

SHELL PROJECT

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OPPORTUNITY

XYZ product was first introduced in <20##> in Some-Location, and has quickly become a phenomenon among the generation Z.2. As of today, it has reached all 7 continents. Market-Insight Analytics Corp recently estimated XYZ's current annual market revenue is \$#.00 billions, and will potentially reach \$##.00 billion by 30##.

GOAL / MISSION

Become a dominant/ultimate online venue where people go to trade XYZ.

OBJECTIVES

Obtain X% market share of XYZ exchange by first 12 months of launching, and Y% by the 3rd year and the target growth annual rate is Z% thereafter.

REVENUE MODELS

1. Generate revenues from transaction commission
2. Generate revenues from advertisements
3. Generate market insight via analytics for commercial use

CHANNEL SPECIFICATIONS

1) Buyers

- Browse products randomly
- Search for products using keywords
- Browse products based on filters: theme, genre, year made, producer, publisher
- Buy products
- Request from seller for more info
- View seller profiles
- View seller's collection

2) Sellers

- Create product collections
- Define a collection with details (name, description, theme, ...)
- Add products to a collection
- Define a product with details (image, theme, name, description, year, producer, publisher, ...)
- Receive orders

- Update orders (add more details regarding shipping status)

3) Admin / Operator

- Enable/Disable a seller (all seller's products will not be shown)
- Remove content (products)
- Enable/Disable a buyer
- Contact buyer, sells

4) General Operations

- Buyer Registration / Account / Profile / Log on/off
- Seller Registration / Account / Profile / Log on/off
- Order functions
- Invoicing functions
- Roles who can view what (buyer cannot see seller's operations or sellers cannot see buyer's invoices)
- Emailing functions
- Rate seller with comments
- Rate buyer with comments
- Show agreements to buyers and sign
- Show agreements to sellers and sign

5) Commission

- Define % of commission per transaction for a seller (general)
- Take % commission from a transaction (general)
- Define % of commission per transaction for a seller (tiering)
- Take % commission from a transaction (tiering)

6) Analytics

- Track who views what
- Track how long a product is being view, per each view and accumulative
- Track user log-in day, monthly, quarterly
- Track new registrations monthly, quarterly, yearly
- Track how long each login session last

7) Others

- Site availability 24/7
- Operations in all time zones
- Transactions executed in # milliseconds
- Helpdesk available via email & live chat