

Comprehensive Feasibility Study Framework

A standardized template tailored for university and graduation projects to meet academic evaluation standards.

1. Executive Summary

- **Project Core Idea:** Define the primary solution your project introduces. Focus on how it solves a clear, real-world pain point or challenge within the community or industry.
- **Vision & Mission:** Explain where this project aims to expand post-graduation. Highlight its commercial viability, scalability, and long-term sustainability.
- **Target Audience:** Clearly outline who benefits from your project immediately (e.g., university students, faculty members, local consumers, or a specific business B2B sector).

2. Market Analysis & Marketing Strategy

- **Competitor Analysis:** Identify current direct and indirect competitors. Clearly formulate your *Unique Selling Proposition (USP)*—why will users switch to your solution?
- **Market Size & Demand:** Define the initial market size. For university-centric projects, explain the advantages of launching within a stable, captive campus ecosystem to minimize initial marketing expenses.
- **Acquisition Channels:** Detail how you plan to reach users. Examples include leveraging official university student networks, email campaigns, local digital marketing, and strategic campus partnerships.

3. Technical & Operational Plan

- **Required Infrastructure:** List all tangible and intangible assets needed, such as cloud hosting servers (AWS/Firebase), specific software development kits (SDKs), hardware devices, or physical workspaces.
- **Technology Stack:** Define the exact development environment, including database management systems, programming languages, and frontend/backend frameworks (e.g., Flutter, React, Python, PostgreSQL).
- **Daily Operational Flow:** Detail the workflow pipeline from the exact moment a customer triggers a request or service until the final delivery and value realization.

4. Financial Framework & Projections

The following table illustrates a simulated 3-year financial outlook model. You can modify these projections based on your project's specific scale and local currency requirements.

Financial Metric	Year 1 (\$)	Year 2 (\$)	Year 3 (\$)
Capital Expenditure (CapEx)	5,000	1,000	1,200
Operational Expenditure (OpEx)	2,000	2,500	3,000
Total Accumulated Costs	7,000	3,500	4,200
Projected Gross Revenue	8,500	13,000	19,000
Net Profit Margin	1,500	9,500	14,800

• **Break-Even Point (BEP):** Based on the initial initial CapEx and ongoing operations, the project is calculated to reach its financial break-even milestone within approximately **14 months** from official deployment.

5. Risk Management & Mitigation Strategies

- **Technical Risks (System Downtime):** Mitigate by implementing multi-region automated cloud backups, robust error-logging frameworks, and failover server architectures.
- **Market Risks (Low User Adoption):** Mitigate by deploying interactive pilot testing phases, offering early-bird promotional benefits, or leveraging exclusive university incentives for initial users.
- **Regulatory & Compliance Risks:** Mitigate by strictly aligning the data-handling mechanisms with your university's privacy standards, regional cyber security laws, and student safety codes.