Powerup

**Sample Only**

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Midpoint Status Report

REV001

**1. Problem Definition**

Powerup, a startup firm, is currently focused on monitoring and tracking residential electricity demand improvements.

We are currently developing a model to analyze monthly energy consumption by consumer, profit margin and cost related to operations. Being a startup firm, it is vital to keep expenses in check. This model will give live synopsis of our income and expenses. It will track drop in energy consumption as a result of our marketing campaign. According to our agreement with National Grid, we can earn up to 30% in revenue on the total energy savings. The data will be provided by their energy program and will then be fed into our system. We will then calculate expected revenue on the total energy savings via the model and extract our cost at the same time. In past, our CFO and executive team had to manually compare expense and revenue reports to see company’s current financial situation. This model will take minimum efforts from the users and will produce powerful analysis. It will also give them the ability to watch the trends in the variable and fixed cost such as marketing, labor, rent and utility etc.

We have made slight change to our model since last time. Now this model will also have the ability to forecast revenue and expense streams for future months. With the help of two scenarios, details below, it will provide good visibility to management team for their imminent decisions.

Our model will run two scenarios for the forecast to observe fluctuation in marketing cost over projected income. First one will analyze low marketing cost by using web-based social networking technologies whereas second scenario would explore high marketing expenditure by using electronic media such as TV and radio. We are projecting 1 Million dollar in net income for the first year by adjusting all of the variable factors.

Our management team’s goal is to sign up more consumers, therefore, more energy savings which will drastically improve our profit margin in future.

**2. Who does what**

Our team has defined the following tasks necessary to build the model which have been distributed in the following way:

|  |  |
| --- | --- |
| **Task** | **Team Member** |
| Set Parameters | Khurshid |
| Set Inputs & Output | Catalina |
| Revenue Calculation | Catalina |
| Fixed Costs Calculation | Ilana |
| Salary Calculation | Khurshid |
| Marketing Costs Calculation | Ilana |
| Scenario 1 | Khurshid |
| Scenario 2 | Catalina |

**3. Refined schedule and budget**

We have three steps left from now until the end of the project:

* STEP3 Data will be collected in order to analyze costs, expenses, and demand .Create the model. Complete all the initial coding of the model. The model will be created using excel. (Nov7th)
* STEP 4 Define at least two scenarios, test and observe the model for these scenarios. Model will be tested by the user to see if reporting requirements have been met. Graphics and final layout (Nov 20th)
* STEP 5 Prepare the final form, user guide, project model and reference guide. Figure out any necessary changes before the work is submitted. (DEC 17th).

In terms of budget we have already finished the stage of Planning and we are redefining our time involvement as follows:

* Modeling: It will take approximately 30 hours for our team to implement the model and its components.
* Documents: It will take about 5 hours each for every document. Team member will be working together on Final report, User & Reference guide. Total hours will be 15.
* Execution: Every team member will be closely observing the model’s behavior with the above two scenarios. It will take up to 15 hours for the team to carefully execute the model.