

### Software Conceptualization - Money Where Your Mouth Is

**App Idea:** Program that takes in user service requests to generate locally-owned small businesses with those requested services. Product will have features to further specify that business is women-owned, black-owned, eco-friendly, etc.. Platform will facilitate leaving reviews to empower the locally-owned businesses, enabling small businesses to have a chance to stand out against the overpowering chains and large corporations.

**Elevator Pitch:** In an age where options for services are numerous, it is more important than ever to put your money where your mouth is. Support black, women-owned businesses if you want - close that wealth gap, support your community, and overall, just vote with your hard earned money! Searching on the internet for a product or service to see where you can get it can result in an overwhelming number of options, and doesn't always take into account the details of your request. Don't fall for the overwhelming nature of an internet search; get exactly what you are looking for and feel good about it. After you undoubtedly find the perfect product from the perfect business, use this platform to uplift your newfound locally-owned business and leave a review to set them apart from the other large chains.

#### **Assumptions (x3):**

1. People want to support locally-owned businesses.
2. Other more popular resources are not providing the specificity consumers are looking for when providing locations to buy products/services.
3. People are willing to do research in order to put their money into businesses they believe in.

**Problem Statement:** Identify whether consumers are are willing to seek out locally-owned businesses that they want to support versus the large chains.

#### **Survey Design:**

**Screening Question:** Are you interested in supporting locally-owned business

#### **Qualitative Questions:**

1. What, if any, frustrations have you had when looking for products/services in your area online?
2. What are some qualities in businesses that you want to be able to search for?
3. What makes it hard to support locally-owned businesses versus huge chains?

#### **Quantitative Questions:**

1. On a scale of 1-10, how important is it to you to know who you are supporting when purchasing goods?
2. How many platforms have you used to find products sold by a certain community?

3. On a scale of 1-10, how likely are you to leave a review for a business following use of services if the application prompts you to?

**Findings:**

**Key findings:**

1. People are less willing to spend more money on a product from a locally-owned business than less on a product at a large chain.
2. People want to consciously support businesses with good values.
3. People are more likely than not to leave a review if prompted.

**Surprises:**

- Focus on prices rather than supporting values of business.

**Addressing the Problem Statement:**

Yes, I believe the problem statement was answered.

We learned that people overwhelmingly *want* to support business that they believe in, but that the large chains can often be overshadowing these companies through advertising as well as pricing.