Bob Stolard is a successful entrepreneur who has built and sold many businesses. He is also a cooking enthusiast, as he trained to be a chef at one point in his life. He has now decided to combine his hobby with a new business venture. His latest venture is called "Chefs World". He is planning to market a community site to chefs around the world where they can exchange their recipes. Bob will make money by charging a monthly subscription fee. He believes that top chefs will want to collaborate on recipes - exclusively with each other. He believes in this mission and that he can become the first of a kind and a leader.

The site will require chefs to fill out a comprehensive application before being approved for the site. There will be a vetting process where an employee from ChefsWorld can approve them as members or deny them if they don't think they qualify.

Members will be required to submit one recipe a month. If they don't reach that quota, their accounts will be flagged, and the ChefsWorld staff may suspend them from seeing other recipes until they are all caught up posting their own.

Users of the site can search for recipes, comment on them, and have discussions about them. They will also be able to rate each other's recipes. The recipes will also contain ingredients.

ChefsWorld staff will need the ability to delete comments, recipes, and ratings if they find them inappropriate. There is, of course, a need for the site to take credit card payments.

Bob wants to finish this project quickly - before someone steals his idea. He travels quite a bit and can't always be available to the team. He also has never attempted to build a website and knows little about how it gets done.