

Decentralized Franchise Model

Project Name: FranChain

Value Proposition:

Franchain leverages blockchain technology to transform the traditional franchise system by introducing a transparent, secure, and automated platform for managing franchise agreements. By utilizing smart contracts, Franchain ensures that both franchisors and franchisees can track terms, payments, and performance in a decentralized manner.

Product-Market Fit:

The traditional franchise industry faces several critical challenges, such as delayed payments, lack of transparency, disputes over revenue sharing, and manual oversight. These issues lead to inefficiencies, mistrust, and, ultimately, frustration between franchisors and franchisees. Franchain directly addresses these pain points by leveraging blockchain technology and smart contracts to offer a transparent, automated, and secure solution that ensures both parties can manage their franchise relationships with complete trust and clarity.

Target User Profiles:

- **The "Efficiency-Seeking" Franchisor:** This user values transparent, automated systems to streamline franchise management. They are looking for a secure, easy-to-use platform to handle contract creation, revenue sharing, and payments without the complexities of manual processes.
- **The "Business-Growth" Franchisee:** This user seeks a trustworthy platform for managing their franchise agreements. They want clear, well-defined terms, timely payments, and a system that protects their interests.

User Story ID: FC-001

1. User Persona

Name: Alice

Role: Franchise Owner

Goal: Expand her franchise business by securely managing franchise agreements, terms, and performance metrics on a transparent and decentralized platform.

2. User Story As a franchise owner, I always want to sign a contract where there is complete transparency , I get my share on time and I don't have to do anything manually.

3. Acceptance Criteria

Functionality:

- The platform enables the franchise owner to create a contract on blockchain with embedded terms and condition of the agreement.

- Once the agreement get signed by both parties the owner will get his share and royalties timely.
- Franchise agreements are immutable once signed and minted, ensuring transparency and trust

User Interaction:

- Franchise owners can manage and track the status of their agreements through a user-friendly dashboard.
- Franchisees can view their agreement terms and track performance metrics.

Security:

- All contract terms and data are securely stored on the blockchain, ensuring data integrity.
- Only authorized parties (e.g., franchise owner, franchisee) can access and manage the agreement data.
- Access controls ensure that unauthorized changes or access attempts are prevented.

4. Priority: High

5. Technical Notes (for Developers)

Dependencies:

- Integration with a smart contract system for automatic royalty distribution.
- A dashboard to track the ongoing , completed and to be started agreement

Considerations:

- Use decentralized storage (e.g., Arweave, IPFS) to store the terms and performance data off-chain.

User Story ID: FC-002

1. User Persona

Name: Bob

Role: Franchisor

Goal: Operate under a franchise agreement with clarity on terms, responsibilities, and performance metrics.

2. User Story As a franchisee, I want to access my franchise agreement and track my performance metrics on a decentralized platform, so I can ensure I am meeting my obligations and understand my responsibilities clearly.

3. Acceptance Criteria

Functionality:

- Franchisees can view their agreement details securely through a personalized dashboard linked to the on-chain agreement.
- They don't have to send the payment manually the contract can complete the transaction

- automatically and on time too
- They can easily track the payments and data from a dashboard.

User Interaction:

- Franchisees can log into the dashboard to view their agreement terms, track performance metrics, and see revenue share details.
- Franchisees can communicate directly with franchise owners for clarifications or issues.

Security:

- All franchisee and franchise owner data is encrypted and securely stored on the blockchain.
- Only authorized franchisees and owners can view or modify agreement details.
- The platform ensures data integrity, preventing unauthorized access or modifications to the stored terms.

4. Priority: High**5. Technical Notes (for Developers)****Dependencies:**

- Smart contracts for automated royalty distribution based on performance metrics.

Considerations:

- Provide an intuitive user interface for franchisees to track performance, view agreements, and interact with owners