**Business Case Template**

Business Case Project Name: Global Treps Project

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| 1. **Introduction/ Background**   To lessen the economic inequality on a global scale is the firm’s main goal. It will accomplish this via the Global Treps website and application that allows users with assistance in creating non-profit groups. Groups can be created from events then seek out investors for funding through the service. |
| **2.0 Business Objective**  The major goal of this is to bring more economic equality to the word. The project will achieve these by bringing people and their ideas in front of investors with the necessary funds and expertise. |
| **3.0 Current Situation and Problem/Opportunity Statement**  The current situation is that most of the world’s money is held by the richest one percent of the population. The numbers looks even worse if viewed by the top 80 richest people having as much as the globe’s poorest 3.5 billion people. Programs and projects need to be created to help distribute the wealth away from the one percent and towards the 3.5 billion in need.  An opportunity arises in being the ones to help facilitate this redistribution. As one of the first ones to do so, not only could be establish a strong market share and presence. This would allow for more opportunities down the line after a successful launch of the project. |
| **4.0 Critical Assumption and Constraints**  The project will need to be completed within 6 months and cost approximately $130,000 for all hardware, software, travel, and labor expenses. Volunteer hours will need to be used and the IT project manager will be the one leading the progress. In addition, the system must work on existing hardware and software, will require only essential technical support, be easily accessible by all employees and finally cannot allow unauthorized users in. |
| **5.0 Analysis of Option and Recommendation**  There are three other possible options if the project is not implemented.   1. Begin, design, implement, & launch project within house employees using the existing hardware and software. 2. Outsource the work to another company to complete and still meet the constraints 3. Pivot to previously thought ideas. i.e., Change the Laws Campaign, Wealthy Unite, Global Smart Shoppers 4. Do nothing.   Given all the options and stakeholder opinions, it is believed that the 1st option would be best. |
| **6.0 Preliminary Project Requirements**  The primary features of the Global Treps website and application will be as follows:   1. Providing templates to assist in running events. 2. Allow for donations for specific companies and schools. 3. Accept new ideas provided by users. 4. Allow organizations to create tailor-made sites that allow them to seek participants and investors, accept their applications and promote all involved. 5. Create a system that allows for researching ideas where set percentages of all the money earned by groups are donated by to Global Treps. 6. Give live video feed of both groups and investors while allowing for those watching to give inputs and donations. |
| **7.0 Budget Estimate and Financial Analysis**  The budget is currently estimated to be approximately $130,000. This would be used for the six months of the project’s development. Labor will be broken down by position. The project manager will make $50 an hour while staff will make $40 an hour. All will be working standard 40-hour work weeks. In addition to labor, maintenance costs will be rolled in and will need to reevaluate each year.  With the time and the value put into the project returns are to be expected. Revenues are expected to come within the year due to business generated from the percentage cut. The typical expected cut will be around 15%-20%. Depending on the size of the donations the project should pay itself off within seven years. |
| **8.0 Schedule Estimate**  The sponsor expects the project to be done in six months, with little room for flexibility. It is also assumed that the website and applications to run for six years. |
| **9.0 Potential Risks**  The project has risks associated with its development. Firstly, a lack of user and investor interest. Technical risks exist in security issues, payment processing risks, and risks in the software used to research ideas for organizations using our site. |
| **10.0 Exhibits** (website development, site layout, etc.) |