Business Case Template

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

| **Application Name** | Food Pantry |
| --- | --- |
| **Type of business model** | Crowdsourcing: We will offer access to the application for free and collect data over time.   Advertising: Add will be used in the app as an additional source of income to keep the project supported.  Donation: As this is a social care centric project we will also rely on donations, grants, and fundraising. |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  NGOs, volunteers, and food retailers.  **Who are our most important customers?**  Food retailers (as a source of goods) and NGOs(to distribute goods to people in need). |
| **Groups of internal stakeholders, business users** | *Indicate who will be using the system.*  **Do we need a product development group?**  Yes, to build and develop the application/platform.  **Do we need a sales group?**  No, as we are not actually selling a product.  **Do we need a finance group (accounts payable, receivable)?**  Yes, we do. For the purpose of finding investors and patrons. Other needs include fundraising.  **Do we need a customer support team?**  Yes, as we are working with a diverse set of end-users.  **Do we need an advertising management group?**  Yes, we will. For the purposes of finding NGOs and attracting restaurants to the platform. To help increase exposure. |
| **Value propositions** | **What value do we deliver to the customer?**  The main goal of the platform is to reduce food waste and to enhance food distribution so it makes it to those who need it the most.  **Which one of our customer’s problems are we helping to solve?**  Food wastage, shortage of food, and need to give back to the community. By facilitating the allocation of food that would otherwise be discarded and bringing it to those in need of it we solve the three main issues we have set out to resolve.  **What bundles of products and services are we offering to each**  Food retailer: An easy way to give back to the community by donating their food supplies that would otherwise be disposed of.  NGOs and volunteers: A place to organize and access food goods easily.  **Customer Segment?**  food providers, food distributors, food receivers.  **Which customer needs are we satisfying?**  Need to organize connections between NGOs, volunteers, and food retailers. We abstract the organization part of the process and allow end entities to focus on the real work of giving. |
| **Key resources** | **What Key Resources do our Value Propositions require?**  Team of developers to create and support the platform and a team of social and financial advisors for the needs of funding and exposure.  A recruitment team for securing a good-sized starting pool of food retailers may also be essential.  **Our Distribution Channels?**  Our website and the respective smartphone platforms (App Store and Play Store).  **Customer Relationships?**  The nature of customer relationships is of a self-service character. Users(food retailers) list available produce/meals and users(NGOs and volunteers) claim the item and are responsible for its redistribution.  **Revenue Streams?**  Ads, grants, and donations. |
| **How the system is used** | **What are the main business use scenarios?**  Food Pantry aims to connect NGOs and volunteers with restaurants and food retailers for the purpose of redistributing food that would otherwise be disposed of to those who need it. A (giver) would list items they wish to make available on the platform and the first (taker) to claim the offer is responsible for picking up the package and redistributing it to people in need. |
| **Revenue generation, Revenue streams** | 1. Ads 2. Community funding 3. Data collection |
| **Key Partners/Suppliers**  **(Stakeholders)** | A strong initial base of food retailers and restaurants as well as a few key NGOs. |
| **Expected Benefits** | Minimize food wastage and provide much-needed food to people in need. Create a bridge between NGOs and restaurants. |
| **Known Prototypes** | **Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.**  [*TooGoodToGo*](https://toogoodtogo.com/en-us/business?utm_medium=search&utm_source=google&utm_campaign=us_b2b_paid_marketing_search_google_brand&utm_content=127049537214&utm_term=too%20good%20to%20go&ad_creative=552063345318&ad_extension&ad_position&visitor_device=c&hsa_net=adwords&hsa_ad=552063345318&hsa_acc=2882638550&hsa_src=g&hsa_cam=1741014919&hsa_ver=3&hsa_kw=too%20good%20to%20go&hsa_tgt=kwd-329997651495&hsa_grp=127049537214&hsa_mt=e&gclid=Cj0KCQiArt6PBhCoARIsAMF5wajh2QWWsBqeOg7pHY6dtHUbC-zcnsYPzox2nRApevq9Mx6uPvtF3mUaAnk9EALw_wcB) |
| **Front-end Technology** | Indicate what technology will be used to develop the front-end of your application.  Ionic  React  CSS |
| **Back-end, Database Technology** | **Indicate what technology will be used to develop the back-end, database of your application. The database should be relational.**  SQL, Postgres, AWS |