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**Master of Business Administration**

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Course Location: BUS1914

Submission Date: 1/19/2023

Concept Proposal Title:

***Got U***

**CERTIFICATE OF AUTHORSHIP:**

I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that I prepared this paper specifically for this course/program.

Student's E-Signature:

X  
\_\_\_\_\_

Professor Comments:

Got U

Alessandro Locatelli

A Concept Proposal

Submitted in partial fulfillment  
of the requirements for the degree  
Master in Business Administration  
School of Business and Leadership

Alliance University

1/19/2023

### **Abstract**

This paper provides a template and discussion on submitting a proper concept proposal to develop a business plan for the Capstone project requirement. Capstone is a corporate applied project whereby the knowledge gained throughout the master's journey should be incorporated and assimilated to demonstrate optimal learning for a practical application. This should be a professionally written document, and you should avoid using the first person while writing. This first section, called an abstract, should provide the reader with an introduction and overview of the concept proposal and must be no longer than two hundred and fifty words. This should be a tight, concise summary of the main points in your paper, not a step-by-step of what you plan to accomplish in your paper. Excessive details must be avoided. Avoid phrases such as "this paper will," and just structure your sentences to say what you want to say. Ensure that proper sentence construction is utilized and attempt to acquaint the reader with what they should expect in reading this proposal for the Capstone project. Note that this is the only paragraph that does not begin indented; it is double-spaced, as is all American Psychological Association (APA) compliant written submissions. Lastly, it is written in a twelve-point Times New Roman font, one of the recommended fonts for APA (American Psychological Association, 2010).

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## **Mission, Vision, and Core Values**

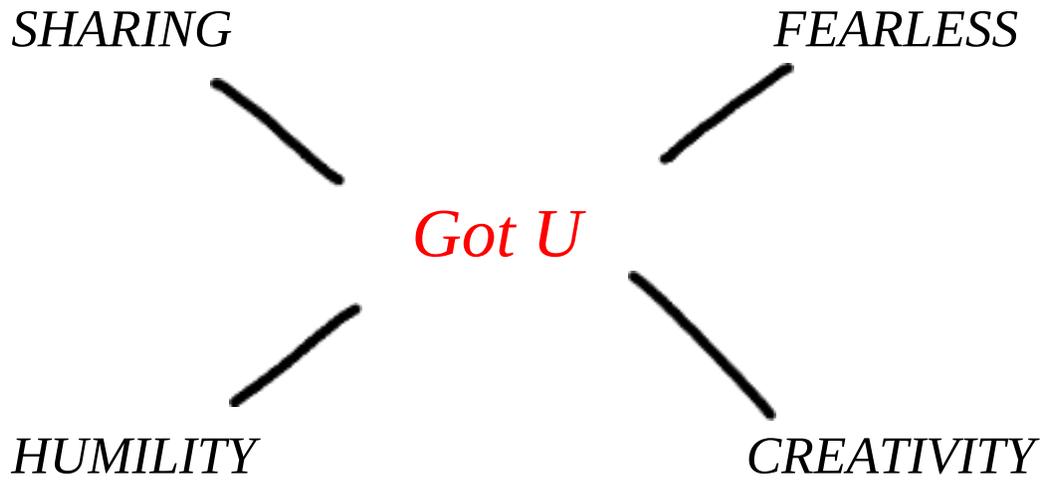
Got U aims to impress on companies the need to have people at the base of the business process, with their involvement in the phases of renewal, innovation and error correction.

### **Mission Statement**

Got U wants to create a reality made up of companies that are as open as possible to sharing problems with their employees. Giving them the opportunity to work proactively. Looking for a people-based way to do business.

### **Vision**

Got U business is based on people, and when we speak about the people we're not referring to their presence or quantity in the venture, every business has people who lead the group, who perform the hard work, who assist and supervise everyone else's work. But our question is: does all the businesses have someone who listen to the employees, who listen to their thoughts or their ideas about the job they are actually doing? Since the beginning of the new millennium, with the advent of new technologies and all that comes with it, people have been pushed aside, replaced by machines. It's clear now that the technologies in continuous implementation have qualities that the human being cannot achieve; if we had to stop at these qualities, Got U would have no sense in existing. But the world is changing, and it's certainly not doing it only thanks to machines, the world is changing through ideas, creativity, and thinking outside the box, new technologies cannot achieve these qualities. We believe we can achieve complete freedom of expression in the workplace through a new technology.

**Core Values*****Sharing***

This is the basis of our business, what we want to focus on and continue to improve. In the modern business world, the talented individual is not enough, there is a continuous need for communication and information sharing to make the most of what is available on a human level.

***Fearless***

Fearless is the feature that marks those who work with our application, it is what allows our concept to run; the main characteristic to convey to any employee who wants to be an integral part of the business process.

***Humility***

Humility is what we demand from both sides of the company. On the employer's side there must be the honesty to admit that they need help and cannot solve the problem on their own; instead we expect from the worker to put his pride aside and say abruptly if he made a mistake.

***Creativity***

Creativity is the driving spirit of our initiative, without this we would remain in a stalemate as regards innovation and improvement. It's what drives the desire to get involved in employees.

## **Industry Description**

Note that all major sections start on a new page. Once again, this first paragraph after the primary section title should provide an overview of subsequent information and sub-sections (as with all major sections throughout this document). This major section should discuss the macro view of the industry in which you propose your product or service. This section will typically be several pages and should give the reader a good description of the industry. Given that it is a business plan, this major section will probably be segmented into several subsections, including, but not necessarily limited to, an initial discussion on the industry, followed by a discussion on the proposed company and concept that the company is based upon. These new sub-sections will be secondary section titles that must be left justified and capital sensitive for significant words.

### **Proposed Company**

This subsection should contain information about the type and location of your business. What type of business is this (sole proprietorship, partnership, LLC, S Corp, C Corp, ...), and identify why you selected this form.

### **PESTLE Analysis**

The use of a preliminary PESTLE analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. These should be appropriately cited and then listed in the Reference List. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is warranted.

**Table 1**

*PEST Framework*

<b>Political</b>	<b>Economical</b>	<b>Social</b>	<b>Technological</b>	<b>Legal</b>	<b>Environmental</b>

***Political***

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. Ultimately you will need to complete a best-case and worst-case scenario analysis, which should be based partially on your PESTLE analysis.

***Economical***

Continue with the write up for each subsection

## **Product/Service Overview**

This major section should focus on a full description of the opportunity proposed for the Capstone project. This section provides a detailed description of the products, services, or both that the company will offer. Some things to consider that will benefit the overall business plan as it relates to this section include (but is not necessarily limited to): the application of the product and/or service, how it will be delivered to the consumer, unique features that will differentiate it in the market; potential obstacles; the current state of development; and potential growth opportunities for expansion of the product and/or service.

An introduction description provides the overview of this major section and should be clearly articulated to walk the reader through what will be provided in the associated secondary sections. Avoid superfluous and unimportant discussions about the opportunity that might detract and confuse the reader of this proposal. It is always a good idea to have someone review this whole section after it is completed to see if it is clear to them and whether they can clearly articulate the proposed opportunity.

### **Product (or Service) Description**

The first sub-section after the introduction is a clear definition and description of the proposed product or service. This will probably be a short and concise section requiring only a few paragraphs with the crucial details of each offering described in subsequent level 3 subheadings.

#### ***Service 1***

Each service offering should be described under its own subheading to keep the document clear and organized.

## **Purpose**

The purpose statement provides a clear description of the business venture being considered. This description should include a few thoughts about why this proposed business venture is appropriate for the market, the void it might be addressing, and why the business plan should be developed. Additional secondary sub-sections for this major section may include topics on the significance of the venture, background description, and appropriate research questions being addressed.

## **Significance**

This should be a very brief section explaining the relevance of this proposed venture. It sets the context for relevancy.

## **Background**

A brief synopsis of any relevant historical information related to how this potential business venture idea evolved should be presented in one of two paragraphs. This subsection is optional.

## **SWOT Analysis**

The use of a preliminary SOT analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is justified.

### **Table 2**

#### *SWOT Analysis*

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>

### ***Strengths***

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

### **Porter's Six Forces**

The use of a preliminary Porter's six forces analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict Porter's six forces, and then a discussion of how it will be applied is warranted.

**Table 3**

*Porter's Six Forces*

<b>Competitive Rivalry</b>	<b>Threat of New Entrant</b>	<b>Supplier Power</b>	<b>Buyer Power</b>	<b>Threat of Substitutes</b>	<b>Impact of Complements</b>

### ***Competitive Rivalry***

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

### **Summary and Approach**

This major section provides a clear and concise review of the product you have described herein, as well as the key points from your industry discussion. This section should also provide a framework for approaching the Capstone project from a time and task perspective. Following the first seminar, you will be required to develop a project plan for the Capstone completion. That project plan and this concept proposal will be provided to your advisor so they can properly guide you with the Capstone project. As will be reviewed in course work for research methods, two types of data are applicable for data collection and analysis; primary and secondary data (Cooper & Schindler, 2008). It is strongly recommended that existing primary and secondary data be utilized for the Capstone project.

### References

American Psychological Association (2010). Publication manual of the American Psychological Association. Washington, DC: American Psychological Association.

Spinelli, S. & Adams, R. J. (2016). New venture creation: Entrepreneurship for the 21<sup>st</sup> century (10<sup>th</sup> ed.). NY: McGraw-Hill.