Business Case Template

Business case information can be structured by completing the table below.

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| **Application Name** | UnitedTune |
| **Type of business model** | Brokerage/Platform  UnitedTune would connect customers to musicians selling their services(entertainment, recordings etc.) There would be a percentage based fee for each transaction on the seller’s end. |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  **Who are our most important customers?**  Musicians(looking to sell their services)  Customers(looking to hire musicians) |
| **Groups of internal stakeholders, business users** | **Do we need a product development group?**  Yes we need a product development group to develop the platform.  **Do we need a sales group?**  Sales will be promoted by the client through use of the platform.  **Do we need a finance group (accounts payable, receivable)?**  We will use a finance group to deal with all transactions between client and customers.  **Do we need a customer support team?**  The customer support team will assist with any problems with transactions between client and customer in additions to any issue with accessibility of the platform.  **Do we need an advertising management group?**  The advertising management group will develop and distribute advertisements to help increase exposure of the platform. |
| **Value propositions** | **What value do we deliver to the customer?**  “UnitedTune” is a website that lets users research, hire, rate, and review musicians for free. You'll find a variety of musicians here.  **Which one of our customer’s problems are we helping to solve?**  We are solving three types of problems:   * Reachability to the locals * Band Popularity * Time management   **Which customer needs are we satisfying?**  We offer a variety of musicians according to the customer's taste of music, availability, budget, etc. |
| **Key resources** | **What Key Resources do our Value Propositions require?**  UnitedTune’s main resources are its engineering employees, who maintain and update its platform for customers.  **Our Distribution Channels?**  Our main channel is the website. The company promotes its offering through its social media pages.  **Customer Relationships?**  Our customer relationship is primarily of a self-service nature. Customers utilize the service through its website.  The site provides several self-help resources, including cost estimates, tips for musicians, and answers to frequently asked questions.  **Revenue Streams?**  “UnitedTune” has two revenue streams: the fees it charges per transaction on the seller side and advertisements. |
| **How the system is used** | **What are the main business use scenarios?**  UnitedTune would connect customers to musicians selling their services (entertainment, recording, ect.) There would be a percentage based fee for each transaction on the seller’s end. Users can research, hire, rate, and review musicians for free and also find a variety of musicians here according to the requirements like budget and availability. (For example, I arrange my birthday-party and I need a Dj for my party. So, I can go on the “UnitedTune” website and book a Dj by reading reviews.) |
| **Revenue generation, Revenue streams** | * Advertisements * Service charges |
| **Key Partners/Suppliers**  **(Stakeholders)** |  |
| **Expected Benefits** | 1. Booking tours are time-consuming and involve juggling dates and other details. Having an online platform for such things will provide more convenience and ease. 2. This platform will be ideal for customers as it will serve as a single platform for all music services. 3. Operate around the clock for seamless customer experience. 4. There will be no dependency on any middle man. A customer can reach out to a musician/band directly. 5. Customers can pick the best musician/band based on reviews/feedback. 6. Musician doesn't need to spend their resources (time + money) on marketing. 7. Customers can compare the cost and type of services provided by the musician/band. |
| **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.   1. Fiverr.com (<https://www.fiverr.com/categories/music-audio/session-musicians?source=category_tree,><https://www.thumbtack.com/k/solo-musician-for-hire/near-me/>) 2. Thumbtack (<https://www.thumbtack.com/k/solo-musician-for-hire/near-me/>) |