

BUY VS BUILD

For our MVP, we would generally prefer to buy over building most aspects. To test out primary features of our MVP, we mainly aim to invest in the technology aspect.

BUY		BUILD	
Initially, we will buy more since we require expertise, but will taper off buying as we move ahead.	50%	Scheduling assistant	50%
	20%	Data	80%
To ensure a superior customer experience, initiatives need to be replete with data analytics.	85%	Integration of Chatbox	15%
	25%	Operation	75%
			Chatbox will incur additional costs for operating staff, so we prefer to build this instead of outsourcing it.