Business Case Template

Business case information can be structured by completing the table below.

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| **Application Name** | CampusCircle |
| **Type of business model** | CampusCircle allows verified Pace students, upcoming students, alumni, and faculty to connect. Users can share posts (daily activities, club events, product sales) in private groups and the public group and can communicate with each other knowing they can trust who they are interacting with.  Type of Business Model: Advertising   * Brands can provide sponsored features to Pace students. * Start-ups can work with CampusCircle to begin growing their business at Pace University. |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  Pace students, alumni, and faculty  **Who are our most important customers?**  The most important customers are Pace students who want to connect to classmates on one common platform and see updates about club activities and connect to alumni. |
| **Groups of internal stakeholders, business users** | **Do we need a product development group?**  Yes, we need a product development group to develop the platform.  **Do we need a sales group?**  No, we do not need a sales group. As revenue will be generated by the advertisements.  **Do we need a finance group (accounts payable, receivable)?**  Yes, we will require a finance group for managing the payments from advertisers. They will also oversee payroll, benefits, and taxes. Along with supervising revenue and expenses.  **Do we need a customer support team?**  Yes, to resolve issues of the university students.  **Do we need an advertising management group?**  Yes, an advertising management team will be required as the main source of revenue will be advertisements. |
| **Value propositions** | **What value do we deliver to the customer?**  It gives Pace students access to the community.  CampusCircle will provide networking with the trusted people of the community(alumni, faculty, current, and incoming Pace students).  **Which one of our customer’s problems are we helping to solve?**  We are helping Pace University students connect with the school’s community. CampusCircle will be the trusted platform for students to network. It will help students find clubs which match their interests.  Incoming students from abroad can develop networks and find resources that they know they can trust through CampusCircle before they arrive in New York City.  **What bundles of products and services are we offering to each Customer Segment?**  **Pace University Students, Alumni, and Faculty:**   1. Sharing of daily activities or sales posts 2. Connecting with other students in similar courses or classes 3. Students will be able to connect with alumni for networking 4. Clubs can promote their upcoming events 5. Incoming students can network and find trustful resources   **Advertisers:**   1. Advertisers can share their posts for certain durations as per their subscription plan.   **Which customer needs are we satisfying?**   1. Providing a trustful networking method for the incoming students. 2. Creating a common networking method to connect with other users. 3. Providing clubs with better reach in the Pace community 4. Students will be able to network with alumni (working in industry) |
| **Key resources** | **What Key Resources do our Value Propositions require?**  Development team to create and update the website according to the University students needs or suggestions.  **Our Distribution Channels?**  Responsive Web Application and Mobile Application (future scope)  **Customer Relationships?**  Networking, self-service platform.  **Revenue Streams?**  Advertisements, Brand Promotions, & Community Funding. |
| **How the system is used** | **What is the main system use scenarios for the External Customers?**   * A student user is accepted to Pace from another country and uses CampusCircle to connect with trustworthy students and resources to ease his or her transition to going to new school in a new country. * A faculty user or student community hosts an event. Through the CampusCircle platform they will be able to update event times and details to the larger Pace Community. * An alumni user can interface with current students through CampusCircle. For example, if a successful businesswoman in finance in Brooklyn is interested in mentoring young women looking to go into her field, she can use CampusCircle to make herself available for Pace students who may need guidance.   **What is the main system use scenarios for the Internal Users?**   * Internal advertising employee users will be able to see a page that displays all active ad campaigns, how much traffic they are getting and the total revenue from these ads. This will allow them to assist advertisers and see if they are bringing in enough revenue to maintain CampusCircle. * An admin interface exists for employees to see usage analytics, since it’s important to know if CampusCircle is growing or diminishing in usage. |
| **External Interfaces (data feeds)** | **Does the system exchange data with external systems?**  Pace’s account Authentication system (i.e. the same system to access *portal5.pace.edu* or *classes.pace.edu*) will be used for accessing CampusCircle. |
| **Revenue generation, Revenue streams** | 1. Advertisements 2. Brand Promotions 3. Shopping (future scope) 4. Community Funding |
| **Key Partners/Suppliers**  **(Stakeholders)** | Development Team, Pace University, Finance Team, Advertising Team, Transactional Management |
| **Expected Benefits to the Customer** | 1. Trustful Networking 2. Providing Clubs with a better reach within Pace University 3. A consolidation of students’ social resources |
| **Known Prototypes** | Reference some known portals on the Internet that are like your business case. You will use these prototypes for developing business and user requirements.   1. Discord 2. Facebook |
| **Front-end Technology** | Languages: HTML, CSS, Javascript,  Libraries: React.js, Bootstrap |
| **Back-end, Database Technology** | MySQL, FAST API, Python |