



Moon.com

Project Discovery

Vincent Serpico, FOUNDER

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Introduction

About Us

Founders Workshop was founded with a single mission: provide quality, affordable software development for founders.

Why should it be so hard for founders with great ideas to get good quality, affordable software developed? This question launched Founders Workshop. As a founder, you deserve a reliable team who works as hard as you do. Our process is based on founder Vincent Serpico's 20 years of experience as a CTO and business owner. Our team will work with you to manage your project from start to finish so that you get the highest quality software to market on time at a price you can afford. Everyone on our team is dedicated to your success. Together, with your domain expertise and our extensive development experience, we will create and deliver your vision on-time and in-budget.

Founders Workshop Method for Software Development

The Founders Workshop approach to developing software is a methodology that has been created and honed by Vincent Serpico over his 20+ years of experience as a technologist, developer, and leader. It's a methodology that looks at the big picture, makes plans to get there, and executes on those plans. The big picture is your vision; it is what you and Founders Workshop will partner to build. The planning phase designs and maps out a road from where we are today to where we want to go. The execution phase is a series of short-term coding periods, called sprints, that put the plans into motion.

Each sprint consists of five distinct steps:

1. Writing Test Scripts – We always start each sprint by writing the test scripts in advance. This ensures that every team member is on the same page.
2. Coding – The developers code the requirements for the sprint.
3. Testing – The testers test the code using the scripts created prior to coding.
4. Demo and Feedback – The project manager will demo the results of the sprint to you. This gives you the opportunity to provide feedback based on the demo. This is the best time to make a course correction based on changing market conditions or other factors in your business. At this time, we also review the plans for the next sprint with you.
5. Evaluation and Next Sprint Planning - The development team plans for the next sprint based on your feedback of the current demo and based on the plans for the requirements for the next sprint.

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Project Overview

Software Summary

Moon.com is a marketing site designed to enable interested parties to purchase seats on cargo missions to the moon. Currently this industry utilizes large 3rd party agencies like Boeing and Lockheed to facilitate these services. These 3rd party agencies only produce a small part of the rocket and therefore pay royalties to the actual launch provider. Moon.com will have the seller sign up directly with the launch provider by monitoring cancelations and empty space on cargo missions, which will drastically reduce the cost of visiting the moon. Moon.com will serve as free marketing with lower surcharge rates for these launch providers. Since the agent cannot market it, moon.com will do it for them.

Competitive Advantage: Service offers a way to market outside of SLS that is legal, has lots of traffic, and offers a simple experience.

Project Goal

Create a moon travel listing application and website that keeps the travel agent front and center that rivals the search feature and functionality of existing listing sites such as Boeing and Lockheed without the added complexity and cost associated with their way of managing the relationship.

Mobile application will be built first with all features, the website for buyers and sellers will ONLY direct to the application. Agent and management features will be available through the website. (Website is management facing)

In Scope

- Creation of mobile application for Moon.com that allows for management of all seller and buyer features within the application and either redirects to or embeds within the application the agent and admin features.
- Creation of a landing page website that looks to drive buyers and sellers to the application by restricting primary features such as search.
- Creation of a web portal that allows admin and agents and their team to access their features including managing listings and flights.
- All features and support required for a seller to list their flight with an agent, a buyer to find a flight, and an agent to guide a seller / buyer through a sale.

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- Advanced search and filter on as many categories as possible to rival existing listing solutions such as Boeing and Lockheed.
- “Jump In” functionality that pushes updates out when a showing is scheduled and encourages additional buyers to view the flight in the same time period.
- Able to receive a remote tour from the agent through the app; either prerecorded or live.

Out of Scope

- Integration with the over 700 SLS in the nation.
- Automation of marketing to prospective member agents; this will be handled one-on-one during MVP.
- Integration with one existing SLS to pull available data on flights added by sellers; this would allow them to confirm information instead of entering all information in.

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Recommended Budget

Cost Projections

The Founders Workshop model is designed for entrepreneurs. We have no contracts and no minimums. Start or stop work as you need. Add features or request a scope reduction based on your business goals or market conditions.

The cost projection below is based on the documentation outlined in this document and is primarily for planning and budgeting purposes. The final cost of the platform will be dependent on actual features delivered. Your project manager will work closely with you to determine the priority of features and the development schedule that best fits your current business needs.

Cost by User

User Features	% of Total	Min Total Hrs	Min Cost	# of Devs	Min Weeks
Landing Page Website	3%	63	\$ 4,700.00	1	2
Owner Admin Portal (Web)	14%	329	\$24,675.00	4	3
Agent Admin Portal (Web)	26%	611	\$45,825.00	4	5
Seller Mobile Experience (App)	16%	376	\$28,200.00	4	3
Buyer Mobile Experience (App)	19%	439	\$32,900.00	4	4
General Mobile Experience (App)	23%	533	\$39,950.00	4	4
Total	100%	2350	\$ 176,250.00		21

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Cost by Application

Application	% of Total	Min Total Hrs	Min Cost	# of Devs	Min Weeks
Landing Page Application	3%	63	\$4,700.00	1	2
Agent and Admin Web Portal	40%	940	\$70,500.00	4	8
Mobile Application	57%	1347	\$101,050.00	4	11
Total	100%	2350	\$176,250.00		21

Cost for Design

Design	Min Design Hrs	Min Design Cost
Landing Page Application	56	\$4,200
Agent and Admin Web Portal	56	\$4,200
Mobile Application	40	\$3,000
Total	152	\$11,400

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User Stories

User stories help the development team understand who will be using your software and what those users need your software to do. The typical user story is a brief single sentence to help define requirements following the template: As a [USER TYPE], I want [SOME GOAL] so that [SOME REASON]. User stories should be produced for every person (role) using your software.

Primary Roles

Seller - Individual selling a flight who will go through a guided process to list their flight and connect with a listing agent of their choice. Seller will be assisted by the listing agent who will answer their questions and show their flight. Sellers are the primary content or "bait" to get buyers to the site.

As a seller, I want to sell my flight in the easiest, fastest, most convenient way possible while receiving the most money.

As a seller, I want to provide all the information to list my flight upfront, with Moon.com advice, and reviewed by agents who have the ability to add information if incomplete like photos, floorplan or feature lists in addition to comments, and then rely on the site to market and sell my flight.

As a seller, I want constant communication about the traffic and status of my flight sale so that I will tell everyone how this is the best way to sell a flight.

As a seller, I want guidance when listing my flight so that I can see the credentials of the agent I choose to know I made the right choice and the agent is truly one of the best of the best.

As a seller, I want to reach all of the possible buyers in the world and capture their information so that my agent and Moon.com can aggressively follow up, qualify and set timely appointments so I can get multiple competing offers like I deserve!

As a seller, I want to save money on the commission so that I pick these Elite Agents over the competitors that don't have this option.

As a seller, I want to give feedback to Moon.com about the process so that my consumer experience improves.

As a seller, I would like to receive a Review form when finished so that I can provide feedback.

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Buyer - Individual searching for a flight who will need advanced search filters to locate what they want. They will be enticed to the site when searching for the flight as Moon.com will be the only place with information on the listing for Pre SLS sales. They will also come across the site online through ads and SEO. These buyers are the leads for agents when selling a flight.

As a buyer, I want to locate and purchase a flight that meets specifications I may not even know I have yet so that I can find my dream flight.

As a buyer, I want to see detailed information about each available flight so that I do not have to contact anyone until I need more information to make my decision to view and this is the only flight search site I need as it has the most flights.

As a buyer, I want to quickly locate the flight so that I can see more details and determine if I'm interested in scheduling a tour.

As a buyer, I want to easily navigate through additional listings that are new on the site so that I can quickly locate flights I want to tour.

As a buyer, I want to see real stats about the agents on the site so that I know these are the best of the best.

As a buyer, I want to easily contact the agent and schedule to see the flight so that I can access it immediately or when I want to see it.

As a buyer, I want to have access to listings I've previously indicated I'm interested in so that I can review further later and share them with my partners, spouse and family or agent to let them know what I liked or disliked about the flight.

As a buyer, I want to receive updates on new listings that are similar to my indicated wants so that I can see if I want to view the flight.

As a buyer, I want to receive updates on existing listings on all flights that are similar to my indicated wants so that I can act accordingly if interested.

As a buyer, I want to give correct cell phone and email so that I can properly identify the best way to reach me.

Agent (Member) - Individuals who are licensed SFA agents who have paid to join the service. They are recommending their sellers use Moon.com to circumvent the fluff and expenses of the

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current system. They are receiving buyer leads for the listings. They may also be selected by a seller they've not had contact with to represent them if the seller is coming to the site without an existing agent.

As an agent who is a member of the Moon.com service, I want a system that keeps the relationship between the seller and the agent simple and reduces unnecessary steps so that we can show and sell the flights to curious buyers in a timely manner.

As an agent who is a member of the Moon.com service, I want to be prominently displayed on my listings so that I will stick out to or alert buyers when they access the listings on Moon.com.

As an agent who is a member of the Moon.com service, I want to view and manage all my listings in a summary view and see more details when selecting a listing so that I can see which listings need action at a quick glance and see more information when I need it.

As an agent who is a member of the Moon.com service, I want to see details on each listing such as the total days listed on the market so that I can share these updates with my seller and make more informed decisions.

As an agent who is a member of the Moon.com service, I want my sellers to see information and updates on Moon.com such as communications from buyers, listing views, marketing, and open flight schedules so that I can communicate with and be on the same page with the seller.

As an agent who is a member of the Moon.com service, I want to manage open flights for my seller and invite buyers who may be interested so that I can quickly match buyers and sellers.

Business Owner – The primary stakeholders for the service who will be controlling the strategic direction.

As a business owner, I want to track engagement on the site and have a clear picture of my user base and traffic so that I will be able to tell the most preferred way they engage us.

As a business owner, I want to track data points across the website and application such as number of downloads, time of use, flights viewed, flights where more information

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was requested, agents engaged by buyers or sellers, log in and use time of members so that I can make informed strategic decisions backed by data.

As a business owner, I want to track and report on how far through the onboarding process an agent or seller gets so that I can re-engage with them through direct outreach or automated email follow-up that encourages them to continue using the platform.

As a business owner, I want to remain compliant with all rules and regulations placed on licensed SFA agents so that my members can continue to see flights.

As a business owner, I want to see how responsive agents are to the leads provided so that I can reroute leads if the agent is not responding.

As a business owner, I want to impersonate any user in the system so that I can see what they see.

As a business owner, I want access to a history of status changes for listings and leads so that I can see trends and keep track of progress.

Secondary Roles

Agent (Prospective) - Individuals who may be using the site and are working at a high enough volume to be potential future members.

As an agent who is a prospective member of the Moon.com service, I want to apply for membership so that I can gain access to the platform.

Agent (Buyer / Seller) - Individuals who are licensed, unlicensed, or inactive SFA agents who buy and sell flights for themselves and could benefit from using the service. They do not work at a high enough volume to be potential future members.

As an agent who is a prospective member of the Moon.com service, I want to apply for membership so that I can gain access to the platform.

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Use Cases

Use Case Map

A Use Case Map is a high-level overview of the functionality and is used to link identified Use Cases of the software to the actors (or roles) involved. It is helpful for identifying holes in the high-level plan and managing the features of the software at a high level.

KEY	Must Have	Nice to Have	Should Have
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Use Cases / Features	Seller	Buyer	Agent			Owner
			Primary	Secondary	Flight Specialists	
Public Features						
Find an Agent	N	N	N	N	N	N
Search Moon.com (Buy a Flight)	M	M	M	M	M	M
<i>Preset Search Filters</i>	S	S	S	S	S	S
<i>Map View</i>	M	M	M	M	M	M
<i>List View</i>	M	M	M	M	M	M
Post your Listing (Sell a Flight)	M	M	M	M	M	M
About Moon.com	M	M	M	M	M	M
View Basic Listing	M	M	M	M	M	M
Primary Agent Features						
Agent Onboarding			M	M	M	M
Account and Profile Creation			M	M	M	
Account and Profile Management			M	M	M	
Listing Management			M	M	M	
View My Listings			M	M	M	
Manage a Listing	M		M	M	M	
<i>Manage Showing Windows</i>	M		M	M	M	
<i>Manage Tours</i>	M	M	M	M	M	
<i>Approve Listing Changes</i>	M	M	M	M	M	
<i>View Listing Activity</i>			M	M	M	
Invite a Seller	M		M	M	M	

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Lead Management			M	M	M	
Manage Leads			M	M	M	
Add a Lead			M	M	M	
Reporting			M			
Team Member Management			M			
Manage Team Members			M			
Add Team Member			M			
Delegate flight to team member(s)			M			
Full access to all details of listings			M			
Seller Features						
Seller Onboarding						
Account Creation	M					
Listing Creation	M					
Agent Selection	M		M			
Move Forward to Post Listing	M		M			
Account Management	M					
Listing Management	M					
Manage Listings	M		M			
<i>Manage Showing Windows</i>	M		M			
<i>Manage Tours</i>	M		M			
<i>Listing Alerts</i>	M					
Provide Feedback	N					
Buyer Features						
Buyer Onboarding		M				
Account Creation		M				
Account Management		M				
Listing Interactions		M				
"I'm Interested"	M	M	M	M	M	
View Previously Viewed		S				
Share Listing		S				
New or Updated Listing Alerts		M				
Jump in on Showing	M	S	M	M	M	
Schedule a tour	M	M	M	M	M	
Manage Tours	M					
Owner Features						
Owner Dashboard						
Reporting and Metrics						S
User Management						

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Manage Users						S
Invite Users						S

Requirements and Constraints

Must Have

- Application accessible on Android and iOS devices with buyer and seller features.
- Web Portal accessible on all major browsers with admin and agent features. Additionally, admin and agent websites shall be designed with the need for access from a mobile device kept in mind.
- Landing page website that allows any user to learn about Moon.com and allows agents and admin to login. Additionally, pushes buyers and sellers to application.

Should Have

- Advanced analytics and logging built throughout the platform and accessible to the business owners.

Constraints

- While not required for MVP, in later versions the platform will need to integrate with SLS data.

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Assumptions

General

- You or your representative(s) will be available to ask questions and provide feedback as needed.
- You or your representative(s) will provide necessary industry expertise.
- Estimated project timeline and sprint hours do not include your response times.
- Copy (content for pages/pop up, etc) will be provided prior to coding. Changes to copy after coding starts will incur additional cost not included in the estimate.

Business

- You or your representative(s) have outlined and own ensuring adherence to any legal or compliance requirements set by government or SFA entities that could govern the language and functionality of the platform.

Development

- We follow a rapid development model. Getting good software to market as quickly as possible is the priority. Development decisions aim to balance speed with your future business plans.
- Flight Search Engine will be available for mobile application only.
- Mobile application estimates include Android/IOS.
- All listings will be stored locally and integration to an SLS is not required during MVP.
- Admin panel for Owners/agents will be developed for website only, it'll include a mobile responsive design so it can be accessed via mobile browser.


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Recommended Next Steps

- To test traction, proceed with a Proof of Concept build that includes buyer and seller features and a basic admin portal to add listings.

Vincent Serpico, FOUNDER

 N. Scottsdale, AZ Office

 602.429.9484

 Vincent.Serpico@foundersworkshop.com