

Student: **John Mustapha**

### **Business Street Smarts Summary**

Business Street Smarts focuses on assessing on communication of information, sources of information, assessing those sources of information, and supporting the opportunity to make well informed choices.

The session dealt with effective outbound communication, assessing inbound communication and reports, reviewing intellectual property and critical information, how and where fraud and corruption can occur, managing contracts and engagements and how to manage any comprehensive due diligence assessment.

Signature projects included:

Addressing and rewriting the disastrous memo by Oscar Munoz of United Airlines after security officers rendered a ticketed passenger unconscious while trying to remove the man so a crew could be repositioned.

Crafting an Intellectual Property (IP) and Critical Information (CI) assessment registry so a company could understand what bit of IP and Ci they had and who should have and not have access to the information. IP and CI represent over 80% of the book value of most companies and those are the most stolen and compromised assets. This section is of significance as so many young professionals will be entering companies who only significant assets are intangibles and they need to be accounted for and defended.

The final session dealt with Due Diligence and working real life scenarios that were from real life cases – not imagined case studies where the teams of students both presented on their two cases studies and assessed the other team’s analysis and dissection for their cases studies. The case studies bring to life the value of the tools taught.

All professors and students worked on the interdisciplinary project. The project was not easy, it was very hard. As a group all of the students dissected the electric vehicle industry. The purpose was to learn to work as part of a diverse group and at the same time learn about electric vehicles. From this knowledge gathered, they were to assess a single electric vehicle company. This is part of the process of applying unique research to an industry and applying that research and knowledge to an individual company.

## **The Communications Exercise is to rewrite the Oscar Munoz Memo**

Oscar Munoz Memo:



September 8, 2015

Dear fellow employees:

Today we are announcing a series of executive changes, which are effective immediately. I recognize that this news is unexpected, and I want you to hear it directly from me, as United's new CEO.

Jeff Smisek, Nene Foxhall, EVP of communications and government affairs, and Mark Anderson, SVP of corporate and government affairs, have stepped down from their roles. These departures are in connection with United's previously disclosed internal investigation related to the federal investigation associated with the Port Authority of New York and New Jersey.

In addition, the company announced Henry L. Meyer III, a current United director and the lead independent director, has been named non-executive chairman of the board.

As we move forward, let me take a moment to tell you a little bit about myself. As you may know, I have been on the board of directors of United, and previously Continental, for more than a decade. I am also a longtime United customer. Before today, I was the president and COO of CSX, one of the largest railroads in North America. Prior to that, I worked for several well known consumer brands including AT&T, Pepsico, and The Coca-Cola Company.

I took this job because I am excited by what we can do together. There is incredible opportunity for innovation, for earnings growth, and for improving an experience that is essential to the vitality of global business and to the personal lives of millions of people. I will be relentless in pursuing these goals, and I hope and expect that all of you will share that same passion.

In the coming weeks, I will be making my first visits around the system. I want to

talk to as many of you as possible because I want to get to know you and what you think about how things are going. How can we operate better? How can we better serve our customers? What support do you need to deliver that? You'll be seeing me frequently; I intend to regularly travel the system to hear about our operations directly from you – and you can hold me accountable for that.

In my career, I've found that three things are critical to any successful business. First, we must focus on customers and what we can do help them. In the telecommunications, consumer products and railway businesses, there are very real consequences if you don't meet the consumer's needs and desires. There are also substantive rewards for doing so, and especially for exceeding customer expectations. Every day, you win or lose customers based on the slightest change in value and quality.

As you know, in the airline business, this is especially critical. Getting people where they want to go, reliably and happily, can make or break their ability to succeed in a work endeavor or to hug a family member at an important moment.

At United, I will dedicate myself to making our airline flyer-friendly. Continued...

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Second, in any organization, especially a great airline, it's all about teamwork. I like to refer to this as "shared purpose." We are in a service business, and the thousands of people who work here are the key ingredient determining our success. To get our passengers where they want to go safely and happily requires thousands of us working together with a shared purpose of supporting each other in serving our customers. To achieve this, we must create and sustain a respectful dialog about our common goals – an ongoing conversation among ourselves. We cannot do this apart.

Third, I am excited to be a part of a company and industry that demands innovation. The world around us is changing. There are new forms of loyalty programs and affinity groups, a constantly changing regulatory environment, plus new digital and networking technologies that are emerging on a daily basis. At United, we will embrace this change, and make this an energized and exciting place to work.

Above all, my career has taught me that safety is paramount. Our passion for the safety of our people and our customers must be at the core of everything we do.

As we bring this airline forward, I promise to hold true to these principles of

customer focus, teamwork through our shared purpose, continual innovation, and of course, safety.

I want our customers, my fellow workers, and our communities to respect each other and take pride in our accomplishments. Thank you for your dedication to our customers and to United, and I look forward to meeting you soon.



**Student's re-write:**

United Airline  
Washington DC  
Date: May 2 2017

To: The entire customers Of United Airline

Subject: Apology Letter to the public on the incident that occurred on April 9th 2017

Dear Esteemed Customers,

The United Airline do hereby apologize to our esteemed customers for the incident that occurred on April 9th 2017 where United Express Flight 3411 from O'Hare International Airport to Louisville, Kentucky wanted to knock out four passengers off their seat for the United Airline employees with the stated goal of creating room for the four United employees.

The United Airline acknowledges the hurt and damage of those actions on the victim. We solely apologize for the incident that occurred to our esteemed customers and we ensure that it will not occur again in the future

After appearing in front of the congress, the United Airline has taken into consideration the following actions

- > This sort of action will never happen again to our customers
- > Two security guards who were involved have been fired
- > An incentive of \$10000 will be offered to any passenger who will voluntarily surrender their seat when requested next time.

Treating our customers with respect and dignity is at the core of who we are. The United Airline again sincerely apologizes and appreciates your understanding on this incident.

Yours Sincerely

Oscar Munoz  
CEO  
United Airline Washington DC

### **The Next exercise is the understanding of Intellectual Property and Critical Information**

Crafting an Intellectual Property (IP) and Critical Information (CI) assessment registry so a company could understand what bit of IP and Ci they had and who should have and not have access to the information. IP and CI represent over 80% of the book value of most companies and those are the most stolen and compromised assets. This section is of significance as so many young professionals will be entering companies who only significant assets are intangibles and they need to be accounted for and defended.

#### **Student's work:**

##### **IPCI Register**

Intellectual Property (IP) is any intangible asset that can be expressed by knowledge, has form, a creation date, and whose location can be described. Meanwhile Critical Information (CI) is specific information about one's intentions, capabilities and activities. IPCI is very much needed by the competitors to plot your failure, harm, or frustrate your objectives and goals. As such IPCI should be guarded against any threat of theft. Here is a system through which IP and CI can be identified.

- Should be specific and recognizable description
- Should have a legal existence and protection
- Can be owned and transferred
- Should have a tangible evidence of its existence
- Must have specific date or event defining its creation
- Can be destroyed at a specific date or event

IP and CI should not be seen by

- Competitors

- Unauthorized employees

IP and CI can be seen by

- Owner
- Consultants
- Accountants
- Financial advisors
- Investors
- Attorneys
- Insurance

The following are some of the ways to prevent the unauthorized from accessing or for information or even hints of the information regarding the IPCI.

The IPCI can be stolen by competitors in different ways and as such there is no one best way to protect IPCI. Several methods should be adopted to prevent theft, assist in tracing the destination of the items and to retrieve it. Below are some of the preventive methods;

Codes can be added to items that allow a tracer to positively identify the source of the item. Codes can be radio-frequency identification chips, microscopic chips, or even DNA added to solution.

If the IPCI is in electronic form, some key phrases can be inserted and coded so that it can alert the rightful owner if these electronic documents end up on an unauthorized computer or network.

A proprietary rights agreement that requires employees to avoid unauthorized disclosure or use of the company's intellectual property can be signed to require the employees to certify that no documents, electronic files or other information containing trade secrets or confidential information will ever be shared with unauthorized third party.

A lawsuit can be brought against an infringer in court of law. Infringement of IPCI involves a determination of whether the accused work is substantially similar to the copyrighted work. Penalties for IPCI infringement may include payment of damages,

fees, issuance of an injunction, impoundment of the illegal works or the infringer can go to jail

Implement an internal reporting system that allows for both employees and external sources to report counterfeit products or IPCI theft. This helps to stop employees from attempting to sell trade secrets or client lists, as they are aware of the consequences for violating policies. External sources can be used to report and locate vendors that are selling counterfeit products.

Have employees read, understand and sign a statement addressing the need for strict confidentiality regarding the protection of intellectual property and corporate information. If an employee doesn't warrant access to certain areas of information, don't allow them access. If an employee requests to view files temporarily, consider allowing the employee to do so, but then restricting them as soon as they have the information they need. Internal access restrictions help enable stronger control over company information and also reduce the ability of employees to take company information with them whenever they are away from work or their employment has been terminated.

## **Reference**

L. Burke Files, Due Diligence for Financial Professionals (2010) USA

Guide to IOWA Innovation Resource Network, Startup's guide to Intellectual Property

**Based upon the research we did as an interdisciplinary of studying the EV industry each student took the time to analyse a company in the EV industry**

**Student's report:**

### **ChargePoint Company**

#### **Introduction to ChargePoint Company**

Founded in 2007, ChargePoint is a category creator in EV charging, helping to make the mass adoption of electric mobility a reality. It operates in every segment, from commercial to fleet to residential. ChargePoint has created one of the world's largest charging networks with a capital-light model by selling individual organizations and businesses, known as site hosts, everything they need to electrify their parking spaces –

networked charging hardware, software subscriptions and associated support services. Charging is matched to parking duration, from energy-managed AC level 2 to DC fast charging. The parking spaces owned by ChargePoint's site hosts are seamlessly integrated into one network available to the driver in a top-rated mobile app. ChargePoint's winning operating model and high-quality solutions foster loyal site hosts who expand their charging footprint as EV penetration rises, creating a virtuous loop of brand awareness, satisfied drivers, organic networked charging hardware and recurring SaaS revenue.

ChargePoint serves customers through its software-defined hardware portfolio, comprehensive suite of software solutions and robust network and services designed for a wide range of use cases. ChargePoint's offerings have attracted a growing customer base of more than 4,000 organizations and businesses, building a network of more than 115,000 public and private places to charge. In addition, ChargePoint offers access to an additional 133,000 public places to charge through network roaming integrations across North America and Europe. Drivers plug into the ChargePoint network approximately every two seconds and have completed more than 82 million charging sessions to date.

### **ChargePoint Management**

The board of directors includes some of the world's most knowledgeable and successful leaders in business, automotive, technology and investing. Their expertise guides the future of mobility. The leadership of Chargepoint has over 30 years of experiences from leading global companies and they have high academic credentials.

### **Customer segmentation**

- The customers for the ChargePoint Company are men and women who own electric vehicles aged 24 and younger, 24-54 years, 55-64 years and 65 years and above.
- These customers are majorly in Northern America and Europe with 1.2 and 1.1 million EVs respectively where ChargePoint Company operates.

### **The key activities of ChargePoint is are**

- **Network**= Fluing/charging EVs
- **Services**=In terms of EV charging education, resources and technology
- **Hardware**=Commercial and Residential Chargers
- **Software**=Cloud plans
- **Product Resources**=Installers, Grants and Incentives

### **Key resources**

- Residential Resources(Charging services for residential)



- Business resources (Charging service for other companies)
- Drivers Resources (charging, payment system and mobile App)
- Product resources

### ChargePoint Partners



### Cost Structure

- The total cumulative investment in EV charging infrastructure in the United States and Europe expected to be \$60 billion by 2030 and \$192 billion by 2040

### Revenue Streams

- Fiscal Year 2021 revenue of \$146 million, exceeding forecast
- Increased total cash balance to \$615 million at the close of the business combination to fund growth initiatives

### Strengths

- Variety of charging services  
The ChargePoint Company does not only depend on charging services of EVs but it offers other services such as software and handwares of the chargers, grants and incentives
- Quality and reliable charging services  
The charging and other related services are of good quality and reliable
- Customer care service  
The ChargePoint Company has 24/7 customer services
- Mobile App  
The ChargePoint Company has mobile App which can access 1000 places to charge with one account
- ChargePoint Company has high investment in Research and Development

## **Weaknesses**

- Limited geographical locations of operation for instances they operate only in North America and Europe
- Inadequate information on the website such as the vision, mission and core values
- Inadequate improvement of technology on the charging duration of an EV. For example it takes from one hour and above to fully charge an electric vehicle
- ChargePoint's dependence on widespread acceptance and adoption of electric vehicles and increased installation of charging stations

## **Opportunities**

- Partnership  
ChargePoint Company stands to benefit from partnerships with other companies that are interested in the charging services of EVs. At present ChargePoint Company has 175 partners who amplify the services of ChargePoint.
- External Investments  
The fact that governments and corporations want to cut the carbon dioxide emission, the government and corporation therefore invest more on EVs thereby give the charging service opportunity to ChargePoint Company
- Growing demand for EVs in recent years
- Strong online presence
- Emerging EV market

## **Threats**

- EVs are expensive to purchase and to maintain which in turn poses a threat to ChargePoint in terms of few customers to charge their EVs.
- Inadequate sustainable electricity supply
- The driving anxiety among the drivers on the limited driving range may cause them to shift the non EVs
- Emerging competitors in the same general field as ChargePoint, even though they may not compete head-to-head. These are the largest companies by revenue and some of these companies compete with neighbouring businesses for customers or attract skilled employees.
- ChargePoint's ability to realize the anticipated benefits of the business combination, which may be affected by, among other things, competition and the ability of ChargePoint to grow and manage growth profitably following the business combination;
- Risks related to the rollout of ChargePoint's business and the timing of expected business milestones;
- Risks related to ChargePoint's dependence on its intellectual property and the risk that ChargePoint's technology could have undetected defects or errors;

- Changes in applicable laws or regulations;
- The possibility that ChargePoint may be adversely affected by other economic, business, and/or competitive factors