**Sample Only**

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**Document Type**: Proposal

**Revision Number**: 1.0

**Project Name**: EZScoot

## Overview

We are seeking to build a spreadsheet model to study the feasibility of an innovative travel option called EZScoot.

## Why EZScoot

## In busy cities and metropolitan areas, traveling locally as part of ones professional or student life is becoming exceedingly difficult. This is due to heavy traffic, congested roads and limited parking. EZScoot is an innovative transportation option provided to travel from one location to another in a manner that is easy, convenient, cost effective and environment friendly.

EZScoot scooters will be available at conveniently placed kiosks in key parts of a city. Clients will be able to rent a scooter from one of the kiosks and return it to another kiosk conveniently located near their destination. Scooters can be hired for a competitive price for as little as half an hour. There will be no deposit or insurance required – After registering with an ID and credit card, a subscriber will be good to go in a matter of minutes***.*** The model will be used to determine the feasibility of the EZScoot project given the demographics of a desired area.

Two scenarios will be modeled. One scenario will simulate the availability of scooters close to the demand volume, resulting in a lesser number of customers dissatisfied due to a lack of scooter availability. This will provide positive marketing, through *word of mouth* publicity and help boost the demand.

The second scenario will explore limited scooter availability, increasing the utilization rate and possibly creating dissatisfied customers. This may reduce the demand through negative publicity.

## The initial users of the model will be the EZScoot team. Once the EZScoot concept has been tried and tested in at least one city, the model will be made available to venture capitalists for financing the rollout and expansion to other cities.

## Budget

|  |  |  |
| --- | --- | --- |
| **Activity** | **Resources required** | **Time required ( in Hours)** |
| Planning | Project Manager, Modeler | 6 |

|  |  |  |
| --- | --- | --- |
| Modeling | Modeler | 20 |
| Execution, Testing & Quality Assurance | Modeler | 20 |
| Documentation | Modeler | 10 |
| **Total** |  | **56** |

## Team

Team EZScoot is comprised of

## Inputs, Parameters and Outputs

The inputs into the model include

* Customer Demographic information
  + Number of customers targeted - *parameter*
  + Customer mix – Professionals vs. Students - *parameter*
  + Number of targeted customers without cars or other transportation options - *parameter*
* Operating Costs
  + Advertising cost - *parameter*
  + Cost of acquiring & maintaining scooters - *parameter*
  + Fuel costs – *input stream*
  + Cost of installing, maintaining & running kiosks – *input stream*
  + Financial costs - *parameter*
  + Insurance costs - *parameter*
  + Other costs – cost of redistributing scooters, legal - *parameter*
  + Replacement costs – due to broken down scooters, theft etc - *parameter*
* Expected volume of hires ( this would be a stream containing weekly volumes for a year)
* Coverage area
  + Number of kiosks - *parameter*
  + Number of Scooters for each kiosk – *input stream*
  + Maximum range of scooter - *parameter*
* Percentage of satisfied customers – *parameter;* It is expected that sometimes customers will not have a scooter available to them. This cannot be completely avoided but has to be kept to a minimum. This input is used to establish a threshold – for instance, 90% would mean that 10% of customers would not be able to rent scooters at any given time.
* Affect of Customer Satisfaction on future hires – *parameter;* This could be positive or negative to indicate an increase and decrease in volume respectively
* Initial Investments - *parameter*
* Desired breakeven point - *parameter*

The outputs from the model will include

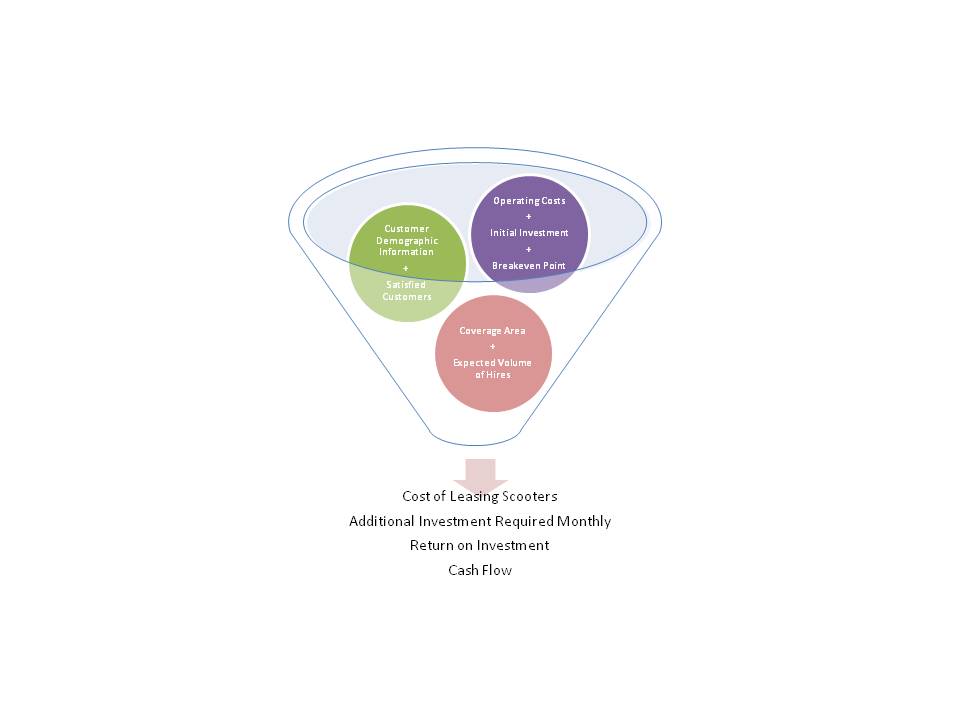
* Price of hiring scooters
* Additional investments required monthly – *output stream*
* Return on Investment – rate of return
* Cash flow – *output stream*

***[See Figure 1 in Appendix for Diagram]***

## Schedule and Milestones

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Completion Time** | **Deliverables** |
| Project initiation | 10/23/2008 | Accepted Project Proposal |
| Completed design | 11/2/2008 | High level design document, Model Skeleton |
| Mid Point Status Check | 11/13/2008 | Mid point status report |
| Completed Build out | 11/27/2008 | Completed Model – 2 Workbooks for the 2 scenarios |
| Testing & Documentation completed | 12/24/2008 | User Guide, Reference Guide |
| Project Completion | 1/1/2009 | Final Report |
| Project Presentation | 1/15/2009 |  |

***Appendix***



**Figure 1 (Above)**



Above is a picture of the EZScoot scooter.