# CS452 Bruce Conrad

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Project Pitch

# Buy Fair Trade

**Provide a central location to find companies and brands that sell fair trade products**

## Project description

The decision to shop sustainably sourced products is increasing in popularity in today’s society. However, even though we can find info about a lot of companies’ ecological impact, it is difficult to find information in a central location about brands and companies that sell fair trade products, another key factor in sustainability. I propose we create a central location where users can browse through lists of companies and products to allow them to compare options and create more informed purchase decisions.

We can provide additional options (such as saving favorite companies or products) and detailed company information to paying customers.

**Team**

I'm looking up to five other team members to join the implementation team.

## Implementation

We plan to implement the MVP using an SQL, then migrate to NoSQL.

**SQL**

Not sure which relational database to use. Suggestions welcome!

### No-SQL

Leaning towards using a key-value database once this business becomes so successful that it outgrows SQL databases.

### Business

This will be a two-tiered business.

At no charge, anyone may use the service to view companies and/or products. Information readily listed will be limited.

We will invite people to pay for the service if they wish either

* to “favorite” companies and/or products
* to have unlimited access to displayed data

We can also obtain revenue from advertising for companies on our site.

We plan to quickly implement a "minimum viable product" prototype, and then seek venture capital to go into production.

### Operation

The founders will operate the application until it becomes more successful, at which time we will hire a staff, led by a Chief Operating Officer (COO) to ensure value to our customers.

**Legal**

The business will be a Utah LLC.

### Technical

Our priorities will be:

1. Choose and reserve a short domain name
2. Choose an initial SQL database for a prototype
3. Choose both client-side and server-side programming languages
4. Implement the MVP

### Social

We will gain customers through advertising, although relying mainly on word of mouth. As we grow, we’ll establish a marketing department and use social media to get the word out.