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

**Introduction/Background:**   
SkillSwap is an innovative platform for connecting 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. We strive to address this gap by creating a community-driven and efficient ecosystem for skill-sharing.

**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:**  
**Problems:**

* Lack of a centralized platform for skill-sharing.
* No standardized system for verifying skills or ensuring trust.
* Informal exchanges often lead to scheduling conflicts or unmet expectations.

**Opportunities:**

* A growing trend toward collaborative economies and skill-sharing.
* Advancements in technology allow for secure and scalable solutions.
* SkillSwap can capitalize on this untapped market to build a loyal user base and create a sustainable business model.

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

1. People will use the app to exchange skills.
2. The app can be developed within budget and timeline.
3. Users will trust and use the app because it offers secure verification and reliable skill-matching

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

**Analysis of Options and Recommendation**Delays in development.

**ions:** 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   
    Project Plan, budget allocation, vendor selection, initial market research.
2. **Design:** Months 2-3  
    Wireframes, UI/UX design prototypes, user journey mapping
3. **Development:** Months 4-6  
    Backend and frontend development, database creation, feature implementation
4. **Testing:** Months 7-8Function, performance, and security testing; user feedback integration
5. **Launch:** Month 9  
    Public app launch, marketing campaign initiation, post-lunch support framework

**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.
4. Skill Verification
5. Scheduling Feature

**Budget Estimate and Financial Analysis:**The estimated budget is $500,000. Revenue can come from premium features and ads.  
Development $350,000  
Marketing $100,000  
Emergency and unplanned Expenses $50,000  
  
**Schedule Estimate:** The project is estimated to take 9 months with an additional 3 months for post-lunch improvements.

**Potential Risks**

1. Low user adoption.
2. Security challenges.
3. Delays in development
4. Pass the project budget