MRD: Chill-Pill

Tripti Rijhwani
Rahul Salve
Apurva Salvi
Keval Shah
Shwetank Rokade

Vision:

For enthusiasts in one field or the other who want an opportunity to collaborate with people having similar interests,"Chill-Pill" will give them a platform to interact from one part of the world to another and build something great or just enjoy together by playing some sport or games unlike Meetup, where you need an event to find new people and can merge with people in the same city only.

Motivation:

Customer Segments

What are your hypotheses regarding the likely profile of target customer segments, in terms of demographics, key behaviors, and attitudes.

1. Unhappy people
Around more than 50% of working professionals are unhappy with their job and want to do things that they like doing as a pastime or hobby to cut down the stress.
Example: Salesperson who works round the clock and due to an unpredictable time schedule he/she can't pursue their interest like playing music .

2. Retired People
Similarly, Edlerly people who have lot of leisure time after their retirement loses opportunities to socialise frequently like finding a company/group. Chill Pill provides a chance,to such people get in touch with interesting group on regular basis
Example: Outdoor activity like playing cricket.

3. Creative people
Likewise, Creative people who have the skills to pursue something, usually cannot, due to tight schedules wish to collaborate with others who share similar interest.
Example: Person who wants to make a movie but has no friends to collaborate or help him/her to make a film. Like he can work with people with for script writing, movie direction and final editing.

Evidence

Summary of key findings:

1. Nearly 50% of people pursue their interest within a 1-5 months time period.
2. Top 3 most popular activities are:
    1. Sports
    2. Travelling
    3. Music
3. Majority of the people don't know about any platforms to connect.

Data Collection

How often do people pursue their interests?

Frequency	Number of people
Weekends	7
1-5 Months	12
1-3 Years	4
Stopped Pursuing	2

Stopped Pursuing
8.0%

1-3 Years
16.0%

Weekends
28.0%

1-5 Months
48.0%
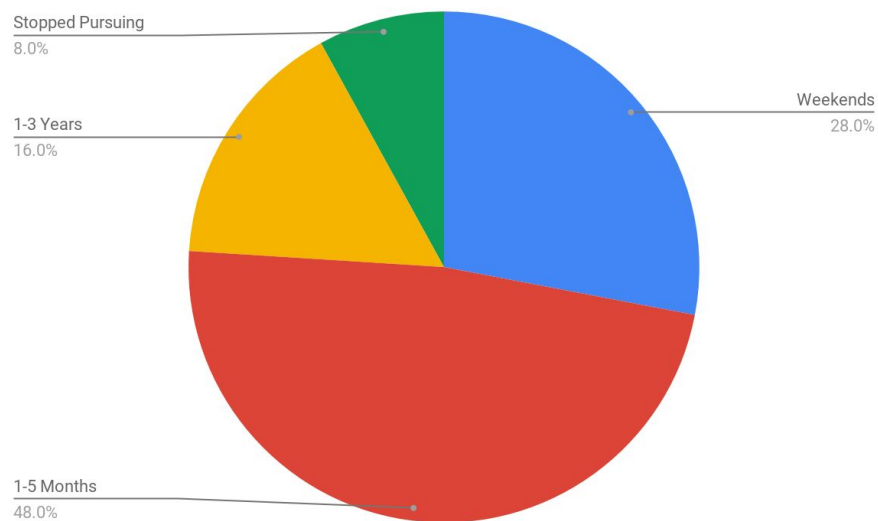
Most Popular Activity

Activity	Number of People
Sports	10
Music	9
Travelling	10
Reading/Writing	8
Tech enthusiasts	3
Painting and Craft	5
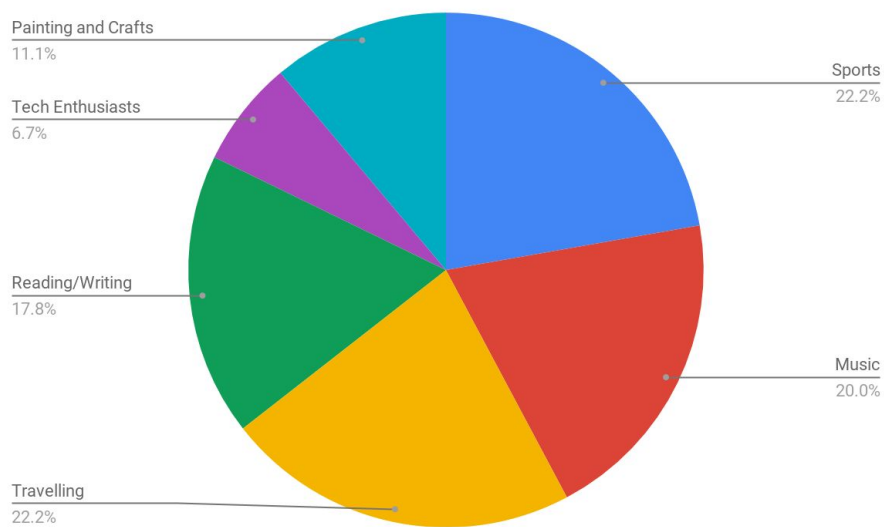
*Applications people like to use to connect with people*

Platform	Number of people
Facebook/Instagram	6
MeetUp	2
Online Forums (Quora, Reddit, etc)	2
No platforms	13

Points scored
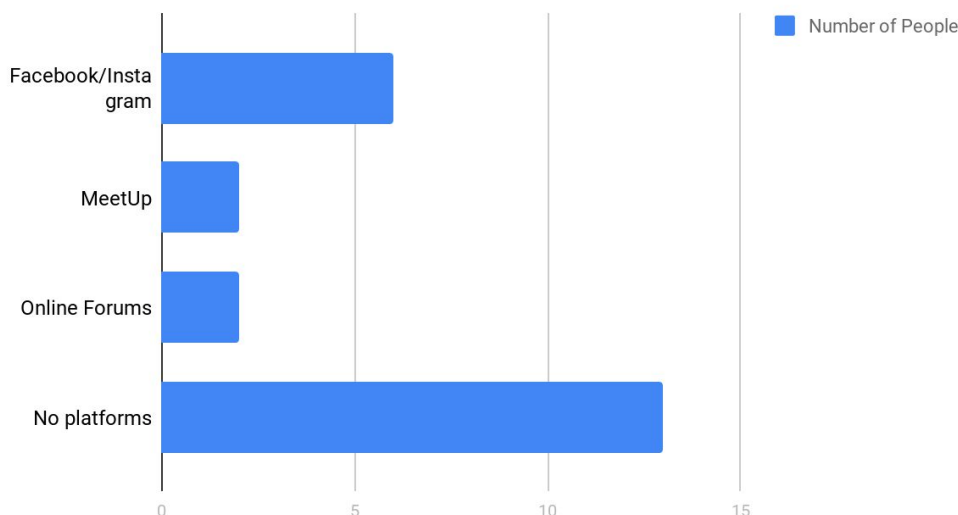
Personas:

1. Rachel is a 25 year old student in Boston, US. She loves modelling and is looking for someone to help her with the photoshoot. She learns graphic designing and it is extremely expensive to find a professional photographer to get a photoshoot done. Chill pill can help her find a solution to her problem.
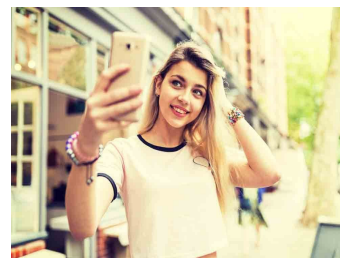
2. Anjali Khanna is a 40 year old homemaker in Mumbai, India. She is well educated but chose to be a housewife for her family. She loves to cook and is really passionate about it. She wants to make her own youtube channel and pass on the amazing recipes she has and help others with her talent. But, she doesn't know how to do it and her children are busy and not getting time to help her out. If she finds someone who is great with social media, that person can help her not just with the youtube channel but also with other social media platforms. And, hence chill-pill is here!

Unmet Needs:

I believe the people who are not happy with their jobs tend to be less productive at work. It deteriorates the quality of work as well as the business. It is always observed that people who are happy are more creative, more productive and give out best results in their work hours.

The retired people have enough time after retirement but they do not find company to pursue group activities with. Or if sometimes, they want to do something with high end technology, they either need to hire someone or keep asking their children/ grandchildren to help them out. They don't really find proper resources to pursue their hobbies.

Creative projects need input and feedback from other creative people. They also need a group for certain activities like movie making, website designing, etc. It is always a task to find like minded people, and you almost never really find one. But, if you have more options, you can at least agree on one. Hence, this app will help the creative people find other creative people.

Students do not earn so much that they join various clubs and take various memberships to perform activities in their free time. It is not just financially challenging but also an unnecessary expense apart from regular expenses. This App will help them connect with the people all over the world to perform several activities, form teams, develop projects and explore their talents while they are still studying.

We conducted market research to find out the key elements in order to meet people's needs. The outcome of our research is mentioned in the *Summary of key findings section*.

Existing Solutions:

What existing solutions do target customers currently rely upon? What hypotheses do you have about ways in which existing solutions are insufficient in meeting key customer needs?

MeetUp is a service used to organize online groups that host in-person events for people with similar interests. MeetUp promotes local gatherings and therefore limits the category of people. Our platform aims to go global by letting people collaborate with each other online as well, in activities such as building projects together, playing online games, etc. MeetUp's most popular categories are adventure, career and business and parents and family. Whereas, from the market survey we conducted we found out that our most popular categories were outdoor activities, art, reading/writing, and tech enthusiasts. MeetUp is clearly not able to meet these interests of people, one of the reasons being not many people being aware of the existence of applications like this.

Evidence validating the Hypotheses:

1. The *summary of key findings* gives us the most popular activity amongst people recently, which MeetUp is not able to provide any platform for.
2. Another survey implied that just 2 out of the 23 people knew about the MeetUp Application.
3. MeetUp is just about meeting people through events, but our application will help people pursue these interests by collaborating with different people by joining different groups

Competitor feature Matrix:

Features	MeetUp	Chill-Pill	Description
Paid Subscription	Yes	No	MeetUp Pro lets people join unlimited groups unlike the unpaid version. Our application won't have this description
Revenue	Maximum from the Pro version of the application	Advertisements and partnerships	The most revenue for MeetUp comes from people paying for the pro version
Ability to start your own group	Not possible with the unpaid version of the application	Possible with a limit	MeetUp doesn't let its users to start their own activity groups, while our application aims to let users administrate a limited number of groups
Communicating with people from different groups	Not possible if they are not a part of same groups	Not possible if not a part of the person's friend list	For security reasons, random communication with strangers won't be included

Reference:
1. https://help.meetup.com/hc/en-us/articles/360002877711-Meetup-Pro-feature-overview
2. https://help.meetup.com/hc/en-us/sections/360000208171-Meetup-Pro-Basics

Differentiation

Why are we best equipped to pursue this opportunity?
We are building up on an idea by combining ideas from different applications and inculcating most of their unique features and making collaborations easy for people. Our team consists of highly qualified members who have a great understanding of Software Development, Business Analyst, Data Science and Analytics, Quality Assurance with a highly experienced management supporting them. Our application is a no pay application for the customer making it prone to more user engagement by the customers. In addition to that, our business model is crowd-based which makes it more susceptible to the crowd's needs.

Why Now?
Has anything changed externally or internally that makes this opportunity available to us now?
Marketing has indelibly changed the way people propose their business strategies. We have more structure to our product plan and also are prepared to suffer hits by identifying the risks. This preparedness is helping us push boundaries and think outside the box. Therefore, nobody is afraid of taking risks. There is more acceptance and acceptability towards product innovation. Smartphone penetration in the market is incredible with 80% of people owning one. Therefore, developing technologies and reaching out to people has become easier.

Use Cases:

User #1
This is Jim Halpert, a salesperson at a paper company in Scranton. He doesn't like what he does but is in it only for money. Basically, he is an unhappy employee who is an excellent guitarist by hobby and loves to indulge in jamming sessions . Everyday working with no job satisfaction made him want to revisit his passion and meet people for jam sessions whenever he can. He then created an account on Chill-Pill, selected his desired/preferred activities including "jam sessions" and started connecting to people or existing groups. Using Chill-pill, he is now able to experience his hobby whenever he wishes to.

User #2
Phyllis Vance, a 56 year old retired accountant, since her childhood she is fond of writing and listening to amazing poems from around the world. At this stage of her life, her wish is to recite her hand-written poems to the interested people. Her daughter introduced her to Chill-Pill application and registered on her behalf and made her use this application to connect with people who would be interested to share sessions listening to her poems and vice-versa.

User #3
Michael Scott is a branch manager and is highly fond of creating short films in his part-time job. He creates short films and uploads them on Youtube. He is great at directing and editing videos at a top-notch level, but he needs somebody to capture videos. For this purpose he uses Chill-Pill to connect with videographers for creating his films. Whenever he is ready to create new films, he simply logs in to Chill-Pill and browses for free-lancers videographers who would volunteer in his projects.

Market Size:

Once we zeroed in on our customer segments it's time to figure out on the market. Chill Pill demands a strong user base and large usage of smartphones. And which is the better city in the US, New York city with a population of 8.3 million and 80% of them are smartphone users which gives us our potential available market i.e 6.4 Million. Our Focused customers are unhappy working professionals who share a large portion around 60% of them contributing to

the our total addressable market income 5.4 Million of which 24% & 17%, for retired & students respectively.

Marjorily, there are three sources of income advertisement following price per click methodology, commissions on making aware to the customer nearby events and at last consultation.

We are made assumptions along the way, like we made 1% of TAM need consultation, every customer at least once visited advertising over the year, and 40% got awareness of nearby event through chill pill

So realistically we are targeting only 25% of the potential income of 6.8 M, for the first year i.e 1.7 M

Market Size

1. Total Population in NYC : **8.3 Million**

2. Smartphone Users / PAM : **6.7 Million**

3. TAM : **5.4 Million**

    - *Student Customers : 9.7 K*
    - *Retired Customers : 1.2 Million*
    - *Working professionals : 3.1 Million*

4. Potential Income : **6.8 Million**

5. Target Income / year : **1.7 Million**

Targeted Customer Segment

- Students Customers
- Retired Customers
- Working Professionals
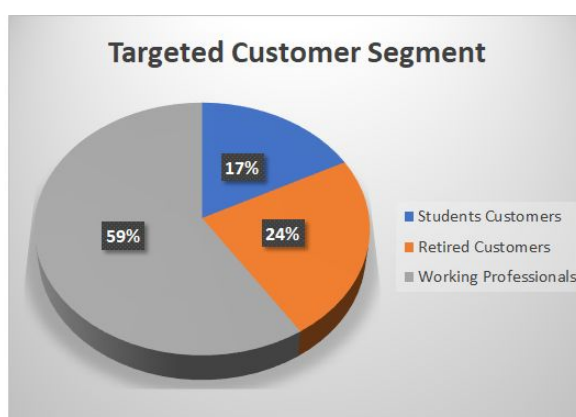
Major Source of Income:
Advertisement
Commissions
Consultation

Assumptions:
Only 1% of TAM, needed consulting
Every person in TAM, at least clicked once on advertisement
And 40% got aware of an event through the app

Caveats / Risks / Key Dependencies:

	Caveats/ Risks/ Dependencies	Mitigation
1	Most of the product revenue based on Advertisements	Diversify revenue
2	User Growth and Retention	Increasing user engagement on the web site

3	Most of our product content is reliant on event organizers	Networking with event organizers
4	Not able to out-market the competition	User research and constantly releasing new updates by taking customer feedback

Competitive/Strategic Considerations

Currently, there are few existing competitors, direct or indirect, and facebook is the biggest realistically not our target competitor. Huge user base, great UX, largest library and high on popularity, you name them they have it. So, technically, our main target competitor should be pinterest & Reddit per se. We have quite unique features like more user friendly filters for age & location compared to them and discussion on more precise interests. Which will definitely help us to eat their market and penetrate further over a period of time at a much faster rate.

Strategic Considerations made for Chill Pill:
- For the first year targeting 25% of the market
- Every person in projected TAM, at least clicked once on an advertisement
- 40% of customers got aware of an event through chill pill app
- Only 1% of TAM needs consulting

	Facebook	Pinterest	MeetUp	Reddit	MySpace
Notable Features	News Feed, Friends, Timeline, Wall, Likes and reaction, Facebook Messenger, Live streaming, Groups	Duplicate Pin Notification, Mobile Notifications, Friend Mentions, Suggested search terms, Chrome Extension	Online Groups to host in-person events, Mobile Notification, Messages	Account Switcher,User nameHider,be tteReddit, Style Tweaks,User Tagger,Subre ddit,Tagger,U ser Highlighter	Personal profiles, Blogs, Videos, Groups, Music, Photos
Library Size	335K	●	●	●	●
Bitrate	4000 kbps	●		●	128 kbps
User Experience	Good	Excellent	Moderate	Moderately Good	Fine

Versatility	High	High	High	High	Medium
Safety Features	Allows to report abusive content, removes anything that violates Facebook terms and conditions	Good	Good	Not Good	Good
Authentication	Facebook uses two-factor authentication	Pinterest uses two-factor authentication	MeetUp uses two-factor authentication	Reddit uses two-factor authentication	Myspace uses two-factor authentication
User Base	2.37 billion	322 million	35 million	430 million	580 million
Popularity	High	Fourth most popular social media platform	Low	Medium	Medium
Google Reviews	4.2/5.0 (95,639,145 votes)	4.6/5.0 (6,037,536 votes)	4.2/5.0 (96,528 votes)	4.7/5.0 (1,385,900 votes)	4.2/5.0 (4245 votes)

Team Members:

Name	Position	Email id
Tripti Rijhwani	Team Lead and UI UX Designer/Developer	rijhwani.t@husky.neu.edu
Rahul Salve	Product Manager	salve.r@husky.neu.edu
Apurva Salvi	Software Developer and Business Analyst	salvi.a@husky.neu.edu
Shwetank Rokade	Data Engineer	rokade.s@husky.neu.edu
Keval Shah	Supply Chain and Business Analyst	shah.keval@husky.neu.edu

Go/No Go Recommendation:

Based on the surveys we conducted, and the discussions we had in the team meetings, we decided that it should definitely be a **GO!**

Having such an app which gives you flexibility of doing what you like with the people you prefer is the need of the hour. There is stress all around, you should definitely take a dose of chill-pill!