Business Case Template

Business case information can be structured by completing the table below.

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| **Application Name** | GameVerse |
| **Type of business model** | Crowdsourcing: We offer application for free to players, collect data over time and also have premium services.  Advertising: Sport equipment companies, coaching centers, venues tied up with the app will be advertised and the commission will also be a source of income.  Donation: Over time, we would be open to donations as tips from repetitive app customers. |
| **Target audience of external users (Customer Segments)** | **For whom are we creating value?**  Sports enthusiasts, typically of the age group 10-50, who actively indulge in sporting activitiesand sports equipment vendors, coaching centers, stadiums, and venues for different sports.  **Who are our most important customers?**  Active sports enthusiasts typically in the age group 10-35 |
| **Groups of internal stakeholders, business users** | *Indicate who will be using the system.*  *Dedicated dev team for app changes, production developers and SRE for deployments*  *use case teams use the app to accept the approval requests of sports vendors to sell products, to list venues, coaching centers etc*  *Customer support team for now uses servicenow to resolve the tickets.*  **Do we need a product development group?**  Yes, to build and develop the application/platform.  **Do we need a sales group?**  No, as we are not actually selling a product.  **Do we need a finance group (accounts payable, receivable)?**  No, if we find decent collaboration deals with quality sporting venues it should be enough to set the ball rolling.  **Do we need a customer support team?**  Yes, as we are working with a diverse set of end-users (catering to multiple sports at the same time).  **Do we need an advertising management group?**  Initially, yes. |
| **Value propositions** | **What value do we deliver to the customer?**  The objective is to provide ease of booking venues and for sports enthusiasts to find players, opponents, provide expertise availability and basically take sport into each home. |

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|  | **Which one of our customer’s problems are we helping to solve?**  We are looking to solve the problem of sports enthusiasts being unaware or uninformed about the resources and venues around them.  We help customers to easily find players, opponents to play various sports, book venues and find coaching centers for different sports and to easily buy sports equipment's from vendors and to provide digital interface to conduct tournaments by giving features to customers to fix matches, maintain scorecards etc.  **What bundles of products and services are we offering to each Customer Segment?**  For skilled sports enthusiasts,  **BOOK**: The user can book resources like venues that he can utilize on an hourly basis.  **FIND**: The user can find sporting personnel like coaches, umpires, referees, and opponents to play with.  **SHOP**: This caters to users who want to buy sporting equipment and also to retailers who want to sell their equipment.  **ORGANIZE:** The user can use this app as logbook to conduct tournaments of various sports.  **LEARN**: Users who are unaware about the sport but are interested to learn can access the how-to-play manuals and the videos.  **Which customer needs are we satisfying?**  We are satisfying the needs of sports enthusiasts who want to play, individuals who are unaware about the sport but are interested, sports personnel, vendors and coaching centers who want to provide services. |
| **Key resources** | **What Key Resources do our Value Propositions require?**  Teams from development and customer service are required to update web applications and ensure that they work with hosting platforms.  **Our Distribution Channels?**  Our main channel is the website. The company promotes its offering through its social media pages  Future scope - Mobile applications  **Customer Relationships?**   * The nature of customer relationships is of a self-service character. * whenever a customer likes to get a partner or opponent player he/she creates an activity which mentions sport kind and time and other users can request him/her to join their activity. * Users can book venues of different sports from the list of venue vendors at available times. And through the shop tab they can browse regarding sports equipment's and coaching centers etc   **Revenue Streams?**   * Brand Advertisements. * Commision from venues for booking. * Commission from sports personnel like referees, coaching centers for listing them * Advertisements of sports business like equipment's, T-shirt printing etc |
| **How the system is used** | **What are the main business use scenarios?**   * The main aim of GameVerse is to make every sport related thing easily accessible to users. * To provide digital marketplace for sports venues, coaching centers ,brands and business related to sports industry. * Users can easily find companions to play, book venues and find coaching centers and buy sporting equipment which are not easily available everywhere outside. * To help users to conduct tournaments by providing them digital interface to update scorecards, fix matches and log progress of player stats. |

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| **External Interfaces (data feeds)** | **Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.**   * Yes, the system exchanges data with banks for venue bookings and sports personnel hiring and for purchasing sports equipment. * Information is sent to venue, coaching centres regarding bookings and equipments purchases made by customers. * Customers also get news feed regarding international sports and also updates of venues, tournaments that they frequently participate. * Notification regarding discounts on sports brands/new arrivals can be sent customers. |

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| **Revenue generation, Revenue streams** | * Brand Advertisements. * Commision from venues for booking. * Commission from sports personnel like referees, coaching centers for listing them * Advertisements of sports business like equipment's, T-shirt printing etc |
| **Key Partners/Suppliers (Stakeholders)** | A strong initial base of sporting venues and sports equipment retailers, coaching centers, tournaments organizers. |
| **Expected Benefits** | * To help users to find sport venues, opponent players, sports personnel like coaches, referees from their fingertips. * Advertising for venues, coaching centers in an area and they can gain customers * Great marketplace for sports equipment and customized sports gadgets and jerseys. * Players can track their progress by their performance through scorecard dashboard of previous games. * Maximizing youngsters playing sport and make sports a culture via the app. |
| **Known Prototypes** | **Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.**  [https://playo.co](https://playo.co/)  <https://tennispal.com/>  https://cricheroes.in/ |
| **Front-end Technology** | **Indicate what technology will be used to develop the front-end of your application.**  HTML5, CSS, JavaScript, Bootstrap, ReactJs |
| **Back-end, Database Technology** | **Indicate what technology will be used to develop the back-end, database of your application. The database should be relational.**  Java spring boot/ flask/ NodeJS, postgress |