

## Authentic Recommendations - MIS 4596 Business Model- Matt Andrien, Joe Doyle, Jessica Margetich, & Sara Rezaeian

<p><b>PROBLEM</b></p> <p>The current letter of recommendation process is complex and time consuming.</p> <p>The process lacks authentication.</p> <p>There is currently no standard format for producing letters of recommendations.</p> <p>There is no substantial means of tracking the progression of letters being requested.</p> <p><b>EXISTING ALTERNATIVES</b></p> <p>N/A</p>	<p><b>SOLUTION</b></p> <p>To create a formal recommendation system- Pro Recommendation that can be integrated into existing business- oriented social networking service.</p> <p>This new process will be more straightforward in that it allows one to completed it more easily and in a timely manner.</p> <p>The new process also includes a tracking capability that would allow one to follow the letters actual status.</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>This platform will draw in subscribers (to our customers) based off of the convenience and straightforward nature of the new letter of recommendation process.</p> <p>Our customers will benefit from an increased site traffic, increased subscriber base, and an increased revenue.</p> <p><b>HIGH-LEVEL CONCEPT</b></p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>First Mover Advantage</p> <p>Reputation of existing companies</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Business- Oriented Social Networking Services (LinkedIn, Google)</p> <p><b>EARLY ADOPTERS</b></p> <p>Current business subscribers</p>
<p><b>COST STRUCTURE</b></p> <p>Website Development and Maintenance</p> <p>Sales Personnel</p>	<p><b>KEY METRICS</b></p> <p>Number of (paid/unpaid) Subscriptions</p> <p>Site Traffic</p> <p>Revenue</p>		<p><b>CHANNELS</b></p> <p>Web advertisement</p>	
		<p><b>REVENUE STREAMS</b></p> <p>Would increase the number of subscribers to the site (thus increasing the number of paid subscribers)</p> <p>Increased traffic to these sites will increase the amount that they can charge for on-site advertisements (which are their primary revenue generators)</p>		