



ECT 455 Value Proposition
Business Case Statement

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Business Case Statement

Introduction

This document presents the business case for SwiftAid.org, a proposed disaster relief fund- and aid-granting agency. Its goal is to provide efficient screening of and financial and material support to victims of federally declared natural and man-made disasters. It will work in cooperation with FEMA, local governments, and non-governmental organizations (NGOs) as a clearinghouse for aid application and distribution and as a coordinator of local disaster response resources, including food, water, shelter, and transportation.

Value Propositions:

- *Victim value proposition*

Victims of federally declared disasters will receive swift and adequate financial and material aid through SwiftAid.org. They will be able to make initial application for assistance either at the agency's offices or online. Temporary disaster-camp facilities will be erected in disaster areas to allow Internet access to those who do not otherwise have it. Using the online interface, the victim of a federally declared disaster will be able to research criteria for aid qualification and types and amounts of aid awarded. The web site will guide the victim step-by-step through an online aid-application process and provide immediate information regarding follow-up processes. Shortly after the submission of an online application, victims will receive a callback from a reviewer, at which time an in-person interview will be scheduled. SwiftAid.org will award a small, short-term survival grant to authenticated victims at the end of the interview, and larger property loss grants will be processed quickly afterward. SwiftAid.org will also connect victims to charitable channels of material support offered by other organizations, businesses, and private citizens.

- *Donor/Volunteer value proposition*

Donors will be able to donate tax-deductible charitable gifts online. Because of the efficiency and reliability of the grant distribution process, they will be assured of the effectiveness of the organization that they support. Legally releasable expenditure statistics will be made available on the web site for full transparency to the public.

The site will also post volunteer opportunities. SwiftAid.org will screen private offers of material aid for legitimacy. Businesses, organizations, and private individuals will be able to apply to offer material assistance, both prior to local disasters and in their immediate aftermath. An online application option will be available on the web site, supplemented by an on-site interview process at either a permanent office or temporary disaster-area camp.

- *Governmental agency value proposition*

Due to the services of SwiftAid.org, government agencies such as FEMA will be relieved of the burden of total management of aid assistance to federally declared disaster areas. Government agencies will be able to focus on emergency response operations, in essence by outsourcing the distribution of financial and humanitarian material aid, or a portion of it, to SwiftAid.org. By working in cooperation with SwiftAid.org, public officials will be assured of aid management efficiency. This will save them the embarrassment of failure and of any humanitarian catastrophe that might otherwise result from poor relief management, a legacy for which FEMA and state and local Louisianan governments, for example, have a reputation in the aftermath of Hurricane Katrina.

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- *SwiftAid.org value proposition*

SwiftAid.org's value proposition, beyond its philosophical commitment to humanitarianism, will lie in its ability to leverage charitable donations into revenue streams. The agency will invest the charitable funds that it receives and use the interest earned for its operating budget. SwiftAid.org will be a non-profit organization and thus subject to applicable restrictions, but its investment revenue, based on funds in the amounts of millions or billions of dollars, will be significant. By providing superior disaster aid management, the agency's donation base will grow in proportion to its reputation.

Instead of re-inventing the wheel, SwiftAid.org will leverage the best investment brokers and bankers in the world. Using this strategy, SwiftAid.org should be able to invest in safe, high yielding investments and earn interest rate yields that are best in class.

Business Model:

SwiftAid.org will be a not-for-profit, "click-and-brick" humanitarian relief agency that operates within the United States. Its name will include the .org Internet domain extension in order to emphasize its online presence. Thus its web site will be the primary face of the organization, to which victims, volunteers, and donors turn first for matters regarding financial and material disaster aid. SwiftAid.org will maintain permanent offices at strategic population centers and erect temporary processing camps in active disaster and refugee areas.

Market Competition:

Competitors include governmental agencies, such as FEMA, and non-governmental organizations (NGOs) that provide humanitarian aid to disaster victims. FEMA and public agencies currently attempt to manage disaster aid and thus are technically competitors. However, due to their poor record of success and the poor public relations image that results, especially in response to major disasters, SwiftAid.org planners anticipate that federal, state, and local government disaster agencies will become convinced of their interest to rely on SwiftAid.org's services. In this case, these agencies will become partners instead of competitors.

NGOs, on the other hand, will remain competitors for public donations, even though they will be partners in achieving humanitarian relief in disaster areas. Such NGOs as the American Red Cross and the Salvation Army have excellent name recognition, but they are not primarily known as online entities through which application for immediate disaster aid can be made. SwiftAid.org will capture this identity and thus become known as the premiere agency for the distribution of immediate financial and material assistance in the aftermath of federally declared disasters.

Intended Customers:

The customers of SwiftAid.org, in terms of its mission, will be victims of federally declared natural and man-made disasters. In terms of its funding base, its customers will be both public and private supporters. Victims will not be sources of revenue but will be recipients of services. Victims may, however, become donors in gratitude for earlier services received. Financial and material donors will be private individuals, businesses, and organizations. The relationship of SwiftAid.org to its donors will constitute a B2C model. The agency will also be under contract with FEMA and other state and local governmental agencies to provide humanitarian services and will receive public funding for a degree of its operational budget. This contract relationship will constitute a B2B model.

Rationale for using Internet solutions:

Other humanitarian and disaster aid organizations exist, but they are not known primarily by their online presence or as application agencies. SwiftAid.org will capture this identity,

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which requires an online face through which it primarily presents itself to its customers and provides information and processes by which to apply for the agency's services. Other relief NGOs are known for their cooperation with the government in providing disaster relief on the ground, but SwiftAid.org will be known primarily as an online entity through which victims can individually apply for and receive immediate disaster assistance in the form of money and material goods.

To the extent that SwiftAid.org contracts with FEMA to provide this type of aid, it will replace FEMA's role in that regard. FEMA's web site currently offers an assistance application feature, but this feature is not prominent and competes weakly with general disaster and agency information. SwiftAid.org will make assistance application the primary aspect of its online presence, leaving general disaster information to the federal agency.

Technical Solutions

The biggest expense to SwiftAid.org will be the computer network that needs to be in place to process aid claims. The biggest criticism to SwiftAid.org will be how people in disaster areas without electricity or running water can file for aid. Both of these concerns will be addressed by SwiftAid.org's ability to recycle outdated corporate computers for use in disaster areas. Each year, billions of dollars of computer equipment is tossed into landfills because a newer, more powerful computer has been introduced to the marketplace. SwiftAid.org intends to fully leverage these slightly older computers in the field. As part of the donation process, corporations will be encouraged to donate unwanted computer equipment to SwiftAid.org. The computers will be refurbished and sent to disaster areas throughout the United States. It is SwiftAid.org's hope that these computers can also be sent to places around the world that can greatly benefit from their presence.