**Determine the Customer’s Decision-Making Unit for SCAT**

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Introduction to a new venture into the trading world with introducing a software application known as SCAT. It is a software program that will perform stock market machine learning predictions for each stock symbol in the market and you can buy and sell stock. Looking to sell the product to stockbroker companies.

So far, the stockbroker company TWIX is our Primary Economic Buyer, Advocate and End User. Secondary influencers of SCAT include news reports of how accurate and how much money people were gaining by using the software application through TWIX’s broker agency. It premiered at the yearly stockbroker event, which has gained much attention from other stockbroker companies.

A few of the Persona companies would request to buy our software if only some modifications are added to the software. The CIO would exchange the requested information to the CTO, and the CTO would then acknowledge if these changes were possible to add. The CTO has veto power and can decline a buy if the requested change to the software’s computer code is not practical or possible. The CIO also has veto power, but only uses it when there has been a similar request submitted that has previously been declined. The CTO would never veer the technology within the software too far off from how our Primary Economic Buyer wants to use it. However, if TWIX demands a slight change to the software, we make the adjustment to appease them.

The CTO has also close relations with the development team, marketing team and design team. The CTO communicates with senior managers in all three of these departments depending on the code request change to either approve or to decline the request. The Senior managers inform the CTO on the challenges within each request.

We are starting to realize that our potential customers, specifically our last five potential buyers, will only buy the software if some features are added. It may be time to refactor our software to make things more versatile to cover a lot of these feature requests coming in from potential buyers. The users of the software have also submitted software feedback through the software, which should also be taken into consideration when refactoring the computer software. A decision that would have to be made by the CEO.

The Financial Department helps organize monthly pricing for our regular monthly subscribers, and we encourage discounts for our top customers as they are in fact advocating our technology. TWIX as a stockbroker company is the most treasured and known stockbroker company in the world, so financially their monthly subscription rate is low. Depending on the popularity of the company and how they want to market success with our product, there will be purchases at lower rates. These types of purchases will be discussed between the financial department and the CEO. There is not an overseer for the financial department necessarily tough as the financial department still has the right to veto the decision of a sale. The financial department communicates with the CEO to discuss risks in the purchases and the CEO has the final say.

**Figure 1**

*The SCAT decision-making unit.*

