

Lawn Booking Management System - Startup Plan

■ Problem

Small lawn / hall / banquet owners manage bookings manually using phone calls and notebooks. This leads to date clashes, missing payments, manual invoice creation, and lack of analytics.

■ Solution - Lawn Manager App

A mobile app that allows lawn owners to manage all their bookings, payments, invoices, and reports directly from their phone.

■ Main Features (Phase 1 - MVP)

- 1 Dashboard - Overview of bookings and revenue
- 2 Booking Management - Owner manually adds booking details (name, date, advance)
- 3 Calendar View - Color-coded dates (Booked / Available / Pending)
- 4 Invoice Generator - One-tap invoice with WhatsApp sharing
- 5 Reports / Analytics - Monthly income vs expense graph
- 6 Customer List - Repeat client records
- 7 Reminder System - Notifications before event date

■ Add-on Features (Phase 2)

- 1 WhatsApp integration for auto client messages
- 2 Payment tracking and integration
- 3 Cloud backup for data safety
- 4 Multi-user system (Owner + staff)
- 5 AI Insights for trends and performance

■ Revenue Model

- Subscription Model - ■299/month basic, ■799/month pro
- Add-ons - ■99 for WhatsApp automation, ■199 for analytics
- Custom white-label for large lawns - ■10,000–■15,000 per client

■ Tech Stack (Recommended)

- Frontend: React Native
- Backend: Supabase / Firebase
- Database: PostgreSQL (Supabase)
- Auth: Supabase Auth / OTP login
- Payments: Razorpay / Stripe
- Reports: Chart.js / Recharts
- Notifications: Expo Push + WhatsApp API

■ Startup Build Roadmap

Phase 1 (1 month): Build MVP with Booking, Calendar, and Invoice

Phase 2 (2–3 months): Add reports, reminders, and analytics

Phase 3 (6 months): Launch on Play Store, add subscription and marketing

■ Market Potential

- 95% of lawn owners still use manual systems
- Low competition in owner-centric apps
- High smartphone penetration among owners
- Expansion possible for decorators, caterers, photographers

■ Name Suggestions

LawnBook, LawnMate, EventEase, MeraLawn, BookMyLawn Owner App