

FutureModel.io
Spring 2023
Global Business

Background

FutureModel is a startup company focused on a marketing data, sensemaking, and solid decision-making platform for businesses and the public. Founded in 2020, FutureModel developed the technology and is now in the process of marketing the platform.

Objective

The VANTAGE team will work with founder Davis Clark and co-founder Cihan Behlivan to assess the relevance of the FutureModel technology for businesses, education, and other uses to the Gen Z market and create strategies to introduce the technology to high schools and colleges.

This charter should be considered a starting point. Project objectives and deliverables may evolve in discussion with the project partner based on insights gained in the discovery “Prewrite” phase of the project.

Recommended Preliminary Research

1. Review the FutureModel information attached [here](#)
2. Research the concept of data sensemaking. How can you get insights from data?
3. Look at the competitive landscape. What other applications provide data insights and help users visualize data?
4. What would Gen Z use data analytics for?
5. How do public schools teach and use data analytics?

Key Framing Questions

1. How can we introduce data visualization and data analytics to Gen Z?
2. How can we make data cool through AI, Machine learning, art, and music?
3. How can we use public data to introduce high schools to the world of technology and data sensemaking?



4. How can we market FutureModel to high schools and colleges?
5. How can students experience boundaryless data analytics and visualization through the FutureModel platform? What is beyond Google?

Our Questions

1. What would success with this project look like to you?
2. How do you envision schools utilizing this technology?
3. What strategies have already been created to introduce this technology?
4. How will this benefit Gen Z?
5. What are Gen Z's initial impressions of FutureModel technology?
6. What is the extent of your current social media presence?
7. How large is the market for this technology?
8. What is the question: "What is beyond Google?" mean in the context of the rest of the question?
9. Who would you say is your biggest competitor(s)?
10. We know you're based in San Francisco, and thus, where are most of your competitors based?

Deliverables

The VANTAGE team will deliver a report that addresses the key framing questions and make recommendations to grow the business in the high school and college market.

Team

The team is coached by VANTAGE Instructional Supervisors Scott Mayerle, Liz Peterson, and Andrew Werner.

Project Sponsor Contact Information

Name: Cihan Behlivan

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Dates for Key Milestones and Sponsor Interaction

Week of February 13: Project Charters to Project Team



- Team contacts partner to schedule Kickoff Meeting

Week of February 27: Project Kickoff Meeting

Team meets with partner to:

- Introduce team and partner parties
- Confirm project scope
- Clarify charter
- Discuss preliminary research plans
- Understand additional project context

Week of March 27: Mid-point Check-in

Team meets with partner to:

- Discuss progress-to-date
- Identify and discuss challenges
- Evaluate remaining work
- Consider scope modifications
- Understand additional project context

Week of May 22: Final presentation - Team meets with partner to:

- Present final findings and recommendations

Week of April/May xx: Final presentation - Team meets with partner to:

- Present final findings and recommendations