BOOK MY ENTERTAINMENT

1. **Vision -** To put a smile on the faces of all ages.

2. **Mission –** We are on a mission to save you from the hassle of bookings and become a one-stop solution for Entertainment and Experience.

3. **Overview:**

"Book my Entertainment" is a website and a cross-platform mobile application that helps customers connect with their favorite entertainment artists and experiences. The site and the app connect freelance artists and entertainers with the customers looking to hire them for events and parties. Some of the freelancers include Photographers, Chefs, Dancers, Singers, DJs, Masters of Ceremony, and Clowns, etc. The website and app also provide the customers with the option to search, view, and book experiences or outdoor events in their respective locations. Some of the experiences include Dance Floor parties, Lake Visits, Photography tours, Hiking, Open theatre movies, Standup comedy shows.

4. **Value Proposition:**

The current scenario in the target market for customers to find a freelancer or an entertainer is only through a referral or Google search. This process is hectic and time-consuming. No other platform provides a list of freelancers and entertainers with the required details for customers to view and compare options. "Book my Entertainment" will solve this problem by providing a comprehensive list of freelancers and Entertainers to customers based on location, price range, availability, and ratings, etc. and the ability to book them seamless. The product also offers freelancers and entertainers a platform to showcase and market their talents to a broader audience.

Similarly, the target market consists of individual platforms and services for specific outdoor events and experiences but do not have a platform like "Book my entertainment" that combines and provides a comprehensive list of the entertainments and outdoor experiences in all segments.

The value proposition of "Book my Entertainment" is that the platform is a one-stop solution for all the fun, entertainment, and experience needs of the customers of all segments over the market.

5. **Use Case:**

<u>For Customers:</u>

- The product will be available to customers in the form of a website and a mobile application.
- Customers can sign up and create an account to search and save the Entertainers' profiles based on their interests.
- Customers can sort and filter the list of freelancers and entertainers based on various criteria. Looking at the Entertainers' description, details, and sample videos/work uploaded, customers can select the best fit for their requirements.
- Once customers decide to go ahead with a chosen Entertainer or Freelancers, he/she will be able to book the entertainer for their respective dates and make the payments within the platform.

- Similarly, customers can search, view, sort, compare, and book outdoor events within the platform.

For Freelancers and Entertainers:

- The product will be available to Freelancers and Entertainers in the form of a website and a mobile application.
- Freelancers and Entertainers can sign up and create a portfolio/dashboard with the requested information.
- The Freelancers and Entertainers will have the option to provide details about their talents, specializations, prices, and a video demo for the customers to understand the services better.
- Freelancers and Entertainers can update their availability seamlessly and manage bookings from their dashboards. They will not accept payments from the customers directly as every transaction goes through the platform.

For Outdoor events/experiences:

- The product will be available to the companies in the form of a website and a mobile application.
- Individual businesses that offer outdoor events and experiences can create a portfolio/dashboard on the platform with the requested information and update their activities.
- The companies can manage the booking and event information using the dashboard.