

Component 6 - Group Project

Phase 2 - Business Model Development

Complete all sections below. This document is designed to be filled in electronically.

1. Key Features or Services

Personalized checklist for international students arriving in Canada, step-by-step instructions for obtaining a SIN, bank account, health insurance, taxes and driver's license. Deadline reminders for study permits and tax filling, resource page with verified government links.

2. Operations Overview

Describe the following:

- **Staffing requirements:** 1 Founder (Manages project and research), 1 Developer (Builds the platform) and 1 Designer (UI/UX layout)
- **Technology or software needed:** Web development tools (HTML, CSS, JavaScript, PHP), Database (MySQL), a cloud hosting service and basic authentication service.
- **Partnerships or suppliers:** Colleges and universities are going to be the primary partners of the startup.
- **Logistics:** The company will be a web-based application. Students create an account, answer a few questions and receive a personalized experience that guides them.

3. Start-up Cost Estimate

List estimated start-up costs (approximate amounts are acceptable):

Item	Estimated Cost	Notes
Platform Development	\$5,000	Initial cost to build the website and basic features.
Hosting	\$800	Cloud hosting for one year to keep the platform online.

Domain	\$200	Website domain name and SSL security certificate.
Marketing	\$1,000	Social media ads and basic promotion to reach students.
Business Registration	\$1,000	Legal registration and basic startup paperwork.

Total Estimated Cost: \$8,000