

CST 700-The SpECial Company



Team Members

Edward Teasley

Shelby Neal

Connie Ingram

Project Charter

May 30, 2021

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Project Stakeholders of The SpECial Company

Edward Teasley

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Shelby Neal

- Titles: CEO, Chief Technology Officer, Executive Assistant
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Connie Ingram

Titles: CEO, Chief Financial Officer, Chief Marketing Officer
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Project Description

The SpECial Company was founded in 2020 by Edward Teasley, Shelby Neal, and Connie Ingram. Currently, to obtain recipes, cards have been handed down from person to person, shared recipes through text messages and emails, and our users have utilized search engines to display recipes. With this Website and application, our users will be able to locate all recipes in a central location that is easy to share. *The SpECial Company* provides a particular website and application to allocate detailed recipes that can be purchased, uploaded, or viewed. In doing so, we hope our users will share their recipes with others on and off the platform. Our Website and application contain original recipes and instructions for all types, including but not limited to pescatarians, vegans, and vegetarians.

Measurable Organizational Value (MOV)

- Increase subscriptions by 30% over the next 90 days.
- Increase the upload of recipes by 50% over the first 90 days.
- Increase revenue by 40% within the first 230 days.
- Revenue target of \$60,000 within the first 230 days.
- Decrease the subscription cost by 10% within the 24-month reporting period.

Project Scope

In this fast pacing, constantly changing world, business cases are critical to an organization's success. *The SpECial Company* provides a unique website and application to allocate detailed recipes that can be purchased, uploaded, or viewed. In doing so, we hope our users will share their recipes with others on and off the platform. Our website and application contain original recipes and instructions for all types, including but not limited to pescatarians, vegans, and vegetarians.

Project Schedule Summary

Project Start Date: May 17, 2021

Project End Date: June 23, 2021

Timeline of project phases and milestones:

- Phase 1: May 31
- Phase 2: June 6, 2021
- Milestone: June 16, 2021
- Final Phase 3: June 23, 2021

Project reviews and review dates:

- Weekly reviews

Project Budget Summary

The SpECial Company's initial startup cost would be approximately \$600,000 to \$800,000 to design, develop, and layout for both the app and the Website. The initial operating cost of the company is roughly \$300,000 to \$400,000, where the three CEO make an initial investment of \$5,000 each. Once the company is on the way, there will be a year-over-year increase investment of approximately 30%. To start seeing a profit, it will take 1-1/2 years to return on investment of about \$1.1 million.

Total Cost of Ownership

The SpECial Company - Total Cost of Ownership					
Resource	Description	Alt 1	Alt2	Alt 3	Alt 4
Personnel Time	8 hours of additional work for every request@ \$25.00 per hour	30,000.00	5,000.00	5,000.00	5,000.00
Communication	25 requests for every daily@ \$5.99 per recipe	9,500.00	2,500.00	2,500.00	2,500.00
Software	Alt 2 BigOven Free Recipe Organizer Software. Alt 3: Nutritics Insight Alt 4: EDAMAM		9,500.00	25,800.00	4,000.00

Programming	BigOven Free Recipe@ \$60/hr and custom system @ \$50/hr		1,900.00	8,500.00	15,000.00
Training	2 day onsite training @ 600/day		1,200.00	1,200.00	1,200.00
Hardware	Machine description (see footnote)		2,500.00	5,000.00	4,000.00
Support & Maintenance	The subscription for FOS @ 1000 per year and the customized system @ 750 per year		1,200.00	1,200.00	660
Total		39,500.00	23,800.00	49,200.00	32,360.00

Quality Issues

- High necessity for you to learn how to set up and use the selected solution and know
- HTML basics
- Lack of customization and flexibility (only if you know how to code for minor adjustments)
- Dependency on a third-party provider
- Low performance (depends on web hosting)
- Low security (someone could get into your code easily)
- Limited scalability (if you plan for further growth)
- Limited functionality and features

Acceptance and approval

- Each CEO will adhere and sign all necessary documents.