



# Devhelp Business Plan

James Mekavibul (jm9hp)

Tarun Saharya (ts4pe)

Bowen Sun (bs2bg)

## **The service:**

Through our service, college students can provide or purchase software assistance, which includes anything from fixing a few bugs to developing a full-scale application. Software developers can create profiles which lists their skills, experiences, preferred wages, and other pertinent information. Entrepreneurial students can then search for these developers or post job offers that developers can bid on.

## **Marketplace Need:**

A business student or any student with a bright app idea may not know how to code and also may have trouble finding the best people to turn that idea into a reality. Our website DevHelp.com would allow such students to choose among many developers willing to provide that service. It also gives these fledgling developers a great opportunity to practice their skills, market themselves to employers, introduce them to real-world business, and even make money doing so. Since these developers are just starting out, the cost of performing the service would be relatively cheap, which would be affordable to starting student entrepreneurs. In essence, this service would efficiently match college coders to college entrepreneurs.

## **Tools and Components:**

We will use PHP for the back-end of the website and Bootstrap (HTML, CSS, JS) for the front-end of the website. We will use XAMPP to run the private server on which we can host the website. Later on, we will use Amazon Web Services or perhaps other cloud service tools for the back-end to deploy the website upon completion.

## **Estimates:**

A reasonable estimate for the number of customers, which includes college entrepreneurs with software ideas, we could serve in our first year of operation is 100.

This number is justified given that we could start off by deploying this website to our peers at the University of Virginia, which contains more than a thousand CS students. When starting off, we predict that perhaps only 10% or so of CS students would actually be interested in using this service. It would be a new service, but one that would provide a valuable opportunity to many CS students who are perhaps desperately searching for an internship or some form of work. We predict that engineering advisors will recommend this website to students, further bolstering its user-base. Many CS students are still struggling to find their start in coding and having real-life work experience, and this website would provide an excellent incentive and opportunity to start practicing and demonstrating these skills.

**How it works:**

A software customer can log in to the website and browse through developer profiles by applying various filters on certain developer qualities or preferences such as experience, cost, programming language or environment, and so on, just like a customer would buy a product on Amazon by applying certain filters like price range, brand, rating, and so on. Alternatively, the software customers can post jobs and have the developers bid for these jobs. The software customer and the developer may communicate back and forth in order to negotiate the terms of the offer, perhaps through an in-built chat feature or some form of efficient communication service. Once the customer and the developer reach an agreement on a project, either may initiate an online contract that precisely provides the details of the project and seals the deal. Once the project or assistance is provided, the software customer can evaluate the work and perhaps even create a review for the developer.

**Prices for Our Services:**

The developer has the right to post their service price per hour based on their experiences and reviews. We use Bitcoin for the payment transaction. We take 5% commission fee as the income source of our business. The developer is responsible for the Bitcoin transaction fee and their income tax occurred on DevHelp.com.



