

Module Code : ACMA4013

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E-PORTFOLIO : A training centre with artificial intelligence enabled devices for physically challenged people to provide tech-related services for a shared profit.

TABLE OF CONTENTS

Mind Map	Slide 2-4
Reflection: Guiding Values and Idea Generation	Slide 5-9
Elevator Pitch	Slide 10-11
Conference Poster	Slide 12



Mind Map



The place of passion must also be acknowledged as a major driver for entrepreneurs to solve problems (Cardon *et al.*, 2017). This project is particularly fueled by a desire to see more physically challenged people feel more important and become more financially independent.

Helping physically challenged people is a major societal problem and is one that every changemaker should be passionate about solving (Purlang, 2022).



It was also important to consider a technological solution that is a major component of the fourth industrial revolution and bedrock of future innovations in the society (Schwab, 2016). This was the rationale behind the selection of Artificial Intelligence.

An in-depth scoping played a major role in this selection process as it helped in exhaustive investigation of present and most promising technological trends.

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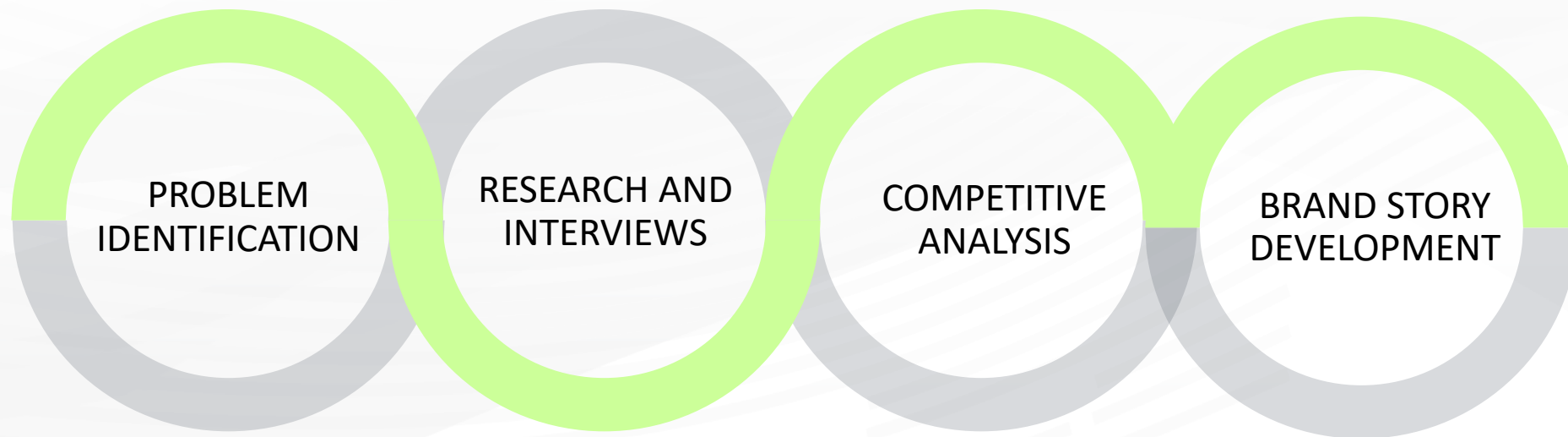
2. Reflection: Guiding Values and Idea Generation



Social Value: This project is driven by a desire to do social good by providing a platform that allows a marginalised group in the society access skills, jobs, and independence (Zahra & Wright, 2016).

Economic Value: The project will also provide jobs and contribute to the economy by reducing unemployment (Parker, 2018). The project would also add to commercial activities in the society.

PROCESS OF IDEA GENERATION



Problem Identification

Identifying a problem is a primary step in developing sustainable ideas and solutions. The idea for this project was therefore borne out of identifying social and economic problems that needs to be solved in the society (Tschimmel, 2012).

1. Under-utilisation of people who are physically challenged

- People who are physically challenged are largely underutilized because of their condition (Bonaccio *et al.*, 2020.)
- Many of them are unemployed because employers are reluctant to hire them
- When they are eventually employed they are mostly underpaid and undervalued with little chance of becoming independent in the future

2. Shortage in global tech talent

- Despite the increasing demand for tech-enabled solutions, there is still a shortage of global tech talent (Edmund, 2018)
- There is a need to increase the number of people who can handle tech related projects even if some of them have to work remotely.
- Many companies are looking for independent contractors or outsourcing agencies who can handle one-time tech projects for them.

Research and Interviews

The next step involved carrying out an in-depth research. This was majorly achieved by gathering primary and secondary data about the problem and possible solutions (British Library, 2022)

Secondary data was derived from books, articles and other written or audio sources of information on the subject topic (Johnston, 2015)

Primary data was derived from first-hand interviews with physically challenged people and by speaking to potential clients and customers. Modes of interview included personal interviews and focus groups (Masadeh, 2012)

However, primary data was prioritised over secondary data. Primary data served as more realistic feedback about the target market and the project.

Competitive Analysis

The next step involved analysing data and information on existing players in the talent outsourcing industry.

Competitive analysis helped in evaluating the weaknesses and strengths of these existing companies or projects (Fleisher & Bensoussan, 2015)

Competitive analysis therefore helped in identification of gaps from the feedbacks that were collected through research and interviews.

Brand Story Development

The interviews helped in the development of a brand story. The brand story was based on the problems that physically challenged people face. The competitive analysis also helped in differentiating the brand from other similar brands (Tompkins, 2021).

The brand story would help create a personal connection between the project and other people in the societies or potential customers. Brand stories also makes it easier to sell the project to people (Kohli & Melville, 2019).

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3. Elevator Pitch

Problem Statement

Physically challenged people are largely under-utilised in the society while there is a shortage of global tech talent.

Solution

To create a training center that uses AI enabled tools to provide effective trainings for physically challenged people to become tech literate while providing a talent marketplace for them to provide the acquired skills as services for a shared profit.



Unique Value Proposition

- ❑ A training center that also serves as a workplace
- ❑ AI enabled tools that ensures that physically challenged people can learn and work at the required pace
- ❑ Online talent marketplace that connects physically challenged people with remote jobs and freelancing opportunities
- ❑ Services rendered to customers and clients at relatively cheaper prices
- ❑ Profit sharing model that serves as a continuous stream of income for physically challenged people
- ❑ Trainees/workers can go fully independent after 18 months.

INTRODUCTION

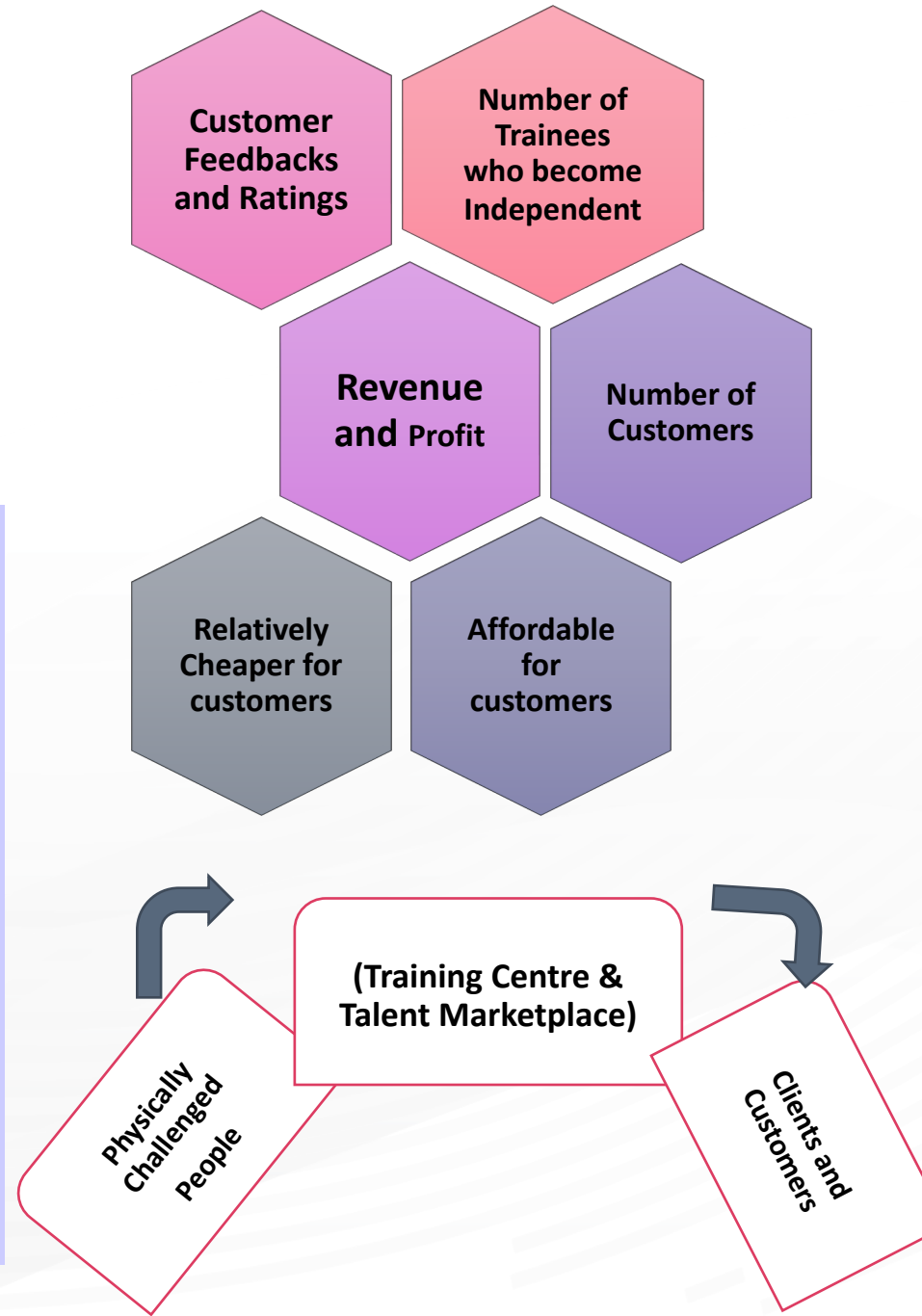
Physically challenged people are largely under-utilised in the society while there is a shortage of global tech talent (Bonaccio *et al.*, 2020; Edmund, 2018). Therefore, we are creating a training centre that uses AI enabled tools to provide effective trainings for physically challenged people to become tech literate while providing a talent marketplace for them to provide the acquired skills as services for a shared profit.

BUSINESS MODEL

The business model is primarily based on operating as a third-party platform that connects tech talents to customers who need them. This is achieved by using AI enabled technologies to train physically challenged people then connecting them with people who need their acquired skills.

The business will adopt a profit-sharing revenue model (Gong *et al.*, 2018). The training centre will keep 40% of all profits while the trained personnel the (physically challenged) keep 60%. However, the trainees can decide to become independent after two years of working with the centre. These services are also provided to customer at relatively cheaper rates.

KEY PERFORMANCE INDICATORS



TARGET MARKET

- Business Owners/Solo Entrepreneurs
- Companies and corporations
- Government Agencies
- NGOs

GO-TO MARKET STRATEGY

The go-to market strategies are plans and actions that would be used for acquiring customers and clients for the business (Friedman, 2012; Kuester *et al.*, 2018).

These strategies include:

- Social Media Marketing
- Email Marketing
- Search Engine Optimisation (SEO)
- Cold calling and direct sales

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