GDN

Global Dialogue Network

GLOBAL DIALOGUE NETWORK

YOUR NETWORK FOR DISCOVERING
SHARED OPPORTUNITIES OF GLOBAL UNDERSTANDING

TEAM 90

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1.0: Business Overview

Global Dialogue Network is a specialized event-listing company with the mission of allowing leaders around the world to discover shared global understanding opportunities between developed and developing nations. Organizations that host such opportunities via international dialogues, conferences and other similar events are able to list them on our website to reach their target audience: the conference-going community that thinks globally, and acts locally.

2.0: Global Leader Development Problem

In a world that is becoming increasingly hyper-connected, the need to develop leaders that think on a global scale is necessary to deal with issues that have not been experienced in the past, such as diminishing natural resources worldwide at an alarming rate. A key component of developing such leaders is through dialogue with delegates from nations around the world to create shared understanding. For instance, Fournisseur, a bright post-secondary student from Rwanda and a future leader of tomorrow, needs opportunities to engage in dialogue with other diverse individuals to come up with legitimate solutions that initiate positive global change. However, there are currently not enough proper platforms that provide him with opportunities to discover these opportunities.

3.0: The Global Dialogue Network Solution

Global Dialogue Network ("GDN") is the world's first event-listing, fully social-media integrated service that focuses specifically on international dialogues that provide mutual benefit for both developed and developing nations. Event-organizers utilize GDN to reach their desired target audience and provide dialogue opportunities on a global scale that is traditionally unavailable in the past.

4.0: The Value Proposition

- Allowing **event-organizers** (universities, corporations) find the right candidates to participate in specific events in ways that would have otherwise been impossible for them to do. GDN helps to gather appropriate candidates across the globe to discuss, and share information, together.

- Helping **individuals** to enhance personal skills in the path of becoming successful future leaders by connecting them with experience gaining events. Participating global events given individuals the chance to interact in person, which able to improve social skills, understanding differences of various cultures and expertise.

- Delegates from around the world are given a platform to increase the opportunity to exchange information and knowledge. This allows for increased empathy of future leaders with different cultures, thus assuring brighter future in global scale.

Mutual Benefits for Developed & Developing Countries

1. GDN allows for increased interaction. Individuals from both countries are able to understand and learn how others speaks, the attitudes, characteristics and such.

2. Discussion of different topics will increase the understanding of both parties. Each party could utilize the exclusive skills and knowledge to solve particular issues, which able to give insights to individuals to think differently, act differently - think out of the box.

5.0: The GDN Method

Events posted on GDN are strictly international dialogues that allow individuals from developed and developing nations to exchange ideas to create more sustainable future. The selection of international events that will be listed in our website must meet one key criterion: the event allows dialogue between delegates from both developed and developing nations, to maximize the freedom of interaction. GDN will act as filtering hub that only allow appropriate event organizers to advertise on the official websites, and information will be disseminated to targeted end users through multiple platforms such like mobile phone and personal computers.

Figure 1 - The GDN Method

Created by UI CHAN TER
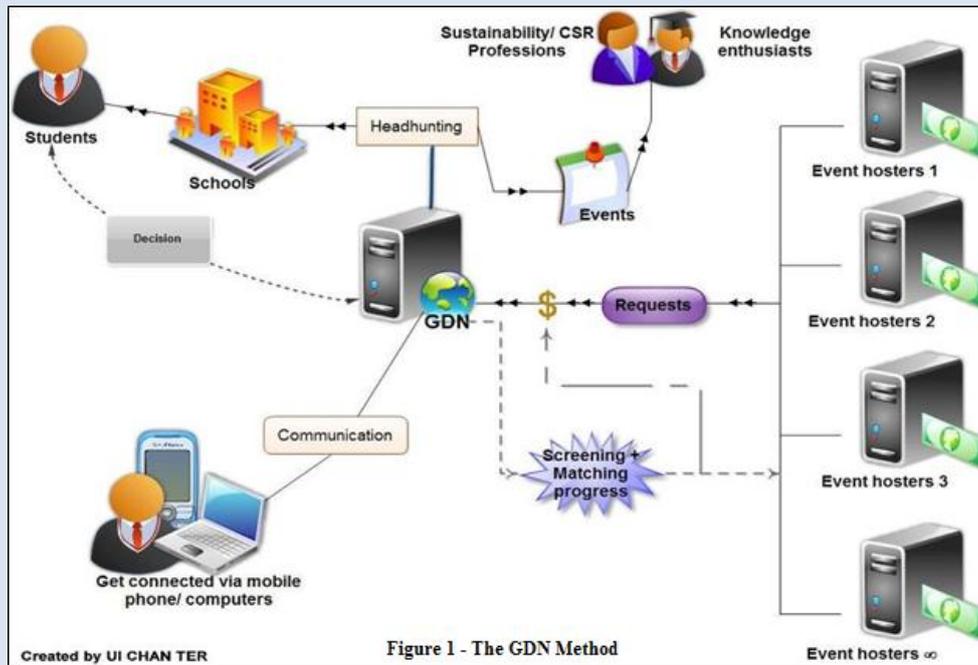
Get connected with Global Dialogue Network

GDN provides users advantage to get connected without hassle via multiple platforms, such as providing mobile phone application which allow users to get connected at any time; the application is light-coded therefore it is usable from budgeted phone to smart phones, to guarantee easy accessibilities of users from developed and developing countries. Moreover, GDN provide official forum that allow users to interact with each other's by sharing experiences and skills. GDN has also adopted various online channels (i.e. social network, blog, media hub, online directories, etc.) to assure every layer of users being catered.

6.0: Market Analysis

Market Opportunity

The study conducted by UN Global Compact and Accenture, called "A New Era Sustainability" highlights a survey outlining key results from top executives around the world:

- 93% of CEOs believe that sustainability issues will be critical to the future success of their business
- 96% of CEOs believe that sustainability issues should be fully integrated into the strategy and operations of a company (up from 72% in 2007)

Figure : CEO online survey respondents (766 total)

Europe - 439

Americas - 156

Asia Pacific - 113

Africa & Middle East - 58

- 72% of CEOs see education as the global development issue most critical to address for the future success of their business

One can infer that CEOs will continue to think this way into the future, and that they will invest in stakeholder negotiations with delegates in nations from both developed and developing nations, just like how Daimler Corporation held the Students World Dialogue in 2011 in order to drive sustainability forward in the area of mobility. As a result, the likelihood of international events being hosted in the future will increase, and GDN will be ready to meet the promotional needs of the event-organizers.

Target Market

The intended target market could be segregated into two groups: the first would be event-organizers; another would be end users that attend events.

(1) The event organizers that GDN targets would be experience and skills enhancement events, which able to improvise end users capabilities in any fields. As long the events are proven useful, organizers across the globe will be catered.

(2) There are three types of event attendees that we will target:

Students	Student nowadays tend to be adventurous, outgoing and rather intuitive to understand or more willingly expose to social network. Moreover, being future leaders that destined to change the world into better place, it is essential to provide students a global platform that enhances their skills. We'll provide students total free services, commission to be acquired from event hostesses.
Knowledge Enthusiasts	Knowledge enthusiasts are the individual could be potentially recruited from public events such as education fair. These individuals would highly possible to join GDN.
Sustainability/ CSR Corporate Citizen	Corporates nowadays have been striving hard to maintain the welfare of humankind, and envision bringing brighter future to revolutionize the world. Especially when globalization took place, it is important that corporates provide training to their workforce by attending events to interact, exchange and enhance the skills and knowledge.

Competitors

Below is a table outlining notable direct and indirect competitors:

Direct Competitors	
Eventbrite • Free • Wide range of customization-types of tickets, event page, custom contact list, widgets, emails • Events sync-able with organization websites with Eventbrite ticket widget • Ticket sales are analysable with graphs • Access funds immediately with PayPal or Google Checkout, secure credit card processing, payment methods either by check or door • Donations from users are possible	**Zvents** • Free (depends on packages) • Many kinds of events such as education, food, festival and more • Has their own Zvents app for mobile phones • Zvents Media Platform is a co-branded local search, entertainment, business and event platform hosted as a managed service by Zvents
Conference Alerts • Free • Website is simple yet informative • Most events are focusing on different fields of education such as math, biology, history, engineering, science and more • Has a Facebook as second platform for business operation	**Indirect competitors: Social sites like Facebook, LinkedIn** • Huge community, top 10 highest traffic website • Group, event creation is part of service, but not the main service of it • Free to sign up

Risks & Barriers

1.	**Lack of exposure:** GDN might encounter difficulties in building awareness in consumers mind set, thus affecting sales and revenue. GDN could collaborate with supporting partners such as United Nations Global Compact to help gain exposure and overcome this.
2.	**Political risks:** Each country would be governed by different regulations; our service offerings might be prohibited in certain places. Additional legal factors that should be taken in consideration are consent of sharing of personal information online, Privacy Protection Laws and assured security of the website due to surge of security issues happening over the virtual network.
3.	**Technological:** Anything that happens on online equipment such as servers, computers, or electricity failure will highly delay the operation of the organization which cost losses. In addition, due to the online focus of this organization, the amount of available users will depend on factors such as know-how and access to Internet.
4.	**Data theft/ phishing sites:** Security of the website must be assured due to the surge of security issues happening over the virtual network. Users might not feel confident to input their personal information when they're registering on our platform due to widespread of imitate websites.

7.0: Business Strategies

Market Entry

GDN will adopt a joint-venture approach with local event-listing companies and universities of both developed and developing countries because they can cater to local audiences, conduct effective research and collaborate efficiently for promoting upcoming events. The GDN team will consult with major universities and organizations in every targeted countries, as well as utilizing modern technologies (web crawlers, feeds from Twitter, Facebook and RSS) to harness a comprehensive list of international dialogues. For instance, Simon Fraser University is one of the major partners which encourage students in social engagement, where the schools would compile and disseminate information of upcoming events. GDN will then rapidly build a large community of global leaders, making it difficult for other competitors to enter the market; this is how we secure sustainable competitive advantage.

Sustainable Competitive Advantage Summary	**Focused crowd of event attendees**
	Special method of getting events that is not easy to imitate (web crawlers/consulting event-organizers)
	Establishing key global partnerships / joint-ventures

Revenue Acquisition Strategy

GDN will utilize a freemium model, like how LinkedIn has a free service but charges fees for quality services, and apply it to the company website, app, and social media channels. Event organizers can list their website on our company for free, but for value-added features we will charge a fee that is generally cheaper than similar competitors, specifically the "spotlight service," which is $100USD cheaper than the competitor Conference Alerts.

Below are summaries of GDN's revenue models for each service:

Basic Event Listing	Free
Spotlight service	Banner on home page and app; USD100 per month
Featured event service	Events newsletter emailed to subscribers; USD100
Ad box service	Ad box on pages and apps across the site; USD50 per month, extendable at 25 USD per month
Banners on page of "Special highlights"	USD100 per page on website and app, per month

GDN Implementation Timeline

See below for key business development implementation activities, starting in May 2012. We will continuously allow event-searchers and event-organizers to register on our website, even if the website is not yet launched in order to begin informing them of international dialogue immediately when we are ready. Company website and app development will run from May till August, ready for launch in September 2012.

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec+
Recruiting event-organizers and event-searchers	▩	▩	▩	▩	▩	▩	▩	▩
Build site/app specifications	▩	▩	▩	▩				
Official launch (Milestone)					▨			
Integrate user feedback					▩	▩	▩	▩
Scale-up								▩

September is a strategic launch date as it is when students in North America and many countries in developing nations such as Nigeria return to school. We will begin integrating user feedback into our company website and app to improve the service. From December 2012 onwards, we will begin scaling up our operations for maximizing our abilities to execute our mission of providing opportunities for shared understanding between developed and developing nations.

Promotional Plan

GDN would opt for free advertising method by utilizing various free Internet channels that having high traffics, which is a viable decision for new starter to reduce cost yet effectiveness guaranteed. These free Internet channels share similar benefits, which help GDN to establish strong brand recognition, raising exposure to gain awareness and increase the chance of capturing every layer of potential customers.

Month	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec+
Official Web/ Newsletter					▦	▦	▦	▦
Blueboomerang, bttradespace, Squidoo, etc.				▦	▦	▦	▦	▦
Youtube, Vimeo, DailyMotion				▦	▦	▦	▦	▦
Wordpress, Blogspot, etc.		▦	▦	▦	▦	▦	▦	▦
Facebook, Google plus, Twitter, etc.	▦	▦	▦	▦	▦	▦	▦	▦
Facebook Ads					▩			

GDN would opt for "paid Facebook ads" once per annual, which being set on September, where October being the peak period of organizers to host events. It costs USD50 per day to advertise via Facebook, where the platform having up to 800million traffics per day hence, higher potential sales call.

Financials

The financial forecasts are in USD and are found below starting in October 2012. The sales revenue projections are based on the event-organizers that pay an average of over $100 for our services. The forecasts are very conservative for two key reasons: we may start generating revenue before October 2012; we project steady growth from 2013 to 2016, although it may actually be exponential. Overall profits should be higher by 2016.

Funding Requirements

We require $1000NZ to begin executing our implementation plan and create a full business plan to plan how exactly we can raise the profits while continuously providing opportunities for creating shared understanding on a global level.

Sales Revenue Projections		Total
2012	$1300/month; 12 special event promotions*3 months	$46,800
2013	$1900/month, 20 special event promotions*12 months	$456,000
2014	$2500/month, 22 special event promotions*12 months	$660,000
2015	$3100/month, 24 special event promotions*12 months	$892,800
2016	$3700/month, 26 special event promotions*12 months	$1,154,100

Break-Even Analysis

	2012	2013	2014	2015	2016
Sales	$ 46,800	$ 456,000	$ 660,000	$ 892,800	$ 1,154,100
Less Variable Expenses					
Cost of Electronic Advertising	$ 50	$ 55	$ 60	$ 65	$ 70
Cost of Maintenance	$ 900	$ 1,800	$ 1,860	$ 1,860	$ 1,920
Cost of Webdomain		$ 9	$ 9	$ 9	$ 9
Contribution Margin	45,850	454,136	658,071	890,866	1,152,101
Contribution Margin Ratio	97.97%	99.59%	99.71%	99.78%	99.83%
Fixed Expenses					
Salaries and wages	$ 34,704	$ 149,760	$ 161,280	$ 172,800	$ 184,320
Payroll taxes (4.5%)	$ 6,246	$ 6,739	$ 7,258	$ 7,776	$ 8,294
Rent		$ 96,000	$ 100,800	$ 105,840	$ 111,132
Utilities	$ 9,600	$ 19,200	$ 20,160	$ 21,168	$ 22,226
Depreciation & amortization	$ 1,000	$ 2,000	$ 3,000	$ 4,000	$ 5,000
Office supplies	$ 6,000	$ 12,600	$ 13,230	$ 17,000	$ 25,000
Equipment maintenance & rental	$ 2,000	$ 2,100	$ 2,200	$ 2,300	$ 2,400
Vehicle Expense	$ 10,800	$ 11,340	$ 11,907	$ 14,302	$ 25,000
Equipment	$ 18,000	$ 20,000	$ 25,000	$ 37,000	$ 45,000
R&D Investment	$ 25,000	$ 35,000	$ 40,000	$ 45,000	$ 60,000
Furniture & equipment		$ 10,000	$ 15,000	$ 20,000	$ 25,000
Total Fixed Expenses	113,350	364,739	399,835	447,186	513,373
Total Fixed Expenses Ratio	242.20%	79.99%	60.58%	50.09%	44.48%
Break-Even Sales	115,699	366,236	401,007	448,157	514,264
Break-Even %	247.22%	80.31%	60.76%	50.20%	44.56%
Operating Profit	(67,500)	89,397	258,236	443,680	638,728

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