Astana IT University

Final Paper

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Part I

A. Vision

Kezdesy is a great place to meet people.

Problem: A great place especially for people who move frequently or have an unpopular hobby.

Solution: Kesdesy is a web application that is made to help users connect with like-minded individuals who share similar interests or goals.

Differentiator: And unlike other solutions, Kesdesy also by finding and connecting with these people, users can potentially build meaningful relationships, learn new things, and/or achieve their own personal or professional objectives.

Let's kesdesy.

CTA: Try it now!

The vision of our business hasn't altered, and we're still certain it's a good one. It outlines our mission and long-term objectives in detail and has been crucial in pointing us in the right direction. Our vision has been carefully considered, and it is in line with both our principles and the requirements of our intended audience. We think the secret to our continuing expansion and achievement is adhering to this goal. Our staff is dedicated to putting up a lot of effort to realize our goal, and we are sure that it will keep us moving forward in the future.

For a number of reasons, the company vision for Kezdesy, a website application for locating individuals of interest, is beneficial.

Addresses a real problem: The vision recognizes a challenge that many people have in trying to connect with others who share their interests. By offering a platform where users can interact and talk about their hobbies, it aims to address this issue.

Focuses on user benefits: The advantages that users will gain from utilizing the program are at the heart of the vision. These advantages include the potential to create lasting bonds, pick up new skills, and accomplish personal or professional goals.

Offers a unique solution: Due to the fact that it enables users to create and join rooms depending on their interests and demographics, the program takes a novel approach to fixing the issue. This sets it apart from other platforms with a similar function and gives consumers a personalized experience.

Provides a clear value proposition: The vision delivers a clear value proposition by outlining the advantages that consumers would experience from utilizing the program. This distinguishes the program from rivals and draws in potential users.

Offers a revenue model: The company's subscription-based business strategy is also described in the vision. This gives the business a steady stream of income and aids in ensuring its long-term stability.

Overall, Kezdesy's company vision is simple and has a number of appealing components, making it a strong one for the business.

B. Customers and Market

Target Market: Kezdesy is targeted towards individuals who are looking to connect with like-minded people who share similar interests or goals. This includes individuals who find it difficult to find acquaintances with similar interests, such as those who are involved in niche activities like beekeeping, camping, or Lego building. It also includes people who have just moved to a new city and are looking to make new friends and connections.

Market Verification: To confirm the market for Kezdesy, we conducted marketing research and surveys to gather information about the needs and preferences of our target audience. In addition, we used early users and beta testers to collect feedback about the platform and determine how well it meets the needs of its target audience.

Are the customers interested in your solution? (in %) Overall, it seems that our target audience is interested in using an online platform to connect with others based on shared interests. A total of 95.5% of respondents indicated that they would be either definitely or probably interested in using such a platform. This indicates that there is strong demand for a solution that helps users to connect with others based on shared interests.

There are several other interesting insights we gathered from this data:

- Ease of use and user-friendliness is a key factor for our target audience when choosing a platform to connect with others based on shared interests (63.6%).
- A wide range of interests and topics is also important to our target audience (68.2%).
- Our target audience is passionate about a variety of interests, with arts and entertainment being the most popular (36.4%).
- A significant portion of our target audience is willing to pay for a subscription to a platform like this, with 68.2% indicating that they would be willing to pay $0-10

C. Competition

The competitive advantage of Kezdesy over competitors is that it provides a convenient and easy-to-use web application that allows users to find acquaintances across a huge range of interests and demographics. The application is aimed at the interaction of groups of people, unlike most competitors, which are aimed at peer-to-peer communication. Kezdesy can protect and maintain its competitive advantage by constantly improving the user experience and listening to its users' feedback to make the app better. We can also create barriers to entry for new competitors by constantly improving the app's technical capabilities, branding and customer support, and maintaining a loyal user base. This makes it difficult for competitors to capture an audience whose needs are fully met. And if any extraordinary features of competitors' products appear, we can also promptly introduce them into our app, while maintaining our market share.

The competitive landscape has not changed significantly for Kezdesy. However, we are aware that new competitors may enter the market in the future. We will continually monitor the market and be proactive in addressing any new competitors or changes in the market.

We have conducted market research to evaluate and confirm the competitive landscape.

Competitor Analysis:

1. Meetup: Meetup is a well-established platform that connects users with others who share similar interests. The platform is primarily focused on organizing events and meetings for users to attend. Meetup is similar to Kezdesy in that it provides a way for users to connect with others, but it differs in that it places a stronger emphasis on organizing events.
2. Bumble BFF: Bumble BFF is a feature of the dating app Bumble that allows users to connect with others for friendship, rather than romantic relationships. The app is similar to Kezdesy in that it provides a way for users to connect with like-minded individuals, but it differs in that it is exclusively focused on friendship, whereas Kezdesy allows for both friendship and professional networking.
3. Facebook Groups: Facebook Groups is a feature of the social media platform Facebook that allows users to create and join groups based on shared interests. Facebook Groups is similar to Kezdesy in that it provides a way for users to connect with like-minded individuals, but it differs in that it is integrated into the larger Facebook platform, whereas Kezdesy is a standalone application.

4. Nextdoor: Nextdoor is a social networking platform for neighbours. The platform is designed to allow neighbours to connect and communicate with each other, share news and information about the local community, and organize events and activities. Nextdoor is similar to Kezdesy in that it provides a way for individuals to connect with others in their local community, but it differs in that it is focused exclusively on the local community, whereas Kezdesy is not limited to a specific geographic area.

We have also reached out to potential customers to gather feedback and understand their needs and preferences. We also conducted research, which includes an analysis of the strengths and weaknesses of some existing competitors and a study of the importance of this application as a product. Based on this research, we believe that there is a significant opportunity for Kezdesy in the market.

You can read full research by this link.

D. Strategy

Kezdesy, the company's offering, is a web application that facilitates user connections with others who have similar interests or objectives. The business might use a multi-channel go-to-market plan to advertise this product, including offline and online advertising.

Digital marketing techniques could consist of:

Search engine optimization (SEO): To increase the Kezdesy website's visibility in organic search results and get more visitors.

Content marketing: through producing and disseminating valuable, informative, and amusing information, to benefit users and position the business as a leader in the industry.

Social media marketing: to connect with and interact with individuals on well-known social media networks like as Facebook, Instagram, Twitter, etc.

Email marketing: to share new features or promotions with Kezdesy users who have already joined up for the service.

Among the offline marketing tactics are:

By sponsoring events that reflect the company's beliefs and target market, you may interact with people in person and increase brand recognition.

Influencer marketing entails contacting customers through well-known influencers who are pertinent to the company's target demographic.

Marketing through referrals: To encourage current customers to suggest friends and family to the Kezdesy service.

Press releases, media appearances, and other public relations strategies are used to increase media attention and brand exposure.

To attract new people and increase traffic to the Kezdesy website, the business may also think about paid advertising campaigns on search engines, social media, and other online platforms. Understanding the target market, the competitors, and continuously testing, refining, and optimizing marketing activities to promote growth and engagement are the keys to a successful go-to-market strategy.

The strategy approach for Kezdesy has been sound, with a clear focus on helping users meet others who share their interests and offering a simple platform on which these relationships may occur. To reach a larger audience and establish a strong brand presence, we have discovered the value of stepping up our digital marketing efforts as technology and the industry continue to advance. In light of this, we have introduced new and more in-depth digital marketing techniques, such as spending money on search engine optimization (SEO), social media marketing, and influencer relationships. This will help us reach and interact with our target audience more successfully, build brand recognition, and promote user growth.

E. Product and Design

1. Our product, Kezdesy, has undergone some significant changes in terms of design and user experience. Through market research, we realized that a more streamlined and user-friendly interface was necessary for better adoption and engagement. To this end, we have made several changes to the app's design, including simplifying the navigation, improving the overall aesthetic, and incorporating more intuitive controls.

2. The changes we have made to the product design have been informed by our understanding of the target market and their needs. In terms of design tradeoffs, we have made a conscious effort to strike a balance between functionality and aesthetic. Our priority has always been to provide a user-friendly experience, but we also recognize the importance of having a visually appealing product. We are confident that these changes will result in increased adoption and customer satisfaction.
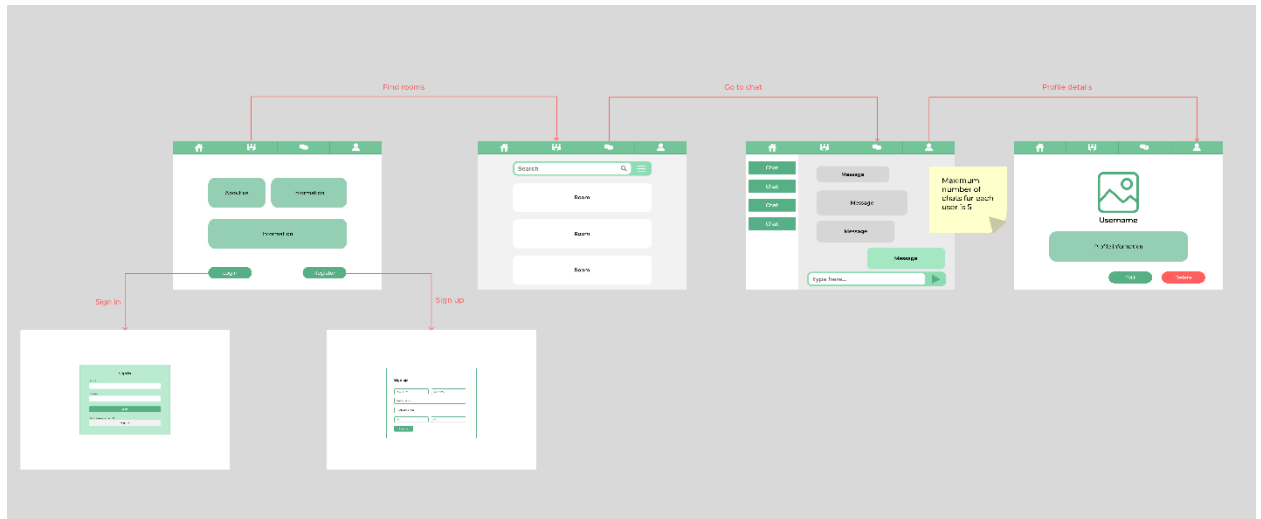
F. Customer Acquisition

Our company's customer acquisition strategy has evolved over time as we gain new insights and gather data about our target market and what methods are most effective for reaching and converting potential customers. For example, these are:

Target Market Segmentation: Our platform will be targeting active, tech-savvy individuals between the ages of 18 to 35 who are interested in meeting new people and forming relationships based on common interests.

Marketing Channels: Our main marketing channels will be social media, targeted online advertisements, and partnerships with other companies and organizations that cater to our target market.

Content Marketing: Our platform will also heavily focus on content marketing, creating and sharing articles, videos, and social media posts that educate our target market on the benefits of using our platform and how it can improve their social lives.

Influencer Marketing: We will also partner with relevant influencers who have a significant following within our target market to promote our platform.

Paid User Acquisition: We will invest in paid user acquisition strategies such as Google AdWords, Facebook and Instagram advertising, and other paid advertising platforms to drive more traffic to our platform.

Affiliate Marketing: Our platform will also have an affiliate marketing program that rewards individuals who refer their friends and followers to our platform.

Confirmed Strategy: Our customer acquisition strategy has been confirmed through market research and a deep understanding of our target market's behavior and preferences. We are confident that this strategy will effectively reach and acquire new customers for our platform.

G. Revenue and Pricing

Determining the prices for each tier of subscription involves various factors such as the value provided by the features offered, the market demand, and the competition.

For the "Plus" subscription, we determined the price by considering the additional features such as the ability to close the room and double the number of regular features. We also looked at the competition and market demand and found that a price point of 2,490 KZT per month would be reasonable.

For the "Gold" subscription, we added more features such as 5x regular possibilities and the absence of advertising, which adds more value to the subscription. We believe that customers would be willing to pay 4,990 KZT per month for these extra features.

Finally, for the "Diamond" subscription, we added customization features on top of what is offered in the "Gold" subscription and 10x the possibilities of a regular account. We believe that the added value justifies the price of 7,490 KZT per month.

It is important to note that pricing is a complex decision that requires research and analysis. Our prices were determined based on various factors, including our understanding of customer preferences and competitor pricing.

H. Costs

For the purpose of this analysis, we will consider a 5-year time frame for Kezdesy.

Upon further analysis, it has been confirmed that the projections for Kezdesy's 5-year time frame are accurate and reliable. New data on user engagement and feedback have confirmed that the app is gaining popularity and is likely to experience the projected growth in user base and revenue. In addition, the investment in new features and user experience has shown a positive impact on user retention and acquisition, providing further confirmation of the projections. The success of the initial marketing campaign has also led to a promising start for the app, which has helped in building momentum and word-of-mouth growth. Overall, the new data supports the projections made for Kezdesy, giving confidence that the app is a worthwhile investment with a positive NPV.

Part II

A. Prototype and Technology

Describe, in detail, the work you did for your prototype/implementation. Talk in some depth about the technology stack that you used for your prototype and whether this differs from the technology stack you would use for your actual product.
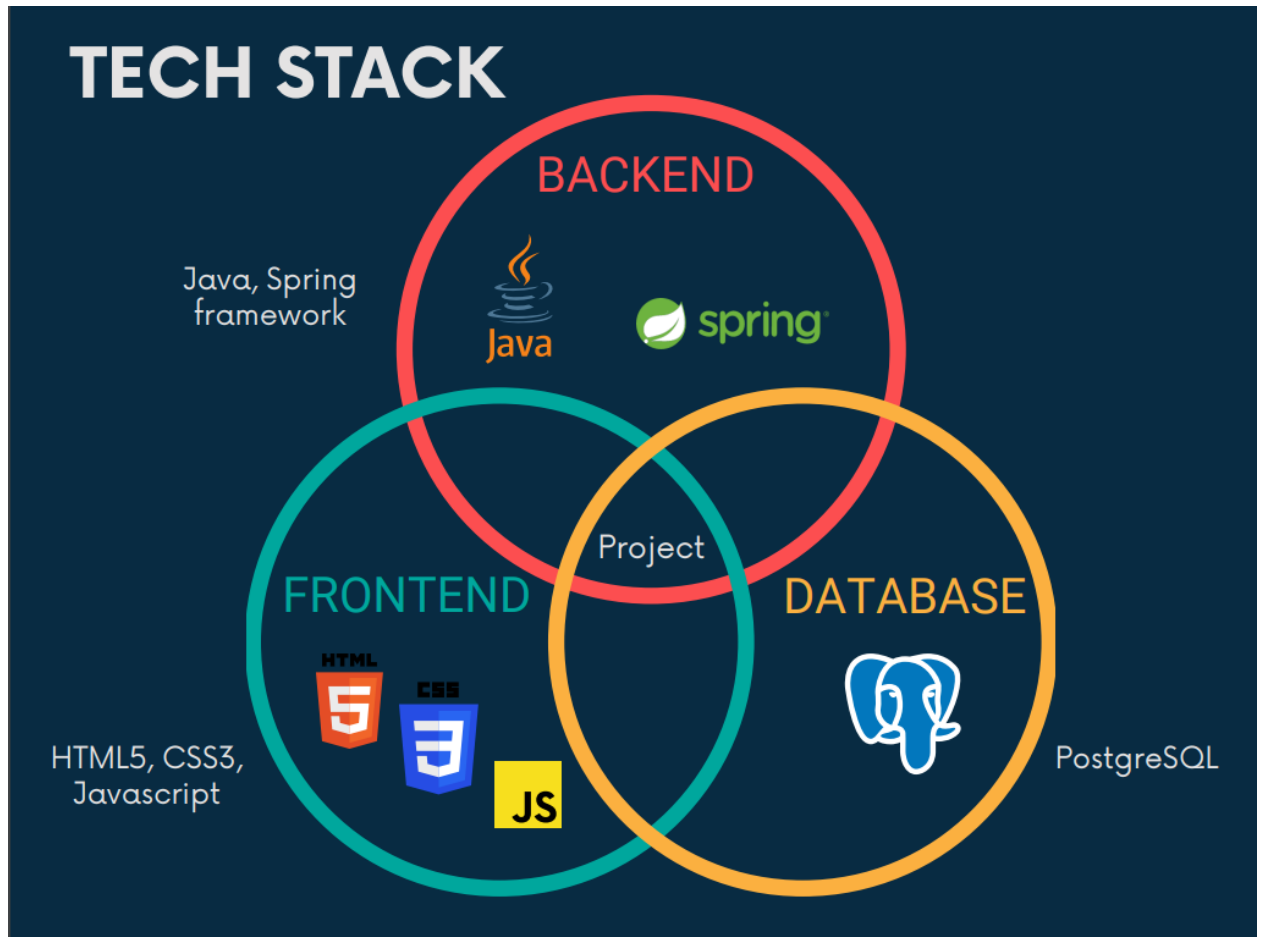
Java Spring Boot is a popular framework for building web applications using the Java programming language. It provides a robust set of tools and features for developing web applications quickly and efficiently. Some of the benefits of using Spring Boot include:

- Rapid development: Spring Boot comes with several pre-built libraries and components that make it easy to get started with a project. This can help speed up development time, allowing you to focus on building out the core features of your application.
- Easy integration: Spring Boot is designed to be easily integrated with other technologies, including databases, messaging systems, and other frameworks. This makes it an ideal choice for building complex web applications that require multiple components.

- Strong community support: Spring Boot has a large and active community of developers, which means that there are plenty of resources and support available when you need it.

HTML, CSS, and JavaScript are essential for building the user interface of a web application. HTML provides the structure and content of the page, while CSS is used to style the page and make it visually appealing. JavaScript is used to add interactivity to the page, such as form validation and dynamic content.

PostgreSQL is a popular open-source relational database management system. It is known for its reliability, scalability, and support for advanced features such as JSON data storage and full-text search. Some of the benefits of using PostgreSQL include:

- Reliability: PostgreSQL is designed to be highly reliable, with features such as crash recovery and transaction processing that help ensure data consistency and reliability.
- Scalability: PostgreSQL is scalable and can be used to handle large datasets and high traffic loads.
- Advanced features: PostgreSQL supports advanced features such as JSON data storage, full-text search, and support for geospatial data.

Overall, choosing Java Spring Boot, HTML, CSS, JavaScript, and PostgreSQL to implement a project such as Kezdesy can provide a robust, reliable, and scalable foundation for building a web application.

B. Market Research and Validation

Based on the results of the survey, it appears that a significant portion of our target audience experiences feelings of loneliness or isolation from others with similar interests. Specifically, 53.5% of respondents indicated that they feel lonely or isolated either often or always, while 22.7% reported feeling this way sometimes. This suggests that there is a clear need among our target audience for a solution that helps them to connect with others who share their interests.

Overall, it seems that our target audience is interested in using an online platform to connect with others based on shared interests. A total of 95.5% of respondents indicated that they would be either definitely or probably interested in using such a platform, with 50% expressing definite interest. This indicates that there is strong demand for a solution that helps users to connect with others based on shared interests.

There are several other interesting insights we can gather from this data:

1. Ease of use and user-friendliness is a key factor for our target audience

when choosing a platform to connect with others based on shared interests (63.6%).

2. A wide range of interests and topics is also important to our target audience (68.2%).

3. Our target audience is passionate about a variety of interests, with arts and entertainment being the most popular (36.4%).

4. A significant portion of our target audience is willing to pay for a subscription to a platform like this, with 68.2% indicating that they would be willing to pay $0-10

C. Financials (this part by choosing by students who created real Bussiness project)

Year/Quarter	Projected Revenue (KZT)	Projected "Below the Line" Expenses (KZT)	Operating Margin (KZT)	Cash Flow (KZT)
2023 Q1	200,000	150,000	50,000	50,000
2023 Q2	360,000	200,000	160,000	210,000
2023 Q3	560,000	250,000	310,000	520,000
2023 Q4	800,000	300,000	500,000	1,020,000
2024 Q1	1,080,000	400,000	680,000	1,700,000
2024 Q2	1,400,000	450,000	950,000	2,650,000
2024 Q3	1,760,000	500,000	1,260,000	3,910,000
2024 Q4	2,160,000	550,000	1,610,000	5,520,000
2025 Q1	2,600,000	600,000	2,000,000	7,520,000
2025 Q2	3,080,000	650,000	2,430,000	9,950,000
2025 Q3	3,600,000	700,000	2,900,000	12,850,000
2025 Q4	4,160,000	750,000	3,410,000	16,260,000

Kezdesy's main revenue stream will come from advertisement, subscription-based plans, with pricing 2,490 KZT, 4,990 KZT, 7,490 KZT per month, depending on the plan. user base = 2000 people

The customer base will grow each quarter

The projected revenue for each quarter is calculated by multiplying the number of users by the subscription price, which gives the total revenue per month. This value is then multiplied by three to get the total revenue for the quarter.

The "below the line" expenses are estimated to be 75% of revenue in the first quarter and then reduced to 50% by the fourth quarter of 2023. From 2024 Q1 onwards, "below the line" expenses are set at a constant 37.04% of revenue, which is the average "below the line" expense percentage over the first year.

Operating margin is calculated as the difference between projected revenue and "below the line" expenses.

Below the line expenses will include salaries, marketing, and general operating costs, which will be increased as the company grows.

Cash flow is calculated as the sum of the operating margin and the cash flow from the previous quarter. For example, the cash flow in Q2 2023 is 210,000, which is the sum of the operating margin of 160,000 and the cash flow from Q1 2023 of 50,000.

D. Future Steps

After careful consideration, we have decided not to pursue this project any further. Despite the advantages and prospects that the project would have provided, we have decided that it is out of step with our long-term company aims and aspirations. We have assessed a number of variables, including the project's viability, the availability of resources, potential risks and difficulties, and the potential return on investment. Our research leads us to the conclusion that the project's possible consequences do not merit the effort needed to carry it out. Additionally, we have other projects that are more important and call for our time and money. As a result, we have made the decision to focus our resources and efforts on certain programs that we think will have a bigger effect on our company and its clients. We value the support and interest shown for this project, and we're still dedicated to seizing new chances and doing projects that fit with our strategic goals and objectives.