

THE INCRAFTE PLATFORM PROJECT

PROJECT TEAM

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The following is a brief write up extracted from the business proposal for the incrafte platform;

BRIEF DESCRIPTION

The incrafte platform is a software system that runs both as a website and phone application that enables users to market themselves, find services, technical training and income generating work opportunities which is in line with the Cedat Open day theme of promoting youth innovation to boost job creation and employment amongst youth in Uganda.

EXECUTIVE SUMMARY

MISSION STATEMENT

Creating the most reputable and reliable online business interface

GOAL

To create income generating opportunities for freelance and professional designers with a flexible training system, online directory of service providers and also a platform for creators and developers to share ideas.

BUSINESS PHILOSOPHY

The platform seeks to contribute to the uplifting of the status of skilled and semi-skilled freelance creative designers and developers by giving them opportunities to start online business careers through trainings and also work opportunities, while also availing clients with a convenient source of quality works from a variety of certified and reputable creators.

VISION

To improve the variety and amount of quality creations in Africa with a platform that also ushers in a cashless economy and an ICT intergrated Africa.

BRIEF BACKGROUND

The idea of the project was developed after coming to the realization that there was an increasing gap between actual skilled, creative designers especially freelancers and the clientele they seek to reach. These designers include; CAD designers, fabric designers, artists and software developers. This would later frustrate the creators and they end up settling for less in terms of payments and the few established designing firms and companies monopolize the business of selling creativity.

OBJECTIVES

- Therefore the platform seeks to create a more decentralized link to the clients, open to everyone that is also quality controlled.
- Such a platform would also enable more unemployed youth and even those people that abandoned the designing business for what seemed like a more assured income that actually isn't.
- To also allow for creators who are already employed elsewhere to find a source of side income.
- The platform should also be able to quality control by certifying designers and also offering consultations.
- To be able to train willing learners and equip them with skills that would give the a basis for an online business career.

PRODUCTS AND SERVICES

- Training for designers and developers.
- Online depository of variety of creators and service providers to pick from.
- Income generating work opportunities (tenders, contracts)
- Job opportunities
- Market for creators
- Advertising
- Technical support

BUDGET

ITEM	AMOUNT(UGX)
Domain	30,000=
Hosting	80,000=
TOTAL	110,000=