

PROJECT NAME: **ActionPlan**  
TEAM MEMBERS: **Florea Andrei-Ştefan**

IDEA IN SHORT:  
ActionPlan is a social network designed to provide users with shareable step-by-step plans, actionable guides, and how-to instructions across various topics. By integrating social features, ActionPlan creates a community-driven environment, where users get inspired, and support each other. Additionally, users can interact with the AI to ask further questions or request additional steps, making the experience interactive and highly customizable.

# Hardcore entrepreneur hackathon 4.0

## 1.PRODUCT - PROBLEM WE SOLVE

ActionPlan eliminates the need for time-consuming searches when you want to learn something new or embark on a project. Instead of sifting through countless opinions and tutorials, ActionPlan provides you with well-rounded, step-by-step guides that can be easily customised to suit your individual needs. Each plan comes with reviews from other users, ensuring that you have verified and trusted content at your fingertips. This streamlined approach saves you time and effort, allowing you to focus on achieving your goals without the hassle of comparing and piecing together information from various sources.

## 2. OUR TARGET GROUP

ActionPlan is designed for universal appeal, catering to people from all social classes and age groups—from teens and millennials to young adults and the elderly. It's a versatile app for anyone eager to learn something new or build something meaningful. However, as a startup, we are focusing primarily on two key demographics:

1. Teenagers (15-19 years old): These users typically live in urban areas, and are frequent social media users. They are at a crucial stage of exploration and learning, often seeking new skills and hobbies.
2. Mid 30s Individuals (30-40 years old): These users are usually independent, work in corporate settings, and often haven't started a family until this age. They enjoy exploring the wilderness on weekends or engaging in DIY projects. They seek ways to balance personal growth with their busy professional lives.

By targeting these specific demographics, we can tailor our features and content to meet their distinct needs and interests, ensuring a more engaging and relevant user experience while still maintaining broad accessibility for everyone.

## 3. SMART OBJECTIVES

- Specific**  
Grow the user base to 5000 active users within 12 months through targeted marketing campaigns.
- Measurable**  
Increase user engagement by 25% within 6 months by implementing engaging features such as gamification and interactive tutorials.
- Achievable**  
Achieve an average user review rating of 4.5 stars for published plans within 9 months by regularly updating content based on user feedback.
- Relevant**  
Generate \$10,000 in revenue within 12 months through subscriptions and in-app purchases by offering premium plans and exclusive content.
- Time-bound**  
Expand the content library to 150 plans across various categories within 6 months by collaborating with experts and utilising AI-generated content.

## 4. PRICE

ActionPlan aims to monetize its app through two key strategies: the Subscription Model and the Freemium Model. Under the Subscription Model, users can choose from different tiers of access. The Basic Subscription provides limited access to plans and guides, while the Premium Subscription unlocks all content, exclusive features, expert advice, and personalized coaching sessions. To cater to diverse preferences and budgets, ActionPlan offers monthly, quarterly, and annual subscription options, along with free trial periods and discounted introductory offers to incentivize users to upgrade.

On the other hand, the Freemium Model offers a basic version of the app for free, granting access to a limited selection of plans and guides. The goal here is to attract a larger user base. Users are encouraged to upgrade to the premium subscription, which provides exclusive content, advanced features, and an ad-free experience. By strategically implementing persuasive in-app prompts and monitoring user engagement and conversion rates, ActionPlan can optimize the freemium model and effectively generate revenue while delivering value to its users.

## 5. PROMOTION

To effectively promote the ActionPlan app, we will implement the following key marketing strategies: Utilize targeted advertising on popular platforms like Instagram, Facebook, and TikTok to reach specific demographic groups. Create engaging ad creatives that highlight the app's key features, benefits, and overall value proposition. Leverage demographic targeting options to connect with teenagers and mid-30s professionals based on their interests and behaviors. Additionally, develop informative and valuable content related to the app's themes and topics (such as blog posts, articles, and videos) and share it across the app's website, blog, and social media channels. Collaborate with influencers and content creators in relevant niches to amplify our reach and enhance credibility. Build an email subscriber list by offering valuable incentives such as free plans, exclusive content, or discounts, and send targeted email campaigns to segmented subscriber lists. Lastly, we'll consider sponsoring or participating in relevant events, conferences, and workshops related to education, personal development, and technology, showcasing the app through presentations, demonstrations, and networking opportunities to connect with potential users and partners.