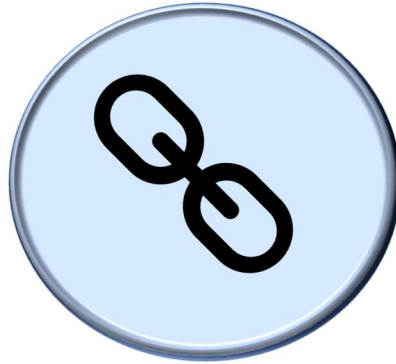


# **LinkUps Project Proposal**

04/16/2023



**LinkUps**

**Prepared by:**

**Sekou Traore**

**Hemraj Rasulan**

**Gina Leon**

**Kevin Li**

**Sebastian Perez**

## Introduction

Linkups is a company dedicated to helping people connect with outdoor activities, groups, and events in their local community. With the ongoing challenges of COVID-19, it's more important than ever to prioritize physical and mental health, and getting outside is a key part of that. Linkups is focused on making it easy and convenient for people to find and participate in safe, fun, and engaging outdoor activities that promote well-being and community connection.

Our platform will offer a range of features and services, including:

1. **Activity Listings:** We will partner with local businesses, organizations, and individuals to provide comprehensive listings of outdoor activities, events, and groups in each area. Users will be able to browse and search for activities based on their interests, location, and availability.
2. **Booking and Registration:** Users will be able to book and register for activities directly through our platform, making it easy to secure their spot and receive all the necessary information and materials before the activity begins.
3. **Social Connection:** Linkups will provide a social platform for users to connect with each other, share their experiences, and build a community around outdoor activity. Users will be able to create profiles, join groups, and interact with other members through messaging, forums, and other features.
4. **Education and Resources:** We will provide educational resources and materials to help users learn more about outdoor activities, safety, and equipment. Our platform will also feature expert advice and recommendations to help users get the most out of their outdoor experiences.

## **Market Analysis**

Our target market includes individuals and families living in the five boroughs, who are looking for safe and engaging ways to get outside and be active in their local community. By targeting this demographic in New York City, Linkups can leverage the city's unique outdoor recreation opportunities, including parks, trails, and waterways, to attract a dedicated user base. Additionally, New York City is home to a diverse population with a range of interests and backgrounds, providing opportunities for Linkups to connect individuals and communities through shared outdoor activities. We will also target local businesses, organizations, and event organizers who are interested in promoting their outdoor activities and events through our platform.

## **Needs/ Problems**

1. **Safety concerns:** Safety is a top concern for many people, particularly in the wake of the COVID-19 pandemic. Some people may be hesitant to participate in outdoor activities due to concerns about safety or exposure to illness.
2. **Lack of awareness of outdoor recreation opportunities:** Many people may not be aware of the wide range of outdoor recreation activities and opportunities available to them, particularly in urban areas.
3. **Time constraints:** Many people have busy schedules and limited free time, which can make it challenging to plan and participate in outdoor activities.

Linkups aims to address these needs and problems by providing a user-friendly platform that makes it easy to find and book a wide variety of outdoor activities, connect with like-minded individuals and communities, and access resources and information that can help individuals build their knowledge and confidence in outdoor recreation. By doing so, Linkups aims to make outdoor recreation more accessible, convenient, and enjoyable for individuals from all backgrounds and with varying levels of experience and knowledge.

## **Goals/Objectives**

1. Introducing our platform to local businesses, groups, and event planners to list their outdoor events and activities through our platform.
2. Launch a referral program to incentivize current users to refer their friends and family to the platform.
3. Increase user sign-ups by 50% within the next 6 months.
4. Host at least 2 in-person outdoor events, adhering to local health and safety guidelines, to promote the Linkups platform and engage with users face-to-face.

By achieving these goals and objectives, Linkups will be able to establish a strong foundation in New York City, build brand recognition and loyalty among users, and set the stage for continued growth and expansion into new markets in the future.

## **Scope of Work**

1. Develop partnerships with outdoor activity providers: Develop partnerships with a range of outdoor activity providers to expand the range of activities available on the Linkups platform and negotiate pricing and revenue sharing agreements.
2. Build and launch the Linkups platform: Build and launch a web-based platform and mobile app that allows users to search for and book outdoor activities, communicate with activity providers and other users, and manage their bookings and payment information.
3. Maintain the platform and partnerships: Maintain the Linkups platform, including software updates, bug fixes, and security enhancements, and continue to cultivate and develop partnerships with activity providers.

4. Implement user feedback and improvements: Continuously gather user feedback through surveys, ratings, and reviews, and make improvements to the platform based on this feedback to ensure user satisfaction and retention.

## **SWOT Analysis**

### **Strengths:**

1. Unique value proposition: Linkups offers a unique platform for connecting individuals and communities with outdoor activities, which is particularly relevant in the post-pandemic world where people are looking for safe and engaging ways to get outside.
2. Comprehensive platform: Linkups offers a wide range of features and services, including activity listings, booking and payment options, and social features like groups and forums.

### **Weaknesses:**

1. Competition: There are a number of established and emerging competitors in the outdoor recreation space, which may make it challenging for Linkups to differentiate themselves and attract users.
2. Dependence on partnerships: Linkups will need to establish partnerships with activity providers and other organizations in order to build out their platform, which may require significant time and resources.

### **Opportunities:**

1. Growing interest in outdoor recreation: There is a growing interest in outdoor recreation, particularly among younger generations who are increasingly prioritizing health and wellness.

2. Increased demand for community engagement: The COVID-19 pandemic has highlighted the importance of community engagement and social connection, which Linkups is well-positioned to provide.

### **Threats:**

1. Economic uncertainty: Economic uncertainty could impact consumer spending on recreational activities, which could impact the growth and adoption of the Linkups platform.
2. Changing consumer preferences: Consumer preferences and behavior can change rapidly, which could impact the relevance and popularity of the Linkups platform over time.

Overall, Linkups has a strong value proposition and a dedicated team, but will need to carefully navigate competition, partnerships, and changing market conditions in order to achieve long-term success.

### **Budget:**

The budget for the LinkUps project will cover the following expenses:

- Website development: \$1,000
- Community outreach: \$2,000
- Event organizing: \$3,000
- Resources and support: \$1,000
- Miscellaneous expenses: \$50
- Total: \$7,500

