Nigerian Investment Portal Website ("The Site")

Preliminary Framework

Presented to:

Nigeria Governors Forum

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November 2011

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Executive Summary
Overview
Nigeria possesses vast natural resources and numerous investment opportunities but so far has been unable to adequately advertise these opportunities to foreign investors.

The Consortium proposes to create a specialised Nigerian Investment Portal that will bridge the gap between interested investors and the appropriate contacts within the country to facilitate exploration of these opportunities.

Project Summary
The NGF - Nigerian Investment Portal will be a website community that will allow potential investors to view the investment opportunities available within Nigeria from anywhere in the world. Detailed information on each investment opportunity will be provided to investors such as contact information of appropriate departments within the country according to state or region. The portal will also provide an in-depth guide on doing business in Nigeria detailing names and locations of reputable businesses in various industries.

The portal will also serve as a means of verification of reputable businesses within the country whereby verification of the registration, location, and other related information of companies presenting business opportunities on the site will be carried out by the portal.

Companies involved in the Nigerian Investment Portal will be given the opportunity to utilise the underlying services of the consortium partners business social networking infrastructure which will give them access to social networking and other business services to facilitate investment.

The Nigerian Investment Portal will work hand in hand with the Nigerian Governor's Forum to ensure that the needs of all stakeholders are met. The portal will be scaled to suit the unique investment opportunities available in each state in order to provide the Nigerian Governor's Forum with a platform for attracting foreign investment.

Objectives

The site will serve as a one-stop-shop online for prospective investors to:

- Identify potential areas of interest
- Gain access to all relevant information required to make informed investment decisions (regulatory issues, taxation, partnerships and funding opportunities)
- Access to local organisations with knowledge and skills that could facilitate investors establishment in Nigeria

In order to accomplish the stated mission, the following objectives have been defined for the this initiative:

- To be a one-stop site which combines learning, fun, and shopping
- To be a safe, age-appropriate environment
- To become the one-stop investment information resource on the Internet for Nigeria, not only for investment content, but for accessory products and services
- A combination of banner advertising, sponsorships, business-to-business and business-to-consumer sales
- To offer users quality education, character building, customer intervention, age-appropriate safety, cutting-edge technology, self-paced learning, and quality at no charge
- Acquire customers by creating a sense of community and providing value to, and fostering trust among, members in a timely fashion
- Maximize valuation from Venture Capital firms
- Generate positive press
- Generate interest by potential partners
- Develop adequate measurement systems to log site activity and enable analysis of site usage.
- Develop a scalable architecture such that additional functionality and services can be easily incorporated in the future and to support the forecasted growth in numbers

Target Audience

Designing an intuitive interface and navigational connections requires an understanding of the The target audience(s) and the individual user. The target audience(s) is/are as follows

- Investors
- Established companies
- Service providers
- Government agencies

Critical Success Factors

The success of this project will be contingent on functionality, graphical appearance, user experience and a sense of community packaged in a presentation that is clear, functional and has a sense of camaraderie.

The critical success factors for Yabomu.com are:

- Secure and appropriate content for site participants
- Time to Market
- Communication of benefits sufficient to acquire registered users when visitors come to the site for the first time
- Provide personal and daily relevance and utility
- Ability to rapidly assimilate users
- Develop architecture for rapid deployment of changes and innovation

Development Approach Overview

The consortium will employ its unique and proven Distributed Software Manufacturing approach for the site. The Close-to-Action Team – CAT and Distributed Action Team - DAT will closely interact with each other on a continuous basis to deliver the site in a time frame of **14 weeks**.

The Work Segment approach and the deliverables have been tailored to provide the shortest possible development time and lowest overall investment while providing adequate supporting analysis and design documentation.

Work Segment	Dates	SemeResearch Deliverables	The Yabomu.com Deliverables
Work Segment 1 **PLANNING, ANALYSIS & DESIGN**	01/12/11-31/12/11	1. Project Plan 2. Analysis Document	
Work Segment 2 **DESIGN**	31/01/12 – 18/02/12	3. Revised Site Map 4. Technical Architecture and Design Document 5. Navigational Prototype	6. Provide site content in web-ready form
Work Segment 3 **CONSTRUCTION, UNIT TEST**	21/02/12-17/03/12	• Unit Tested Site • System Test Plan	7. Acceptance Test Plan
Work Segment 4 **SYSTEM & ACCEPTANCE TEST**	20/03/12-14/04/12	• System Tested Site • Site Ready for Acceptance Test • Turnover Document	8. Final Acceptance Test

Appendix A

Project Scope

Project Overview

The vision of the site is "To become the dominant resource portal for Nigerian businesses on the Internet." To have a unique blend of technology with content focused on effective business development, online resources that aid the growth of small and medium sized businesses, and to connect businesses in Nigeria with investors, consumers, and with each other.

Phase 1 of this project, as described in this project scope, represents the initial step for acheiving this goal. The scope of the deliverable is defined in the "Business and Functional Requirements" (provided in Appendix D) which are marked as Phase I. A summary of these features follows:

1. Nigerian Investment portal.

   a. State by State listing of investment opportunities
   b. Discussion Groups

   c. Links to reference material
   d. Business to Business (B2B) and Business to Customer (B2C) engines
   e. Contact information for State departments, various ministries and relevant businesses / companies.
   f. Links to other applications

2. Parent Site
   a. Personalization of home page
   b. Chat
   c. Email
   d. Discussion Groups
   e. Links to reference material
   f. B2C engine
   g. Learning for Success
   h. Links to other applications like Stock Quotes and LFS Calendar

3. News/Syndicated Content
   a. News feeds such as; iSyndicate
   b. Daily features (editorial from Yabomu.com)
   c. Syndicated sports, entertainment, finance, weather
   d. Reference material

4. Administration
   a. Site Content Administration
   b. Content Categorization

5. The site's Corporate Information

6. Help
   a. Basic online static help text
   b. Frequently Asked Questions (FAQs)
   c. Site search and browsing capability
   d. WWW search capability
   e. Disclaimers
   f. Security and Privacy policies

7. External Interfaces
   a. Links to Customer Support
   b. Links to Commerce Engine

The following list describes the interfaces and links in site

The Interfaces
1. Internal Mail
2. Chat

3. Discussion Board
4. Ad Server
5. News Feed
6. Search Engine
7.

Links
1. B2C
2. B2B
3. Corporate Affairs Commission
4. Credit reference agencies
5. Reference Material

Key Functions Beyond Scope
Site filtering and parent alerting can be implemented using different technologies. At this juncture,
The consortium recommends a Proof of Concept to evaluate using Proxy Server and Zero
Administration Client end application (if required). Based on the Proof of Concept, if there is need for
additional complexity, Seme Research reserves the right to revisit the estimate.

Baseline Business/Functional Requirements Matrix
This SOW specifies the consortiums responsibilities, which includes delivery of the system that
satisfies the requirements provided by the site. The scope of the deliverable is defined in the "Business
and Functional Requirements" (provided in Appendix C), which are marked as Phase I. The
component matrices used to estimate the costs for the project are derived from these documents.

Appendix B: Baseline Component Matrix

Project Units	Simple	Average	Complex	Total
Domain Areas / Modules	3	0	2	5
Data Entities	1	7	2	10
Static Pages	28	2	3	33
Dynamic Pages	19	8	9	36
Report		1		1
Interfaces	2	2	3	7
Back end programs	2	1	1	4
Total	55	21	20	96

Issues to be resolved

The following issues are outstanding

1. Partnerships with syndicated news, finance information, and business certification providers need to be determined and executed
2. Reference material partnerships
3. Execute outstanding third party software requirement agreements.

Technical Approach

This section identifies the technical requirements to support the Baseline Business/Functional Requirements. The technical requirements provide the basis for the technical approach presented in this section.

Technical Requirements for Phase-I

The technical requirements for the solution are as noted below:

1. Support 24x7 operation for the web site with minimum downtime
2. Solution should support over 15 million (approximately) unique monthly visitors for the year 2012.
3. Solution should be scalable to support growth in enrollment rates and associated site-traffic
4. Support personalization of home page and standard site content components (News, Information, etc.) based on user preferences. This feature will also have to include ability to upload image files to the The site's image repository and this will be based on a workflow.
5. Support for anonymous users and registered users
6. Support most common opensource and proprietory browsers
7. Support online email notifications for newsletters and parent alert
8. Support Scalability & Load Balancing. It should be possible to add additional hardware depending on the system load
9. Support dynamic content publication with minimum downtime to the web site
10. Provide interface to chat, discussion groups software
11. Provide interface to web-based email with one mail domain
12. Provide worldwide web search with search results being offered in a kid-friendly environment
13. Provide interface to capture syndicated news feeds using a backend program
14. Provide interface to Ad Server. Ads will have to be served based on locale and age.

15. Integrated homepage, email, chat/discussion – Personalized home page with links to email and chat.
16. Provide for a mechanism for logging traffic beyond the site to the extent of 1 exit URL and filtering profanity in chat, email discussion group etc.
17. Provide link to an intelligent customer support software application.
18. Provide link to the existing website/application
19. Internationalization, multiple language support
20. Creation and management of user accounts at machine level to support file transfer (ftp) and any disk management
21. Any kind of electronic commerce including support for online payment methods such as Credit Card/Debit Card payment
22. Any kind of reporting beyond what is provided out-of-the-box by selected tools – online or offline, decision support, auditing, or tracking
23. Any metering of disk usage
24. Any data purging or archival policies/processes
25. Securing databases beyond user id /password control. Any data level encryption support is beyond scope
26. Web server security beyond what is provided by the web server Links
27. Support User Rating and feedback Capability (Business social network etc).
28. Support Hosting platform for company profiles or "mini websites"
29. Support Business Leads capability– Access to leads for Registered, prequalified users.
30. Support B2B exchange capability

Infrastructure Required for the Project
The following infrastructure components are required at the beginning of the project for any of The Consortium's consultants that will be performing work at the site.

- Work area
- Telephone with voice mail
- Computers (Laptops and Desktop development systems)
- Internet connectivity
- Development workstations

Assumptions
The design and development of the new system will be based on assumptions made of the peripheral systems, processes, and the business in general.

General Assumptions
1. Setting up of the Hosting environment will be entirely the responsibility of the consortium's hosting partner the consortium.
2. System administration after delivery will be the responsibility of the consortium.

Project Approach Assumptions

1. The Consortium's Consultants will meet on a scheduled as well as ad-hoc basis to discuss functionality and project related issues to meet the desire to implement the system in a timely manner.
2. Project related meetings will be conducted weekly at the Consultant's Research facility or by telephone as the situation may require.
3. The Consortium will use its development standards in the event of a request from the NGF or where a development standard is not provided.
4. The acceptance test plan will be provided to the consortium at the beginning of the WS3.
5. After the consortium's internal system test, the solution will be delivered to The NGF for acceptance test. Once the system passes the test conditions described in the acceptance test plan, the solution will be treated as accepted which will mark the end of the consortium's responsibility with respect to this Statement of Work.
6. Seme Research will provide the initial test data at the beginning.

Appendix C: Business Requirements Detail for Yabomu.com

The table below presents the major modules/ domain areas of the The site solution as proposed by The Consortium. This table provides a traceability index for reference throughout the development life cycle

Trace Index	Modules	Description
A.	Investor Site	Create a functionally rich portal for investors to include chat, e-mail, discussion groups, reference material and personalization of home pages. Provide user-friendly capabilities for site visitors to integrate to Nigeria Business to Business opportunities, Nigeria Business to Consumer opportunities and general investement opportunities in Nigeria.
B.	NGF Site	Create a functionally rich portal for the NGF to include chat, e-mail, discussion groups, Parent Alert and reference material. Provide user-friendly capabilities for the personalization of home pages and link to Nigeria Business to Consumer engine and investement opportunities.
C.	Public Site	Create a functionally rich portal for the public) to include chat, e-mail, discussion groups, sticker book and reference material. Provide user-friendly capabilities for the personalization of home pages.
D.	Service Providers site	Create a site for service provider system administrators to include local service provider registration, links to Business to Business opportunities.
E.	News	Provide business specific news, reference material, daily features, and a variety of syndicated information.
F.	Administration	Provide the ability to administer the site content, editorialized content, the user base and view web site traffic reports for Yabomu.com activity.
G.	Nigeria Corporate Information	Display customary Consortium corporate information including history, mission, executive team, investors, careers, news and press releases.
H.	Help/FAQs/Search	Provide help, Frequently Asked Questions, site search capabilities, WWW search capabilities, disclaimers, and security policy
I.	Integration	a. Provide link to Commerce Engine – The consortium will market consumer products through google, facebook, yahoo, twitter b. Provide link to Customer Support Engine- Kana will facilitate online customer support through both automated and manual intervention based on customer submission.