Business Case for Everyone

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| **Application Name** | ToGo | |
| **Type of business model** | Paid Service business model | |
| **Target audience of users** | Open to everyone | |
| **Value proposition** | Users get access to our website to experience the door-door service for general goods. | |
| **How the system is used** | | Web Application  Within this application, users have access to delivery staff available around them. Users can then access locations to set the pick-up and drop-off location of any goods they wish to transport. A cost for delivery is generated based on the distance and an online payment must be made.  The following features are available:   * Type of vehicle can be chosen based on the weight of the good. * A live track can be maintained of the product in transmission. * An option to choose the method of payment to provide ease. |
| **Revenue generation** | * Payment for service | |
| **Partners/Suppliers**  **(Stakeholders)** | * Small scale businessman * Credit card Vendors * Unskilled staff suppliers * Transport Systems | |
| **Expected Benefits** | * Providing services to general public to save time and effort in transporting goods at any time. * Provide job opportunities at the IT level (backend team) along with work to the unskilled staff (Delivery support team). | |
| **Known Prototypes** | Danzo (India) | |