Business Case Template

Business case information can be structured by completing the table below.

| **Application Name** | Food Pantry |
| --- | --- |
| **Type of business model** | Crowdsourcing: We will offer access to the application for free and collect data over time.   Advertising: Ads will be used in the app as an additional source of income to keep the project supported.  Donation: As this is a social care centric project we will also rely on donations, grants, and fundraising.  Subscription: By allowing users to subscribe for a recurring payment we provide a continuous way to support the project. (As this is a charity based work, tax write-offs are a potential benefit for users) |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  NGOs, volunteers, food retailers, and people in need.  **Who are our most important customers?**  Food retailers (as a source of goods), NGOs(to distribute goods to people in need), and end food receivers.  As this is a tightly dependent chain all three types of users are equally important and without one type the project would simply not work. |
| **Groups of internal stakeholders, business users** | *Indicate who will be using the system.*  **Do we need a product development group?**  Yes, to build and develop the application/platform.  **Do we need a sales group?**  No, as we are not actually selling a product.  **Do we need a finance group (accounts payable, receivable)?**  Yes, we do. For the purpose of finding investors and patrons. Other needs include fundraising.  **Do we need a customer support team?**  Yes, as we are working with a diverse set of end-users.  **Do we need an advertising management group?**  Yes, we will. For the purposes of finding NGOs and attracting restaurants to the platform. To help increase exposure. |
| **Value propositions** | **What value do we deliver to the customer?**  The main goal of the platform is to reduce food waste and to enhance food distribution so it makes it to those who need it the most.  **Which one of our customer’s problems are we helping to solve?**  Food wastage, shortage of food, and a need to give back to the community. By facilitating the allocation of food that would otherwise be discarded and bringing it to those in need of it we solve the three main issues we have set out to resolve. We also address the issue of food waste disposal. By donating food while it is still good for consumption businesses limit the costs they would incur if they had to dispose of it themselves.  **What bundles of products and services are we offering to each**  Food retailer: An easy way to give back to the community by donating their food supplies that would otherwise be disposed  of.  NGOs and volunteers: A place to organize and access food goods easily.  **Customer Segment?**  food providers, food distributors, food receivers.  **Which customer needs are we satisfying?**  Need to organize connections between NGOs, volunteers, and food retailers. We abstract the organization part of the process and allow end entities to focus on the real work of giving. |
| **Key resources** | **What Key Resources do our Value Propositions require?**  Team of developers to create and support the platform and a team of social and financial advisors for the needs of funding and exposure.  A recruitment team for securing a good-sized starting pool of food retailers may also be essential.  **Our Distribution Channels?**  Our website and the respective smartphone platforms (App Store and Play Store).  **Customer Relationships?**  The nature of customer relationships is of a self-service character. Users(food retailers) list available produce/meals and users(NGOs and volunteers) claim the item and are responsible for its redistribution.  **Revenue Streams?**  Ads, grants, and donations. |
| **How the system is used** | **What are the main business use scenarios?**  **Overview:**  Food Pantry aims to connect NGOs and volunteers with restaurants and food retailers for the purpose of redistributing food to those who need it. Food that would otherwise be disposed of. A (giver) would list items they wish to make available on the platform and the first (courier) to claim the offer is responsible for picking up the package and redistributing it to people in need. Once the package has been picked up there are two options for its delivery. One the (courier) who has claimed the package delivers it to an individual or individuals who are in need of their choice and not affiliated with the platform. Such individuals may be but are not limited to the homeless, low-income, or elderly people in need of food. Two, the (courier) chooses one of the registered (receivers) and delivers the food to that person or persons.  NGOs and volunteers are responsible for delivering packages to people in need. If the couriers choose to deliver it to a registered user in-app, navigation will be provided.  The platform aims to be a mediator or a middle person between the three separate entities. However, we as an organization are not responsible for the actual delivery.  **Types of users**:  **Giver**: This type of user is a food retailer, a restaurant, or an individual. The role played by this type of user is to make food and consumable goods available on the platform. This is done via a user interface that allows users to provide names, types, descriptions, and pick-up times for one or more items. *(There is room for expansion here)*  **Couriers**: The sole purpose of this type of user is to claim a package once it is made available on the platform. By claiming a package the courier takes responsibility for its delivery. Once a package has been claimed it is removed from the rooster. Both NGOs and volunteers fall under this type of user.   **Receivers**:  This is a type of user intended for people who are in need of help. The principle is simply an individual or individuals in need of food make an account stating their needs, location, and possible time windows for deliveries. Once set up they enter a rooster from which deliverers can select.   **Keynotes:**  Givers are able to select what types of couriers they wish to be able to work with. They may also make scheduled recurring periodical automatic listings and they may also set a preferred end receiver type.  Couriers will be able to set a scope on the size of the package they are able to handle or the time in the day they are available.   Receivers will be able to set a priority on the types of items they require.  All users will be able to set a zone of operation. That is, for givers and couriers an area in which they operate. For receivers, an area where they wish to receive goods.  One potential way to verify packages make it to the intended destinations is via photographic capture at the end of a delivery. |
| **Revenue generation, Revenue streams** | 1. Ads By entering into a legal agreement with FoodPantry the company, other entities will be able to purchase advertising space on the platform. We retain rights to determine what content is appropriate for the platform. 2. Subscription and Community funding Via fundraising and donations made to the company FoodPantry. Calls to action and donation requests will periodically be made on our website, in-app, and via email. Both the app and the website will have a donation section that allows users to support the project. Donations will be handled through card and Paypal payments. A subscription panel will also be available. In essence, this is a recurring donation. 3. Data collection Data collected through user interaction with our systems on the platform will be conscientiously monetized. Possible uses include market research projects.   To be explicitly clear these are the main ways for monetary transactions to be handled.  In-app or via the website: This type of payment occurs when a user either donates or subscribes. The payment will be credited to a bank account of the company.  Payments for an advertisement & donations: To be paid via check or direct wire transfer to a bank account belonging to FoodPantry. |
| **Key Partners/Suppliers**  **(Stakeholders)** | A strong initial base of food retailers and restaurants as well as a few key NGOs.  We will also require a business account with a bank of our choice (more research needed) and a business PayPal account. The purpose of these two accounts is to be able to receive incoming payments. |
| **Expected Benefits** | Minimize food wastage and provide much-needed food to people in need. Create a bridge between NGOs and restaurants. |
| **Known Prototypes** | **Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.**  [*TooGoodToGo*](https://toogoodtogo.com/en-us/business?utm_medium=search&utm_source=google&utm_campaign=us_b2b_paid_marketing_search_google_brand&utm_content=127049537214&utm_term=too%20good%20to%20go&ad_creative=552063345318&ad_extension&ad_position&visitor_device=c&hsa_net=adwords&hsa_ad=552063345318&hsa_acc=2882638550&hsa_src=g&hsa_cam=1741014919&hsa_ver=3&hsa_kw=too%20good%20to%20go&hsa_tgt=kwd-329997651495&hsa_grp=127049537214&hsa_mt=e&gclid=Cj0KCQiArt6PBhCoARIsAMF5wajh2QWWsBqeOg7pHY6dtHUbC-zcnsYPzox2nRApevq9Mx6uPvtF3mUaAnk9EALw_wcB) |
| **Front-end Technology** | Indicate what technology will be used to develop the front-end of your application.  Ionic, React, CSS |
| **Back-end, Database Technology** | **Indicate what technology will be used to develop the back-end, database of your application. The database should be relational.**  SQL, Postgres, AWS |