Technopreneurship Strategy

Frans Thamura
frans@meruvian.org
0855 7888 699
The Internet is a New Medium

Place

Time

Form

INTERNET
Internet Economy

- Customer driven
- Service enhanced customization

Value creation

- Industrial Age Corp.
  - Vertical
  - Fully integrated

- Supply driven
- Mass production

Virtual Corp.
- Extended
- Tightly coupled

Resources
- Physical
- Scarce
- Digital knowledge
- Abundance

Internetworked enterprise

E-business community

Industry ecosystem
### Competitive Landscape Analysis

<table>
<thead>
<tr>
<th>Competitors</th>
<th>Partners</th>
<th>Differentiators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Facility Manager Functionality
- "Step-by-step" process guide
- Contractor Marketplace
- Obtain bids on posted jobs
- Contractor Credit/Legal History
- Obtain contractor references
- Contractor Evaluation Database/*Rate the Professional*
- Facility Manager Community
- On-line Discussion/Chat
- Facility Manager Newsletter/Hot Issues
- Synchronous "Ask an Expert" (Interactive Chat - Real Time)
- Asynchronous "Ask an Expert" (eMail, BBS, Discussion, etc.)
- Project Management Area/Software
- Building Maintenance
ebill eMail
- Calendaring Software
- Personal Address Book (eMail, websites, etc.)
- Group negotiating power for procurement - "Freemarkets"
- Budgeting
- On-line procurement of goods and services

#### Financial services
- Facility Manager Web Page With Personalized Information
- Current news, stock, sports, travel, and weather information
- Contract Template Database
- RFP Template Database
- Reference Materials (publications, software, library, etc.)
- Continuing Education
- Project Calculator/Wizard
- Conferences & Seminars

**Site is Not Yet Functional or Requires User-ID That is Not Available
Notes On Functionality Are Based Upon Statements Made On Promotional Portions Of Site.

© 2004 – 2007, Meruvian Foundation. All rights reserved. Proprietary and Confidential - Not to be Copied or Distributed.
### SWOT Analysis

#### SWOT analysis of (Company Name)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to Use</td>
<td>Bad Design</td>
</tr>
<tr>
<td>Open Architecture</td>
<td>Community</td>
</tr>
</tbody>
</table>

#### Opportunities
- Easy to Use
- Open Architecture

#### Threats
- Bad Design
- Community

- Capitalize
- Neutralize
- Opportunities
- Threats
Marketing Strategy

- 4P (Product, Price, Place, Promotion)
- Marketing Mix (Segmenting, Targeting and Positioning)
- Differentiation
Brand Leadership

- Awareness
- Relevancy
- Trust
- Kharisma
www.jtechnopreneur.com

jtechnopreneurship@googlegroups.com