

Analysis checklist for the Startup

1. Business Idea and Value Proposition:

Is the business idea clear and compelling?

The business idea will solve the problem of assignments of routes for the inspectors in the public transport.

What is the unique value proposition?

The values that this system can make accurate predictions with historical data.

2. Market Analysis:

Who is the target market?

The target market is the for the transport companies which relies on inspectors to complete the tickets checks on passengers.

Is the market large enough to support the business?

According to online market research, the market contains over 1 million users (passengers) which must be randomly check.

What is the competitive landscape?

Currently there's no such a system on place and the users must be rely on random assignments to complete the routes.

3. Customer Validation:

Has the startup validated its product/service with potential customers?

The product has been validated with data sources found online and simulations which include data analysis and user experience.

Are there testimonials or positive feedback from early users?

A simulation has been created with fictional users and data transactions where the predictions has been accurate.

4. Business Model:

How does the startup plan to make money?

The SaaS (Software-as-a-Service) will include different subscriptions plans according to the number of users and length period. The subscriptions will be charged monthly and annually.

Is the revenue model sustainable and scalable?

By enabling an application to handle a growing number of users, data, and transactions will increase the revenue without compromising performance, scalability ensures a smooth and seamless user experience since all the services will be supported through cloud services.

5. Team:

Does the team have the necessary skills and experience?

The team that will be involved in the initial project will have all the IT skills and technical skills used in operating and manipulating this scale of technology. This includes programming, cloud computing, machine learning and artificial intelligence, problem solving and good communication. These skills are essential for roles the of the startup project with an initial small team.

What is the track record of the founders and key team members?

The founder and key members have prior startup experience, product knowledge, market knowledge, education, and industry skills to predict the success of the new venture into the market.

6. Financials:

What is the current financial status of the startup?

Currently the company is looking for potential investors to obtain the founding to hire the optimal team and pay for the cloud services.

Are there realistic financial projections?

Here are few financial projections:

- The startup is prepared to break even by year two or three.
- Revenues at a minimum doubling each year demonstrate viability and confidence.
- Request investments in segments alongside milestones.
- Plan to prioritize business scaling requirements like marketing, and staffing in detail.
- Lay out an exit strategy (IPO or acquisition) with a valuation five times the projected revenue.
- Have a simple financial model anticipating market shifts, slowing growth, and cost increases.

How much funding has been raised, and how has it been utilized?

So far, no funding has been raised to start the project since it's a university course work.

7. Technology and Intellectual Property:

Does the startup have unique technology or intellectual property?

The Intellectual property (IP) for this startup will include copyrights, trademarks, and patents. Also, all the technology and data will contain protection policies.

Are there any patents, trademarks, or copyrights registered?

Since it's a university project no patents, trademarks, or copyrights have been registered.

8. Scalability:

Can the business scale effectively?

Yes, sales activities will play a significant role in scaling SaaS. Streamlining sales will optimize the current SaaS sales process and even engage in additional sales activities, such as increase channel of subscriptions for this SaaS businesses that approached the scaling threshold with no salesperson on the board, streamlining is equal to hiring a salesperson or a team of sales reps. All the SaaS can be scalable through cloud computing.