**Business Case Study for the New SkillSwap Application**

**Introduction/Background:** SkillSwap is a platform for people to exchange skills and services. It aims to make skill-sharing easy, efficient, and community-driven. There is no centralized platform for this, and SkillSwap can fill this gap.

**Business Objective:** To create a user-friendly app that connects people to trade skills without using money. This will make skill-sharing more accessible and trustworthy.

**Current Situation and Problem/Opportunity Statement:** Skill-sharing is currently unorganized and limited to informal networks. SkillSwap provides an opportunity to simplify this process, build trust, and reach a wider audience.

**Critical Assumptions and Constraints** **Assumptions:**

1. People will use the app to exchange skills.
2. The app can be developed within budget and timeline.

**Constraints:**

1. Budget of $500,000.
2. The app must comply with data privacy and security standards.

**Analysis of Options and Recommendations:** The app development will be outsourced to ensure quality and timely delivery due to limited in-house expertise.

**Major Deliverable Schedule**

1. **Planning:** Month 1
2. **Design:** Months 2-3
3. **Development:** Months 4-6
4. **Testing:** Months 7-8
5. **Launch:** Month 9

**Critical Success Factors**

1. Easy-to-use interface.
2. Secure profile and skill verification.
3. Reliable matchmaking and scheduling features.

**Preliminary Project Requirements**

1. A mobile and web app.
2. Secure user authentication.
3. Skill matching and scheduling.

**Budget Estimate and Financial Analysis:** The estimated budget is $500,000. Revenue can come from premium features and ads.

**Schedule Estimate:** The project is estimated to take 9 months.

**Potential Risks**

1. Low user adoption.
2. Security challenges.
3. Delays in development.