**Use Cases description for Skynet proposal**

The purpose of this document is to describe the use cases for scoping the first proposal and estimate the work effort.

***Use Case 1: Market entry strategy for Skynet ADS-B transponders***

*Problem statement:*

Skynet plans to enter the ADS-B transponder market. The targeted market is mature with existing players. The assumption is that there are still some opportunities there: the ADS-B transponders need to be certified for each aircraft type and some aircraft type may not be addressed yet.

Skynet has developed an ADS-B product, but not certified for any aircraft types yet. Skynet needs to choose which aircraft type to target for certification.

According to Skynet COO, one of the major risk of this new venture is that Skynet does not have commercial relationships with the potential ADS-B customers, the airlines.

Skynet will need to select the airlines to target as well.

*Value proposition:*

Think Big will help Skynet in making data-driven decision for making the right strategy for the market entry.

Think big analysis will

* reduce the risks for this project significantly.
* Fast path to the right market
* provide as well potential cost saving

*Use case description:*

Part of phase 1) proposal

*Deliveries and acceptance criteria:*

Part of phase 1) proposal

*Phases and work effort:*

Refer to the proposal

*Risks:*

***Use Case 2: Proof of concept for flight delay prediction***

*Problem statement:*

Skynet is looking for new growth areas. Skynet COO has identified the opportunity to provide flight delay predictions to Skynet existing customers. Skynet does not have the expertise and capability to develop the solutions producing those flight delay predictions, but could be able to set-up a network of ADS-B antenna on the ground and get Skynet own data with shorter latency for those estimates.

*Value proposition:*

Think Big can help quickly explore this opportunity through a feasibility studies.

The feasibility study will show:

* Which data and infrastructure are needed can provide better flight estimates?
* Which data science modelling will enable better estimates?
* What will be the value of those new estimates against existing solutions?

It will enable a quick decision on whether to pursue this opportunity further.

*Use case description:*

*Phases and work estimates:*

*Risks:*