



Business case

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Community & UN SDG(s):	Club Members & Owners, SDG 10: Reduced Inequalities, SDG 11: Sustainable cities and communities
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Proposed Project	ClubSleuth
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Background	One of the things that makes getting into a new hobby quite difficult is a local club to join and participate in, especially in smaller cities. As someone who has tried to look for the right clubs and now a member of a few clubs, this software could have really helped shorten the search time. Unless the city name is in the club name, googling a club near your city will not show up even when searched online.
Business Need/ Opportunity	What I aim to do is give local clubs a better chance of being seen in a sea of well established clubs. At the same time, making it easier for new people to find the perfect club for themselves. This is a way to bring people together and help find the right community for them.
Options	<ol style="list-style-type: none">1. Work by myself and my understanding of the needs and criterias2. Work with club presidents to see what they are willing to share and their recommendations3. Do nothing

Cost-Benefit Analysis

[This section contains the detailed costs and benefits of each option listed in the previous section. The costs may include considerations such as financial expenditures, the amount of time required, possible risks, and the potential for reduced quality. The benefits may include the potential of increased sales, market share, and brand recognition and the reduction of errors and ongoing costs. Each option should be clearly identified and listed separately.]

1. Work by myself

Cost	Benefit
<ul style="list-style-type: none">• Reduced quality since it is based on my understanding• May cost a bit for servers and domains	<ul style="list-style-type: none">• Less time to produce the product

2. Work with club presidents

Cost	Benefit
<ul style="list-style-type: none">• More time to produce the product• Conflicts with multiple	<ul style="list-style-type: none">• Better quality products as I am getting feedback from customer• Reduction of errors as I am



club presidents

- May cost a bit for servers and domains

getting criterias from customer first

- Brand recognition from clubs

3. Do nothing

Cost	Benefit
<ul style="list-style-type: none">• Nothing	<ul style="list-style-type: none">• Nothing

Recommendation

[This section contains the recommended option from the previous section.]

I recommend the second option as the benefits will outweigh the costs.