizational structure and r
48	Balance sheet
49	Cash flow statement
38	Introducing product and service line
39	Writing the executive summary



Problems & Solutions

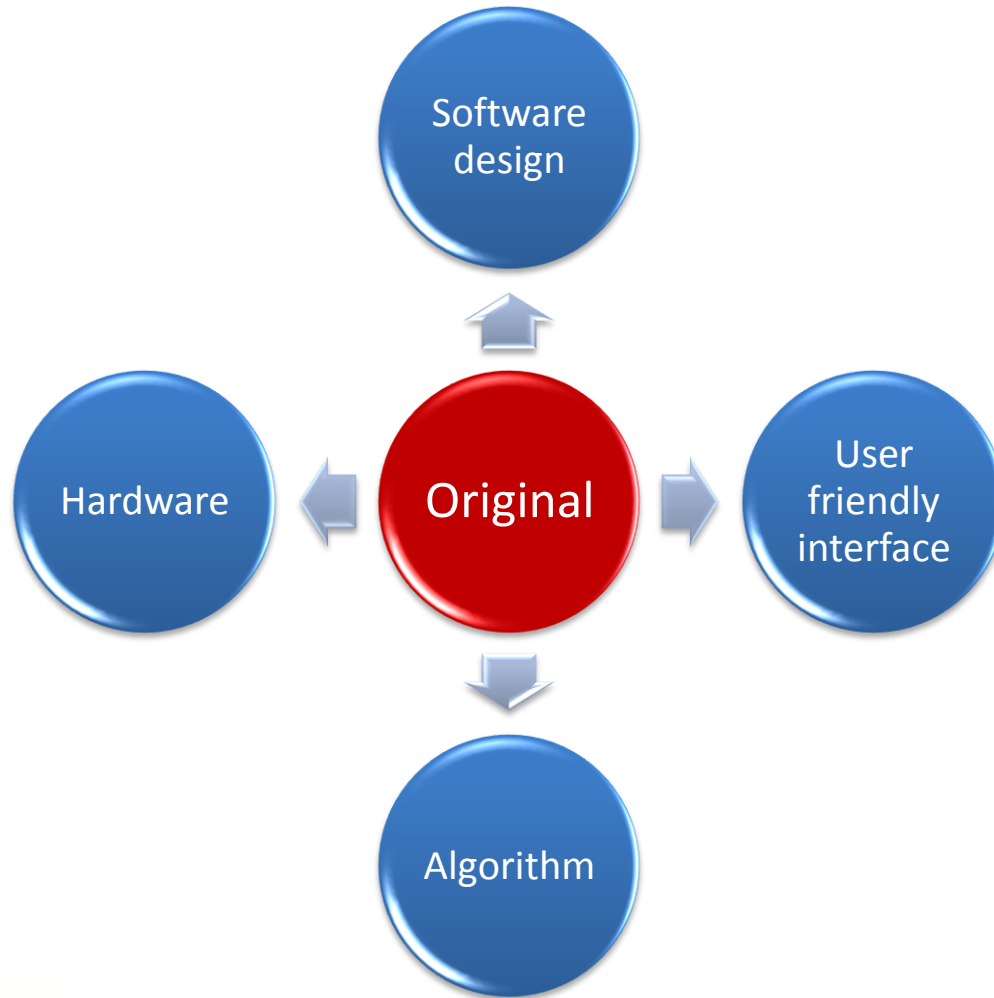
- Could not find recent statistical data to estimate market potential and sales
- ✓ Used 2002's data and left buffer
- Complicated shopping alternatives
- ✓ Simplified options and prioritised major needs
- Fixed costs per month due to GSM operations
- ✓ Decided to get a commission from each order after a successful kick off.

Problems & Solutions



- Identifying and reaching target group
- ✓ Cooperation with NGOs and Municipalities
- Understanding customer needs
- ✓ Surveys and meetings with target group
- Difficulties in price & version updates
- ✓ Panels will check for possible updates everyday, not to cause price confusions

Professional & Ethical Issues



*Unique harmony
that
meets special
needs
by Easy Life*

Intellectual Property Policy



Employees will be developing or creating intellectual property related to the business of the Easy Life Company. This policy is designed to ensure that any and **all intellectual property development by employees subject to this will be deemed owned fully completely by Easy Life.**



Nondisclosure Agreement



This Nondisclosure Agreement is entered into by and between Easy Life Co. Founders (Sezen Sayoglu, Faruk Yurdusever, Zeynep Gencer, Bekir Topaloğlu, Serkan Baydin, Turgut Isık) with its principal offices at Bilkent University and located at Ankara for the purpose of preventing the unauthorized disclosure of Confidential Information as defined below. The parties agree to enter into a confidential relationship with respect to the disclosure of certain proprietary and confidential information.

(“Confidential Information”)





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Questions?

Easy Life Co.

Bekir Topalođlu

Faruk Yurdusever

Serkan Baydin

Sezen Sayoglu

Turgut Iřık

Zeynep Gencer