

KShare-Willful Knowledge Share

Dubai, United Arab Emirates
Hyderabad, India
Soumyadeepa Dhar



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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

KShare is a cloud based, gamified, social, enterprise knowledge management system. It employs gamification and incentivizing to make knowledge sharing more willful and uses enterprise social network graphs to make knowledge sharing more collaborative.

About Project

Problem: What problem is this project trying to address?

Info is everywhere. However, knowledge is not. Hence, there is a need to extract and manage the knowledge of human capital in an organization. Today orgs pose immensely competitive environments where demands are high on employees for productivity, skills and knowledge. In such a situation, employees are wary of sharing knowledge that they have gained out of meticulous understanding and solving complicated problems in complex situations. Hence, every employee shares knowledge only partially, as he aims to become the single point of contact for a particular type of task so that he is recognized in the organization. There is not much of an issue as long as the employee remains in the organization. As employee attrition rate increases, enterprises are likely to lose access to critical knowledge.

Solution: What is the proposed solution? Please be specific!

KShare is a cloud based gamified social enterprise knowledge management system. It employs innovative gamification, incentivizing n skill mgmt mechanisms to make knowledge sharing more willful and uses enterprise social network graphs to make knowledge sharing collaborative. Incentives will motivate employees to willfully share knowledge. Enterprise Social Networking will enable better communication and collaboration and gamification thro' points for debating, real rewards & integration with appraisal system will foster competitive spirit in knowledge sharing. Employees can share knowledge anytime and anywhere using tools such as podcast, webinars and recorded seminars besides document sharing. KShare enables speech search to search videos and audios for a particular content without playing them besides normal text search. HRs can do entire learning management using KShare. KShare will increase an employee's visibility within an org improving chances of rewards and recognition.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Ash is a new joinee on Pfizer project. Right from Day-1 on the job, he has been thrown on fire and is having to deal with complex production issues. Ash is bound by deadlines and has to fix the production issues in a span of 2 days. Ash is new to the system and has very little clue of the issues which seem completely new and contextual, although he has received a generic training on the system. Ash speaks to his manager, who suggests him people to get in touch with. Ash does so, but alas! these people are busier than him and have their hands full with work. Hence, they have no time or intention to do a knowledge share with Ash. Ash pleads with them. Some of them spare 10-15 mins of their time to Ash, although unwillingly. Imagine if the org. used KShare, Ash could log on to it and post his query. People in the company's network would get an email alert and interested parties would promptly respond on KShare as they would get incentives for responding aptly and promptly. Gamification would ensure people took each query as a game, challenged each other's response, got rewarded and have their names show up on the leaderboard with the points and incentives they have earned. KShare also aims at integrating the whole system with an employee's appraisal process, so that an employee is also appraised based on the knowledge he has shared. So, with KShare Ash's query is resolved in max 1-2 hours. Knowledge is shared in a willful

manner and a whole record of the knowledge shared is left behind for employees to search on in future. This is just one scenario. More is possible using KShare.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Yammer is a potential competitor. However, Yammer doesn't include integration with appraisal system. Moreover, Yammer's venturing in the gamification space for innovating in the incentivizing space has been very banal with badges and leaderboard. It's clearly following the Foursquare way with no originality of ideas in incentivizing. Yammer doesn't include speech search, doc mgmt KShare, on the other hand not only brings in innovation in incentivizing people to share knowledge willfully but also challenge each others responses gamifying the whole process enabling complete sharing of information. KShare's gamification will include points for participating, points for challenging, real physical rewards, leaderboards and integration with appraisal, a component that motivates most employees.

Team

Founding Story

I have faced similar situation in organization like the fictional character Ash did and I so wished that such a system were in place in my organization. Although my company was on Yammer, not many did actually find it any different from social networking the Facebook way. There was no real way Yammer incentivized employees to share knowledge. There was no monetary benefit or real rewards attached to sharing knowledge on Yammer unlike KShare which proposes to integrate with skill management and appraisal system besides including real rewards such as deals and discounts on products and services promoted on KShare by KShare OR gifts internally given by the company.

About You

About You

First Name

Soumyadeepa

Tell us about yourself/your team.

I am pursuing MBA from SP Jain School of Global Management, Singapore-Dubai. I'm majoring in Marketing. I am a Computer Science and Engineering grad from JNTU, Hyderabad. I'm an aspiring entrepreneur. I've ideated tailor made mobile and web applications for Small and Medium businesses. I've been in the forefront leading a family run business in Private Tutoring.

What makes you an intrapreneur? What are the skills, capabilities, and personality traits that make you an intrapreneur?

I believe that I have the knack of spotting problems and developing solutions around them to fix them.

Moreover, I believe that I have a vivid imagination and believe in the philosophy that every problem has a solution. I keep myself abreast of the latest technologies and ensure that my solutions incorporate the latest in technology world.

About Your Organization

Company Country

, DU, Dubai

Primary country where this project is creating social impact

, AP, Hyderabad

Additional countries or regions

Industry

Professional, Scientific, and Technical Services

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

Select the stage that best applies to your solution

Idea (you're poised to launch)

The Solution: Why is this solution innovative for your company and industry?

KShare will include a very innovative gamification and incentivizing process very different from just badges and leaderboards. For eg. KShare points can be earned by both the trainer and the trainee, responding to a query n challenging responses. KShare can be used as a documentation manager with builtin features to motivate n help different employees do documentation specific to their needs. Eg. In IT, a software dev's documentatn needs are diff from thos of a business analyst.

Impact

What has been the impact of your solution to date?

As I mentioned, the solution is still in idea phase. KShare when implemented is going to have a phenomenal impact. I've discussed the idea with HR managers of leading companies in India and all of them have been very exited about the idea and have encouraged me to go ahead with the project. I will not be surprised if the system leaves behind enterprise social networking systems such as Yammer in the number of users.

What is your projected impact over the next 1 to 3 years?

Almost any company small, medium or big that is into knowledge intensive business service (commonly known as KIBS) requires knowledge management. Digitization helps preserve information and knowledge. Hence, many businesses that are into legal, R&D, information technology, accountancy services etc. can benefit from using KShare.

KShare is a SaaS. Companies can scale up their knowledge repository on KShare without having to bother about maintenance. Furthermore, pricing will be as per usage. Companies will be more than willing to go for a SaaS based Knowledge Management System as this will take the headache of maintenance off their heads.

I expect that in 3 years from the time of implementation more than 27 companies will sign up for the cloud based software.

What barriers might hinder the success of your project? How do you plan to overcome them?

- 1) The project requires very competent software developers on the team. So, getting such people on board is going to be a challenge.
- 2) The project requires very fast maintenance and upgrades.
- 3) Customer service also has to be very rapid.

I plan to have a team of 2 dedicated software developers who can take care of the product roadmap besides software development and upgrades.

I plan to have a team of 2 developers for production support that will handle the customer service and maintenance part.

This being a cloud based SaaS, I plan to go with AWS-Amazon Web Services as the hosting partner.

I plan to take care of marketing this B2B software primarily through online marketing and direct marketing.

Sustainability**What is the benefit or value you're creating for your business?**

KShare being a one-of-its kind software delivered as a SaaS has the potential to give a competitive edge to my business, this being the era of social, mobile, analytics and cloud.

How are you leveraging internal resources (funds, time, knowledge, etc.) to support this initiative?

I've been a software developer, business analyst and pre-sales consultant myself before embarking on an MBA. Hence, I believe that I've the knowledge and skills to ideate and manage projects of such scale.

All I need is a team of dedicated software developers to develop the SaaS which I believe I can get from India as the country has no dearth of talented software geeks.

This project will require funds of USD 200,000 which I plan to raise through angel investors. I can provide a detailed break-up of the financials if need be.

Expand on your answer, explaining the long-term funding and support plan.

This project will require funds of USD 200,000 which I plan to raise through angel investors. I can provide a detailed break-up of the financials if need be.

Tell us about your partnerships across your company and externally that are key to your project's success.

Partnering with an angel investor on a 25% profit sharing is what I am looking at.

What internal support have you gotten for your project? What kind of push-back have you received?

I have access to software developers who can stand me in good stead once I embark on this project.

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