

Scenario

Jack Pratt is a 37 year old male who is currently enrolled in school for entrepreneurship. He has always wanted to start his own home remodeling/renovation business. He is not very experienced with technology, however has a lot of experience with hands on activities and power tools. He believes with time and dedication that he can create a business from the ground up that will support his family and his future.

Being a 37 year old man, he does not have a lot of experience with the modern day technology necessary for business advertisement and ways to connect with many people via the internet. He needs someone or something that will allow him to learn how to touch as many people as possible to build clientele for his business and continue to attract customers. He also needs a stream of consistent cash flow for the foundation of his business. Jack has everything he needs from a handyman aspect, he just needs some sort of guidance of where to start and how to reach people.

Jack finds the business starter “Forging fire” that allows him to find the investors that he needs for consistent cash flow and allows him to learn about various methods of advertisements such as google searches, commercials, ad on youtube and other video platforms. Jack has found exactly what he has been looking for with Forging Fire.

User Stories / Features

- As a user, I want to be able to see what other competitors are doing and how I can create uniqueness in my company
 - See what other companies pricings are and how they conduct their business
 - Find various, cost effective ways to get the same job done
- As a user, I want to be able to reach as many investors as I can and be able to see who is interested in my company
 - Be able to reach out to investors
 - Show how my business is different from the others
- As a user, I want to be able to touch as many people as I ca via the internet and explain how my business works
 - Ways to advertise my business on multiple platforms
 - Become a trending google search in my specific category

- As a user, I want to be able to track referrals and build a clientele that will continue to come back
 - 100% customer satisfaction
 - Create a family friendly business that people want to keep coming back to