

# Questionable Solutions Inc - Discover

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97% of all New Zealand businesses and 98% of all Australian businesses are considered “small”, employing less than twenty people. While many have innovative ideas, it is difficult for small businesses to get the exposure they deserve. While social media and advertising can help, it is often too costly for small businesses to pay for. To resolve these issues, Questionable Solutions Inc has developed Discover, a platform designed to increase their exposure to their wider audience.

Businesses can register themselves onto this platform, where they can display and showcase their products or services to potential new customers. In addition to this, they can also provide discounts and incentives to customers, enticing them to check out their stores, and explore what they have to offer. The platform provides a free one-month trial, prior to monthly payments, and can also pay an additional fee to be spotlighted on the main page’s Featured Ribbon for a week. Businesses can log in and review various analytics, such as how many people accessed their business through our platform, or how many people referred their business to their friends. Their page will be customisable, so customers will get a feel for the business brand. Our features and prices have been validated through market research.

For our Architectural Plan, we would use a cross-platform, React application for responsiveness, with a MongoDB database storing the business and product data of registered users. We will host the solution on Microsoft Azure, using Azure Functions for deployment. We will be looking to get Azure’s standard hosting package, which gives unlimited web, mobile and API apps, 50 GB disk space, 10 maximum instances, support for custom domain, auto scaling, and VPN hybrid connectivity. The development and testing phases are estimated at three months.

In terms of competitors, we have no comparable applications in the MYOB App Marketplace, adding to the uniqueness of our solution. External to the MYOB Marketplace, there are online marketplaces such as Easy Virtual Fair, ShopKiwi and TradeMe, which focus on local businesses and products. However, Discover promises to excel in all areas where its competitors fall short, mainly in being more affordable, customisable, popular and provide more exposure, where the other platforms do not address all areas. There are over a million small business owners who have access to the MYOB App Marketplace. If even 0.3% of these use our app, we would have at least 3,000 early adopters.

We estimate initial costs to be \$120,000 (all dollar values in NZD) for 6 developers over three months. After this, the annual costs consist of \$240,000 for 6 developers covering upgrades and maintenance, plus \$806.40 for using the standard package of Microsoft Azure, totalling \$240,806.40 NZD.

Our main income would be from registered businesses, charging \$20/month after their free trials have finished. With our estimated early adopters, this would give us \$720,000/y. In addition, featured businesses can pay \$10/w to be on a ribbon that can spotlight 10 businesses. This would give us at least \$5200/y. Additionally, ads can give an extra income of roughly \$2000/y.

With initial costs of \$240,000 and annual expenses of \$180,00, deducting from a first-year income of \$727,200, we would begin making an annual profit of \$246,400, meaning we would be in a positive total around the end of the first year, with potentially up to \$350,000 profit by the end of the second year. As positive word of mouth increases, our customer base will increase, perhaps even reaching 10% of small businesses in New Zealand and Australia within the first 5 years.

Our solution has great relevance to businesses struggling to gain a foothold in an increasingly competitive market. We hope that with our platform providing visibility to these businesses and their products, Discover will enrich the lives of the businesses upholding Oceania.