

Table of Contents

1. Executive Summary	1
2. Business Problem.....	2
2.1. Lack of Significant Digital Presence	2
2.2. Problem Analysis	4
3. Available Solutions	5
3.1. Option 1 – Build on our own	6
3.1.1. Description	7
3.1.2. Benefits and Goals.....	9
3.1.3. Costs	11
3.1.4. Risks.....	13
3.2. Option 2 – Partner with a Third Party	14
3.1.1. Description	15
3.1.2. Benefits and Goals.....	9
3.1.3. Costs	11
3.1.4. Risks.....	13