



Northeastern University

PJM 6910 Capstone

Professor: Mimi Y. Wan

Assignment: Research Analysis

Submitted by: Team Himaayat

Team Members: Chia-Chun Tsau, Jia-Hui Ni, Pradhyumn Chouksey, Ranjan Prabhat,

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Gupta, Siddharth Pagare

Date: February 5, 2023

Research and Scope Analysis

1.0 Required Attendees
1) Anuj Saraswat
2) Kunal Shriyan
3) Radha Saikhedkar
4) Siddharth Pagare
5) Sanu Gupta
2.0 Agenda of Meeting
To understand the scope and requirement of the sponsor NGO - (Veteran Moving forward – Service Dogs changing Veterans life’s) to create an annual event to raise \$25000.
3.0 Project Scope
1. The main objective of this project is to raise \$25000 for NGO Veteran Moving forward – Service Dogs changing Veterans life’s by organizing an annual event for the NGO.
4.0 Question Created by the Project Team
1. Does the sponsor want only one event that they can repeat every year? 2. What is the maximum budget to organize the event? 3. Who will be our target audience? 4. What are all the previously successful events that generated the desired funds?
5.0 Meeting Summary
<ul style="list-style-type: none">• The NGO is looking forward to raising \$25000 by organizing an annual event.• NGO is open for any theme that has the potential to raise the fund amount.• The sponsor has not specified the project amount that they are willing to pay for this event.• NGO is not willing to participate in social media events to raise funds looking at the audience coverage on social media platform.• NGO don’t want to host a GALA event because of its past experience.• Project team is looking forward to hosting a ticket based Family oriented event with the objective to bring families close to each other and to raise \$25000 by organizing events such as<ul style="list-style-type: none">• Family Painting event competition• Veteran Presentation and stories• Family cooking event• Trained Dog agility shows.• Spend time with dogs.• Easy play family events (e.g., hit the glass, make a basket)• local vendors and stalls (Expected customer counts)• Movie screening

6.0 Decision made in the meeting

- Project Team Himayat will be moving forward with the Family oriented theme which will be charging fees for booking tickets for all the family members and different family-oriented events to raise minimum \$25000 for the NGO.
- The team will be focusing on the events that were discussed and few events from the list will be eliminated and or added as per the requirement of the theme.
- Team is still working on understanding past events that were conducted by the NGO so that they can understand the potential customers as it is still not clear from the sponsor meeting.

7.0 Meeting Attended by

- Anuj Saraswat
- Kunal Shriyan
- Radha Saikhedkar
- Siddharth Pagare
- Sanu Gupta