

Product 1 - event app

<p>PROBLEM</p> <p>People would like to promote their local events and don't necessarily need to create a meetup.com group for a single event.</p> <p>People need to know what they're looking for if they're trying to find a local event to check out. This app is for those who are looking to do something new but don't necessarily want to defer to their usual haunts or activities.</p> <p>EXISTING ALTERNATIVES</p> <p>People mostly use a search engine to find out about local events</p> <p>People promoting events rely on their own personal website, meetup.com, or their own social media outlets and personal connections to promote their events through word of mouth.</p>	<p>SOLUTION</p> <p>The solution would be an app that creates a single resource for discovering local events that people might be interested in.</p> <p>This app should use geolocation or accept a zip code, and produce a list of events within the area that have been posted.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Do something new.</p> <p>The app would have an easier access to and the use of it would be simple for everyone to enjoy.</p> <p>Also there would various amount of events that could be filtered towards your liking.</p> <p>HIGH-LEVEL CONCEPT</p> <p>Craigslist mixed with Meetup. People can post their own events through a quick submission and checkout form.</p>	<p>UNFAIR ADVANTAGE</p> <p>For the most part, our only advantage is, possibly, our concept. Meetup.com is an obvious competitor, and it does provide suggestions based on interest and location but there is no central location for people to go to and find a list of all local events or just post a single event without having to start a group and rely on subscribers. When submitting a query through a search engine, suggestions are scattered. This app would aim to provide a clear, easy to understand interface that pools together a wide list of local events within a certain radius. This list can then be filtered based on specific interests, dates and times.</p>	<p>CUSTOMER SEGMENTS</p> <p>People interested in supporting their community</p> <p>People looking for something to do but don't want to go far</p> <p>People interested in promoting their events without having to rely on word of mouth, flyers, or discovering their meetup site, website, or social media page.</p> <p>People who are looking for something new to do and try out but not exactly sure about what else is out there.</p> <p>EARLY ADOPTERS</p> <p>Open-minded</p> <p>Adventurous community enthusiasts</p> <p>People who want to be in the know when it comes to their community</p> <p>Local news paper journalists</p> <p>People who are looking for events to coincide with their interest.</p> <p>People looking for distractions</p>
	<p>KEY METRICS</p> <p>The goal is to start out with at least 50 for the first month within our own region. The ideal expectation would be for that number to grow exponentially as this app can be used in any region and is free to post. As such, there is no harm in posting an event if it's free and easy to use.</p>		<p>CHANNELS</p> <p>Promoting the app through social media networks</p> <p>App stores</p> <p>Establishing a website to promote the app or used as an extension of the app</p> <p>Advertisements in magazines</p> <p>Paid advertisements on Facebook and Google</p> <p>Local newspapers in arts and culture sections</p> <p>Free posting.</p>	

COST STRUCTURE

The costs would mostly fall on marketing our application through various means (Facebook and Google paid advertisements, advertisements through magazines, relevant website advertising, etc).

REVENUE STREAMS

Our revenue will come from paid advertising as the app gains in popularity. The app will evolve to include a paid promotion hierarchy (something like facebook advertisements, pay-per-click campaigns, etc)

Possible alternative source of revenue is to charge a small subscription fee per month to avoid adds.

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