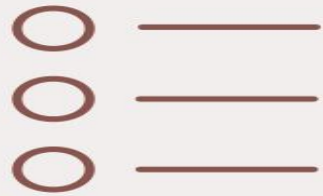




Plannr BROUGHT TO YOU

By

DIXIE ROSE



Problem - Confusion with event planning and task handling.



- Unorganized/
unclear assignment
of responsibility
across members of
the team
- Missing
requirements
caused by
forgetfulness
- Dwindling
determination from
the lack of concrete
due dates

Solution - Making a site that:

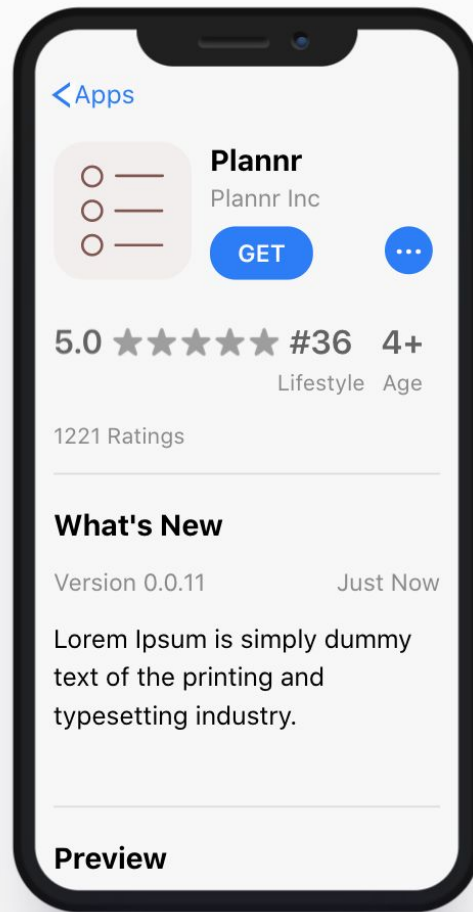
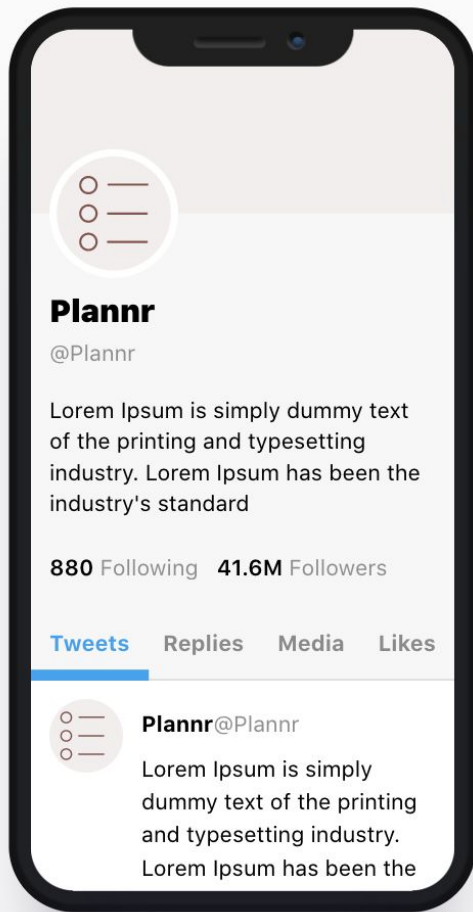


- Allows you to create events
- Assign specific tasks to be handled by certain individuals
- Split cost of event among your group

Introducing Plannr



- Plannr is a site that lets you easily plan and distribute tasks of the event to people that are willing to help.
- It also helps give deadlines for tasks before the event takes place since some tasks might require more time than others.
- Give people a strict cost and/or instructions regarding what needs to be done for the task at hand.



Competitive Landscape



Code Behind the Planner



Flask

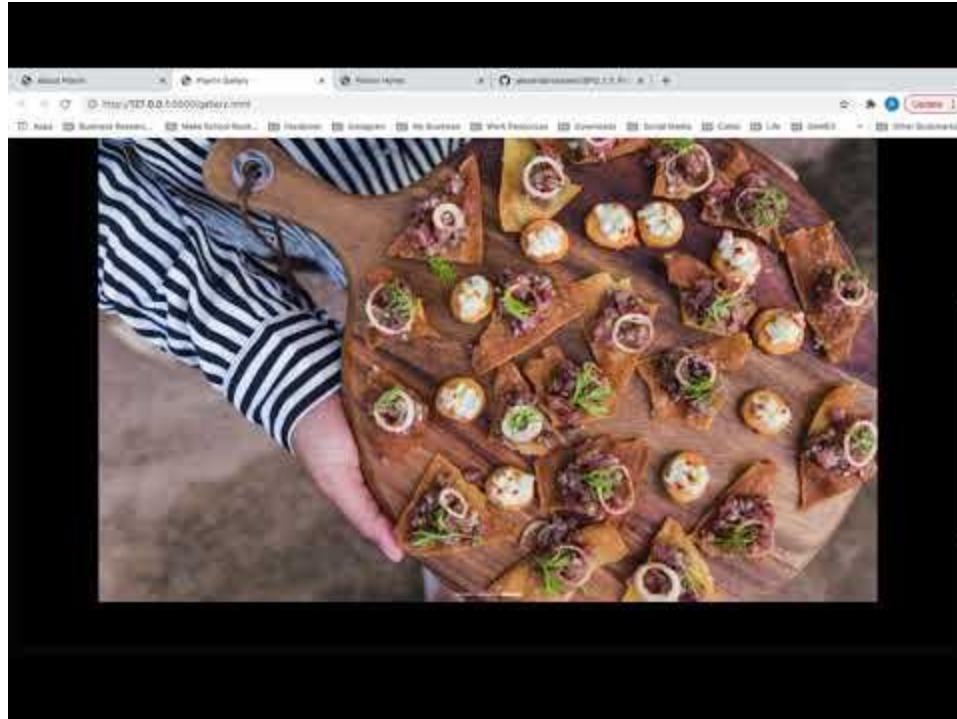


Jinja



Bootstrap

Demo Video of Website

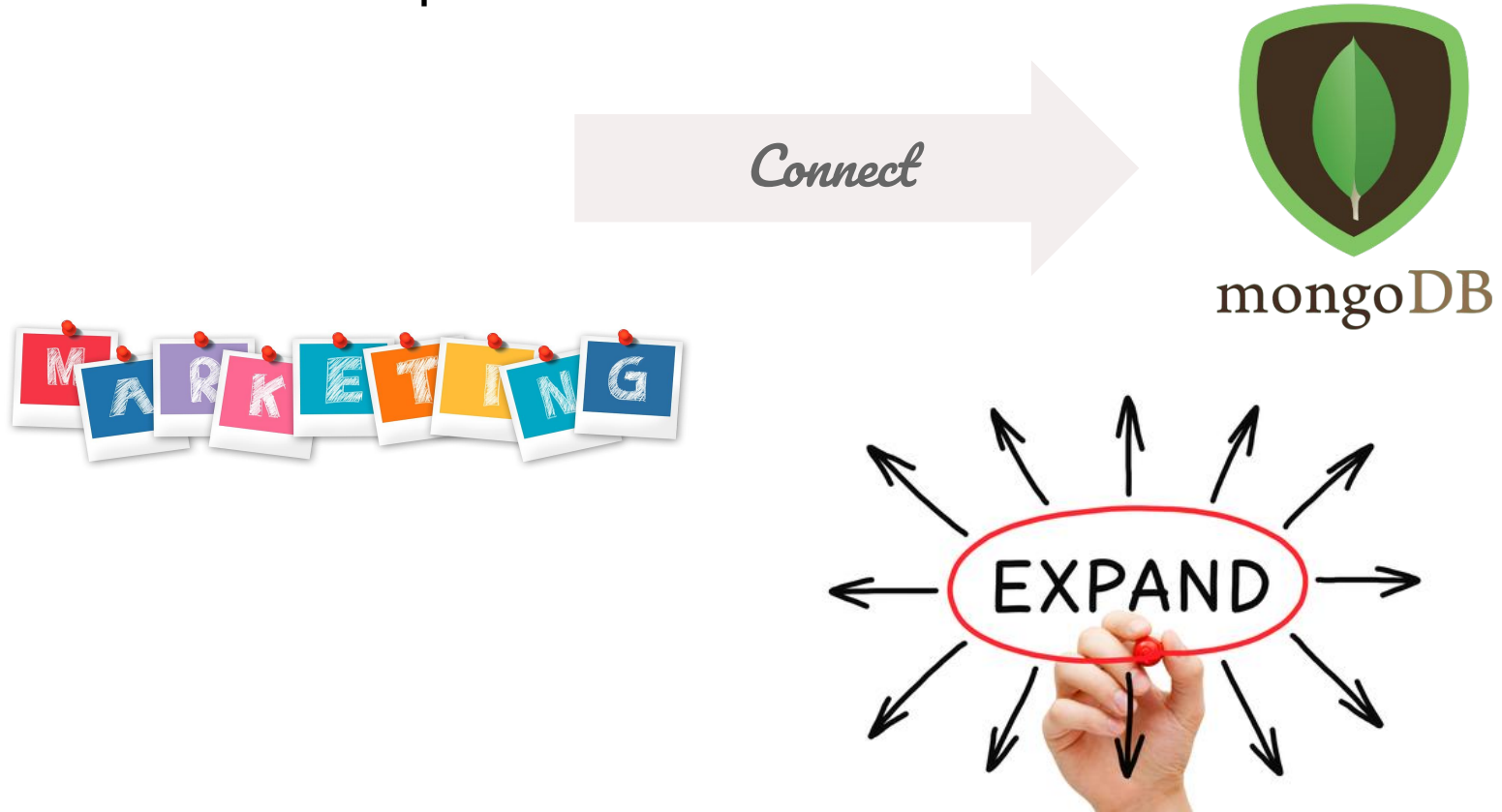


Lesson Learned

ADAPTABILITY



Future Steps



Simple, secure online payments

Accept all major credit/debit cards and bank transfers,
while providing a seamless client experience.

START FREE TRIAL

No credit card required

ENTICE USERS BY OFFERING A FREE TRIAL

**SECURE PAYMENT OPTIONS
SO USERS FEEL SECURE TO
INPUT PAYMENT INFORMATION**

Powerful features built for small businesses

START FREE TRIAL

No credit card required

Starter Plan

Save on subscription while you get set up

\$9

per month

START FREE TRIAL

- Access to all features
- Limited to \$10k in total transactions
- Up to 6 months of concierge support

Popular

Unlimited Monthly

Get going. No limits from day one.

\$39

per month

START FREE TRIAL

- Access to all features, plus
- No limit on transactions
- Unlimited concierge support
- Add unlimited team members

Unlimited Annual

Get the best value from the start

\$390

per year (17% savings)

START FREE TRIAL

- Access to all features, plus
- No limit on transactions
- Unlimited concierge support
- Add unlimited team members
- 17% savings

FOR THIS PROJECT I USED

Competition-Based Pricing Strategy

Competition-based pricing is also known as competitive pricing or competitor-based pricing.

This pricing strategy focuses on the existing market rate (or going rate) for a company's product or service; it doesn't take into account the cost of their product or consumer demand.

Instead, a competition-based pricing strategy uses the competitors' prices as a benchmark. Businesses who compete in a highly saturated space may choose this strategy since a slight price difference may be the deciding factor for customers.

With competition-based pricing, you can price your products slightly below your competition, the same as your competition, or slightly above your competition. For example, if you sold marketing automation software, and your competitors' prices ranged from \$19.99 per month to \$39.99 per month, you'd choose a price between those two numbers.

MARKETING STRATEGY:

Content Marketing

Powerful Storytelling

Content Creation Framework

Long-Term Content Strategy

Generating Content Ideas

Creating Quality Blog Content That Audience Loves to Read and Share

Use Blogging to Rank #1 on Google

Extend the Value of Content Through Repurposing

Create Topic Clusters and Pillar Pages

Create a Successful Video Marketing Strategy

Build a Guest Blogging Strategy Powered by SEO

Effectively Promote Content

Measuring and Analyzing Content

App Development Cost

- Project type (social, on-demand delivery, e-commerce, healthcare, etc.)
- Type of vendor you choose (freelancers, IT agency)
- Vendor's location (country)
- Vendor's rate
- Number and complexity of features
- Number of platforms (iOS, Android, web)
- Design complexity (basic, custom, use of animations)

The cost to create an app is very hard to estimate and the sum can vary from \$15,000 to \$300,000+ for one platform. Note, that a minimum budget to build an app is around \$10,000 for a very basic project. In most cases, this price will increase on average up to \$60,000 for the first, simple app version. Post initial investment, profits will be made through the pricing options, minus marketing costs.

MAJOR CHOICE

Freelancers vs. App Development Agency

FREELANCING ADVANTAGES VS RISKS

- ADVANTAGES
- Cheap app development
- Constant communication with the developer only
- RISKS
- The need to find freelancers for all required services
- Lower quality of software development services
- Limited accountability and transparency
- Team management on your side
- Additional paperwork

CUSTOM SOFTWARE DEVELOPMENT ADVANTAGES VS RISKS

- ADVANTAGES
- Trustworthy relations
- Quality of deliverables
- All or the majority of needed services in one place
- Schedule and discipline
- Project management
- Accountability
- RISKS
- Higher rates
- More bureaucracy

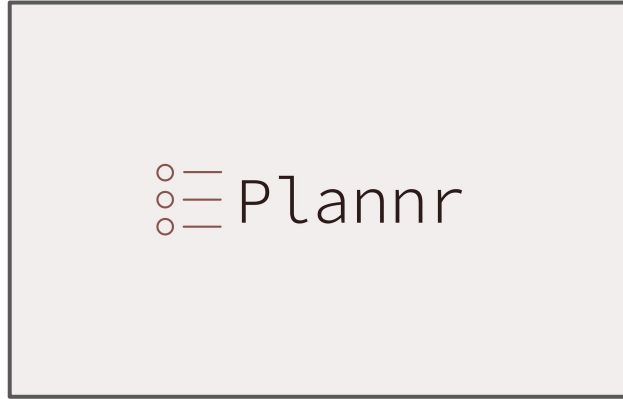


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[Follow Plannr on Twitter](#)

Start Planning for YOUR next Event NOW!

Take a look at the early stages of development while starting to plan your events.
Make your planned events easier with Plannr.



Live Demo: [PLANNR](#)