The Business Model

Mission:
Our mission is to establish a process for listed Visas to easily apply for a US Green Card. The current system is compartmentalized and does not allow for easily transferable of application and information of an existing Visa holder. We want to make the process of gaining a Green Card simple for those who have already been approved for listed Visas.

Vision:
We will establish a digital system that will allow for existing listed Visa holders to apply for a Green Card while they are a Visa card holder. At the moment the wait times are extremely long to gain a US Green Card. Many people who have applied and gained a Visa still have no simple path to become a citizenship. They have passed all legal requirements to enter the country, has spent time within the country, and in many times want to apply for a Green Card. These two processes do not communicate and extend the process of gaining citizenship.

With our system established we will improve communication between departments, allowing individuals to gain citizenship quicker. When these systems do not communicate it leads to redundant work for both departments tying up resources. With more fluid communication the information about an applicant can be simply passed along. This will allow an applicant to have a single file instead of two, one for Visa and one for Green Card.

Value:
- We are looking forward to provide a better solution for the Green Card applicants by reducing the wait time for their application process.
- In the meantime, we are also trying to inculcate the data integrity in the application process, so that the applicants data is safe.
- We are looking forward to dynamically update the customer information on the system, so that the process takes lesser time than usual.

SWOT

Strength:	Weakness:
● Easily Apply for Green Card ● Digitizing forms speed up process ● Forms automatically move to the next process ● Easily implemented with other visa processes	● Expensive to implement ● Needs to be robust ● Needs to be multilingual ● Inexperienced User to digital interface ● Constant maintenance
Opportunities:	Threats:
● Can be implemented in other locations	● Limited green cards handed out ● Unconstant power supplies within the

● Offers incentive to become educated in US ● Offers incentive for people to start businesses	country ● Not a steady connection to the main servers in US ● Change in government politics

Business Capability

Resources:
The main resources that will be utilized is an information system website. It will need to collect personal information on an applicant. The system must be in the native language and simply understood by those who are not familiar with the application process. The software should allow for payment to be made within. The application should also allow it to be saved offline incase of lost connection.

Other resources will be the employees working on the system! Our team has first hand experience with the Visa and Green Card process. We have taken what we have learned through the process and applied it to the system. We also have talented software engineers that will develop and maintain the system. With how powerful software has become we are confident we have created a more streamlined process that will help both those who applied and those who work on those applications.

Strategic Partnerships:
There are two strategic partnerships, The US Visa department and US Green Card department. At this time, when a Visa applicant wishes to apply for a Green Card they must start the process over. We will look at what both departments and identify what is similar between the processes. From there we will digitize what part of the process is similar so that this information can be simply passed along to the next step in the process.

The country in which the software is implemented will also be partnered with. We will understand the culture and customize the user interface to make the process user friendly.

Technology:
We will use the cloud to facilitate the application and to back up the application. This will allow for maximum robustness and to be fault tolerant. The application will be able to be downloaded and to be completed offline. This will allow those who do not have a steady connection the ability to fill the form out without the issues of disconnecting.

Since we are handling sensitive data all channels between the applicant and the servers will be encrypted. The system should allow for two factor authentication on the applicant side to protect the personal data of the applicant.

Business Value

Demonstrated Utility

We are looking forward to reduce the wait time for the customers (applicants) who apply for a United States Green Card. Government in collaboration with the embassy of the applicants country can fasten the process of visa. The creamy layer of the applicant pool can be given importance, and taken into consideration first. Thus, making the process easier for both the applicants and the government.

Demonstrated Trust

The system will look forward to establish trust among both the parties by having the authentic and proper data analyzed and stored periodically. Also, maintaining the customer data integrity and preventing any kind of risk associated with the data and ensure the security of data.

Demonstrated Affordability

The system will offer a better service with payment. As the current system has only one type of payment available. We will look forward to inculcate better solutions for this to make it easier for the customers to apply on proper time and not worry about the payment method. Based on different payment options, customers can get varied services.

The Company's Business

Consumer Segment

Our consumers are individuals of all ages who are looking for a pathway to citizenship within the United States. These consumers range from various different ethnic, cultural, political, economic, and religious backgrounds around the world and are seeking a new opportunity.

Value Proposition

Immigration Services is committed to providing an efficient and fair immigration process to the many individuals around the world seeking a pathway to U.S. citizenship.

Delivery Channels

Application services to apply for a green card will be primarily handled through electronic services through our federal domain. Applicants will need access to a computer and a stable internet connection in order to connect to our servers and to fill out the forms. For those individuals who do not have access to a computer, they can mail documents to, or visit one of

our offices in order to complete the application process. Individuals wishing to mail documents should expect delayed service times for shipping.

Customer Relationships

Immigration services strives to ensure that each applicant is treated fairly and respectfully. Our offices are staffed with numerous employees who speak a wide variety of languages and are able to assist individuals of different backgrounds around the world.

Revenue Streams

Immigration services is federally funded through grants and application fees.

Key Resources

Equipment, database, tools, labor, manpower,

Key Activities

Data storage, data transfer, data protection, application processing, background checks

Organizational Chart

Job Descriptions

Competitive Intelligence

Competitive Intelligence Overview

The Visa and Green Card process takes roughly 1-4 months and 10-12 years respectively, to process applications to grant temporary or permanent citizenship in the US. Considering how volatile the US Industries are, this time is critical for families, potential workers, and students to set a foothold in the US. Due to the fact that Visas grant temporary citizenship, our team wants to analyze the process and develop a system that will grant and authorize more Visas and Green Cards into the US. These decisions should help support an expansion in the yearly authorizations for Citizenship and will in turn help foreign individuals establish their careers and lives within the US. Furthermore, the current system does not allow for the efficient processing of Visas and Greencards in the US that prolongs the process. The scope of this proposal is to establish an alternative efficient route to citizenship that provides incentives for those that are stuck in the US Citizenship process.

System Overview

The System provides applicants access to the Green Card Visa (GCV) with a web interface that allows them to file their Visa and Green Card applications simultaneously and enter them into a separate pool that the traditional Green Card lottery. Users will be able to fill out all application paperwork, pay for their application, schedule interviews and biometric surveys, and evaluate the status of their application. This system will also provide a section to provide potential resources for finding work, listing education, and listing work experience to expedite the process for sponsorships and advancement for candidacy into the Working/Student Green Card Program. The goal of this system is to provide a single resource to process their Visa and Green Cards requests and transition qualified applications to a separate Student/Working lottery pool.

Data/Form Requirements

The GCV System will require data and forms to process applications.

Data required for this system:
- Potential applicants
- Expected application completion for Visa/Green Card
- Types of Visas
- Costs for Visa and Green Cards
- Employment and Education History

The above data is required and will be broken down based on the type of Visa or Green Card. Data required includes applicant information that will include name, residency, contact information, and embassy information from their country of origin. Additionally, fields will be

filtered by type of Visa, and will be broken down by cost, expected completion times, and current state of the application.

Forms required for this system:

- Visa / Green Card Application Forms (Need names/types of forms)
- Employment Forms (Sponsorship Forms,
- Schooling Forms
- (Any more ideas?)

The above forms are required for the application process. It allows all applicants to submit and verify forms and information given to optimize the workflow of our system. The system will show the state of forms and paperwork and determine if changes/updates are required per document. As applications are processed, applicants will be transitioned into candidacy for our Working/Student Green Card Program.

Decision Quality Information Provided

GCV is a powerful tool that will allow qualified applicants access to the Student/Working Green Card lottery based on their qualifications. Based on the data provided, the system will be able to determine Visa Processing times based on location as well as successful candidate into the Working/Student Lottery. Alternatively, the GCV system will provide insight into the bottleneck of the traditional Green Card and Visa process that is in place today. Overall, the GCV system will provide Visa and Green Card applicants an alternative route to gain citizenship in the US. Additionally, it will alleviate the current Green Card queue, provide further incentives to find/maintain work or education, expedite Visa and Green Card processing, and provide a need to increase the total amount of Green Cards granted yearly

Group Project Notes

Web / Reference Links

Visa Processing Types/Times: https://visaguide.world/us-visa/processing-times/
Visa Processing Times: https://egov.uscis.gov/processing-times/
Visa Application Process: https://www.ustraveldocs.com/in/in-niv-visaapply.asp
https://travel.state.gov/content/travel/en/us-visas/immigrate/the-immigrant-visa-process.html
Overview of Visas: https://blog.tortugabackpacks.com/long-term-travel-visas-for-americans/
Green Card Statistics: https://www.green-card.com/winner-statistics/

Summarized System Notes

Develop a system to transition from a Visa into a Green Card
- Improve the Visa system to navigate the eligible applications for green cards and visas
- Allows more Visas and green cards to be processed (Currently, there is a limit per year - 3,500)
- Incentivize those that are eligible for Visas to apply for school and jobs while their Green Card applications are processed
- Create a separate pool of eligible applicants for Green Card acceptance

US Visa Processing Time
- Processing times are slow
- Amount of forms required
- Interview process
- Types of visas require further processing
- No ability to roll into green card

Visa Process
- Book dates for the below / Application / Money Order (1-2 months)
- Interview / Biometrics Survey
- Accepted / Denied : 15 days background process

Compare Visa process with other countries
- Don't need to travel between countries
- 20 days - 1 month

Visa we will focus on
- Student Visa (F1)
- Business Visa (B1)
- Working Visa (H1B1)
- Spouse Visa (F2,H2)

- Visitor Visa (B1,B2)

Tasks	2019			2020								2021														2022		
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Understand two systems	██																										
Check Visa application(F1,B1,H1B1)		██																									
List effected system(credit card)			██																								
Id field requirements				██																							
Gain government approval			████████																								
Negotiate terms with countries												██															
Start building system													████														
Digitalize form																				██							
Find cloud computing system																					██						
Test the sytem																						██					
Roll out (Bridge System)																								██			