

*Topic: An App in which micro business can gain new customers.*

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### **1. Problem Background**

- Some small businesses fail to get a constant number of customers.
- Organic reach in social media is unpredictable, meaning business success may vary.
- In Facebook the organic reach for a post is 5.17% of the page's likes.
- Bigger businesses get more attention and clients.

### **2. Target**

Create a platform that users can use to discover different types of local small businesses. This way they can discover new products and businesses can potentially grow and gain new costumers. There should also be a system which prevents bigger businesses to create a profile, since this will hinder the ability of small businesses to grow. A “discovery” section in which the user can see random profiles based on some parameters should also be implemented.

### **3. Causes**

- Most of these types of businesses audience is reached by social media, so because of this the reach its potentially small.
- They must rely on paid promotions on social media, which to some is costly with little to no return.
  - Some smaller businesses cannot rely on this type of promotions because of other costs.
- It is far easier to search for a service/item from a more known and bigger business.

### **4. Countermeasures**

- Allow for a business owner to create a “profile” in which they can promote their work/services.
- A category search for different types of business, e.g., food, clothes, art.
- A “discovery” queue in which the user gets random business recommended based on some parameters.
- Users can interact with business to setup appointments, ask any question, etc.

### **5. Check/Evaluate**

- Some factors that will contribute to the project's success or failure will be and impact the targeted audience are:
  - Growth of business while they use the service.
  - Engagement of users with business.
- A filter so only truly “micro business” can create a profile and promote themselves on the platform, so the target audience does not get overwhelmed by competition out of their range.

### **6. Act/Standardize**

- If the project is successful local businesses will gain and influx of new customers benefiting the economy.
- As the project grows bigger scope of bigger businesses can be accepted.