Business Case Template

Business case information for Parking Space Rentals

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| **Application Name** | PIMY(Standing for **P**ark **I**n **M**y **Y**ard) |
| **Type of business model** | **Brokerage/Platform**  Freemium with basic services for free.  Subscriptions for value add ons and advertising |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  **Who are our most important customers?**  Hosts(Owners or tenants having parking spaces to rent)  Guests(who are looking for parking spaces) |
| **Groups of internal stakeholders, business users** | **Do we need a product development group?**  Yes,we need product development group for developing the web application  **Do we need a finance group (accounts payable, receivable)?**  Yes,we need finance group for managing sales,payments and revenues  **Do we need a customer support team?**  Yes,we need customer support team to solve issues of customers  **Do we need an advertising management group?**  Yes,we need advertising management group for setting up monetization using advertising |
| **Value propositions** | **What value do we deliver to the customer?**  We will be solving vehicle parking problems while also try to provide income source for users  **Which one of our customer’s problems are we helping to solve?**  Additional income source for hosts  Cheap renting options for Guests  Flexible renting options  Online platform making easy and convenient to use  Cheap prices compared to other services  **Which customer needs are we satisfying?** |
| **Key resources** | **What Key Resources do our Value Propositions require?**  Host properties  Skilled Employees  Technology or Platform  Legal Operations Agreements  Multilingual UI  Security for payments and users  **Our Distribution Channels?**  Our main channel will be a mobile app, which is used for looking for parking space, and also we can provide services like booking parking space, and pay for the parking lots.  **Customer Relationships?**  Our customer relationship is primarily of a self-service nature. Our mobile app will provide real-time parking location instructions, and at the same time provide a comparison of the parking fees of different parking lots, whether the parking spaces are sufficient, the rating of the parking lot, and customer reviews (including whether the parking lot is clean and tidy, and whether there are toilets around, etc.)  **Revenue Streams?**  Because most parking lots are around shopping malls, we can achieve the purpose of earning income by advertising nearby shopping malls.  We can also allow users to use paypal to pay for the parking lot, which helps people save time while earning intermediary service fees for us. |
| **How the system is used** | **What are the main business use scenarios?**  This web application Connects space-havers with space-needers in an online marketplace, managing the entire booking process and payments as you go. Great for short- or long-term parking. This site can be used to find a rent-by-owner spot close to your apartment or office. Just type in an address and PIMY plots out nearby available spaces for rent on maps |
| **Revenue generation, Revenue streams** | Monthly user subscription  Advertising  Service charges |
| **Key Partners/Suppliers**  **(Stakeholders)** | Hosts  Guests  Payment Gateway  Advertising companies  Social media Platforms  GPS Systems |
| **Expected Benefits** | 1. Hosts can earn extra money by renting out their parking spaces. 2. Guests can find parking spaces at cheap prices. 3. Convenient online search for parking spaces. |
| **Known Prototypes** | Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.  ParkAtMyHouse  ParkingSpotter.com  ParkWhiz |