# What It Took to Develop a Business Case for Product Development

As an apprentice in the Multiverse/ Verizon Thrive Apprenticeship Program, we often have opportunities to learn and embark on new things through on the job training and our software engineering bootcamp. For me, one of the more exciting and challenging opportunities I had was to develop a business case for the Products Development Team. Now, I must say, the subject matter of the business case was a bit of a surprise, and was one I had no prior knowledge of nor interest in truly understanding. Just being honest. In any case, it was an opportunity for me to learn about something new and explore what I could do to successfully deliver a work product that would be viable, effective, and meaningful while demonstrating that I have the ability to successfully take on work projects and deliver while also exceeding expectations.

I developed a business case evaluating the uses and potential revenue growth opportunity for incorporating MEC and 5G services into immersive experiences with augmented and virtual reality platforms and services. This project required leadership, collaboration, and persistence reaching out, making new connections setting up interviews with primary and secondary internal and external sources. I prepared an industry and competitive analysis research that identified key strategic, economic, commercial, financial and management analysis and approaches supporting the preferred solution rationale. The case research identified innovative solutions, evaluated the benefits, costs, and risk of alternative options for the recommended solution that were presented to management and senior leadership. I am most proud that this project allowed me the opportunity to experience product development at the beginning of the SDLC (software development life cycle). As well, I am excited about the end product and delivery of a sound business solution that will open the doors to new revenue opportunities for the organization.

The project assigned was to develop a business case that determined the viability and use of 5G and MEC to enhance consumer experiences in a virtual environment. Not having any understanding of 5G & MEC nor experiences interacting in an immersive virtual environment, my impulse to seek new information and experiences and explore novel possibilities was set in motion. I had to look for ways to make connections with experts who knew the industry to better enable me to define solutions that fit our potential customer needs. To feed my curiosity, I searched the web, tech articles, contacted our internal Market Research Manager, Corporate Strategy & Planning group, and external research partners like ABI Research, IDC, and Gartner. Through each of these means I approached the research with a thrust for knowledge and made it clear that I knew nothing about the industry but needed to learn as much and as quickly as possible. I asked the "why" and developed a set of key questions that enabled me to gain a better perspective of the industry, competition, potential revenue and growth opportunities. As well, this experience allowed me to develop original ideas and produce examples that demonstrated simple solutions to complex problems that our current and future customers experience. My ideas

were received very well by leadership and are now in line to be reviewed for requirements analysis and product design.

Developing a business case solution on a subject and industry I had no prior knowledge of nor interest in was quite challenging yet rewarding.  The challenge was diving in to do research on an industry that had very little industry and market analysis information readily available. As well, being a new employee working remotely, I had to develop a plan to effectively network with leadership and industry experts in person, via telephone and remotely making connections.  Despite these minor obstacles the development of this business case project required leadership, collaboration, and persistence reaching out, making new internal and external connections.  I developed a digital presentation that encompassed evaluating current and future user experiences in a virtual environment , statistics, charts and graphs, and developed an analysis that identified innovative ways to generate significant revenue streams in the areas of the internet & network connectivity, digital hosting/buying & selling, security and privacy, identity and authentication, platform development and ownership as well as advertising and branding. The payoff of my tenacity to get the job done, resulted in the delivery and development of a business case that identified sample application use cases, key industry segments and players, use case market segments, potential customers and a viable total addressable market share revenue opportunities for the company.