MIS 4596
Project Charter

Project Title	Ubetcha	Product/Process Impacted	Betting/Gambling
Start Date	9/22/15	Organization/Department	MIS 4596
Target Completion Date	11/17/15	Champion	Munir Mandviwalla

	Description	
1. Project Description	With the emergence of fantasy football websites such as FanDuel and Draft Kings, online betting has moved from taboo to the norm. However, some still find betting online too shady, or aren't interested in sports bets. The interest in peer to peer betting between friends does not only apply to sports, but TV events, social media, and user created bets. Our project aims to create a system for users to wager bets and a social platform to facilitate bets between friends which allows users to vote, comment, and share their friends' bets with others. Revenue will be generated by charging a .05% service fee on bets.	
2. Project Scope	Our team will focus on: ● A mobile application ● A website ● Financial transaction system ● User profiles ● Social newsfeed ● Submitting a bet to another user ● Creating a user-submitted bet ● Resolving a user-submitted bet ● Taking an open bet off of the news feed	

1. **Project Goal and Deliverables**	Metrics	Baseline	Current	Goal	
Our goal for this project is to build a functional platform that delivers on each of the requirements documented in the scope. The deliverables of our project will be our business documentation as well as a working prototype. Another goal is to encourage users to use the site to demonstrate the type of transactions would happen after we launch our project. The business results from this project would be the increased income from the service fee from transactions. Anytime that a bet is won in our application, a small amount will be deducted from the winnings. It will not be significant enough to deter users from the app, and it will prove profitable after a larger user base is established.					
	$ amount of bets per week	$0	$0	$500,000/week	

Number of Users	**0**	**0**	**100,000**	
Average 5 star rating	**0**	**0**	**5.0**	
Revenue	0	0	$500,000	

4. Business Results Expected	20% ROI - Earnings immediately after launch - Sport network partnerships
5. Team members	Nick Robinson – Technical Architect Sean Carpenter – Business Analyst Tim Walker – Business Analyst Cassandra Borek – Business Analyst
6. Support Required and risks	Support: TU Dev Risks - Financial security - Unsustainable user growth - Single platform (Apple OS)
7. Customer Benefits	Users will experience ease of use, security, and fun with the Ubetcha app. In addition, Customer will have an improved experience with online betting, and will prefer placing bets with their friends over an external company or bookie. Over time, Ubetcha will become the industry leading bet platform.
8. Technology Architecture	Ubetcha will run as a native mobile application for iOS, Android, and Windows phones. Also, we will have an online website that will act as marketing for the mobile application, as well as some functionality to allow users to login and check their account balance and bet history.

9. Overall schedule/Work Breakdown Structure (Key milestones & dates)	**Responsible individual**	**Output (notes, diagrams, interviews, screen prints)**	**Date started if in progress Or Expected completion date**	**Date completed or date completion is expected**
Planning	Sean Carpenter	Notes	In Progress	10/2/15

Analysis	Tim Walker	Notes	In Progress	10/2/15
Design	Nick Robinson	Screenshots, prototypes	10/2/15	10/6/15
Implementation: Construction	Nick Robinson	Application	10/9/15	11/20/15
Implementation: Testing	Tim Walker	Test Cases	11/20/15	11/27/15
Installation	Sean Carpenter	Application	11/28/15	11/30/15
Documentation	Cassandra Borek	Notes, Updates	In Progress	12/1/15