BUSINESS CASE	
Proposed Project	Project Vitality
Date Produced	February 8, 2021
Background	Studies show that malnutrition can be prevented through a set of tried and tested interventions particularly during the critical window of the first 1000 days of a child's life. So, by "improving women's nutrition before, during, and after pregnancy; promoting and supporting exclusive breastfeeding for the first 6 months of child's life and continued breastfeeding to age 2 or beyond; facilitating high-quality complementary foods; and providing appropriate micronutrient interventions". We want to create an inclusive educational website that clearly lists the main problems that cause malnutrition, and deep dive into why and how the problems occur. Then we hope to propose a sustainable plan to nourish communities with sustainable practices that can be implemented locally and daily.
Business Need/ Opportunity	The information on UN Goal 2 is very expansive. With our website, we want to break down and highlight the main points of the issue and propose a plan of action that can act as a blueprint to help the UN slowly eradicate the problem of malnutrition.
Options	This project will be completed by Jaskirat Josan and Onisokien Ayonoadu

Cost-Benefit Analysis

[This section contains the detailed costs and benefits of each option listed in the previous section. The costs may include considerations such as financial expenditures, the amount of time required, possible risks, and the potential for reduced quality. The benefits may include the potential of increased sales, market share, and brand recognition, and the reduction of errors and ongoing costs. Each option should be clearly identified and listed separately.]

The costs we can identify for our project right now is:

1. Time: Time is very limited this semester as both of us are also in Capstone and other final year classes that have projects so our time is spread thin.

Recommendation

We will meet all Scrum deadlines and produce a suitable MVP by the end of this project.