Business Case for Service

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| **Application Name** | You’re Hired |
| **Type of Business Model** | Brokerage, Advertising |
| **Target Audience of Users** | Skilled laborers and consumers |
| **Value Proposition** | Users can hire skilled laborers (carpenters, plumbers, mechanics, etc) or list their own services for sale. |
| **Key Resources** | -People offering/accomplishing jobs and tasks for users  -Platform to be able to list and find experienced workers for multiple jobs. |
| **How the system is used** | Web Application  Users make a profile as either a skilled laborer or a consumer. Their profile will detail their skills and experience, as well as their location and offered services and rates. A user may search for other users based on the type of service they provide.  Users may engage in a chat with one another, proposition one another for services and negotiate a price.  A user’s profile will include ratings and reviews to better offer a picture of his capabilities and reliability. |
| **Revenue generation, Revenue streams** | -The app charges a transaction fee when users are hired for services.  -Paid Advertisements on Site |
| **Key Partners/Suppliers**  **(Stakeholders)** | Professionals,Clients in need of services |
| **Expected Benefits** | - To provide quality services which is easy to access and saves the user time.  -To provide a wide range of services to clients in need of help accomplishing different tasks.  -Flexibility for professionals to list their working hours and days of operation. |
| **Known Prototypes** | [Fiverr](http://fiverr.com), [UpWork](http://upwork.com), [Angielist](https://www.angieslist.com/) |