SOFTWARE DEVELOPMENT 2025 PLAN

- **Overview**
- To achieve 70% of the total budget (targeting ₦100,000,000), we will focus on selected projects that maximize efficiency and revenue potential. The goal is to implement 5 prioritized projects, costing ₦14M each, within a structured timeline over the next 12 months.

Project Priorities

Immediate Revenue Projects

- These projects are prioritized because they bring immediate revenue into the company's accounts:

1. Data Centralization Platform
2. HMO Platform
3. 3 GMD's Project
4. Timewalker and Travel
5. Extended Network

Project Priorities

VLP (Venture Launch Program) Projects

- These projects are exploratory in nature and will operate under our VLP program. While they may not generate immediate revenue, they are integral to our long-term strategy:

1. Geofencing
2. Laundry Mart
3. Clothing Rental Platform (Rent the Runway Model)
4. Apartment App
5. Oze – We will build our version of this platform starting in Q2 as part of the VLP program

Product-Specific Revenue Breakdown

1. Data Centralization Platform

Summary: A unified solution designed to collect, organize, and manage data from multiple sources into a single, accessible platform for decision-making and analytics.

Timeline: 1 Month

2. HMO Platform

- **Summary**: A subscription-based Health Management Organization platform that connects individuals and families to affordable healthcare plans and partner hospitals.
- **Timeline**: 3 Months

3. 3 GMD's Project

- **Summary**: Delivers three critical solutions—Just-In-Time Services, Event Management Tools, and Group-Based Activity Apps—over an 8-month timeline to enhance productivity, optimize processes, and improve collaboration for businesses and teams.
- **Timeline**: 8 Months

Product-Specific Revenue Breakdown

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  ## 4. Timewalker and Travel
    - **Summary**: A comprehensive travel software solution designed for travel and tour businesses to enhance both B2B and B2C operations.
    - **Timeline**: 5 Months

- ## 5. Extended Network
    - **Summary**: An advanced platform that connects travelers and service providers for seamless operations, emphasizing enhanced B2B and B2C solutions in the travel sector.
    - **Timeline**: 5 Months

Product-Specific Revenue Breakdown

6. Geofencing
- **Summary**: A geofencing solution to help businesses target users based on location by sending notifications, offers, and ads when users enter specific geographic zones.
- **Timeline**: 3 Months

7. Laundry Mart
- **Summary**: An on-demand laundry and dry-cleaning service platform connecting users with professional laundromats for pickup, cleaning, and delivery services.
- **Timeline**: 3 Months

8. Clothing Rental Platform (Rent the Runway Model)
- **Summary**: A platform offering designer clothing rentals for short-term use, catering to individuals seeking high-quality fashion without ownership costs.
- **Timeline**: 3 Months

9. Apartment App
- **Summary**: A real estate platform enabling property owners, tenants, and buyers to list, search, and manage apartment rentals and sales.
- **Timeline**: 3 Months

10. oze
- **Summary**: Provides a one-stop shop for businesses, helping them streamline operations and scale efficiently.
- **Timeline**: Development begins in Q2 under the VLP program.

Scaling Strategy for 2025

Quarter 1 (January – March)

- Finalize the MVP for the Just-In-Time Platform (part of the 3 GMD's Project).

- Complete 60% of the Event Management Platform development.

- Complete the Data Centralization Platform.

- Design UI for Timewalker and Extended Network projects.

- **Key Action**: Hire an ad-hoc frontend developer working remotely to manage the workload and set the pace before Quarter 2.

Scaling Strategy for 2025

- **Quarter 2 (April – June)**
- Launch the HMO Platform to the public.
- Finalize and deploy the Event Management Platform (3 GMD's Project).
- Begin development for the Timewalker and Extended Network.
- Start development of OZE under the VLP program.
- **Key Action**: Bring on two full-stack developers, one UI/UX developer.

Scaling Strategy for 2025

- **Quarter 3 (July – September)**
- Begin development of the Geofencing Solution.
- Launch Laundry Mart.
- Initiate development of the Clothing Rental Platform.
- Finalize the Timewalker and Extended Network platforms.

Scaling Strategy for 2025

- **Quarter 4 (October – December)**
- Finalize and launch the Clothing Rental Platform.
- Finalize and launch the Laundry Mart.
- Integrate the Geofencing Solution into all major apps.
- Launch the Apartment App.
- Review performance metrics and scale high-performing projects.

STAFFING

- **Intern vs. Remote Ad-Hoc Staffing**
- While interns can provide valuable support, prioritizing stronger, remote ad-hoc developers in key areas will enable us to achieve higher efficiency and quality output. These hires will bridge skill gaps, ensuring that the fast-paced development timeline is met. Interns may still be utilized for supplementary tasks to save costs and build future talent pipelines.

- **Next Steps**

1. Assign dedicated teams for each product with clear KPIs and deliverables.

2. Break down each project into smaller, manageable components, detailing the technology stack and development approach.

3. Conduct regular project reviews to ensure adherence to timelines and quality standards.

Conclusion

- By prioritizing immediate revenue projects while leveraging the VLP program for exploratory initiatives, we can achieve the ₦70,000,000 revenue target for 2025. This strategy balances short-term goals with long-term growth while maintaining flexibility for market dynamics.

- However, this is subject to change based on the best decisions in the future or unforeseen circumstances. The minimum goal of achieving ₦70,000,000 will not be affected. Projects are flexible, and non-revenue-generating projects will take lower priority compared to revenue-generating ones. Additionally, project priorities may shift depending on the revenue contribution of each project.