

## **Business Case: Global Treps**

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**Prepared by: Kaleb Burdin**

### **1.0 Introduction/ Background**

Both salary and asset imbalance has turned into a widespread issue that should be tended to. An ongoing report found that the world's 80 wealthiest people possess as much as the whole world's most unfortunate 3.5 billion individuals.

Many people and organizations simply are unable to produce the outreach they need to get their product out into the world. So, a group of college students gathered and brainstormed the perfect idea: a website combined with a mobile application to highlight new and innovative entrepreneurs.

### **2.0 Business Objective**

The Global Treps project will allow the sharing of information on new and innovative products and services not only to investors but also to the public. This will help bring out brilliant ideas that simply did not have enough advertising to get their products and services out there. This will enable economic growth and advancements in technology as new, innovative ideas are made public and invested in.

This will be done by implementing a website and a mobile application that is user-friendly. The website as well as the mobile application can help people and organizations organize worldwide events to advertise their products and services using online technology.

### **3.0 Current Situation and Problem/Opportunity Statement**

The Global Treps project will implement a website and a mobile application that will bring users, entrepreneurs, and investors together. The primary goal of this project is to allow entrepreneurs and investors to connect while also highlighting new entrepreneurs' ideas and products to investors and the public. The website will broadcast the shark tank event to a live online audience to make the event more lively and so viewers can add input on products and donate to the entrepreneurs.

### **4.0 Critical Assumption and Constraints**

The website and application will be one of the top assets to the organizations using it and thus they must be supported by the current and prospective investors. The project must be completed in six months as there is no flexibility in the schedule. The required hardware and software must be decided upon and purchased immediately by the project manager to ensure the appropriate materials are received at an appropriate time.

## **5.0 Analysis of Option and Recommendation**

A highly recommended strategy would be to create a group of people to monitor the website and application. This group could help with the events, the broadcasting, as well as keeping users up to date on events and updates relating to the website and application

## **6.0 Preliminary Project Requirements**

- Listen for feedback from users, investors, and team members about the project.
- Allow organizations to host their own events on the website and application, allowing the project team to take donations from the events.
- Create guidelines and prototypes for hosting four shark tank type of events.
- Allow organizations to add their own profiles to the website and application so they can host events, receive applications for the shark tank event, and announce winners.
- Broadcast the shark tank event to a live online audience to make the event more lively and so viewers can add input on products and donate to the entrepreneurs.

## **7.0 Budget Estimate and Financial Analysis**

An estimated cost for the project is \$120,000. This estimate is calculated off the required hardware and software needed to create the application and website as well as any travel and labor costs to help keep the project on schedule. This cost also includes the project manager's salary as well as the team leader's salary over the duration of the project.

## **8.0 Schedule Estimate**

The project is expected to take six months to complete and there does not seem to be any flexibility in that deadline.

## **9.0 Potential Risks**

Like every project, there are a few potential risks that need to be appropriately considered when it comes to this project. Since it is a website as well as an application there is a chance that it may take more time than the wanted six months to be completed. Each section of the development team, programmers, designers, developers, may require more time than to complete their portions than what is scheduled for them to complete it in. Investors and entrepreneurs may not be as interested in the project as the team has expected or hoped. There is also a huge risk with security and stable connections when live events are broadcasted.