BIZZLOC – Locate your business!!

Team 5

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  - Back-End Developer
  - Data extraction and mining
  - Documentation

- **Kushagra P.**
  - Front-End Developer
  - UI designer
  - Text Analytics

- **Rohit B.**
  - UI Designer
  - Back-End Developer
  - Data and Text analytics

- **Rohit G.**
  - Project Manager
  - API integration
  - Data Analytics
Introduction

• BIZZLOC is a platform to visit if you want to start up your own business.
• Helps you find the best city in US
  – costs/taxes
  – market places
  – growth opportunities
  – weather conditions
  – health service
System Objective

General User
• Provide 5 user specific questions
• User responds based on his priority
• System throws top city as output
• User can dig deep into city to find its pros and cons
• Graphs and Visualization to provide better insights

Premium User
• Will have to pay for more set of questions/criteria
• Enhanced search results
Competitive Analysis

• 4 main competitors
  • Forbes
  • CNN
  • Washington Post
  • Nerd Wallet

• Publishes Static report on different criterion
• Calculates the overall score based on the factors
Unique Functionality

- Real-time analysis of user specific requirements
- Visualization support using analytics
- Single platform for tips and articles
- Merger with social media
System Design

Cloud

Windows

SQL Server

PHP

Application
-Criteria
-File
System

User
Functionality

Like and share on facebook to get BizzLoc noticed

Share and recommend BizzLoc on Google+

Follow tweets from Bizzloc and also tweet @BizzlocWebming

Get tips and advices from top entrepreneurs

To visit BizzLoc company page
Functionality

- Physical location of the recommended city on the map
- To accept payment of premium users
- Get analysis of the business tips and success entrepreneur to follow
- To enable multi-lingual website capability
- To provide interesting news article
Screenshots
Business Case & Revenue Model

Business Case
• Dynamic - Understand user needs and provide results
• Target young & naive Enterpreneurs
• College graduates (MBA/MIS) – Surveys, poles and interactive sessions

Customers
• Tie up with B-Schools
• Encourage students to visit Bizzloc

Revenue Model
• A user must have to purchase a premium account to access the analysis displaying all the factors.
• Displaying ads feeds would be the source of secondary revenue
Future Plan

**APIs**
- Google AdSense
- Google font

**Analytics**
- Create # Bizzloc
- Bizzloc City → Business type

**Front-End**
- B-School collaboration
- Feedback integration
- Rich User Experience
References

- 4 main competitors
  - Nerd Wallet: [https://www.nerdwallet.com/](https://www.nerdwallet.com/)
Thank You