Scenario

Frodo is a hobbit who recently moved from his home in the Shire and is now getting his degree in engineering product development. Frodo has decided he wants to start a company focused on mass manufacturing of golden rings, but needs help with how to embark on his dream. Because his only technical experience has been what he has learned during his degree, he is fairly new to technology, but he has a very strong will and is internally motivated to reach his goals.

His dream for a ring-making company would consist of a large public-facing platform, likely online, that would take orders for custom rings. An automated factory would then produce these rings efficiently under supervision of a small team. Frodo would like to make his rings available to everyone as he has had great experience with rings in the past and wants to share it with others.

Throughout his education, Frodo has researched how to start a business, but has never found anything that presents a well-defined or organized process for starting a new business from the ground up, especially with regard to technical resources for factories, assembly line production, and order processing and fulfillment systems.

Frodo talks to his friend who recently started a masonry business and is recommended a program called Jumpstart that seems to address all of his requirements. Jumpstart guides him through the process of turning his business idea into a reality, and Frodo was successfully able to build his ring-making business from the resources and technical references and expertise he was given through the app.

Looking back, Frodo wishes he would have found out about Jumpstart sooner so he could have reached his dream earlier, and says that he would like to share his story to inspire others to take the jump in starting their own businesses.

User Stories / Features

- As a user, I want to discover successful businesses that have started on the platform so I can get ideas for my own business.
    - See other businesses that have started on the platform
    - Filter businesses to specific fields / markets
- As a user, I want to be able to save my partial business ideas so I can form them with the most information possible
    - Way to create new businesses (partial)
    - Save my information so it is available at any time

- ○ Be able to return to my business ideas and continue progressing with them
- As a user, I want to be shown a general outline of how to start my business so I know the major checkpoints and steps along the way.
  - ○ When starting a business, show basic outline of the process
  - ○ See steps of business and know where user is progressing through all businesses
- As a user, I need to be able to enter specific information about my business idea so that the remainder of the process is tailored to the most applicable subjects and requirements.
  - ○ Take user input of business name and information
  - ○ Allow user to specify target market based
  - ○ Personalize process to each individual business
- As a user, I want to get advice from experts so my business is as successful as possible
  - ○ Show expert-provided resources related to a business
- As a user, I need my data to be secure so I am kept safe, and my businesses can be as successful as possible
  - ○ Login with other accounts
  - ○ Login with two factor authentication
- As an expert, I want to be able to provide resources specific to my field so other people can have access to the most up-to-date information on starting their own businesses.
  - ○ Different types of accounts - experts, users
  - ○ Process for users to "become an expert" and share resources they learn
- As a business owner, I want to be able to share my success/failure story with others so everybody has access to useful information on possible markets or where products failed and can use that to their advantage in helping their own businesses.
  - ○ Users can opt to share certain information about their business / product, or anything they learn along the way.
  - ○ Other users can explore all of this information