Project title:  Billiken Technology

One sentence project description:
Saint Louis University offers technical and website design to businesses around the community.

1. One paragraph summary of project:
Billiken Technology is how Saint Louis University students will partner with local businesses to provide technical services to help businesses grow. Billiken Technology will help by creating a website and focus on online marketing for small businesses. The support from Saint Louis University students will range from creating apps to building websites to providing general support for computer needs. Today’s small businesses hire companies to help manage and market their business. What better of a way to provide these services than with the help of Computer Science students who need hands on experiences and have the newest ideas. This partnership will be a win for our local businesses and would give our students the hands on experiences they can take with them when they graduate from Saint Louis University.

2. Expected timeline for implementation, including stages or phases if necessary:
September – November 2016- Purchase software and computer supplies for Billiken Technology, Hire a Graduate Assistant for support with the project.
November 2016 – Identify three local companies to pilot our services, reach out to companies and start partnerships.
December 2016- February 2017- Start the partnership by piloting the program with three businesses. Analyze ways we can work to improve services. Set price points and developing additional needs.
March 2017 – Roll out full services to Saint Louis University and collaborate to expand Billiken Technology
March – June 2017- Offer services to businesses both within and outside of the St. Louis area.

Year 2
July 2017 – Advertise and market campaign to increase clients.
August- June 2017– increase clients and hire CMIS students as student workers as work increases.

Year 3
August – June – In addition to the student workers hired for CMIS, hire business student workers to work on the advertising and marketing of this company.

Positive financial impact on SLU (additional revenue), including business model:
<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>9,000</td>
<td>30,000</td>
<td>50,000</td>
<td>70,000</td>
<td>120,000</td>
</tr>
<tr>
<td>Expenses</td>
<td>27,000</td>
<td>30,000</td>
<td>28,000</td>
<td>34,000</td>
<td>75,000</td>
</tr>
<tr>
<td>Net income</td>
<td>-22,000</td>
<td>0</td>
<td>22,000</td>
<td>36,000</td>
<td>45,000</td>
</tr>
</tbody>
</table>

Year 1- Our pilot companies will receive the website design and support without charge in exchange for a 12 month contract after year one. Currently, technical support costs companies $250 a month ($3000 year). Expenses come from hiring a graduate assistant (20,000), computer and software purchase (11,000).

Year 2 - Expenses would be $20,000 from graduate assistant, $5,000 advertising, $5,000 software, website costs. Projection will be $18,000 from technical support (9 business), 4 website/apps designs at $3,000 each.

Year 3 - Expenses will be $20,000 from graduate assistant, $5,000 advertising, $1,000 website/software, $3,000 student workers. Revenue projection will be $36,000 technical support (12 businesses) 4 website/app designs $14,000.

Year 4 - Expenses would be $20,000 from graduate assistant, $5,000 advertising, $1,000 software upgrades, $9,000 student workers. Revenue projections would be 15 companies ($45,000 technical support), $35,000 website/application designs.

Year 5 - Expenses would be $65,000 full time staff, $2,000 student workers, $5,000 advertising, $3,000 software upgrades. Revenue projections would be 20 companies with technical support ($60,000) and $60,000 website/application designs.

3. **Positive non-financial impact on SLU:**
   Billiken technology will give the University an opportunity to offer technology support to business around the nation. This service will spread the University name and will give the opportunity for students to earn an income while gaining real world experiences they will take with them when they graduate from Saint Louis University.

4. **Alignment with Jesuit mission and strategic plan of the University:**
   Over 60% of internet users research products and services online before they make a purchase. If a company does not have a website, regardless of what they do or how many employees they have, they are not reaching their highest potential. Having an easy to use, clean and effective website will help a business gain new customers and grow. Billiken Technology will help businesses brand themselves by creating a web presence that represents their company.

   Now, more than ever, small businesses rely on technology to keep their operations running. Whether it is computers and Wi-Fi connections, or printers and tablets, when technology does not work, business operations will be hindered. Since many small businesses cannot afford their own IT staff to ensure things are always running smoothly, many turn to online tech-support services when they run into trouble. This is where Billiken Technology can help, we offer everything from basic computer repair to website design. By matching SLU students with small business, this will
allow them to gain irreplaceable work experience that will help them strive in the future. Billiken Technology will be here to help every step of the way.

5. **What’s needed, including budget (i.e. startup capital needed) and other resources (i.e. physical space, personnel, etc.):**
   - Meeting space
   - Graduate assistant hire
   - $7,000

The startup cost would be $2,000 software, $2,000 websites, $3,000 for computers. I would also need an office space for two computers and a meeting space to meet with potential clients. In my budget, I requested a graduate assistant for the first year as well to help with this project.

6. **Potential obstacles:**
The biggest obstacle that Billiken technology will face is to start to spread the world about its services. To solve this obstacle, I have set aside money for advertising and marketing in the second year, this would help for us to get more business in. Another obstacle is ITS is not in my day to day responsibilities, so finding the time to manage this company and work in Student Financial Services. This is why I have assigned a graduate assistant to help with the first years of the project instead of using undergraduate students.

7. **How this project relates to what other universities or programs are doing [OPTIONAL]:**

I was not able to find any other universities around the country that offer this service.

8. **Questions that still need to be answered [OPTIONAL]:**