Business case

Name:	TVARUS (Mubarak Abiola Keshiro)
Community & UN SDG(s):	SDG 4 &13
Date:	10/20/2023

Proposed Project	An application for kids to learn about the real-world impact of their actions on their immediate environment. It would use the United Nation's Sustainable Development Goals as a framework to engage users in activities, games, quizzes, and challenges.It's a fun and informative way to inspire the next generation of global citizens!
Date Produced	10/2/2023
Background	In a presentation from a sustainability director, he mentioned how the awareness of the UN SDGs is not globalized. He also mentioned that kids that don't speak english in Asia know the phrase "UN SDGs" but its not the same in North America. It's imperative that children understand how their actions can impact their immediate surroundings and contribute to these global objectives. Also based on personal observation and research, the most common device most kids 8-15 own a tablet.
Business Need/ Opportunity	My project not only aims to address a critical educational need but also presents a substantial business opportunity. By fostering a sense of social and environmental responsibility in children and by actively contributing to their education about the SDGs, it could potentially become integrated into teaching curriculum and it could be used as a means for teachers to educate kids.
Options	Option 1- Build module based application for kids using swift Option 2 -Build module based application for teachers on a web based tech stack Option 3- Build module based application for kids using flutter Option 4- Fall short of target and not achieve anything

Cost-Benefit Analysis

Option 1- Cost: Would have high time cost because of my introduction to the new technology and no financial cost. Benefit: Would have high benefit as majority of my north star customers are based on this platform.

Option 2 -low time cost because I have extensive web development experience and no financial cost as I can host on the university of Regina's servers. Benefit: Lower than option 1 because these users are usually trying to focus on so much and might not be willing to add more to their plate.

Option 3- cost: Would have medium time cost because I have little experience on this platform and would still need to learn a little about the technology and no financial cost. Benefit: Would have medium benefit as only some of my north star customers are based on this platform (android)

Option 4- zero costs and benefits.

Recommendation

Option 1