

The Uruk PPM Platform

A journey to disrupt the project management state of practice

Purpose

- The SUKAD Corp core purpose is to help organizations maximize shareholders' value,
- By enabling them to optimize their capabilities and competence to manage projects successfully,
- Which would lead to delivering products faster, at lower costs, and in line with quality standards,
- The end results: the **realization of the anticipated benefits**



Why is this necessary?

- Research by PMI, Oxford University and many others have found that a large percentage of projects fail to achieve some, or most of their objectives!
- The failure rate and severity vary, but failure exists in various sectors/industries,
 - Such as technology, industrial, government, infrastructure, and others.
- Projects failure have significant consequences

Projects failure is a symptom, what are the root causes?

- We can determine the following root causes:
 1. PM is still not recognized or accepted as an essential organizational function; not respected enough
 2. Large percentage of organizations do not have any Project Management Systems & Methods; or have inadequate systems
 3. Lack of end-to-end methodological approach (concept to closure)
 4. More than 60% of organizations do not use technology or digital solution to lead product development

Reflect back

- We have high failure rates of projects
- The failures are across sectors and domains
- In some case the failures are catastrophic
- As a results billions and trillions of US\$ are wasted
- We know the root causes of failures
- **It is time to close this massive gap**

What do organizations need?

- Treat projects as an integral part of asset management,
 - Need project management/product delivery methodologies
 - Supported with a comprehensive project management system
 - Realize that PM is not the same in all industries
 - Therefore, organizations need an adaptive **PM methodological approach**, to produce tailored methods, that are fit-for-purpose

This is the factor driving the Uruk PPM Platform

What is the Uruk PPM Platform?

It is a solution, not a tool

- We are not building a software tool; market is crowded
- We are building an innovative and versatile solution
 - That would allow organizations to adopt it quickly, at a minimal initial investment
 - A solution that would support embedding a project leadership culture, to lead projects concepts to success!
 - Can be used in all domains and for all projects, regardless of type, size, or complexity

Why is Uruk PPM the right solution?

Governance & Transparency

- Confident that Uruk PPM Platform can help organizations save 10, 20% or more in their product delivery mechanism
- In addition to cost savings, organization can get their products to market faster and at higher standards,
- Which would enhance competitiveness and maximize shareholders value
- It provides mechanism to enable the proper governance and transparency along with real-time reporting

How can Uruk PPM deliver on its premise? 1

- Built-in tailored methods for various project types, which will eliminate the need to recreate the wheel,
- It includes the processes & methods, along with the educational content,
 - Which would give project manager the knowledge and tools to LEAD projects, concept to success
- The platform includes a resource library, which can be shared to help create a community of practice,

How can Uruk PPM deliver on its premise? 2

- It contains the organizational projects' database with the info on all completed and active projects,
 - which would allow the project managers to copy-paste-modify for faster initiation and planning of projects
 - Along with the associated time and cost savings
- It provides management with real-time access to all projects in the portfolio

The Market

- PMI estimates that by 2025 the world need about 87.7 million people working on projects
 - There are already millions of PM certificate holders
- Various software studies show a tremendous demand for project management cloud-based software
 - One of them anticipate US\$6.7 billion per year by 2026
- Therefore, the total addressable market is huge and is growing

Gaining traction, the first steps

- Most of the SUKAD Corp initial group of investors are in the project management industry
 - They will help us improve the product with testing and validation
 - They will have a key role in marketing and even selling in their countries
 - We are already in discussion with two potential partnerships, led by initial investors or colleagues
- SUKAD CEO had a similar company in West Asia with numerous regional clients that could be early adopters

Final thoughts

Thank you

- We know that Uruk PPM will be a catalyst for project success
- We know it will help disrupt the project management current state of practice and cloud-based market

Will you join the journey?