BIZZLOC! - Locate Your Business
Group Web Mining Project

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MIS 510: Web Mining
Team 1

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Team Members and Responsibilities

Rohit Bhalariao

- Back End: Collected and cleaned the data from various sources like data.gov, loaded the data in the database and also created the queries.
- Data Analytics: Collected twitter data, cleaned and analyzed the data with the goal of discovering useful information for the users.
- Visualization: Visualized the data using google visualization enabling easier readability and understanding of the overall data.
- Contributed towards the Business Idea of BizzLoc

Kushagra Parikh

- UI Design: Designed the entire web application with the core functionalities and features.
- Front-End development: Developed the front end using the php scripting language.
- API Integration: Identified and implemented relevant Application programming interfaces (API) including Facebook, google+, twitter, strip, google translator etc.
- Hosted the website on the amazon EC2 cloud.
- Contributed towards the Business Idea of BizzLoc along with key stakeholders and target audience.

Elias Paramo

- Back-end development: Implemented and customized HTML and CSS scripts to fit website requirements. Rearranged API code to ensure APIs displayed properly on website. Tested API implementation to ensure proper functionality. Worked on content approval and staging workflows to ensure queries worked as expected.
- Data extraction: Researched and extracted datasets relevant to the project. Filtered data content by removing unnecessary attributes, duplicate entries and by changing inconsistent entries to ensure consistency and accuracy on query results.
- Documentation: Gathered requirements. Created diagrams. Researched implementation procedures and programming techniques. Consolidated information to be included on final report.
- Website design: Provided insight on website components, and suggested ideas on general feel and look of website.

Rohit Garg

- Project manager: Handled documentation of the project scope and objectives. Monitored project performance and project scope, time, risk constraints.
Introduction

As an entrepreneurs venturing into starting your own business, you need to consider many factors that will either help you succeed or fail as a business owner. At this point, you have thought of a great business idea, planned on how your business will operate and gathered the capital that will help you move forward. Yet, you realized there’s one more extremely important aspect you need to take into account: the location of your new business.

For instance, let’s say you’ve always dreamed of running your own ice cream shop to sell your secret and the most delicious ice-cream recipe you’ve been perfecting over the years. But the problem is that you live in Cold Bay, Alaska! Obviously, it’s very likely your business will not succeed in a town with an average temperature of 30° Fahrenheit and with a population of about 100 people. You have an amazing product, a great business idea and enough money to move on, but you don’t know where to go.

You need to ask yourself the question: “what makes a city a great place to start a business?” More specifically, you need to ask yourself: “what makes a city a great place for my business idea?” Researching for the place that best fits your needs is no easy task. Depending on the situation, you need to consider the basics and the not-so-basics: budget limitations, taxation, cost of living, social trends, laws, and weather. Here’s where BIZZLOC can help you save time, money and ease some stress.

Business Proposal: BIZZLOC! Locate your business

What is BIZZLOC? BIZZLOC is a website that helps you find the ideal location for your business within the United States. The client chooses from 15 different attributes and the level of priority according to the client’s needs. Also, BIZZLOC provides visual analytics, social media connectivity, business articles and tips for better insight in business decisions.

BIZZLOC search capabilities are divided into two based on membership:

1. General User:
   a. No fee.
   b. Location search is limited to 5 business attributes and their priorities.
   c. Intended as a demo.
   d. Access to some business articles and tips.
   e. Share through social media.

2. Premium User:
   a. Pays fee.
   b. Facebook login.
   c. Location search based on 15 business attributes and their priorities.
   d. Search results are more accurate.
   e. Specific information on results such as pros and cons of a location.
   f. Graphs and visualizations
g. Access to business articles and business tips from experts.

h. Share through social media

Business Objectives

The purpose of our project is to help new entrepreneurs find the best location for their business while at the same time profit from user who take advantage of our online application.

The BIZZLOC concept was born with the idea that there are factors that influence the success of a business and that some of these factors have a great impact in some businesses than others. We realized that while there are online articles and business magazines that provide lists of cities they deem as most prone for business success, these lists are based on predefined criteria and on the assumption that business needs are constants rather than variables.

With this concept in mind, entrepreneurs will save time and resources that they would otherwise spend on researching locations independently. BIZZLOC users need not to worry about the technicalities and complexities of the analytical processes involved in research. All they have to do is select their preferences and let us do the hard work.

Competitors

Four key competitors have been identified:

- Forbes
- CNN
- Washington Post
- Nerd Wallet

These competitors publish ranked lists of cities that, according to them, are the best for startups to grow. Yet, their ranking systems have some limitations:

- Reports are published on an annual basis.
- Reports only list a few cities, such as “top-lists” of best cities for businesses.
- All businesses are treated equally, leaving no room for customization according to specific business criteria.
- Reports are mostly intended for entertainment rather than for business decision purposes.

Due to these limitations, these competitors do not pose a real threat to our business model.
Novelty

- Customized search based on user-specific needs: the client interacts with the online application by answering predefined criteria.
- Real-time analysis: the application analyzes the user-specific requirements and generates visual reports.
- Database updated on a regular basis to ensure better accuracy in results.
- Single platform for business tips and articles.
- Social media integration: users can share information through social media and social media credentials to log in to BIZZLOC without the need of creating a new account.
- Multilanguage platform to welcome non-English speakers take advantage of our online application.
System Design

The website provides real-time analysis based on the predefined criteria. The dashboard displays information-based and visual results. The user performs query through the online application which is based on PHP engine. The query extracts information from the database using SQL Server language. The online application analyzes the retrieved data and displays the final results. In other words, BIZZLOC’s system components perform:

- User queries and data retrieval from the database.
- Data analytics such city identification based on user queries.
- Map location search based on query.

In regard to the cloud and cloud computing architecture, the online application is hosted on the cloud so users can use the application and extract information from the database from anywhere without installing anything in their computers. The website architecture includes a front end and a back end. The back end hosts the servers, data storage systems and connection protocols.
Website Design

As previously mentioned, we integrated social media elements such as Facebook, Twitter, LinkedIn and Google+ in our website so that users can connect with different entrepreneurs as well as read reviews on discussion forums from within BIZZLOC. Also, we have integrated YouTube videos and channels that cover business topics presented by experts in the field. The list of the social elements included in our website is displayed below.

Links common to all pages:

![Social Media Icons]

We wanted to ensure that our client can have an enjoyable experience when accessing the different resources provided in our website. For that reason, we added simple navigational components so that the user could focus on what really important in our website. As you can see, the website can be navigated with ease through the menus, buttons, and search bars located in different areas of the screen as seen on the picture below.
BIZZLOC – Locate Your Business

We used this diagram as our guide to build our website from a high-level perspective:

Application Programming Interfaces

We included the following APIs in our website:

- Facebook Like and Share: like and share on Facebook to promote BIZZLOC
- Google+: share and recommend BIZZLOC through Google+
- Twitter Posts: Follow and tweet @BizzlocWebming
- YouTube: provides tips and advice from top entrepreneurs
- LinkedIn developer: visit BIZZLOC company page
- Google Maps: displays the physical location of your search results
- PayPal Verified: accepts payments from Premium Users
- Yahoo Finance API: For feeding financial topics by sector or industry
- RSS Feed: provides business news articles
- Google translator API: enables Multilanguage capabilities

Business case & revenue model

The business case of this project revolves around understanding the user needs and generating results dynamically. Currently, there is no other competitor in the market that offers such functionality where in user can select choose options according to his needs and get the result. The primary objective here is to target young & naïve entrepreneurs, who are looking for trusted
advice that could help them to launch a business. As we grow further, we can communicate with college graduates (MBA/MIS) via surveys, polls and interactive sessions. This will help us not only to evolve further in this area by taking constructive feedback but also to increase our customer base.

Primarily, the customer base of our business is a pool of young & naïve entrepreneurs. This pool of candidates generally contains the students who are fresh graduated. To encourage these candidates for visiting Bizzloc website, we can have a tie-up with the business schools where in we can host information session and on campus sponsored events (Ex: innovative fest – an event in which a candidate can pitch an idea to start a business and best idea would be funded by Bizzloc fully/partially based on circumstances)

Revenue for our business can be generated by two different ways:

- Charging a user for premium services i.e. a user who needs access to all the features/factors for getting the dynamic results. This would be our primary source of revenue.
- Display ad feeds on website. We can display different ads only related to different businesses on our website. This would be our secondary source of revenue. As advertisements are generally annoying, we do not plan to display the ads all over the place on our website.

5 year Porjection

The five year projection plan is as given below:

1. High initial investment for 1 and ½ years
2. Break point: Point of intersection after when the Revenue goes higher than the ongoing cost incurred
3. Break-even point: When the intial cost is recovered, it is estimated as 2 year
4. Saturation point: Point when the idea become obsolete and major modification/upgradation is required for sustainability

Strategic Plan:

To Achieve this high growth, it necessary to have some marketing strategy to attract the audience to the website.

1. Market Statistic analysis: Based on statistics, there are about 1532 business schools in the United States. About 78% of the total school provide entrepreneur course. Based on the survey of how many student undertaking entrepreneur course attempt(60 %) for start-up, we have estimated the number of potential candidate who will use the portal. The total number of student = 1532*60*0.78*.60 =43018
2. Marketing Campaign: Since the major marketing platform in today’s world is social media, we will target the communities or pages on the social media which are
intended for in college discussion. Secondly we will also tie up with some schools with the incentives provided as discounts on the usage of premium account

3. Testimonial: The initial target is to target the high ranked school, so that with the testimonies written from different candidate of higher school we can use the network effect the impact all the schools.

Future Plan

Our future plan involves working in three different areas: APIs, Analytics, and Front-End

- APIs: Implement Google AdSense and Google font

  Benefits:
  - Using Google AdSense API, we can display ads and generate money from our website
  - Using Google font API, we can apply high quality of open source fonts that may result in a rich experience when a user visits website
• Analytics: Create a hashtag specific to Bizzloc i.e. #Bizzloc

*Benefits:*
- This hashtag can be useful to analyze twitter feeds. Consequently, required information can be presented in the form of graphs.

• Front-End: B-school collaboration, Feedback Integration

*Benefits:*
- By integrating the feedbacks obtained from website users including ones from B-school we can quickly improve our website and provide rich user experience.

References:
http://en.wikipedia.org/wiki/List_of_business_schools_in_the_United_States
- 4 main competitors
  - Nerd Wallet: https://www.nerdwallet.com/