Business Case

.

|  |  |
| --- | --- |
| **Application Name** | DesignHub |
| **Type of business model** | Advertising, Crowdsourcing & Brokerage |
| **Target audience of users** | General public (mid/high-end discretionary income)   1. Designer products – furniture, clothing, housing goods, art |
| **Value proposition** | Create a one-stop-shop for designers, allowing them to list their goods on one website for the general public to view and purchase from |
| **How the system is used** | Desktop Application  i. The application’s core function is to create a centralized website for designers of high-end/custom goods to list their products so that the wider public can view at their convenience rather than host them at closed events such as art galas and auction houses |
| **Revenue generation** | Partnering with designers/artist   1. Furniture 2. Artwork 3. Clothing   Advertisements from sponsors & partners  Brokerage - Charging a fee for processing the transaction |
| **Partners/Suppliers**  **(Stakeholders)** | Designers (mid-high end) for furniture, clothing, art (wall and custom pieces), home goods |
| **Expected Benefits** | a. Creating a common ground for designers to connect with the general purchasing market while retaining the convenience of online shopping |
| **Known Prototypes** | 1. [Wayfair](https://www.wayfair.com/gateway.php?refid=GX281225804394.Wayfair~e&position=1t1&network=g&pcrid=281225804394&device=c&targetid=aud-354999624671:kwd-5020179892&channel=GoogleBrand&campaignid=60375846&gclid=EAIaIQobChMIzLeCtoLU5AIVyODICh103AIeEAAYASAAEgJAzvD_BwE) 2. [Etsy](https://www.etsy.com/?utm_source=google&utm_medium=cpc&utm_term=etsy_e&utm_campaign=Search_US_Brand_Google_HP_General-Brand_Core_General_Exact&utm_ag=A1&utm_custom1=b47624b3-e501-4605-8179-cd621ef68f59&utm_content=go_227553629_16342445429_310396601160_kwd-1818581752_c_&gclid=EAIaIQobChMI8p3NooLU5AIVBJzVCh0Dawi6EAAYASAAEgLY_PD_BwE) 3. [Fine Art America](https://fineartamerica.com/) |