

## Scenario

James White is a recent graduate with a degree in exercise science. After graduating he worked as a personal trainer at a fitness facility. He has been working as a personal trainer for 3 years now and wants to open his own personal training business.

James has experience working as a personal trainer, but he has no clue how to create his own company. He begins to research steps to create his company. He's looking for a step-by-step solution to help guide him reach his goal.

James reaches out to some friends from college that have started their own business and they recommended the Build-A-Biz app. James downloads the app and finally found the right product to help him create his company.

## User Stories / Features

As a user, I want to learn the steps to become a successful entrepreneur

- Provide users help with creating a successful business plan

As a user, I want to be prepared for potential challenges I'll be facing as an entrepreneur

- Provide users with advice from entrepreneurs that have experienced the challenges new business's face

As a user, I want to ensure that my information is safe and secure

- Have two-factor authentication
- Have an effective and reliable cybersecurity program and update it frequently

As a user, I want to ensure my customers information will be safe and secure

- Help users to understand the security risks businesses face
- Show users the proper programs and software needed to secure customers information

As a user, I want to know how to find investors

- Show users where to apply for small business loans
- Provide users access to platforms for finding investors