**Business Plan**

**Name:** Just Pick

**Business Description**

Just pick is a personalized movie recommendation system designed to enhance the viewing experience by helping users discover movies tailored to their unique tastes. By understanding human preferences, the platform delivers relevant movie suggestions, eliminating the frustration of endless scrolling and generic recommendations.

Users can create profile, manage favourite movies, and receive suggestions through an intuitive search feature. By combining smart features with a focus on user needs, our web application transforms how people discover and enjoy movies Just pick redefines how movie enthusiasts find and enjoy movies.

**Market Analysis**

The global video streaming market has seen exponential growth, valued at USD 106.83 billion as of 2023. This market is expected to expand at an impressive CAGR of 21.5% from 2023 to 2030, reflecting the increasing demand for video content across various platforms and regions. (Nativeframe.com, 2024)

With a rise in content options, users face decision fatigue, creating a massive opportunity for intelligent recommendation systems.

**Target Market**

Streaming services viewers who are frustrated with monotonous or poor-quality recommendations. Users who instead of wasting time scrolling for movies want personalized suggestions.

**Management Team**

Project Owner who leads the vision and direction, a UI/UX Designer ensuring smooth and engaging user experience, a development and testing team that handle implementation and quality assurance.

**Core Features**:

* Personalized movie recommendations using pretrained LLaMA model
* User Registration and Authentication
* Searching by semantic search bar

**Additional features:**

* User Profile Management - Users should be able to set up profiles with basic information (e.g., name, profile picture, preferences, list of favourites)
* User Feedback - Allow users to save and remove favourite movies
* Searching for movies by director
* Recommendation based on watch history

**Tech stack:** Flask, React.js, MySQL, LLaMa

**Key Tools**: Bitbucket, Jira, Mural, Figma, Slack, Teams

**Funding Need**: The estimated cost to launch the MVP is £24,000, with additional marketing expenses potentially reaching up to £5,000.

**Marketing:** Social media advertising campaigns, collaborations with youtubers and influencers.

# References

Nativeframe (2024). *Video Live Streaming Tech Stats 2024*. [online] Available at: https://www.nativeframe.com/blog/video-live-streaming-tech-stats-2024 [Accessed 24 Nov. 2024].

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