## Business Case for *Global Treps*

1. **Introduction and Background**

*Global Treps* is one of the projects that a grassroots group of students wants to implement. The concept of *Global Treps* is like the famous TV show “Shark Tank,” where various budding entrepreneurs would pitch their ideas to a set of investors or “sharks.” *Global Treps* wants to use this idea to promote multiple local entrepreneurs on a global stage.

1. **Business Objective**

The business objective of *Global Treps* is to establish a non-profit organization with a mobile-friendly application to help people organize different shark tank-type events, thus finding and inspiring various local entrepreneurs globally.

1. **Problem Statement**

*Global Treps* wants to create a centralized website that can act as a bridge between entrepreneurs and investors. The website should provide a space where people can look for upcoming events nearby.

1. **Critical Assumptions and Constraints**

**Assumptions:**

* Donations - *Global Treps* receive adequate financial support to run the event consistently.
* Resources - *Global Treps* have sufficient resources or volunteers to organize the events.
* Website Application - The website has the necessary features like booking an event or checking future events for users. Also, the website is highly scalable and available.

**Constraints:**

* Budget - Limited capital is the primary constraint on implementing the project. The total cost allocated for this project is CAD 120,000, including hardware, software, travel, and labor.
* Information Technology (IT) - *Global Treps* may experience technological constraints such as limited bandwidth, connectivity issues, data breaches, etc.

1. **Analysis of Options and Recommendations**

There are two options that *Global Treps* could implement while creating a website:

* In-house software and hardware: *Global Treps* could implement and maintain its website internally.
* Vendors: *Global Treps* can hire a third-party provider to host and maintain the website. However, *Global Treps* should ensure they hold the critical data and software.

1. **Preliminary Project Requirements**

Following are the preliminary project requirements for *Global Treps*:

* Necessary standards to ensure privacy for personal data.
* A documented procedure for handling shark tank-type of events.
* Offering organizations to design custom sites to attract entrepreneurs and sharks and promote winners and losers.
* A clear timeline to ensure all the required tasks are completed within the deadline.
* Having a platform to broadcast live reactions of the sharks and the audiences.

1. **Budget Estimate and Financial Analysis**

The estimated hardware, software, travel, and labor cost is CAD 120,000. The cost breakdown would be as follows:

* Hardware: $24,500
* Software: $11,000
* Travel: $14,500
* Labor: $70,000

1. **Schedule Estimate**

The total duration of the project is six months.

1. **Potential Risks**

The following are the potential risks that the project may face:

* *Global Treps* might not achieve the necessary donations required to cover the operational costs.
* Entrepreneurs and investors require active participation to ensure a successful event.
* Insufficient marketing and promotion might hamper the events.
* Not having the latest encryption software to ensure personal data are safeguarded.

1. **Exhibits**

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