



Group 3

MARSMIND

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**1. OUR
CONCEPT / PRODUCT
AND SERVICE**

1. Our concept/product/service

1.1 Mission

MarsMind helps every Martian to achieve a better lifestyle by suggesting life choices based on their current condition.

However, MarsMind also helps businesses to achieve better product quality by gathering the information about product likeability of customers and showing it to the business owner in a presentable form.

1.2 Concept

MarsMind is aimed at the well-being of Martians. We will suggest and detect only the real needs of citizens. Our goal is to make life easier and to help Martians when they feel the need. Since there is no “good” and “bad” or government on Mars, as we are used to on Earth, our suggestions will cover the whole scope of possibilities, even if they can seem inappropriate on Earth. The most important thing is that the need of the Martian will be satisfied and it will be the best way and life choice for them at the moment unless it threatens the well-being of another citizen or society.

From the side of the business owners, we find it very useful to help companies to build the best product possible, again to comply more with the needs and wants of Martian people and to meet their expectations. Also, with the improvement of products, companies can get a bigger profit, so MarsMind helps them grow.

We collaborate with other startups that provide us with data from their body sensors, manage the events on Mars and evaluate the best services provided on Mars. Combined with our information we can more precisely offer suggestions and recommendations to citizens on Mars.

1.3 Product

Our product is an application called MarsMind. It contains two kinds of profiles: user profile and business profile. This application is installed on the wrist bracelet that every Martian receives when arriving on Mars and which is mandatory.

1.4 Service

MarsMind is an application that keeps track of the thoughts of every Martian. We collect this data by using a sensor integrated into the bracelet every Martian receives when they arrive on Mars. Based on this information, the application will suggest how you can improve your life. It can be suggesting restaurants when you're hungry, events when you're feeling the need to go out, specific activities based on your current mood, but also vitamins or the needed sleep when you are tired.

If you are a Martian who owns a company, you will have automatic access to your company profile in the application. You can switch between your business and personal profile. However, to get the company analysis based on what people think about your product, you have to pay or make a subscription, whereas the services provided to every Martian on their personal profile are completely free for them.

The only feature that Martian has to pay for is **memory saving**. In the personal profile, your thoughts of last week are being kept for 7 days. During this period of time, the user has an opportunity to save a certain thought and relive it again later. However, every Martian has a limit of thoughts that they can keep. In order to be able to save more memories, the user has to activate a paid service and like that they can save more thoughts.

For business owners among Martians we have different types of subscriptions:

1.4.1 Customer satisfaction

Customer satisfaction evaluates the thoughts of your customers about the service and product that you provide and shows it in the form of a pie chart with a percentage on it. You can request this subscription for one day or for a month. If users choose the subscription for a month, then the information about customer satisfaction is updated at the end of every day, so the business owner can see the most relevant statistics.

1.4.2 Popularity

The popularity feature allows users to see which product is the most popular and what customers prefer more over everything else. As well as customer satisfaction, it has two types of subscriptions for a month and for a

day. During a month the relevant information will always be displayed and updated every 30 minutes.

1.4.3 Likes/Dislikes

The Likes/Dislikes feature allows companies to see the likability of a certain product. The difference between Likes/Dislikes and Customer Satisfaction is that Likes/Dislikes are the evaluation of a certain product, whereas Customer Satisfaction is the overall percentage of satisfaction with all products and all services including the behaviour of working staff and the atmosphere at your place.

The Likes/Dislikes feature can only be requested as a subscription for a month. Estimation of the likeability of a certain product takes several days and can't be performed based on the information received during one day.

1.4.4 Thoughts Collection

The Thoughts Collection gathers feedback from the users based on keywords that you use. There is a limit of keywords that you can use per one request which is 5. However, there is no specific subscription for this feature, you can only buy and save the thought collection in the form of a list with actual thoughts of people about the things that you entered as a keyword. Later, the user can review the collections they have or delete them.

Also, the company owners have a feature in their profile where they can allow certain workers to see the statistics of the business, and see the features that this business is subscribed for, however, no other people than the CEO can manage subscriptions, they can only view the results.

Also, we took into account children and we decided that information about a child can be processed only if their parent gives permission for this. Children are automatically added to their parents' accounts when they are born. If parents allow MarsMind to track the state of their child, then they will be able to see their children's profiles in their application.



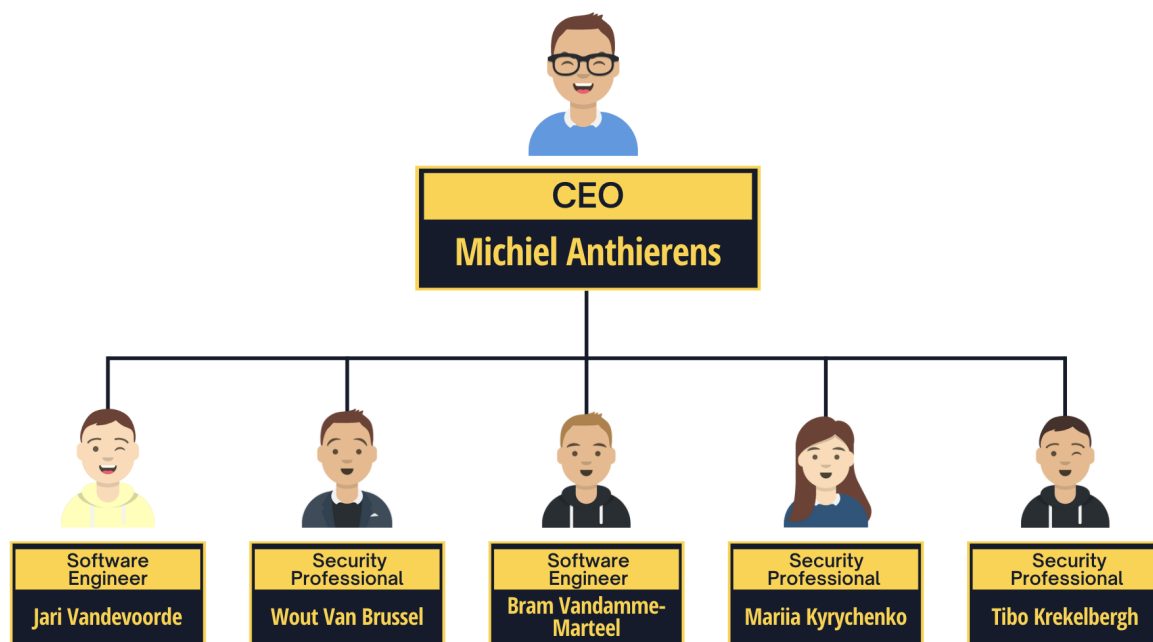
2. ORGANISATIONAL STRUCTURE

2. Organisational structure

Within the company the roles are distributed as follows:
developers, security analysts, IT help desk, business analyst, project manager.

We already have developers and security analysts. However, now the business analysis part we are managing by ourselves, so in the nearest future, it would be useful **to hire** a business analyst and a project manager. To avoid the big cost spending for the IT help desk role, we can replace them by having a team of **developers** and **security analysts** since our scope is not that big yet, and there are not a lot of breaches that may appear, we can handle both roles.

ORGANIZATIONAL CHART



We consider freelancers as well. For us, the most important thing is that we can trust this person in not spreading the sensitive information of our customers. The relevant thoughts (about job expectations, intentions) will be collected from the applicants, and then they will be required to allow us to track the thoughts about their position, so then we can know that this employee will not cause any harm to the company information that they have access to.

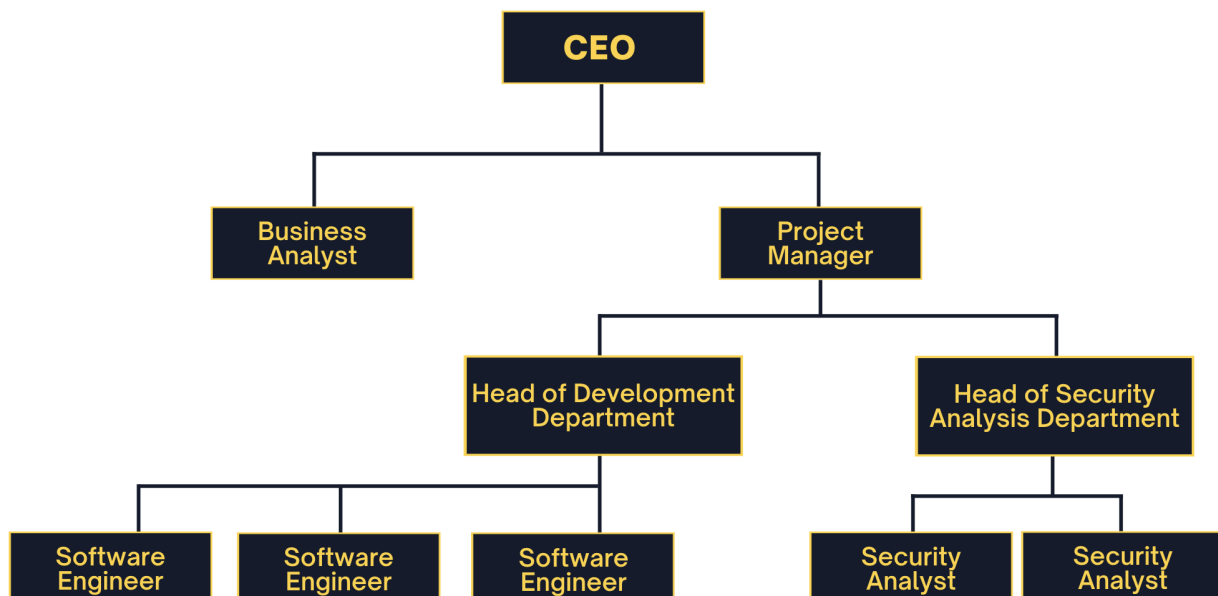
Of course, we are able to do it since every Martian is obligated to use MarsMind. For us, it doesn't really matter if this person is a freelancer or not, one of the key values, except trustability, reliability and qualifications, is the salary this person expects to have, so we can afford to have them.

In the near future, we are considering hiring a business analyst, more developers, security analysts and a project manager.

Business analyst and project manager: like this our business scope can be handled in a more professional way and since the team of developers will become bigger we need to have a person who can distribute the roles and manage the big teams.

More developers and security specialists: we have a lot of ideas in mind that are going to be implemented, and for this we need a bigger number of developers of different levels. Also, since the amount of data in databases will grow, we need a security team that will be able to respond fast to any kind of cyber attacks, and that can reduce and prevent them as much as possible.

FUTURE ORGANIZATIONAL CHART



In the Financials ([part 6](#)), you can see that the amount of money that we can dedicate to the salaries of employees is 15000MC/month.

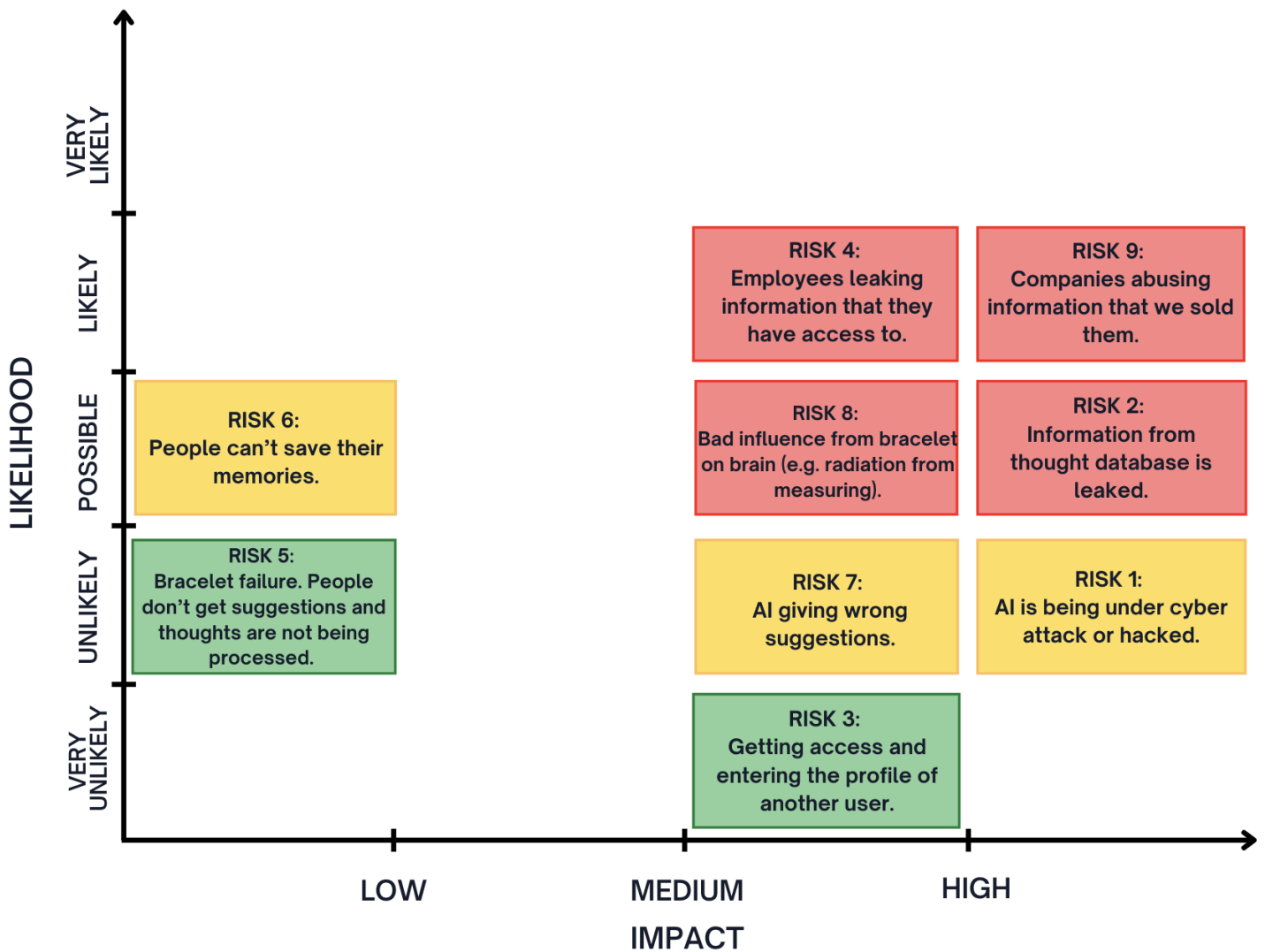


3. RISK MANAGEMENT

3. Risk management

3.1 MarsMind assets

The database with thoughts, AI, database with memories, servers, office equipment.



3.2 Security breaches

1. Risk: AI is being under cyber attack or hacked.

Impact: high | probability: low | risk profile: major | action: eliminate

Response: in the case of AI being under a cybersecurity attack, MarsMind has a team of security analysts and security officers who will be able to respond fast to this type of issue and eliminate the consequences.

2. Risk: Information from the thought database is leaked.

Impact: high | probability: medium | risk profile: major | action: reduce

Response: the developers team together with the security team makes the application and the database that MarsMind uses as secure as possible, to prevent this risk and to reduce the chance of it happening.

3. Risk: Getting access and entering the profile of another user.

Impact: medium | probability: extremely low | risk profile: major | action: prevent

Response: develop the application securely and precisely, so that these kinds of situations do not happen and the chance is very low. However, if it happens, we have the security attacks response team that will detect the breach and together with the team of developers will fix the problem and reduce the chances of it happening again.

4. Risk: Employees leak information that they have access to.

Impact: medium | probability: high | risk profile: major | action: prevent

Response: to prevent employees from leaking the information from databases that they have access to, every employee will be required to give permission for their thoughts tracking that are relevant to work. Therefore, we can control the intentions of exposing private information and prevent it from happening.

3.3 System failure

5. Risk: Bracelet failure. People don't get suggestions and thoughts are not being processed.

Impact: low | probability: low | risk profile: minor | action: research, fix

Response: the team of developers and security officers have to fix this problem as soon as possible, so users can go back to normal usage. Also after the problem is fixed, it is important to analyse why this problem appeared and reduce the probability of it happening again.

6. Risk: People can't save their memories.

Impact: low | probability: medium | risk profile: minor | action: research, fix

Response: the team of developers and security officers have to fix this problem as soon as possible, so users can go back to normal usage. Also after the problem is fixed, it is important to analyse why this problem appeared and reduce the probability of it happening again.

7. Risk: AI giving wrong suggestions.

Impact: medium | probability: low | risk profile: minor | action: eliminate

Response: track the state of AI all the time, and if the team detects some kind of breach or vulnerability that can cause AI to give the wrong suggestion or behave unpredictably, they have to eliminate this kind of problem and make sure that it will not happen again.

3.4 Additional risks

8. Risk: Bad influence from the bracelet on the brain (e.g. radiation from measuring the brain waves).

Impact: high | probability: medium | risk profile: major | action: reduce

Response: Receive feedback from users about how they feel and try to reduce the bad impact as much as possible.

9. Risk: Companies abusing information that we sold them.

Impact: high | probability: high | risk profile: minor | action: reduce

Response: Before giving the information to partners, make sure to sign a contract that states the rights of both parties and states precisely what they are allowed to do with the data, and what they don't. Like that we can reduce the percentage of abusing the information actually happening.

3.5 Risk management plan

RISK	RESPONSE
<p>RISK 1: AI is being under cyber attack or hacked.</p>	<ul style="list-style-type: none"> • Hire more developers, cyber-security officers and analysts. • Make sure to provide secure development.
<p>RISK 2: Information from thought database is leaked.</p>	<ul style="list-style-type: none"> • Make sure to provide secure development. • Reduce security risks in the application by making the MarsMind application as secure as possible. • Hire more developers, cyber-security officers and analysts.
<p>RISK 3: Getting access and entering the profile of another user.</p>	<ul style="list-style-type: none"> • Make sure to provide secure development. • Reduce security risks in the application by making the MarsMind application as secure as possible.
<p>RISK 4: Employees leaking information that they have access to.</p>	<ul style="list-style-type: none"> • Choose only reliable employees and control their thoughts that are relevant to work and company's assets.
<p>RISK 5: Bracelet failure. People don't get suggestions and thoughts are not being processed.</p>	<ul style="list-style-type: none"> • Pay attention to the feedback of users and reduce the amount of problems if there are some. • Make sure to provide secure development. • Hire more developers, cyber-security officers and analysts. • Advance the knowledge of developers and security teams, provide events where they can increase their level of proficiency.
<p>RISK 6: People can't save their memories.</p>	<ul style="list-style-type: none"> • Pay attention to the feedback of users and reduce the amount of problems if there are some. • Advance the knowledge of developers and security teams, provide events where they can increase their level of proficiency.

RISK 7:
AI giving wrong suggestions.

- Pay attention to the feedback of users and reduce the amount of problems if there are some.
- Hire more developers, cyber-security officers and analysts.
- Make sure to provide secure development.

RISK 8:
Bad influence from bracelet on brain (e.g. radiation from measuring).

- Pay attention to the feedback of users and reduce the amount of problems if there are some.
- Reduce security risks in the application by making the MarsMind application as secure as possible.

RISK 9:
Companies abusing information that we sold them.

- Detect everyone who aims to retrieve vulnerable information or cause any attacks that threaten citizens or their data.
- Reduce the chance of abusing sensitive data by making physical agreements.

- Hire more developers, cyber-security officers and analysts.
- Reduce security risks in the application by making the MarsMind application as secure as possible.
- Detect everyone who aims to retrieve vulnerable information or cause any attacks that threaten citizens or their data.
- Make sure to provide secure development.
- Reduce the chance of abusing sensitive data by making physical agreements.
- Advance the knowledge of developers and security teams, provide events where they can increase their level of proficiency.
- Pay attention to the feedback of users and reduce the number of problems if there are some.
- Choose only reliable employees and control their thoughts that are relevant to work and the company's assets.



4. STRATEGIC PARTNERSHIPS

4. Strategic partnerships

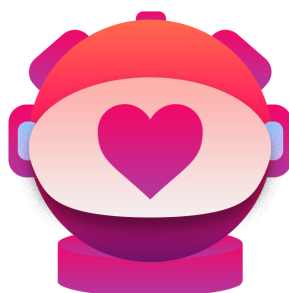
4.1 Partners

Wristband provider - partner

Since the mandatory wristbands are provided to citizens and the MarsMind application is installed on this bracelet, we need a close collaboration with a wristband provider on Mars.

Group 17 - MarSolutions

<https://robinneyrinck.wixsite.com/group-17>



MarSolutions focuses on gathering data about the physical health state of a person. We can request information from them and like that we can create a better suggestion based on the information that we and MarSolutions have.

The same goes for MarSolutions, they will need the thoughts of people to estimate their mental health state and help them the way their company does.

Group 2 - Events United

<https://tihowest.wixsite.com/project>



Events United

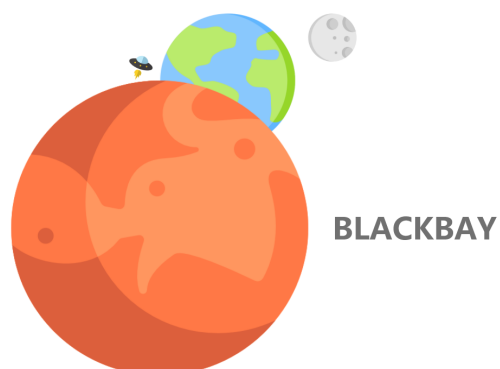
Bringing people back together

Events United is managing all the events happening on Mars. We need their API because our goal is to give a proper suggestion to users and to suggest the best place based on their current state. With the usage of data that Events United provides, we are able to give a proper recommendation if the user feels the need in going out or attending a certain type of event.

In return, we will provide them with the data they can use to give the evaluation of a certain event. Also, they can get general feedback about their product and application from MarsMind.

Group 22 - Blackbay

<https://pasjadegroote123.wixsite.com/blackbay/>



Blackbay provides MarsMind with a database of the best services that are given on Mars. Therefore, our AI will be able to indicate the best matching

service for a certain person depending on the kind of need they have and give a recommendation.

In return, we give free access to our subscriptions for Blackbay, so they can track which service was attended most and give a proper rate to the people who provide those kinds of services.

4.2 Clients

Group 4 - Abeona

<https://arnebouckaert.wixsite.com/mars-travel-planner>



Abeona will make use of our data that we provide by getting the thoughts of people about their trips and how they feel during the trip overall.

Group 14 - Marsonality

<https://daandewaele.wixsite.com/mars-2052>

MARSONALITY
create who you want to be

Marsonality will use the information we provide to understand how users feel about themselves and how they can improve themselves.



5. MARKETING AND SALES

5. Marketing and sales

5.1 Product

5.1.1 Core product

Our users pay to increase their quality of (re-living) life, which means rewatching memories that they are able to save.

MarsMind also delivers efficiency, an increase in profit and eventually an increase in customers for companies.

5.1.2 Actual product

Companies get a graph of the thoughts of their customers, or thoughts of people that don't want to use their product. We show them what customers think in a logical and uncluttered way. This way the company does not extend resources to things their customers don't like.

The users of MarsMind have an opportunity to buy extra memory slots for the memories they want to save. Later they can replay those recorded memories.

5.1.3 Augmented product (Indirect value to users)

Martians are more likely to go to places they like. If the company adjusts to their customers, it will increase the chances of those customers coming back. If a user could go to 2 companies, the customer is more likely to choose a company that uses MarsMind.

Buying more memory slots allows the users to save more memories that aren't important. MarsMind gives an opportunity to save a small memory and replay it later in case the user forgets. For example: "what you need to buy at the mall", just relive the moment you checked your fridge. This memory is not very important, but this makes the life of the Martian easier.

5.1.4 Unique selling proposition

The companies do not get raw data, we collect and process the data of their clients. Companies don't waste time by figuring out what their customers want, we do that for them. Other companies would just sell data for a quick

profit, Marsmind instead, helps the companies to understand and to use that data smartly.

5.2 Price

There are 2 kinds of subscriptions available for Martians who own companies, a **monthly subscription** or a **1-day** buy. The subscription is more economical for the business owner, but if the company only wants a small bit of information, the 1-day option could be better. However, not all features have this 1-day buy.

	Month	Day
Likes/Dislikes	300 MC	not possible
Customer Satisfaction	200 MC	10 MC
Thoughts Collection	not possible	10 MC
Popularity	100 MC	7 MC
All in One	550 MC	not possible

The usual users have only one feature that they have to pay for and it is **memory saving**. In the beginning, every user is given space for 15 memories, so they can save this amount without paying. When they are running out of slots, we suggest buying more space for the most important memories and the cost for it is **40MC / 15 memories**.

5.2.1 Selection of subscription prices

We used a **Value-based pricing technique**.

A while back, we distributed a survey all over the world (on Earth). In the survey, we asked a lot of adults a couple of questions about client data. We created a situation where the person had a small business and had to create as much profit as possible. Then we asked how valuable the interests of their target audience would be (and other client data), and how much they would pay for such data. A big amount of people were willing to pay a hefty sum of money. We combined these results to calculate the prices for our subscriptions.

The price is calculated based on our cost and the number of businesses. If we only take subscriptions into account, we would need every company to pay 150-200MC/month in the first year to cover our monthly costs. This will decrease if the amount of companies increases because our cost hardly increases. So if 70% of all companies buy a subscription that ranges from 100-650MC, subscriptions will easily cover our monthly cost.

The Likes and Dislikes feature is the most expensive because it requires more memory and analysis.

5.3 Place

Our product will be distributed to every Martian. Every (mandatory) bracelet will have our application installed the moment the Martian receives it. And all business owners will automatically have a company page for their businesses, all they have to do is buy the subscription to start collecting data if they want to.

5.4 Promotion

We decided to promote our paid services (subscriptions for business owners and extra memory slots) on our own site. Every Martian will get notifications of their suggestions (unless they are turned off). We will remind and inform our users by adding information or a reminder of our services in between the suggestions. This is cost-efficient and still reaches almost all Martians. Company owners will also be notified of our subscriptions in this manner.

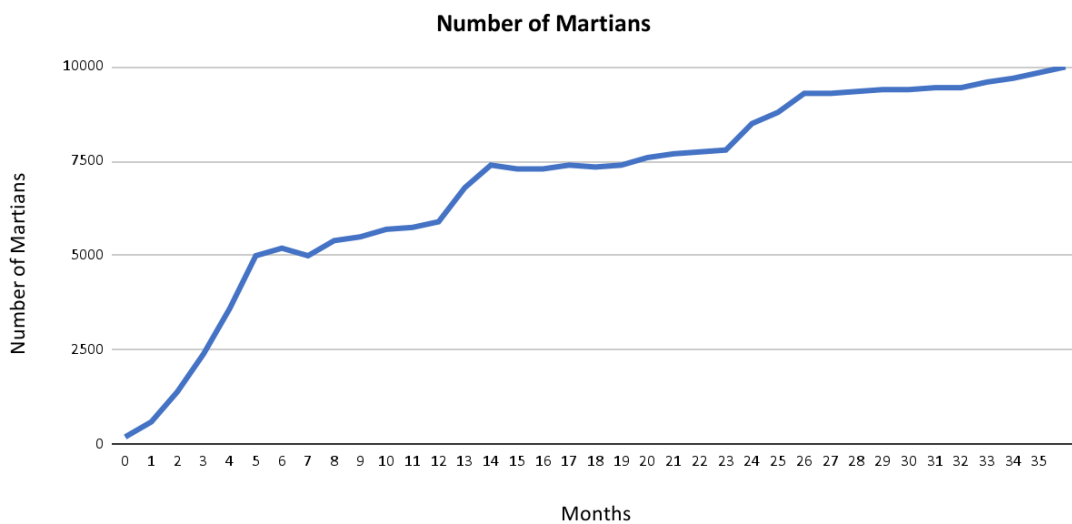


6. FINANCIALS

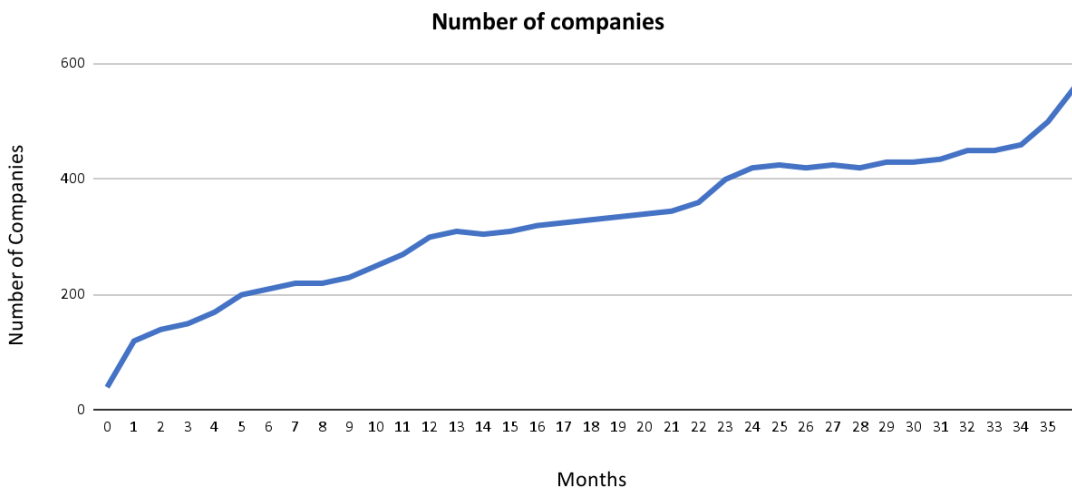
6. Financials

6.1 Info

This is a graph about our estimations of the inhabitants on Mars spread over 3 years. Every 12 months, on the anniversary of the opening of Mars, there will be a spike in inhabitants. This is also because, after 10-12 months, the first mars-babies will be born. We think that a total of 10.000 Martians will live on Mars within 3 years.



We estimate that Mars will have around 550 businesses in 3 years, the number of businesses is proportional to the number of people on Mars.



6.2 Our revenue

6.2.1 Subscriptions

Our subscriptions range from 100MC to 550MC, companies are likely going to buy 1 or all of our services. The more businesses there are, the more we will earn. We estimate that 50% of all businesses will buy 1 subscription, 20% will probably choose 2 subscriptions at a time. And 10% probably will buy the all-in-one subscription.

In the beginning, the subscription revenue won't be high, but it will ramp up really quickly. Refer to [part 5.2.1](#) to see how the prices for subscriptions were distributed.



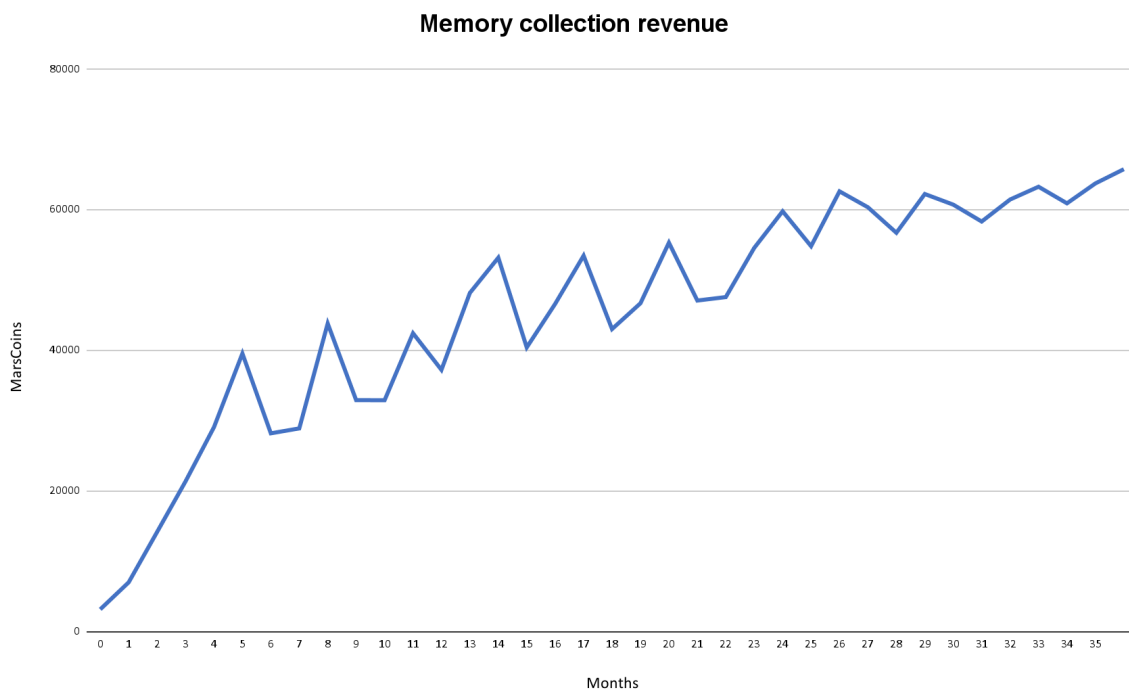
6.2.2 Memory Collection

Users can save their memories, but spaces are limited. If they want to save extra memories, they have to buy extra spaces (they keep them forever).

At the start, no one will buy the extra slots. Most people will have enough with the beginning amount. The average Martian will probably fill all the slots in 1 month. The number of slots they get on a purchase will be enough for 3 months (on average). The longer people live on Mars, the more this service will be in demand.

On the graph you can see a fluctuation in sales, this is because most people bought a subscription on the 5th month (when they need the memory slots). The sales that follow drop because most Martians have the extra needed slots.

Our monthly revenue will continue to rise until there is a decrease in Martians on Mars. We estimate an average of 60.000 a month after 3 years.



6.2.3 Partners

Our primary partner will be the wristband distributor. We have contacted them and they are willing to have a partnership with us.

We already have some companies that will buy our services via a contract ([see part 4](#)). These contracts have an unknown lifespan. The companies can go bankrupt or they might cancel the agreement, but they will probably last a couple of years at least. We can create more collaborations in the meantime if we need to.

Wristband Provider: **1500MC/ month**

Marsonality: **1916MC/ month** (23.000MC a year).

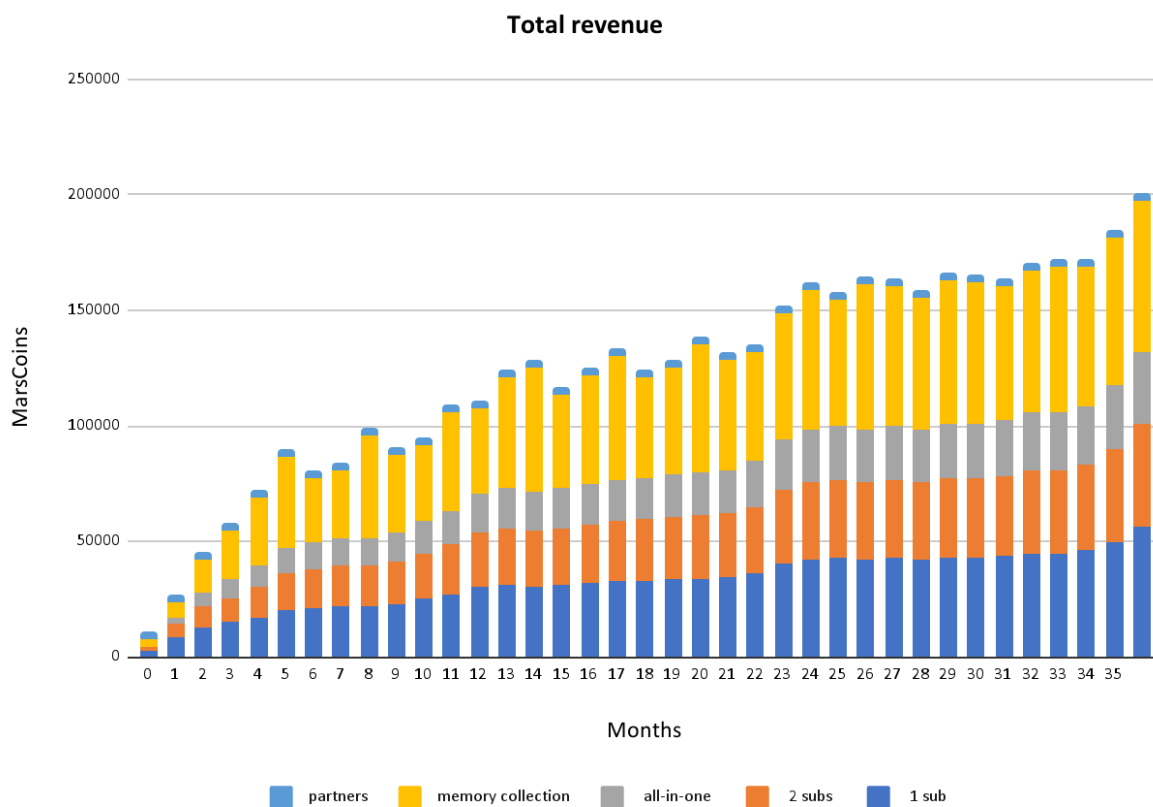
6.2.4 Total revenue

After 6 months, the revenue will be somewhere around 81.005 MC/month.

1 year: 111 181MC/month

2 years: 161.937MC/month

3 years: 200.823MC/month



The thoughts collection feature that is available for users who own businesses is not included in the calculation of the revenue because it will be implemented in a later stage of the project. Our team decided to reschedule the development of this component because we want to estimate the success of our product and see if this feature is important and needed for Martians who own businesses. However, you can see it in the wireframes and can see more information about this component in [part 1.4.4 Thoughts Collection](#).

6.3 Costs

We do not have as many costs as other companies, because our production costs are relatively cheap and we don't need that many employees.

- making of the servers (50.000)
- database (20.000)
- office on depreciation (100.000)
- building maintenance / unexpected costs (2000/m)
- loan of the employees (15.000/m)
- the monthly cost of the server/websites (8.000/m)
- external API s (from other companies) (2.000/m)

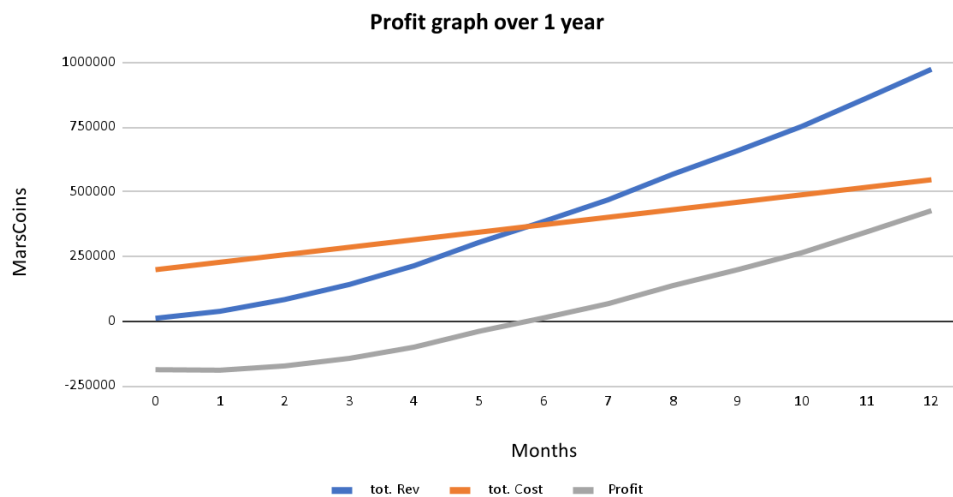
Funding cost: 170.000 MarsCoins

Monthly cost: 29.000 MarsCoins

6.4 Break-even analysis

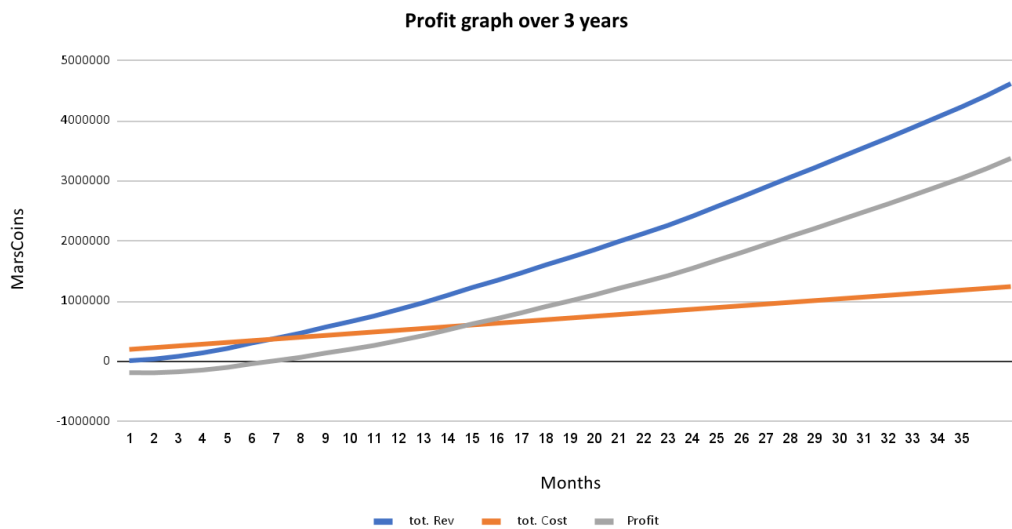
6.4.1 Short term

We hit our break-even point after our 6th month. This is mainly because of our high start-up costs. Our revenue increases with the number of businesses and Martians, so in the beginning, it will be low. This is the reason that our break-even will take a while, but the moment we pass that point, our profits will be above 100.000 after 3 more months.



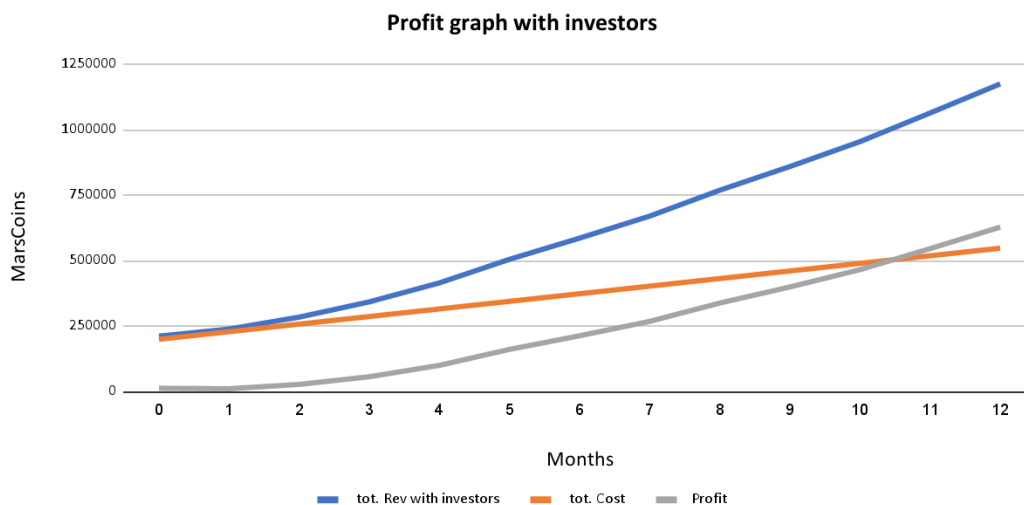
6.4.2 Long term

In less than 2 years, our profit will exceed 1 million MarsCoins.
 In 3 years, our company will have a total profit of 2.383.566MC.
 After we pass our break-even point, our profit starts to increase at a rapid rate.



6.4.3 With investors

We would like to ask our investors for 200.000 MC. This will relieve all of our initial debts. We will start making profit in the 3rd month, so investors will get a return relatively fast. The investors can expect a full return just after the second year. Their monthly pay will increase over time, from 1500 in the 3rd month to 17.000 at the end of the third year.



6.5 Finance mix

The amount of money to start our project is around 190.000MC, this includes the costs that are calculated in [part 6.3 Costs](#) and other spending that we foresaw.

The amount that we want to ask from **investors** is 200.000 MC. Also, we will handle the financing of our project by **subsidy** and our **own money if needed**. The subsidy will be covered by the organisation that provides Martians with mandatory wristbands (see part [4.1 Partners](#)).