Business Case Template

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

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| **Application Name** | **E-Notifix** |
| **Type of business model** | Examples:  Direct sales, platform, etc. *See the document "Types of Business Models"*  **Subscription based** |
| **Target audience of external users**  **(Customer Segments)** | For whom are we creating value?  Who are our most important customers?  **B2B. Our customers will be businesses who want to send bulk email notifications to their users.** |
| **Groups of internal stakeholders, business users** | *Indicate who will be using the system.*  Do we need a product development group? - **Yes**  Do we need a sales group? - **Yes**  Do we need a finance group (accounts payable, receivable)? - **Yes**  Do we need a customer support team? - **Yes**  Do we need an advertising management group? -**No** |
| **Value propositions** | What value do we deliver to the customer?  **e-Notifix will be used to send bulk email notifications to users.**  Which one of our customer’s problems are we helping to solve?  **Businesses can automate their email sending requirements.**  What bundles of products and services are we offering to each Customer Segment?  **Businesses – provide a template for emails, send emails and track their delivery.**  Which customer needs are we satisfying?  **Their need to send bulk emails at one go.** |
| **Key resources** | What Key Resources do our Value Propositions require?  **e-Notifix main resources are its engineering employees, who**  **maintain and update its platform for customers.**  Our Distribution Channels?  **Our sales and integration team.**  Customer Relationships?  **Our integration team.**  Revenue Streams?  **e-Notifix has 1 revenue stream – a service fee will be charged depending on the number of emails a business is sending through us.** |
| **How the system is used** | What are the main business use scenarios?  **e-Notifix will connect with businesses and fulfil their email sending needs.** |
| **Revenue generation, Revenue streams** | 1. Service fee |
| **Key Partners/Suppliers**  **(Stakeholders)** |  |
| **Expected Benefits** | 1. **Businesses can delegate their email sending requirements.** 2. **They don’t need to track their email deliveries.** |
| **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://sendgrid.com/**](https://sendgrid.com/)  **https://www.epsilon.com/us** |
| **Front-end Technology** | Indicate what technology will be used to develop the front-end of your application.  **HTML, CSS, Javascript** |
| **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, Restful webservices, MySQL** |