Business Case Package
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Propelling Social Development and Well-being with IT

Introduction
The theme can be described as the process of organizing manpower and activities to improve the well-being of members of a society. With the recent natural disasters such as the earthquakes in New Zealand, Japan and Myanmar, flooding in Australia, it is increasingly important to make this process more efficient and effective. With the use of IT in the process, we are able to response quickly and produce impactful results in a timelier manner.

Advancement in Information Technologies
Social development organizations are increasingly using information technologies such as social networking sites, blogs, wikis, video sharing sites, interactive games, web and mobile applications to improve their processes. Some of the examples are:

Buy1Give1
Buy1Give1 (B1G1) is a global social enterprise headquartered in Singapore. It is based on a leveraged giving model where businesses pledge a small amount for worthy causes in every transaction made. For example, whenever customers buy a cup of coffee, a dollar will go to towards getting a child in Africa access to water. Donors can use their website to channel donations to specific projects and feel the impact of their giving.

Give.sg
Give.sg, an online platform that empowers everyday people to be fundraisers. Anyone can play a leading role in contributing to society by creating his or her own fund raising campaign in support of a local charity of his or her choice. Their website manages the individual campaigns.

Companies are also leveraging on their existing IT edge to provide social development services.

Sweet Seeds for Haiti Campaigns
Sweet Seeds for Haiti Campaigns is a series of fund raising campaigns targeted at players of the popular social media game Farmville. Players purchase virtual sweet potato seeds, which they can use as in-game resources, and proceeds will go towards social efforts such as building schools, buying meals for children and providing microloans for people living in poverty in Haiti.

Groupon Donation Portal for disaster relief in Japan
When the 2011 Tohoku Earthquake and Tsunami struck Japan, Groupon Singapore, which runs a ‘deal-of-the-day’ website, efficiently set up a donation portal by leveraging on its existing sales platform. An unique ‘deal-of-the-day’ was set up in which Groupon customers donate money
towards the Japanese relief effort instead of purchasing discounted deals as they would normally do.

**Challenge Statement**
Your team is tasked to:

- Describe an organization that your team will be representing, to address a social development challenge (for example, Groupon which addresses the Japan earthquake rebuilding process or B1G1 which addresses the need for business to be involved in social development activities).
- Develop an innovative IT-centric solution that addresses the challenge you have described.
- Convince a group of Philanthropists (judges) to provide funding for your idea.

**Task List**
In teams of 3, you are to design, develop, and then, showcase an idea that:

- Meets the judging criteria
- Aligns with the Challenge Statement

To do so, you are advised to perform the following:

- Research and understand the tasks in the Challenge Statement.
- Conduct some market research to gauge receptivity, feasibility, costs, etc.
- Prepare and rehearse for the presentation

There will be no specific monetary budget, but you must justify a sustainable financial model.

Your team is not expected to develop or come up with a working prototype. Pencil sketches on PowerPoint, pictures on mounting boards, or any other method and tool will be allowed if your team feels that it is necessary to convey the solution.

It is also advisable to include some mentions of the technologies employed and stakeholders involved during the presentation.

**Source of Information**

- You are encouraged to research on information regarding suggested technologies mentioned, in particularly the use of such technologies in charitable or social organizations.
Case Reference Links
Buy1Give1- http://www.b1g1.com/buy1give1/
give.sg- http://www.give.sg/

Case Clarification
Questions are to be directed to the competition manager between 26 March 2011 to 31 March 2011, inclusive of both dates. Please note that only questions deemed appropriate to the competition manager will be answered, and that all answers will be published on the competition website http://innovateit.smu.edu.sg/ for the benefits of all teams.

Please email InnovateIT@smu.edu.sg with the subject header ‘Business Case Clarification’

Judging Criteria
Your team’s solution will be judged based on the following criteria:

Innovation (35%)
• Is the idea unique?
• Does it utilize current technology creatively?

Business and IT Alignment (20%)
• How well is the solution aligned with the theme, and challenge statement?
• How well are the suggested technologies justified?

Feasibility (20%)
• How costly or complex is the solution?
• Is the solution technically feasible?

Presentation (25%)
• Did the presenters convey their solution clearly and professionally?
• Can teamwork be seen evidently?
• Is the presentation lively and engaging?
Rules & Regulations

Intellectual Property

- All teams must ensure that their entries submitted are original and unpublished works created by the participant(s). All entries must not contain content that infringe any copyright laws or any intellectual property rights belonging to any third parties.

- All intellectual property rights relating to any entry submitted shall be deemed to be owned by the contestant.

- Participants must ensure that all software used to develop their solutions are legally obtained and licensed, or open sourced. Failure to comply will result in disqualification from the competition. Besides the standard projectors and whiteboards available in the presentation room, please note that the organizers will provide no other hardware equipment or software.

- When teams submit their solutions, they would be granting SMU the rights and license to use, distribute, publish or share the content present in their solutions. Primarily, organizers are looking to use the solutions in part to highlight each team's entry and success in the competition.

Terms & Conditions

- SMU reserves the right to disqualify any participants found to be in violation of any of the rules and regulations or on any other reasonable grounds.

- SMU reserves the right to make changes to any of the rules and regulations without prior notice.

- The judges' decisions are final.

Withdrawal

Teams are allowed to withdraw from the competition up to 3 days after the business scenario is given out. Please email InnovateIT@smu.edu.sg with your reason for withdrawal.

Contact Information

For any enquiries, please direct them to InnovateIT@smu.edu.sg