



p2-3 Sam  
p5-7 Peter  
p9-11 Boris  
p12-13 Brandon  
p15-16 Pat  
(p17 David) - may not be free

At section headers & any transition - pass baton to next person

# General Overview

- Multimedia presentation software.
- Easily editable cards hold visual content.
- The embedded scripting engine gives users the chance to easily create simple visual applications.
- The remote interface allows an Audience to quickly synchronise position with a Presenter.

//Sam

SuperPres is designed to change the way presentations are held, through the use of an interactive presentation software with two major facets.

The first is our remote-control interface, which allows a local or remote Audience to synchronise their presentation location with a Presenter - removing the distractions of bulky papers or of changing focus to a laptop simply to keep up.

The second facet is our embedded scripting engine, which allows users to create content-rich visual applications in a familiar environment - without the need for extensive knowledge of advanced programming techniques.

SuperPres is targeted at educational, business, and individual users, with us providing different pricing schemes tailored for each market segment.

## **[Editable cards display content of the presentation and notes from the audience members] -**

Cards can be created, edited, and viewed by each audience member to allow them to experience the presentation in their preferred way.

They can add their own notes and content to the card without interfering with the presentation, so as to have their own personal notes easily accessible with presentation material, so that their own experience of the presentation is unique and most beneficial to their understanding.

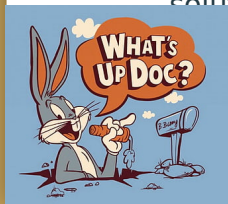
**[Audience are free to explore parts of the presentation]** - While watching a controlled presentation, a user may go back to slides other than the current - without being interrupted when the presenter moves, whilst being able to resync with the presenter easily. This will allow each audience member to have a slightly different experience of the presentation, in a beneficial way to each individual.

**[embedded scripting engine]** - The embedded scripting engine allows SuperPres to also be used as a quick and simple low-code application development environment, using a simple yet powerful visual interface, coupled with a familiar and simple programming language.

# Motivations

## What's the problem?

- Talks and lectures can often be difficult to follow.
- People take in information differently, but speakers can only deliver one presentation.
- Truly interactive presentations are difficult in most existing solutions



//Sam

Motivation. Why did we decide to make SuperPres?

Well there's a few reasons why, starting with the fact that, well, **“talks can be difficult to follow.”**

When you're following a talk or a lecture, if you miss just one piece of information the rest can just seem like gibberish, without rustling through papers or scrambling through electronically. This leads to one of two solutions: 1) the audience member is left confused but stays up-to-date or 2) the member disrupts everyone else to get information the rest may have heard, still often remaining behind.

Both of these solutions have obvious flaws - hence the need for SuperPres. The audience member can simply go back to the slide that they misunderstood, without disrupting the presentation flow or others, find the information and then re-follow the presentation as if nothing had happened.

**[People take in info differently]**- Having the feature of audience members editing their own card stacks alongside the presentation means that each user can put their own information next to the presenter's, and the scripting engine allows the presenter to include high-quality interactive examples.

Some people take in information better than others and each individual tends to interpret things in their own way, so these features should allow all audience members to easily understand the presentation and gain a better understanding of the topic.

In short, this part will help presenters in communicating their point, and the audience in understanding it.

**[interactive presentations are difficult in most existing solutions]** - Try putting a graph, or table, or system that viewers can manipulate through controls or by changing data on-the-fly into PowerPoint - it isn't simple!

SuperPres aims to fix this by including a powerful scripting engine with a quick and simple interface.



# Feature Plan

# Card Based Presentation

- Presentations built around cards each containing textual, audio, and visual elements.
- All visual elements can have attached scripts.
- Simple control of the presentation for a Presenter.
- Vast amounts of freedom for Users in note taking on the presentation.

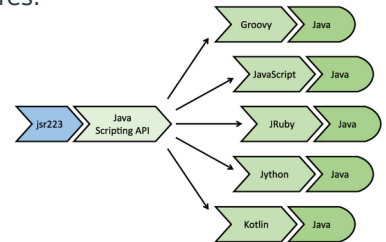
//Peter

The presentations will be based on elements referred to as cards, which can have text, images, shapes, videos, and sounds placed onto them - imagine an Hypermedia Rolodex!

This will give Users the utmost flexibility in creating the visual layout that they require. Complementing this is the embedded Python scripting engine, allowing for great amounts of interactivity in a presentation. The user will have access to all the built in functions of python, as well as some custom made functions that will be packaged in with the software to allow the users greater control over their presentation.

# Scripting

- Embedded Python scripting engine.
- Allows for automation of any and all aspects of the presentation.
- Users able to add buttons and other interactive features to the slides.
- Vast feature set available to the users - anything they can do with mouse and keyboard can be scripted, as well as more advanced features.



//Peter

The embedded JSR-223 compliant Python scripting engine allows for users to automate and build their presentations or even applications simply and quickly with little code and no advanced knowledge required.

The extent of a creation, when the engine is used, will be limited only by what the User can imagine - anything they can control or change themselves will be achievable programmatically, including adding buttons and other User Interface elements.

# Live Presentation System

- Users can follow along with the presenter on their own device, or peruse the presentation at their leisure - resynchronising with the presenter at the click of a button.
- Removes the requirement for paper and projectors.
- Much greater occupancy achievable over conventional presentation.



//Peter

As the presentation is local to the users device, they can move through the presentation cards as they want, or follow along as the presenter is leading it. This movement through the presentation will have no effect on any other viewers presentation or the presenter themselves, allowing for greater freedom for the user in engagement with the talk. This negates the need for any bulky, expensive projectors or displays, or the waste of paper that conventional presentations require, and the amount of people that can watch the presentation is only limited by the size of the room that is being presented in or the number of connections your video-chat provider supports - since all that is needed to view the presentation is one of the 3 billion devices that run Java, to run SuperPres. Furthermore, rooms don't need to be tailor made for presentation viewing if viewers have the presentation sat in front of them.



# Finance and Marketing Plan

From here I am going to talk about our finance and marketing plan. Within I will go over our estimation of the figure of our project, some ideas on the marketing and sale strategies that we have come up with, and finally passing to my colleague Brandon talking about the forecast of the success of SuperPres.



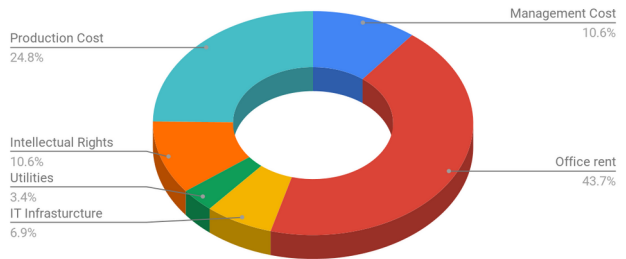
# Gross Cost

Estimated cost over development stage  
(total unless stated):

- Developer Cost : £14,000.00
- Management Cost : £6,000.00
- Office Rent : £24,675.00
- IT Infrastructure : £3,900.00
- Utilities : £1,950.00
- Intellectual Rights from Other Companies : £3,000.00 each (two modules required)
- Loans Interest : 16.86% weekly

£56,525.00 before AOR Interest applies

Development Cost Break Down



//Boris

Over the development stage, we are ideally looking at spending £56,525.00 before loan interest on SuperPres with around one quarter of the cost going directly to support the production, paying our developers for their work. (averaging 200 hrs per person)

Other credit goes to sustaining the business, securing professional environment and resources for the duration of development.

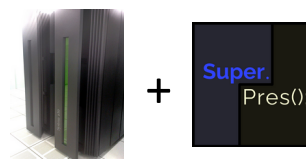
A special expenditure is to be made for buying off rights to use external modules developed by other companies. We are looking at offering part of our development achievement in order to cover this investment.

There are several suggestions that is made such as working from home may reduce the development cost especially on the space rental cost which taken the largest portion of the total cost.

However to ensure the production flows smoothly even under any incidents, we believe £60,000 will be a sensible estimation of the required budget of our project to help cover unexpected excesses.

# Marketing Strategy

- Target Audience: Education sector, Businesses, Conferences - Anywhere that uses presentations.
- Large target audience, for a large target market.
- Competitors
  - Google Meet & Slides - similar presentation solution but not as streamlined.
  - LiveCode - advanced scripting, but diverged from general-purpose origin.
  - PowerPoint - macros are quite poor, and has no integrated remote features.



//Boris

The target audience for SuperPres will be any and all sectors that use presentations for conferences, seminars or lectures, regularly. This mainly includes conference centres, businesses doing seminars, and universities or schools running lectures or assemblies. SuperPres will be marketed as an alternative to all presentation software and hardware - users will not need projectors or displays to show their presentation anymore, but only personal computing devices. It is a broad marketing strategy, but with such a wide use case it is applicable to market the service to any and all potential customers.

This exact sort of product doesn't have many direct competitors, although there are some products that share some similar aspects to our design.

Google Slides, combined with **Google Meet** allows for people to create presentations and share them with viewers, like SuperPres. However, google slides doesn't support the advanced scripting feature that we will implement, and it streams the presentation as video, which would be more intensive for the customers, and doesn't allow viewers to add notes whilst they're viewing a live presentation.

LiveCode is another competitor we have outlined, for its scripting feature. It allows developers to create applications with a simple scripting language, which is a similar premise for what we are aiming for. However, LiveCode is only similar in regards to the scripting language - it might have come from a similar basic idea, but has diverged significantly in regards to use as a presentation tool, and simply doesn't allow the creation of simple presentations.

The obvious competition in Microsoft PowerPoint has quite poor and complicated scripting functionality in Macros, which have a history of not being portable across PowerPoint platforms (Windows to Mac, say), and it has no integrated remote functionality. Moreover, It's also very non-portable - only just in 2021 supporting Arm macOS and Windows, and having no support for Linux or the BSDs; SuperPres will run on all targets with a compliant Java 11 JRE, from Intel Windows to Linux on IBM Z.

## Licensing

- Standard Package Free of charge to Individuals.
- Monthly subscription plans available for additional features and Market Segments:
  - Online Package
  - Extended Functionality Package
  - Extended Connection Package
  - Educational Package

Subscription plans	Individual base licence	Business base licence	Educational base licence	Online package	Extended online package	Extended functionality package
Predicted average number of subscriptions per month	200	200	300	200	100	100
Price of subscriptions	£0.00	£10.00	£5.00	£5.00	£10.00	£10.00
Infrastructure cost per subscriptions per month	£0.01	£0.01	£0.01	£0.25	£0.50	£0.01
Annual sell price of subscriptions	£0.00	£120.00	£60.00	£60.00	£120.00	£120.00
Annual infrastructure cost per subscriptions	£0.12	£0.12	£0.12	£3.00	£6.00	£0.12
Predicted labour hours used	186.67	186.67	186.67	186.67	186.67	186.67
Predicted Labour hours per unit	0.93	0.93	0.62	0.93	1.87	1.87

//Boris

Upon launching SuperPres, we are going to introduce our customers different versions of licence, suitable for a variety of situations to suit all needs of our customers.

The generic base licences all contain the same elements, including the presentation development software, for users to create presentations from the cards, and present them on their local network with any other user. Providing this free-of-charge to individuals allows us to attract users, who may then find that they would benefit from our paid subscription for different extension packages, or who may introduce SuperPres to their company or institution.

For members from an enterprise or educational institution, the base license is a paid monthly subscription (as is most modern paid-for software) - with educational institutions being sold at a reduced rate.

Extension packages go on top of the base licence with a paid monthly subscription, each of them open up the true power of SuperPres.

Of which the Online package is where SuperPres stands out, allows users to present over the internet, for situations such as remote presentations and on corporate networks, to a limited number of people.

The Extended Functionality Package includes extra assets and extra functionality for the user to create presentations, while the Extended Online Package allows for a greater amount of users to view their presentation over the internet.

Both Extended package are aimed at customer looking for more professional use.

# Profitability

- Good management
- Agile development
- Effective use of IT infrastructure, rented space and utilities
- Reduced production costs



	Individual base licence	Business base licence	Educational base licence	Online package	Extended online package	Extended functionality package	Total
Annual sell price of subscription	£0.00	£120.00	£60.00	£60.00	£120.00	£120.00	
Annual infrastructure cost per subscription	£0.12	£0.12	£0.12	£3.00	£6.00	£0.12	
Labour cost per subscription	£11.67	£11.67	£7.78	£11.67	£23.33	£23.33	
Overhead recovery per subscription	£35.44	£35.44	£23.63	£35.44	£70.88	£70.88	
Net profit per subscription	-£47.22	£72.78	£28.48	£9.90	£19.79	£25.67	
Annual average number of subscriptions	200	200	300	200	100	100	
Net profit	-£9,444.83	£14,555.17	£8,543.17	£1,979.17	£1,979.17	£2,567.17	£20,179.00

//Brandon

In order to improve the profitability of the company, agile design will be used to break the project down into smaller and manageable steps, this will help reduce the required labour time to develop and finish our product. Using good production strategies and project management techniques will assist in assigning the appropriate workload will improve the efficiency of implementing each step into the product, as the time to implement each step can be reduced. This can be further improved by using our available resources when they are needed or beneficial to the production of the project, this includes the IT infrastructure, rented spaces and utilities. By reducing the overall labour hours used to produce our products the overall cost of the project decreases, which will reduce the amount of cash we require for any loans. It will also allow us to sell our products earlier and pay for any liabilities we own sooner.

# Overhead Recovery

Overhead Costs	
Predicted management costs	£6,000.00
Space Rental	£24,675.00
IT Infrastructure	£3,900.00
Utilities	£1,950.00
IP from other companies	£6,000.00
Predicted Overheads	£42,525.00
Overhead recovery per labour hour	£37.97

	Individual base licence	Business base licence	Educational base licence	Online package	Extended online package	Extended functionality package	Total
<b>Annual sell price of subscription</b>	£0.00	£120.00	£60.00	£60.00	£120.00	£120.00	
Annual infrastructure cost per subscription	£0.12	£0.12	£0.12	£3.00	£6.00	£0.12	
Labour cost per subscription	£11.67	£11.67	£7.78	£11.67	£23.33	£23.33	
Overhead recovery per subscription	£35.44	£35.44	£23.63	£35.44	£70.88	£70.88	
Net profit per subscription	-£47.22	£72.78	£28.48	£9.90	£19.79	£25.67	
Annual average number of subscriptions	200	200	300	200	100	100	
Net profit	-£9,444.83	£14,555.17	£8,543.17	£1,979.17	£1,979.17	£2,567.17	£20,179.00

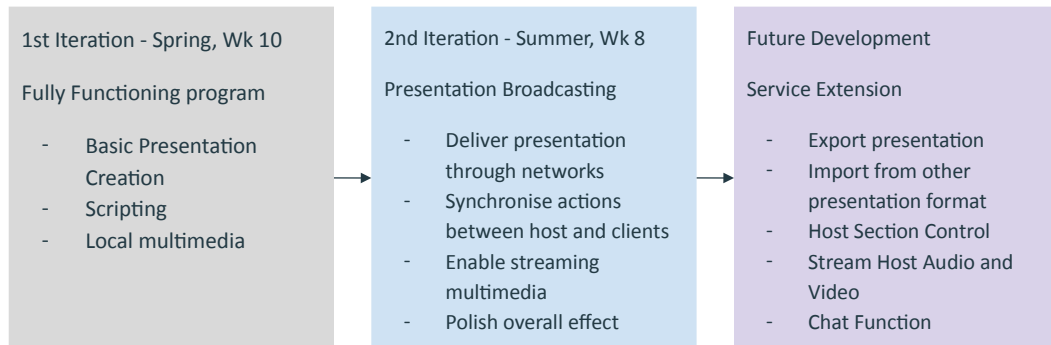
//Brandon

For this section only the overhead recovery calculations shown in the spreadsheet are based on expected labour hours and expected number of units to be sold. This has been done to help give the necessary information in the presentation on how the overhead recovery will be done using the full absorption method. The price we have chosen for each product is based on the amount of labour cost and overhead recovery that needs to be paid for each product, with the required number of units that need to be sold for the product to get an overall positive net profit. The predicted cost of the project is £56,525 + loan interest (excluding ongoing product infrastructure cost when the product is on the market).



# QA & Development Plan

# Iteration Staging



//Pat-David

So - this is our road-map for development as it stands right now. We're aiming to produce working software at each iteration; humans do make mistakes however - but our development team is prepared to rapidly build bug-fixes for issues, and we expect that our rigorous testing should catch a majority of the issues that arise.

Targeting a SuperPres initial launch of straight after the summer term, the first two iterations are planned to cover all the basic required features.

The first iteration includes the major function of the software such as the ability to create, edit, and view presentations, the scripting engine, and local multimedia support; whereas the second iteration delivers the communication and networking element of SuperPres, streaming multimedia, and will also involve polishing away any rough edges that have been left unfinished in the first iteration.

After this initial development stage our team will constantly review our product and respond to user feedback. From there, more features are to be introduced in future development, such as the ability to export the presentation to a PDF, the ability to stream a Presenter's audio and video, and a chat function to easily enable remote conferences.

# Quality

- Work perfectly - as expected.
  - Any bugs in use would hinder the experience of the presentations.
- Simple, clean, yet powerful UI.
  - SuperPres should be quick to master, without limiting possibilities.
- Professional feel.
  - Nobody wants condescending software!



//Pat David

As we said, we will be asking for a £60,000 loan - this big sum means that a large focus when thinking about targets for SuperPres must be quality.

To be profitable too, we will, of course, have to monetise the product, meaning people must want it - it's a simple fact that people are more attracted to things of a high quality, over those of low quality.

And, so SuperPres will :


**“Work perfectly”** - This fact means that, as simple as it sounds, SuperPres must work - and work well. We're aiming to simplify life for the Users - but any performance problems or errors will have the exact opposite effect.

Our objective here is for high performance with no errors or bugs escaping to the final shipping product. We aim in our testing to have a code-coverage of 75% or higher with no tests failing on the final release; to help ensure good performance but without introducing bugs, I'll quote Donald Knuth: “We *should* forget about small efficiencies, say about 97% of the time: **premature optimization is the root of all evil**. Yet we should not pass up our opportunities in that critical 3%.”

**“Have a Simple, clean, yet powerful UI.”** - Quality is not just measured in performance or testing statistics, but also in the feel of the product. If the interface requires an extensive manual to simple tasks, that is a low quality design - likewise, if more experienced users find the interface to limit what they are able to achieve - that is also low quality. We aren't aiming to swap difficult viewing with difficult creation!

**“And a Professional feel”** - People don't want to use condescending programmes! People want something with a professional look and feel, not a Fisher-Price UI - this does not mean that our design must be entirely sanitary and boring though, but it does mean we probably shouldn't ship an Hot Pink UI by default, or take design hints from Microsoft Bob.





## Conclusion Q&A

Now, to finish - In short, we are producing an High Quality, Performant, and fully-featured hypermedia presentation environment.

We envision that with the lease and service based sales strategies outlined, we will achieve profitability fairly easily - allowing us to provide a good average yearly return on investment through the use of recurring revenue sources, rather than one-time purchases.

We expect to further improve our profitability as we attract more users to our platform and services, adding more features and monetisation opportunities as we begin to build out our roadmap past the first year into the future.

We look forward to answering your questions.