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**20th September 2024**

**Toronto Dominion Bank**

**Project Initiation and Business Analysis Plan**

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# Introduction

Small businesses are the foundation of local economies because they provide critical innovation, employment and community development opportunities. However, these businesses usually face major difficulties in obtaining the financing required for development and sustainability. Traditional loan processes include extensive documentation and lengthy approval periods. Furthermore, many small businesses lack the strong credit history and collateral that banks generally require which makes them unsuitable for conventional loans. As a result, these organizations are frequently unable to get the money required to expand their companies.

Peer-to-peer lending and microfinance are examples of alternate funding options but they come with their own set of challenges. Many of these platforms lack transparency and are not supported by reliable financial institutions. Small business owners may feel exposed and unprotected as a result of this separation which keeps them from taking advantage of all the chances that present themselves.

Recognizing this critical need, this report proposes the development of a customer-invested crowdfunding platform for TD Bank. This innovative platform will empower individuals and larger investors within the TD customer base to directly fund small businesses. This investment will foster a sense of community investment and shared success. By leveraging the power of the TD customer base, this platform will provide small businesses with an alternative source of funding. This will enable them to overcome the limitations of traditional lending and achieve their full potential.

This report will delve into the details of the customer-invested crowdfunding platform. This platform represents a unique and impactful opportunity for TD Bank to further its commitment to community development. This will empower the growth of small businesses. It will drive economic prosperity and create a brighter future for our communities.

# Problem Identification

## Problem Statement

Small businesses are vital to local economies but often struggle to access the capital needed for growth. Complex lending processes and strict collateral requirements make it difficult for them to secure financing. As a result, they miss expansion opportunities. Traditional financing is often too restrictive and alternative platforms face issues like complexity with trusted institutions. To solve this, a secure and user-friendly crowdfunding platform is needed. It should connect small businesses with investors, ensure compliance with regulations and work with banks like TD Bank. This would promote financial inclusion and drive economic growth.

The following problems are associated with the capital access for small businesses currently available in the market:

* Complex Lending Processes: Small businesses face time-consuming and complex processes when applying for traditional loans which limits their ability to access capital quickly.
* Strict Collateral Requirements: Many small businesses lack the assets that banks seek as security, leaving them unsuitable for standard loans.
* Limited Credit History: It is difficult for banks to assess their reliability and resulting in loan denials because new businesses sometimes have no credit history.
* Operational Constraints: The limited nature of typical financing conditions makes it difficult for businesses to maintain cash flow and manage operations.
* Lack of Trusted Alternative Financing: Existing alternative platforms are either too hard to use or do not integrate with trustworthy institutions.

## Proposed Solution

The creation of a secure and user-friendly crowdfunding platform will address these concerns by connecting small businesses to a large network of investors. This platform would make raising finance easier for enterprises with limited collateral or credit history.

Ensuring regulatory compliance will boost the platform's trust and credibility among users. The platform will also build ties with TD Bank to increase its reliability. This connection allows small businesses to use a hybrid model that combines crowdfunding and TD bank loans that address their financial needs more holistically.

## Revenue Generation Opportunities

* Transaction Fees: The platform can charge small fees for each successfully funded project and generate a consistent revenue stream.
* Subscription Fees: Offering premium benefits to businesses such as analytics, marketing tools and priority listing which can increase income.
* Partnership Fees: Partnerships with TD Bank can lead to revenue-sharing arrangements and improved financial services for customers.

This solution promotes financial stability by offering small businesses flexible and accessible lending options that generate economic growth in their regions.

TD Bank can profit from the crowdfunding platform in several ways:

* Increased Loan Opportunities: TD can provide further loans to small businesses that successfully raise cash using the platform and earn interest.
* Cross-selling products: TD can push business accounts, insurance and credit lines to platform users to increase income.
* Payment Processing Fees: TD can process payment transactions to receive fees on transfers and settlements.
* Hybrid Financing Fees: TD can provide a combination of crowdfunding and lending packages including service costs.
* Compliance Services: TD can generate service fees by providing regulatory and compliance support for the platform.
* Expanded Customer Base: The platform offers TD access to new small business customers which leads to long-term revenue growth.
* Branding and Investor Services: TD can build its brand and provide exclusive services to investors which leads to payment for referrals.

# Project Scope Document

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Scope Document** | | | |
| **Project Title** | TD Bank Customer-Invested Crowdfunding Platform | Date | 09-20-2024 |
| **Project Scope Statement** | | | |
| This project aims to develop an innovative, scalable approach to supporting underserved small business owners as part of the 2024 TD Ready Challenge. The goal is to provide small businesses with access to financial resources, skills development, mentorship, and technological solutions to address the barriers that underserved entrepreneurs face. The goal is to build a supportive entrepreneurial group that helps small businesses grow and succeed across North America. This aligns with TD's mission to promote economic stability and inclusivity. | | | |
| **Project Background** | | | |
| **Context:**  Small businesses are essential to the North American economy, where underserved communities face significant challenges. To reduce barriers TD Bank Group has launched the TD Ready Challenge. Despite seeing positive trends, all the Canada's small business growth has been cut in half compared to 20 years ago.  The 2024 TD Ready Challenge aims to help underrepresented groups such as women, Indigenous entrepreneurs, 2SLGBTQ+ people, racialized communities, and those with pre-existing health conditions or disabilities. These communities frequently face barriers such as a lack of access to financial capital and insufficient resources in navigating local regulatory environments. | | | |
| **Business Case** | | | |
| Entrepreneurs in underserved communities face systemic challenges that keep them from progressing. Due to a lack of funding, poor business planning and inadequate support the small business is failing within five years. TD Bank intends to assist such businesses in its overall strategy to promote economic inclusion and community resilience.  Business Benefits:   * Increased Market Share: This project positions TD as a leader in small business support, expanding the company's client base in the small business banking sector. * Innovation Leadership: TD will establish itself as a banking innovator by launching a customer-invested crowdfunding platform. * Cross-Selling Opportunities: Some businesses invest in advice and insurance that use the TD platform for additional financial services. * Community Investment: The platform's investors will feel more connected to their communities which boosts TD's reputation as a community-focused financial institution. * Risk Mitigation: TD can distribute its risk among its community investors, preserving capital and liquidity rather than bearing the entire risk of financing small businesses. | | | |
| **Deliverables** | | | |
| The deliverables for this project include the following key outputs:   * Crowdfunding Platform Development: A fully operational community-invested crowdfunding platform allowing underserved small business owners to seek investment from individuals within the TD customer base. * Mentorship and Skills Training Programs: Customized business training and mentorship programs will be made available for entrepreneurs. * Implementation of TD E-Commerce Solutions: Integration of TD’s new E-Commerce platform with small businesses, allowing them to set up online stores, manage payments, and streamline operations. * Access to Capital and Grants: Provide access to TD Ready Challenge grants and financing solutions with low-interest loans for eligible small businesses. * Measurement and Evaluation Tools: Monitoring the progress and growth of small businesses over time to track their performance. | | | |
| **Constraints** | | | |
| * Geographical Reach: The project should target regions within TD's operational footprint in Canada which includes specific counties. * Regulatory Compliance: The platform must adhere to local small business financing, data protection, and investment protocol regulations. | | | |
| **Key Stakeholders** | | | |
| * Project Manager (ProcessPro Partners): The Project Manager is responsible for the overall execution of the project and ensuring that all elements align with TD’s strategic goals. Their influence is critical in steering the project to success. * TD Bank Group (Client): TD Bank Group is the client and primary beneficiary of the project as it is considered a key decision-maker. The approval and guidance are crucial for project alignment with corporate goals. * Technology Teams (IT Leaders): The technology teams ensure that the platform is built securely, integrated smoothly, and functions properly within TD’s existing digital infrastructure. Their role is highly influential in the technical success of the project. * Financial Analysts (Financial Advisors): Financial analysts provide crucial insights into the financial viability of the platform. Their assessments ensure that the project remains financially sustainable and aligns with TD’s risk tolerance. | | | |
| **Acceptance Criteria** | | | |
| For the project to be considered successful, the following criteria must be met:   * Launch of the platform: The platform must be fully operational by mid of 2025. * Commitment of small businesses: A minimum number of small businesses must be successfully financed by investors in the first year. * Compliance: The platform must comply with all relevant Canadian crowdfunding regulations. * Revenue expansion: The platform must generate at least $1 million in fees within the first 12 months of launch. | | | |
| **Project Administration and Monitoring** | | | |
| * Regular bi-weekly meetings will be held with key stakeholders to track progress and address any issues that may arise. * Monthly progress reports will highlight milestones, risks, and actions taken. * Quarterly impact assessments will assess project outcomes such as business growth, platform usage, and ROI for community investors. * At the end of the 12-month project, a comprehensive report will be submitted, including all deliverables, lessons learned, and future recommendations. | | | |

# Project Charter

|  |
| --- |
| **Project Title** |
| TD Bank Customer-Invested Crowdfunding Platform |
| **Project Sponsor** |
| TD Bank Senior Leadership (Chief Financial Officer - CFO, Chief Operating Officer - COO, Community development officer), Phillip Brand |
| **Project Champion** |
| Prachi Arora (Project Manager) – ProcessPro Partners |
| **Project Team Member(s)** |
| Sruthi Abraham (*Team Lead*) – manages team’s work to complete the project on time and within the budget. Ensures the project is aligned with the objective provided by the client.  Rama Murthy Varahabhatla Karthik Venkata (*Business Analyst)* – gathers requirement by analyzing business needs and processes.  Rutvi Manishbhai Patel (*Business Analyst*) – focuses on converting business needs into functional specifications.  Sandra Marya (*Business Analyst*) – responsible for the risk analysis, testing and quality assurance processes. |
| **Project Purpose** |
| TD Bank has an opportunity to bridge this gap by launching a customer-invested crowdfunding platform as it is a trusted financial institution committed to community improvement. The financial vitality of the communities that TD Bank serves is greatly dependent on small businesses. These businesses are struggling to get capital as standard lending procedures are cumbersome and complicated. This platform will promote community involvement and shared prosperity. This enables customers and larger investors within the TD customer base to directly fund small businesses. |
| **Project Objective** |
| * The primary focus is to develop and launch a customer-invested crowdsourcing platform that allows TD Bank customers to fund local businesses. * Streamline the small business capital-raising process by decreasing reliance on conventional loans and providing a flexible, community-driven alternative. * Strengthen TD Bank's commitment to enhancing the community while enhancing customer interaction and brand adherence. * Ensure compliance with internal governance guidelines and financial rules. |
| **Project Requirements** |
| * Develop a secure and user-friendly customer-invested crowdfunding platform that integrates with the existing digital platform of TD Bank. * Create an intuitive interface for customers wishing to invest as well as small businesses searching for funding. * Ascertain that the platform complies with all applicable laws and regulations. This includes laws pertaining to crowdfunding, data security and financial services. * Develop a system to monitor investments, measure business success and report on community impact. |
| **In Scope** |
| The project will focus on the following:   * Helping small business owners from underserved communities in Canada. * Building a scalable and community-invested crowdfunding platform for small businesses. * Providing access to TD's new electronic commerce solutions platform and allowing seamless digital operations. * Offering business planning, financial literacy, and mentorship programs. * Providing financial assistance through TD Ready Challenge grants and low-interest loans. |
| **Out of scope** |
| * Assistance for for-profit businesses. * Youth-oriented programs. * Advocate for policy changes or government regulations. * Businesses can receive long-term support or operational management by following this grant. |
| **Risks Involved** |
| * Regulatory compliance risk: Strict financial and crowdfunding laws must be followed by the platform. * Technology integration risk: The platform needs to seamlessly integrate with TD Bank’s existing system and technology infrastructure. * Market adoption risk: The risk associated with market adoption involves making sure that enough customers are interested in and using the crowdfunding platform. * Reputation risk: TD Bank's reputation may be impacted by platform malfunctions or unfavorable consequences for small businesses. * Data security risk: Ensuring that customer information is protected in accordance with privacy and cyber security. |
| **Project Targets** |
| * Increased acquisition of small business customers: The platform may result in an extra 10-15% of small business clients looking for alternative financing. This could result in additional funds coming in for banking services such as loans, merchant services and deposit accounts. If every small company client brings in an average of $1,500 yearly for the bank and TD brings in 5,000 new small business clients, the platform might bring in about $7.5 million in new income every year. * Expanded customer engagement and deposits: The platform may see an increase in engagement and deposits from people who may open or maintain accounts to participate by incorporating retail investors from TD's customer base. An additional $500 million to $1 billion in deposits could result from a 1%–2% increase in retail deposits from customer-invested crowdfunding (through savings or investment accounts). Assuming a 2% net interest margin, this may result in $10–20 million in interest margin revenue per year. |
| **Budget Estimate** |
| Total estimated budget: $1.5 million - $2.5 million  Budget breakdown:   * Platform Development: $500,000 - $800,000 * Technology Integration: $250,000 - $400,000 * Compliance and Legal: $150,000 - $300,000 * Marketing and Customer Engagement: $200,000 - $400,000 * Pilot Program Cost: $100,000 - $200,000 * Testing & Quality Assurance: $100,000 - $200,000 * Training & Operating Support: $100,000 - $200,000   Contingency Reserve (15% of total estimated budget): $225,000 - $375,000 |
| **Milestone Schedule** |
| |  |  |  | | --- | --- | --- | | Project Planning and initiation | Month 1 |  | | Requirements Gathering and Design | Month 2-3 |  | | Platform Design and Development | Month 4-7 |  | | Testing and piloting | Month 8-9 |  | | Launch and marketing | Month 10 |  | | Post-Launch Support and Optimization | Month 11-12 |  | |
| **Approvals** |
| Prepared by: Prachi Arora  Approved by: Phillip Brand   Project Sponsor |

# Business Analysis Approach Document

## Selection of planning approach for business analysis activities

An adaptive approach is recommended for the business analysis activities. This approach emphasizes iterative development, user-centered design and agile methodology to ensure adaptability throughout the project lifecycle. This approach is chosen due to the project's inherent flexibility, continuous stakeholder engagement and incremental delivery requirements.

The adaptive approach will involve defining a minimum viable product, developing an initial prototype, conducting user testing, iterating and improving based on feedback. This iterative process allows for continuous feedback and improvement. This continuous feedback ensures the platform meets the evolving needs of the market and stakeholders.

**Key aspects of the adaptive approach for this project:**

**Iterative and Incremental Planning:**

Project activities will be divided into short sprints lasting 2-4 weeks each. During these sprints, the focus will be on gathering, refining, and validating requirements for specific features. This iterative approach allows for continuous feedback and adaptation based on stakeholder input and real-world use.

**Continuous Stakeholder Collaboration:**

Regular engagement with small business owners, investors, TD Bank teams, and regulatory bodies will be performed. This will ensure alignment with user needs and business goals. This collaboration fosters a sense of ownership and ensures that the platform meets the diverse needs of its stakeholders.

**Prioritization and Flexibility:**

Requirements will be prioritized based on business value, user feedback and technical feasibility. The adaptive approach allows for re-prioritization within each sprint, ensuring that the most critical features are delivered first.

**Focus on Value Delivery:**

The adaptive approach emphasizes delivering working solutions frequently, allowing TD Bank to see early value from the platform and adjust based on real-world use and stakeholder feedback.

## Formality and level of detail required

The formality and level of detail for the project will be tailored to the specific needs of different stakeholder groups. This approach ensures that each stakeholder receives the appropriate level of information.

Internal stakeholders require a high level of formality and detail in the business analysis approach document. The document should include comprehensive business cases analyzing the platform's potential impact on the business and community. A detailed Business Requirements Document (BRD) should also be included outlining both functional and non-functional requirements.

External stakeholders will receive documentation with medium formality and detail. This documentation will focus on clarity and accessibility. This will ensure stakeholders understand the platform's features and functionality without technical terms.

## Process to follow for the planning of the business analysis activities

**Stakeholder Identification and Engagement:** The initial step in the procedure is to identify the requirements, impact and expectations of the key stakeholders using the TD Bank Crowdfunding Platform. The requirements elicitation and decision-making procedures will be guided by the specific priorities of each group.

**Requirement Elicitation and Prioritization:** The Agile technique will be used to gather and update requirements. Each sprint will concentrate on certain parts of the platform, with frequent meetings with stakeholders to gather and prioritize requirements. The activities include conducting workshops with small business owners, conduct interviews with regulatory advisors.

**Sprint Planning and Execution:** Agile sprints will be utilized to divide development and delivery tasks into manageable segments. Each sprint will start with planning which involves defining features and needs of stakeholders. IT Leaders and ProcessPro Partners will track technical design, security procedures, and system architecture during sprints. Third-party vendors will integrate payment processing into the platform during relevant sprints. After each sprint, Regulatory Advisors will validate new features to ensure compliance with financial laws.

**Continuous Collaboration and Feedback:** Stakeholders will provide regular feedback after each sprint, ensuring ongoing alignment with changing demands. This input will help to reprioritize features in future sprints. Stakeholders including investors, small businesses, marketing specialists, and financial advisors will provide regular feedback after each sprint. This will help shaping the future versions of the platform. This input will help reprioritize features, improve usability, and refine investment products.

**Compliance and Risk Management:** Collaboration with regulatory experts will be important to ensuring that all features fulfill legal and compliance requirements. Regular risk assessments will be carried out to detect possible difficulties with compliance, security, or market structure. Regulatory Advisors will conduct execution checks on new features focusing on legal compliance. Financial Advisors will help determine financial risks such as returns concerns and investment safeguards. Third-Party Vendors will ensure integrations with external systems comply with data protection and compliance requirements.

**Final Documentation and Project Closure:** As the project nears completion, proper documentation will be created for internal and external stakeholders. This includes technical and legal paperwork for internal teams. It also includes user-focused instructions for investors and small enterprises. This includes technical and legal paperwork, user-focused instructions, and final reports. The documentation will cover technical architecture, system integration, legal compliance, marketing strategies and user support ensuring a smooth project closure and transition to operational mode.

**Post-Launch Support Plan:** Once the platform is online, a Post-Launch Support Plan will be implemented to ensure smooth operations and continued upgrades.

## The timing of the business analysis work

**Phase 1: Project Initiation (Week 1 -2)**

* **Project Charter:** Develop a project charter that outlines the project's objectives, scope, timeline, budget, and key stakeholders.
* **Project Team:** Assemble a project team with the necessary expertise to successfully develop and launch the platform.
* **Kick-off Meeting:** Conduct a kick-off meeting to introduce the project team, review the project charter, and align on expectations.

**Phase 2: Stakeholder Engagement (Week 3-4)**

* **Stakeholder Mapping:** Identify all key stakeholders and their interests in the project.
* **Communication Plan:** Develop a communication plan that outlines how and when stakeholders will be informed and engaged throughout the project lifecycle.
* **Regular Meetings:** Hold regular stakeholder meetings to provide updates, gather feedback, and address any concerns.
* **Stakeholder Surveys:** Conduct surveys to assess stakeholder satisfaction and identify areas for improvement.

**Phase 3: Requirements Gathering and Analysis (Week 5-9)**

* **Market Research:** Conduct market research to understand the current situation of small business crowdfunding platforms, competitor offerings, and regulatory requirements. Focus on understanding the specific needs and preferences of small businesses and potential investors within TD's customer base.
* **Customer Needs Analysis:** Identify the specific needs and challenges faced by small businesses and potential investors in accessing and providing capital.
* **Requirements Definition:** Define the functional and non-functional requirements of the platform, ensuring alignment with business objectives and stakeholder needs.

**Phase 4: Feasibility Analysis (Week 10-13)**

* **Financial Feasibility:** Conduct a cost-benefit analysis to determine the financial viability of the platform, including development costs, operational expenses, and potential revenue streams.

**Phase 5: Design and Development (Week 14-29)**

* **Platform Design:** Design the user interface and user experience for both small businesses and investors, ensuring ease of use, functionality, and security.
* **Technology Selection:** Select the appropriate technology for platform development. Considering scalability, security, and integration with existing systems.
* **Development:** Develop the platform according to defined requirements and industry best practices.

**Phase 6: Testing (Week 30 -33)**

* **In-house Testing:** Conducting various tests such as functional, integration and regression testing within an organization to ensure the quality and performance of the product before external release.
* **User Acceptance Testing:** Verify that the platform meets the needs and expectations of users.

**Phase 7: Implementation and Launch (Week 34-37)**

* **Pilot Launch:** Conduct a pilot launch with a limited group of small businesses and investors to gather feedback and refine the platform.
* **Marketing and Outreach:** Develop a comprehensive marketing and outreach strategy to attract both small businesses and potential investors to the platform.
* **Ongoing Monitoring and Evaluation:** Continuously monitor and evaluate the platform's performance, user engagement, and impact on small businesses.

# Stakeholder Engagement Plan

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| STAKEHOLDER ENGAGEMENT PLAN | | | | | | | |
| Date Created : 09/20/2024 | | | | | | | |
| INTERNAL | | | | | | | |
| Role | **Stakeholder** | **Interest** | **Influence** | **Expectation** | **Communication Approach** | **Frequency** | **Preferred Communication Channel** |
| Project Manager | ProcessPro Partners | Oversee project execution, ensure alignment with TD's expectations | High | Timely updates, adherence to project scope, and alignment with goals | Regular status meetings, detailed progress reports | Weekly | Video calls, Email |
| Team Lead | ProcessPro Partners | Coordinate tasks, lead the consulting team | High | Task management, team coordination and execution | Regular team meetings, task tracking updates | Weekly | Video calls, Team chat (e.g., Slack, Microsoft Teams), Emails |
| Business Analysts | ProcessPro Partners | Conduct research, identify challenges and propose solutions | High | Thorough analysis, clear reporting and actionable recommendations | Regular team meetings, research briefing meetings, collaborative sessions | Bi-weekly | Emails, Video calls, Team chat |
| Human Resource Team | ProcessPro Partners | Adequate staffing and team well-being | Medium | Ensuring sufficient staffing levels to achieve employee satisfaction | Regular team meetings | Monthly | Email |
| TD Bank Group | Client | Set goals for the crowdfunding platform and approve the solution | High | Innovative and effective crowdfunding platform, clear alignment with goals and measurable impact | Formal presentations, progress reports, review meetings | Based on milestone (Bi-weekly) | In-person /video,Emails |
| Technology Teams | IT Leaders | Ensure secure, seamless integration of the crowdfunding platform with TD Bank’s digital infrastructure | High | Clear technical requirements, security compliance, seamless integration | Technical meetings, system requirement documents review, progress updates | Bi-weekly | Video calls, Team chats, Emails |
| Legal and Compliance Experts | Regulatory Advisors | Ensure platform complies with financial regulations and laws | High | Compliance with regulations, clear legal frameworks and risk management | Regulatory compliance reports, legal consultations and documentation | As needed | Email, In-person consultations |
| Marketing Team | Marketing Specialists | Promote the crowdfunding platform and attract investors | Medium | Effective marketing strategies, clear messaging, and high engagement | Marketing campaigns and performance reports | Monthly | Emails, Monthly performance reviews via video call |
| Financial Analysts | Financial Advisors | Assess the financial capability and sustainability of the platform | High | Accurate financial projections, risk assessments, and financial planning | Financial reports, investment analysis, and risk assessments | Bi-weekly | Video calls, Emails |
| EXTERNAL | | | | | | | |
| Technology Providers | Third-party vendors | Develop and maintain the crowdfunding platform | Medium | Clear technical requirements, timely integration and support | Technical meetings, support requests and issue resolution calls | As needed | Technical calls, Emails |
| Small Business users | Customers | Obtain funding via a crowdfunding platform | High | Easy access to funding, user-friendly platform and effective support | Marketing campaigns, platform updates, personalized investment insights, email notifications | Ongoing | Emails, messages, customer service calls |
| Investors | Investors | Investment opportunities in small businesses | High | Transparent and user friendly platform | Engagement in decision making, regular updates | Ongoing | Emails, video conference |

# News Board

**TD CEO Bharat Masrani to Retire in 2025**

TD Bank Group announced that its President and CEO Bharat Masrani will retire on April 10, 2025. Masrani has been with TD for many years serving as CEO since 2014. The bank's board has named Raymond Chun as his successor. Chun is currently the Group Head of Wealth Management and Insurance. Masrani’s leadership helped TD grow significantly and the transition is planned to be smooth.

**Impact:** Bharat Masrani's upcoming retirement could impact the crowdfunding platform project for small businesses at TD Bank in several ways. His departure may lead to shifts in leadership priorities that can potentially affect project funding and resource allocation. If the new CEO prioritizes different initiatives then the crowdfunding platform might face delays or reduced emphasis. Additionally, any change in strategic vision could lead to modifications in the platform’s features or implementation approach. If given that the project supports small businesses and aligns with TD Bank’s mission then it may still receive backing as a vital tool for community support. The project team may need to engage with new leadership early on to ensure continued alignment with organizational goals.

**TD Announces September 2024 ETF Payouts**

TD Asset Management Inc. has announced cash payouts for holders of specific TD Exchange-Traded Funds (ETFs) for September 2024. To qualify for these payments investors must hold their ETF shares by September 27, 2024 with the payouts being made on October 4, 2024. The amount of cash distributed varies depending on the ETF. Each fund identified by a ticker symbol will pay a different amount per unit. These distributions are a regular part of ETF ownership that offers a return based on the fund’s performance.

**Impact:** The recent announcement of TD Asset Management's ETF payouts could help crowdfunding platform for small businesses. These cash distributions may boost investor confidence in TD Bank's products. This could lead to more people investing in the platform which can increase funds for small businesses. The news can also be used in marketing to show TD's support for communities and financial inclusion. Additionally, the extra revenue from ETF payouts might encourage TD Bank to improve crowdfunding platform’s features that makes it easier for entrepreneurs to find funding.

**New TD Mutual Funds and US Dollar Options**

TD Asset Management Inc. introduced new mutual funds and US dollar purchase options for some existing funds. These additions offer more ways for investors to grow their money while managing risks. Some of the new funds include the TD Global Disciplined Equity Alpha Fund™ and TD Target Maturity Bond Funds. The US dollar purchase option allows for greater flexibility in how investors can manage their investments.

**Impact:** TD Asset Management Inc.'s new mutual funds and US dollar options can positively impact the crowdfunding platform project. These new investment choices like the TD Global Disciplined Equity Alpha Fund can attract more investors to the platform that increases funding for small businesses. The US dollar option adds flexibility for investors which makes the platform more appealing. By offering these options TD Bank can help small businesses access the capital they need while also showing its commitment to supporting local communities.

# Conclusion

The document outlines a detailed plan for building a crowdfunding platform with TD Bank. It is designed to help small businesses, especially in underserved communities, get easier access to financing. This platform will solve problems with traditional lending, like complex processes and strict collateral requirements. Small businesses will be able to raise funds more easily. Investors, including TD customers, can directly support these businesses. This plan will also help grow community investment. It aligns with TD Bank's mission of promoting economic inclusion and growth.

The project uses an agile and flexible approach. This ensures continuous collaboration with stakeholders and allows for constant improvements. The platform will focus on scalability, following regulations, and connecting with TD’s eCommerce solutions. This will help increase TD’s market share and customer engagement. TD will also strengthen its reputation as a leader in community-focused financial services. The project includes regular feedback and risk management to keep it on track. After launch, support will ensure smooth operations and future updates.

The project scope document outlines a clear and comprehensive approach to developing the crowdfunding platform, ensuring that the project stays focused on its objectives and deliverables. The business analysis approach document provides a structured framework for planning and executing the business analysis activities, ensuring that the project meets the needs of all stakeholders.

In conclusion, this project will benefit both TD Bank and small businesses by building stronger community connections and helping them grow together. The customer-invested crowdfunding platform for TD Bank has the potential to drive economic growth, create jobs, and promote financial inclusion in local economies.

# Call of Action

ProcessPro Partners is in a unique position to assist TD bank in addressing the challenges that small or undeserved businesses experience for accessing capital. The team can help TD bank by creating a platform for customer-invested crowdfunding. Their expertise in business process optimization and community focused solutions ensure that platform will be seamlessly integrated into TD bank’s current operations resulting in enhancing customer engagement and loyalty. TD Bank can take the lead in promoting economic growth by supporting small businesses and fortifying its dedication to community development through its partnership with ProcessPro Partners. A meeting is highly encouraged to have a word on this vision and discuss its lasting impact.

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