**Group 2 Weighted Scoring Model**

**Overview**

Our weighted scoring model is based on budget, profit, market size, and retainment potential. Out of the three projects, the Food Finder app was the most promising project to pursue in terms of economic viability.

**Food Finder**

The basic concept is to help individuals quickly decide what to eat with a fun-to-use app that shows pictures of available foods that fit the user’s preferences and provides a way to order food. The market value for online food delivery will be a whopping $1.22 trillion in 2024 (Statista, 2024). Food is an everyday necessity, with many eating out at least once daily. Current food ordering platforms do not have a gamified interface recommending food options. Instead, all these platforms only recommend restaurants. Given the niche and market value, this project has a high potential for profit and long-term customers. However, given the complexity of the recommendation algorithms and information-pulling procedures, the chance of low development costs is low. Overall, this project is the most promising in terms of profitability.

**Subscription Canceller**

This app reminds the user to cancel a subscription at a self-prescribed date. This can be when a user wants to cancel their subscription before the free trial expires or before the next billing cycle. The streaming industry is vast, comprising an estimated market value of $375 billion in 2021 (PrecedenceResearch, 2022). Additionally, developing an app that can give several reminders across various platforms should be achievable within a 12-month timeframe and a $150k budget. However, setting a reminder on one’s phone or computer can be accomplished very quickly and easily with existing tools, like a phone’s calendar app or Google Calendar. Not to mention, people looking to cancel their subscriptions are not the type looking to spend money on a phone app when there is a free alternative. It is also unlikely for there to be long-term users since the app will no longer be needed once the subscription is canceled. As a result, this project has no earning potential, low potential for long-term customers, high potential for low development costs, and low potential for a fun user experience.

**Grad Student Job Finder**

This app will help graduate students find an entry-level position. Unlike other job searching platforms, this app specifically caters to those who just graduated with a graduate degree and are looking for entry-level jobs. There is a huge market share for job searching platforms, estimated to be $10 billion in 2022 (FortuneBusinessInsights, 2022). However, our relatively small customer base consists of recently matriculated graduate students. In addition, once the customer lands an entry-level position, it is unlikely the individual will need to apply for another entry-level position; instead, the individual will apply for a position that requires more experience. Not only will finding success on the app cause customers to no longer need the app, but those on the app for an extended period of time will become disgruntled by the lack of success and look to other platforms. Job-searching platforms are also relatively complex. Information must be accurate, quickly changeable, and easy to search. As a result, this project has a healthy earning potential, low potential for long-term users, relatively high development cost, and low potential for user enjoyment.

**Must Meet Objectives**

|  | **Food Finder** | **Reminder to Cancel Subscription** | **Entry Level Job Finder for Grad Students** |
| --- | --- | --- | --- |
| Can be developed and deployed within budget of $150k | Yes | Yes | Yes |
| Can profit at least $150k 12 months after release | Yes | No | Yes |
| Frontend and Backend development can be finished in 9-12 months | Yes | Yes | Yes |
| Sizeable market demand | Yes | No | No |

**Want Objectives**

|  | Relative Importance | Impact | Food Finder | Reminder to Cancel Subscription | Entry Level Job Finder for Grad Students |
| --- | --- | --- | --- | --- | --- |
| Earning potential | 90 | 0: $1k - $10k  1: $10k - $50k  2: $50k - $100k  3: > $100k | 3 | 0 | 2 |
| Long term users | 80 | 0: no potential  1: low potential  2: high potential | 2 | 1 | 1 |
| Low development and maintenance costs | 70 | 0: no potential  1: low potential  2: high potential | 1 | 2 | 1 |
| Entertaining for users | 20 | 0: no potential  1: low potential  2: high potential | 2 | 0 | 1 |
| Total score |  |  | 8 | 3 | 5 |
| Priority |  |  | 1 | 3 | 2 |

**References**

* *Online food delivery - worldwide: Statista market forecast*. Statista. <https://www.statista.com/outlook/dmo/online-food-delivery/worldwide>
* *Online recruitment technology market: Forecast report [2030]*. <https://www.fortunebusinessinsights.com/online-recruitment-market-103730>
* *Video streaming market (by streaming type: Live video streaming, non-linear video streaming; by component (USD): Software, Content Delivery Services; by solutions: Internet protocol TV, over-the-top, cable TV, pay-TV; by Platform: Gaming Consoles, laptops & desktops, smartphones & tablets, Smart TV; by service: Consulting, managed services, training & support; by revenue model; by deployment type; by user) - global industry analysis, size, share, growth, trends, regional outlook, and forecast 2022-2030*. *Precedence Research.*

<https://www.precedenceresearch.com/video-streaming-market>