**Project Summary Template**

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This document is intended to provide a summary understanding of the high-level vision of your project goals.

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| **Company Name** | Storm Chaser Inc. | |
| **Company Address** | 888 Weather Avenue, 12345, Windtown, Nowhere | |
| **Company Website** | Coming Soon | |
| **Telephone** | 000-555-5555 | |
| **Contact** | Max Abramson | |
| **Title** | Business Development Executive | |
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| **Project Title** | Operation: Storm Rider | |
| **Project**  **Description** | **About the company:**  Storm Chaser Inc. is a company that has built an application: *Storm Chaser* which tracks storms within Canada and retrieves residential information on homes affected by different storms nation-wide  **About the project:**  Using the application, *Storm Chaser*, to correlate information on storms and natural disasters to produce actionable results for business generating leads. By tracking storms and using the correlated information gained from the application, it would be used to sell and advertise the information to companies needing the service. For example, using the information to generate a roofing service company lead to sell them information on homes affected by storms, for them to sell their services to those affected. | |
| **Problem/**  **Opportunity Assessment \*** | *Please describe current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.* | |
| 1.  2.  3. | Client does not have a strong online presence or high client count and needs the web application to help acquire new business and leads  Client does not have any business and wants to use the web application to generate new leads for cold calling  Client wants to get ahead of other business that do not use the web application to acquire new business and leads |
| **Desired Project**  **Outcomes/**  **Requirements\*** | *Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from the solution* | |
| 1. | Increase the amount of incoming leads for their services via a SEO optimized website |
| 2. | CRM will help the client track new leads and understand their customers better |
| 3. | Online marketing campaign, with targeted ads to increase their reach into local market |
| 4. | Overall, a business with not as many clients would benefit from the web application by having the capability to gain leads and more business, as well as properly organize and update them in a user-friendly manner |
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| **Key Deliverables to be produced by students\*** | *Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)* | |
| 1.  2.  3. | Creating wireframe for application, prototype, then the website  Using a type of CRM for generating the leads to help track old and new leads  Creating SEO goals, and reaching them |
| **Desired Start Date** | September 2020 | |
| **Desired End Date** | April 2021 | |
| **Attachments** | *List attachments that support project description* | |
| 1 | To be provided later to the assigned team |

\* Please add fields as required