



Business Plan
December 2, 2015

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a. Executive Summary

Is there anything I can do? is an online registry for people who are going through times of grief or great suffering. The registry can be shared with friends and family, so anyone who wants to can offer help and support. The registry will be available to anyone suffering, but specifically targeted toward parents whose children have life threatening or life changing diseases. Parents will be able to register for a wide variety of services - from house cleaning, to babysitting, to driving services, to meal delivery. Our competitive advantage is the partnerships we will develop with local businesses to offer a wide variety of services and products for the registry.

We believe this service is desperately needed, since there are over 500,000 children per year that are diagnosed with life threatening illnesses. If just a small percentage of the people those 500,000 families know decide they'd like to go on our website and register to help and give a small donation- the potential market size for this website is over \$440 million annually. **Is there anything I can do?** will collect 15% of the goods sold on the website - which means the revenue potential for our business is over \$65 million a year.

b. The Problem

Everyone will face a time of sadness, challenge or loss in their lives. Our first response when we hear of someone going through these hard times is to say "Is there anything I can do to help?" We've all said it, and heard it, many times in life, and it has become an empty offer in most circumstances.

The person who is suffering (we will call them 'The Sparrow') usually can't tell the person who wants to help them (we will call them 'The Nest') what would make their pain less, their burden easier to carry. Either because they are uncomfortable asking for help - or because they are grieving and can't expend the energy. The Nest wants to comfort the Sparrow, but doesn't know what they need and doesn't want to disturb or offend them.

c. Our Solution

'Is there anything I can do?' works with your friends, family and community to bring you relief in difficult times. It's a website where the Sparrow, or someone close to them, could create a registry type list of items/services that the Sparrow could use to get through their difficult time. Our registry will have relationships with vendors in the community who will offer their services on this website. From flower delivery, to a calendar function to set up meal delivery, to housekeeping services, to grocery shopping services, to gift cards...the possibilities are far reaching.

Community is the key word here. We want to remind everyone that we live in a world where we have more friends than we know, and there are good people all around us who want to help.

d. Market Size

Our primary target of people who would be willing to give to the registry (the Nest) would be women 35 - 64 who have families of their own and are caretakers. According to the Bureau of Labor statistics, 62.8 million people volunteered at least once between September 2013 and September 2014. Which means around 20% of the total population of America takes the time to volunteer. These are the people who would use our registry to help their friends. On the other side of the coin (the Sparrow), 50,000 children die in the US annually and 500,000 kids cope with life threatening conditions each year. This is a total of 550,000 families who need help and who have people who want to help them!

The median number of Facebook friends that Americans have is 200 people. If we take that number and apply the 20% number that we found from total Americans that are willing to volunteer, we reach 40 Facebook friends per person that may be willing help one of their friends who have a child who is suffering. If each of these 40 friends would contribute an average gift of \$20 to the family in need, this business has a potential of generating over \$440 million in business a year. If the percentage that **Is there anything I can do?** collects from vendors remains at 15%, the revenue potential is over \$65 million a year.

e. Competition

Caringbridge.com

This site is a place to share updates on medical conditions and offer support and encouragement. This site also has a community aspect where you can set up meal planning - but does not have the registry aspect our site would offer. Caringbridge is widely known and funded by private donations. Our site would be less targeted towards people with medical issues, and be open to anyone going through a life changing event.

Lotsahelpinghands.com

This is a free care calendar site, where the Nest can sign up on a calendar to offer help and communicate needs. It's a nicely designed site, with a ton of users and communities.

Lotsa has received a ton of great PR. They do not offer the registry type function that our site would include.

Carecalendar.com

Another free website that offers the calendar function to schedule meals and other help for people in need. This website is not as visually pleasing and looks more dated. They do not offer the registry type function that our site would.

Takethemameal.com

This is an online meal planning website where friends can register to provide food to the person in need. This website goes one step further and offers the option to ship them a frozen meal, a gift card, a care package, or dessert. They do not offer the connections to local vendors like our site would.

f. Product/Roadmap

Our website would be an easy to navigate system where the Sparrow (or someone close to them) could go online and register for services/products that they need through local vendors in their community. We'd like to connect to Facebook so our service the Sparrow could share their registry with all their online friends.

The Sparrow would first go in and set up an online profile for the person/family in need. Then, as in an actual registry, they would be able to scroll through different local services/products and choose what they need help with.

- House cleaning services
- Meal delivery from local restaurants
- Meal delivery from friends
- Grocery delivery (set up a standard grocery list with Hy-Vee)
- Flower delivery
- Dry cleaning pickup
- Babysitting services
- After school pick up services
- Driving services
- Spa services
- Care packages (lists of items needed from Target/etc)
- Cash donations

Other features the site would include would be a calendar function to organize meals/physical activities with an email reminder feature and outlook calendar integration and a communication function to give updates to followers. People will have the option to just donate money towards a portion of something - if you want to help with housecleaning but you just want to donate \$50...someone else could pay the rest of the fee. We'd also like to set up a donation page, so those people who want to just donate money, to either the Sparrow or their charity of choice, could do that through our site as well. And we'd share all the kindness and gifts with the Helpee in some way so they can see how many people love them. I'd like to set up a memento for them so they can always remember the support they received.

We will also have to make the process for local vendors to sign up on our site easy and intuitive, along with creating a simple process for the Sparrow (or friend) to choose what services from what vendors they would need.

g. Business Model

- ⇒ Key Partners - Local vendors
- ⇒ Key Activities - Registry for local vendors, Communication between the Sparrow/the Nest
- ⇒ Key Resources - Website, Online payment for services/products
- ⇒ Value Prop - An online registry dedicated to helping people in time of crisis.
- ⇒ Customer Relationships -
 - Get - Partner with a major non-profit (like Make a Wish), PR, Social Media, Video, Social media targeted advertising
 - Grow - Ever increasing vendors, referrals, testimonials, partnership with hospitals, social media
- ⇒ Channels - www.isthereanythingicandotohelp.com
- ⇒ Customer segments - Primary target, Caretakers/Women 35 - 64 - Women who have families and disposable income that are old enough to realize hard times come to all of us at some point.
- ⇒ Cost Structure - Website/Registry creation, Vendor acquisition, Marketing
- ⇒ Revenue Streams - Percentage of local vendors orders, advertising, reminders to potential helpers of registry items that haven't been purchased

Revenue Model

Our startup would receive a percentage (15%) of each registry item purchased through our website.

Grocery delivery example - \$100 order = \$15

Flower delivery example - \$60 order = \$9

House cleaning example - \$150 order = \$22.50

Our site would also offer the option for local vendors to advertise.

h. Team

Brooke Brockman - Founder

Experience in Business Development, Marketing, Retail, Product Development and Online Marketing