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The Importance of Business Plan

New ventures attract much attention of the business world. Business plans (BP) are few of the areas that attract the attention of new ventures and entrepreneurs. Business-plan contests mushroom all across the world. These are organized by graduate as well as undergraduate schools. The popularity and the hoopla surrounding these jamborees lead many to cultivate the myth that there is a pot of gold beneath every BP, presented with glossy multicolored charts, meticulous-looking spreadsheets and few well engineered financial projections. Nothing could be further from the truth.



Dr. A. Krishna Menon
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Ours is a golden age of entrepreneurship. While *Fortune* 500 companies have shed 5 million jobs in the past 20 years, the overall economy has added nearly 30 million jobs during the same period. Many of those jobs were created by entrepreneurial ventures, like Cisco System, Yahoo (Yet Another Hierarchical Oracle Online), Infosys, and Microsoft. Each of these companies started with a BP. Were their splendid successes due to their BPs? We will never know, for sure. But there is no doubt that crafting a BP that meticulously and honestly conveys the main ingredients of *success* – people, opportunity, context, and the risks / reward – is vitally important. A BP, crafted with the right information based on correct analysis, can only be termed indispensable.

Your BP should speak the language of investors. Ask yourself the questions lurking in the minds of a typical investor before he extends his financial help to you. The following are the four factors critical to every new venture:

- 1) The People. These are people who have your success utmost in their minds, while you are starting and running the business venture. Their experience in the field appropriate for the proposed business, their knowledge about the competitors' strategies, are all important factors that will be scrutinized minutely by the investor before committing his funds to you. Others in the Venturing Team will be the lawyers with sharp minds to help you, the accountants who are familiar with the wolves of all shades in the financial world, the suppliers and service agencies who will not let you down in emergencies. Select them carefully, rather than glorifying their resumes.
- 2) The Opportunity. Gives the investor(s) a profile of the business, as to what it proposes to sell, to whom; what services it proposes to render, to whom, what support services are needed; how soon the business is expected to grow; and how fast it is expected to start making profits.
- 3) The context. The bank(s), the regulatory factors such as the tax exemptions, favorable tax rates, interest rates, population trends and market trends that are likely to impact on your projections.
- 4) Risks and Rewards. An assessment of everything that can go wrong, the strategies for tackling them, lessons learned from previous experiences.

Many successful, small companies have been built with the help of venture capitalists. Some of the large companies that have been sluggish in their performance could take their cues from the small companies. Useful lessons can be learned by studying the world of independent ventures. The most important of these is: Write a great Business Plan.

**"Treat your password like your toothbrush.
Don't let anybody else use it, and get a new one every six months. "**
- Clifford Stoll



Ms. Kuttyamma A.J
Professor & HOD

Future of IT

The Global financial meltdown is affecting many industries including IT. There is no need to panic or get upset. A decade ago Y2K problem was a threat to IT industries. However the resolution of Y2K problem gave much thrust to IT Industries for growth. So take the current scenario as an opportunity for innovation and development. There are certain areas where much scope for development. The list below could be the top five Technology Trends of the future / IT innovations where we can concentrate more.

1. Handling Information : Manage information overload by properly organizing huge data to information both structured and unstructured form. Real time data analysis, on demand service of information etc. are required
2. Convergence of Mobile and Computer : More features can be incorporated in mobiles and it can perform the functions of a laptop. The hardware and software of the mobile may be changed to accommodate the convergence.
3. Sharing resources : Cloud computing, Software as a Service (SAAS) etc. by which we can reduce cost for resources. Initiatives in these areas are there, but a lot of action is still waiting to happen.
4. Web services and E-mail : These are most pervasive technologies of today, still we have to work more on areas like online networks, file sharing systems, security, reduce spam etc.
5. Scientific computing : Integrated approach of collecting data in the pure science field, medical science field etc. can be improved. Observatories can be automated to have continuous monitoring of data.

Many other innovative areas are there for future development. Which ever be the area, all future developments should focus on improving technology, managing cost, increasing productivity, and improving efficiency.

Intelligent Databases

The evolution of existing information systems and a new wave of data-intensive applications are creating a strong demand for database-centered programming environments much more sophisticated and intelligent than those supported by current database systems. An intelligent database is a full-text database that employs artificial intelligence. The tasks that an intelligent database must address are potentially extremely difficult, if not impossible, for a human mind to cope with. Artificial intelligence is very good at addressing the problems that people are very bad at and it is in this context perhaps, that intelligent databases should be viewed. An intelligent database provides expanded and more flexible options for conducting queries.

The database then provides a list of hits arranged according to the likelihood that the resulting data contains a useful answer to that question. The artificial intelligence may correct suspected errors input by the user. Intelligent databases have features like feedback, inference, intelligent search, search history and many more to add on. Intelligent databases represent the evolution and merger of several technologies including automatic discovery, hypermedia, object orientation, expert systems and traditional databases. As with any database, finding the first article in an intelligent database can be time-consuming. Also context usage of words is also a similar problem.



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VLIW -Very Long Instruction Word

Very long instruction word (VLIW) describes a computer processing architecture in which a language compiler or pre-processor breaks program instruction down into basic operations that can be performed by the processor in parallel. These operations are put into a very long instruction word which the processor can then take apart without further analysis, handing each operation to an appropriate functional unit.

In other parallelism techniques like pipelining, or out-of-order execution all come at a cost: increased hardware complexity. Before executing any operations in parallel, the processor must verify that the instructions do not have interdependencies. The main advantage of VLIW processors is that complexity is moved from the hardware to the software, which means that the hardware can be smaller, cheaper, and require less power to operate.

The VLIW approach executes operation in parallel based on a fixed schedule determined when programs are compiled. Since determining the order of execution of operations is handled by the compiler, the processor does not need the scheduling hardware. VLIW CPUs offer significant computational power with less hardware complexity. One VLIW instruction encodes multiple operations; one instruction encodes at least one operation for each execution unit of the device. For example, if a VLIW device has five execution units, then a VLIW instruction for that device would have five operation fields, each field specifying what operation should be done on that corresponding execution unit. To accommodate these operation fields, VLIW instructions are usually at least 64 bits in width and on some architectures are much wider.



TIOBE Programming Community Index for November 2008

Position Nov 2008	Position Nov 2007	Programming Language	Ratings Nov 2008	Status
1	1	Java	20.299%	A
2	2	C	15.276%	A
3	4	C++	10.357%	A
4	3	(Visual) Basic	9.270%	A
5	5	PHP	8.940%	A
6	7	Python	5.140%	A
7	8	C#	4.026%	A
8	11	Delphi	4.006%	A
9	6	Perl	3.876%	A
10	10	JavaScript	2.925%	A
11	9	Ruby	2.870%	A
12	12	D	1.442%	A
13	13	PL/SQL	0.939%	A
14	14	SAS	0.729%	A
15	18	ABAP	0.570%	B
16	19	Pascal	0.511%	B
17	17	COBOL	0.510%	B
18	25	ActionScript	0.506%	B
19	23	Logo	0.489%	B
20	16	Lua	0.473%	B

The TIOBE Programming Community index gives an indication of the popularity of programming languages. The index is updated once a month. The ratings are based on the number of skilled engineers world-wide, courses and third party vendors. The popular search engines Google, MSN, Yahoo!, and YouTube are used to calculate the ratings. The index can be used to check whether your programming skills are still up to date or to make a strategic decision about what programming language should be adopted when starting to build a new software system. The definition of the TIOBE index can be found [here](#).

New @ IT

Quova launches geolocation into the cloud

Geolocation vendor Quova launched a new on-demand service designed to make the technology appeal to organisations of all sizes for tasks such as marketing, fraud prevention and compliance. Quova On Demand will be priced on a per-query basis, and can be used to display information on a company web site which is relevant to a user's geographic location.

Roadmap points to future Intel netbook chips

Details have emerged of a future 32nm Intel chip for netbook-style devices that will merge the processor and chipset into a system-on-a-chip (SoC) component.

Codenamed Medfield, the processor is expected sometime in 2010, and will be preceded by Pineview, another future netbook processor due in 2009. The information originated from a roadmap in a report published by UBS Securities in the US, and has been seized on by various technology newswires.

According to the reports, Medfield will integrate virtually all of the functions of a PC onto a single chip, including the memory controller, I/O and graphics accelerator. It will also be available in dual-core and single-core versions.

Intel planning to harvest free energy

Intel's chief technology officer has been detailing the company's latest research into power saving and generation. Justin Rattner explained that one of the chief technologies being developed is Wireless Identification and Sensing Platforms (Wisps).

These small sensors can be implanted into buildings, devices or even humans, and could generate power by "scavenging" it from the environment through sunlight, thermal energy or even sound waves.



Nine Months in the shoes of a software engineer

Ranjith K Avarachan, Software Engineer, BlueLabs Technology Solutions Pvt. Ltd.

I joined BlueLabs technology Solutions Pvt. Ltd. in February 2008. In the beginning I thought being a software engineer is just a piece of cake. But the fourth day after my joining I was put in direct interaction with the client. In the beginning it was a little difficult to understand what the client wants. The requirements of client are always big dreams. They dream very high as we do. What really matters is our ability to negotiate with the client and make client understand what all can be done in real time. I have come across instances of clients querying if a 40 day work can be done in one week.



Alumni Corner



With the help of the senior people in the office I learned to tackle the clients and stepped into the shoes of a real software engineer. Being the youngest in the office my seniors was always there to help me out. Being a small company we enjoy more freedom in work. We all know each other very well.

Its always music, comedy etc etc.. and yes "we do work". At times when it is very urgent we sit overtime but still we enjoy every bit of it. Having food together late night after a big work is done is the most appealing feeling you can ever have (I have sit overtime only once in last 9 months). After nine months since I became a software engineer my policy is very simple work when you work enjoy when you enjoy.

Tailnote: If the person who invented ctrl+c(copy) and ctrl+v(paste) was to get royalty from all the IT companies in this world he would have been double as rich as the richest man in the world now, and google is the best friend of a software engineer.

Student Corner

PODCAST IN EDUCATION

A podcast is a series of audio or video digital-media files which is distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers.

Podcasting is becoming increasingly popular in education. Podcasts enable students and teachers to share information with anyone at any time. An absent student can download the podcast of the recorded lesson. It can be a tool for teachers or administrators to communicate curriculum, assignments and other information with parents and the community.



Antony Palackan
S1S2 IT

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For more www.conf2009.org

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