**Address Change App – Business Rules**

Business Model

The service will be a hybrid of both companies and individual users paying, as follows:

1.     Companies will pay a flat rate or volume-based fee.

2.     Individual/end users will get free service for changing their address with five companies (this number can be changed later according to what Daniel decides), and pay $X per company in excess of the five. When the user clicks on another company in addition to his five free companies, there will be a pop-up message to alert the user that payment is needed before he can proceed with each addition.

Business Rules

Types of Users:

1. Individual/end user (referred to below as "user")

2. Companies

(3. Agents or representatives can be added later)

Registering end users

1. The user will only be allowed to log in on a single device. Multi-factor authentication and/or device recognition can be implemented.

2. There will be a tier wherein the user must pay once he exceeds X number of companies.

3. The user can change his address in advance, and choose a date when the address change will take effect.

Change of address

1. The user must be logged in.

2. The user must enter his new address.

3. The user can select from a list of companies or "select all" (checkbox). Note: Automatic update of ALL companies (without allowing the user to select the companies to which he authorizes the change) could potentially violate privacy laws.

4. The old address will be stored to enable the user to customize the service for some situations, e.g. if the customer has two addresses and wants to keep sending some mail to his old address, and other mail to his new address.

5. We can implement confirmation of the transaction (for change of address) through OTP, secondary email, etc. to check the identity of the user and avoid mail theft. (This can be an add-on service for companies.)

6. If the user needs help identifying the companies where he has an account, the user can have the app search a number of databases for the user's name and old address. If the app finds a match, the user can decide whether or not to give the business his new address.

Company setup

1. TBR - What are the common denominators? What is feasible and legally possible? (depends on company facilities, preferences)

2. If the company has no infrastructure for changing addresses, then we will provide the infrastructure.

3. If the company has their own infrastructure (system integration):

     a. we will publish (pub/sub) and the company will subscribe to us and pull out the data, or

     b. we will push the data to their system using the company's API/service.