

Business Plan



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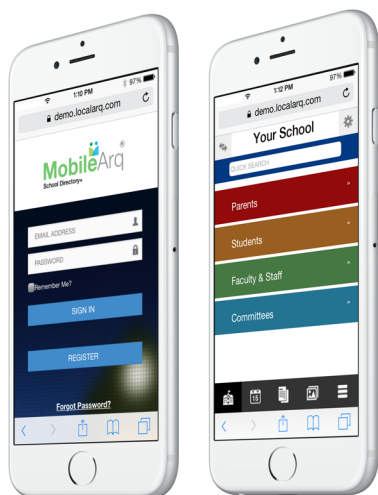
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1. Executive Summary

1.1 Product

Women are the primary caregivers for 50.2 million children who are in primary or secondary schools in the US. Seventy percent of women are multi-tasking working mothers and need to stay on top of their kids schedules and activities out of school. Being connected to the school parents and teachers is extremely important for all parents for the social and academic success of their children. The printed school directory which includes the contact information of each parent produced by the parent organization in schools is an invaluable tool to get in touch with other parents however it is easily misplaced and outdated even as it is getting printed.

Every year thousands of parent organizations in schools across the US go through the production of the print directories for parents. The management and execution of both of these tasks is long and laborious, requiring hundreds of hours of volunteer work from the Parent Teacher Organization/Association (PTO) populated by Moms from schools. The end product of this labor, the printed school directory, always goes missing when it is needed the most by parents, particularly mother who are trying to connect with other parents. In addition, the information in these print directories cannot be updated to include changes in addresses as well as the student body. Despite its drawbacks, the process of directory production/membership management and fund raising remains unchanged and ripe for updating to the digital and mobile age.



In recognition of this problem and an opportunity, MobileArq has developed a software solution, MobileArq School Directory+, for both the PTO and the school parents. Adopting MobileArq as the directory solution has saved PTOs hundreds of hours of their time as well as money. Parents are also very enthusiastic about the adoption of MobileArq as they no longer have to search for their print directories; they can get the parent contact or school information when and where they want on their mobile phones and the information is always current.

With increased demands upon parents time, being engaged in their children's school lives and the school community is made increasingly difficult, particularly for women as they try to balance the needs of both their work/careers and families. The mobile school directory provides a invaluable convenience for women to stay on top of daily school activities of their child and stay connected with their school community. In addition, the mobile directory can also serve as a lifeline for parents in emergency situations.

It takes a village or a well-connected community to raise a child. Access to a tool that can facilitate interaction and communication between school parents who are time constrained will have a measurable impact towards building better-connected school communities and helping children thrive and flourish in the school setting.

MobileArq provides a platform for PTAs to manage their memberships, communications to parents and directory. PTAs have raised hundreds of thousands of dollars with MobileArq as of this year.

MobileArq Membership Management & Communications Platform

DASHBOARD

DIRECTORY

FACULTY/STAFF

EVENTS

PAYMENTS

PRINT

NEWSLETTER

GROUPS

AUDIT LOG

DIRECTORY

Bedford Middle School

Show 10 entries

Search:

Family	Emails	Paid Dues	Edit Family	Delete Family	Publish
Abbed	sarahaadair@gmail.com [Registered] khalid.abbed@gmail.com	Paid	Edit Family	Delete Family	Yes
		N/A			
Abrams	eisenabrams@gmail.com [Registered]	Paid By Spouse	Edit Family	Delete Family	Yes
Abrams	richard.abrams317@gmail.com [Registered]	Paid	Edit Family	Delete Family	Yes
Acselrod	acselrods@optonline.net [Registered]	Paid	Edit Family	Delete Family	Yes
Adams	jenferrante@yahoo.com [Registered] btddas@yahoo.com	Paid	Edit Family	Delete Family	Yes
		N/A			
Adelkopf	adamadel@optonline.net badelkopf@optonline.net [Registered]	Paid	Edit Family	Delete Family	Yes
Adelmann	lsavegas@optonline.net		Edit Family	Delete Family	Yes

1.2 Customers

Our target customers are the parent organizations in schools in mid- to high-income school districts who produce a printed school directory and/or raise money for social and school-related activities for the students in their schools. Adoption of MobileArq School Directory+ by these schools will save significant time for these organizations and moreover will provide invaluable communication tool for the parents of the K-12 school children from over 40 million households.

A private and secure, online and mobile communication network for school parents and a membership management platform for the PTA represents an emerging market in view of rapid growth of the cell phone usage and its applications for managing all aspects of our daily lives. With over 250, 000 schools and an annual subscription/sponsorship rate of \$2,000 for the directory/membership management services, the annual addressable market for the schools sector is \$500 Million.

While the mid-to high-income school districts represent our initial target market, we also intend to address schools in the lower income school districts via external sponsorship.

1.3 Company Goals

Our goal is to help build better-connected school communities throughout the US by providing every K-12 parent easy access to their school community their mobile or a desktop device. The mobile school directory represents an invaluable convenience for the parents as well as a much-needed lifeline for the parents to contact the school community in an emergency situation.

As MobileArq establishes itself as the premium directory/membership management platform for all schools, we plan to extend this platform to serve the 'Chamber of Commerce' organizations across the US. These long-standing organizations provide a network for the small businesses to connect. However, similar to schools, the directory services of the Chamber of Commerce has not caught up to offer the benefits of the social media platform to its members.

A major benefit of extending directory/membership management services to the Chambers of Commerce is to provide a link between small businesses and its local school community via sponsorship of its PTA in exchange for placing advertisement on the mobile school directory. This relationship will help both the schools and the local business community.

With this two-pronged approach, MobileArq will capture and link the two most critical and sought after networks, the parent and the business communities.

2. Company Description

2.1. Mission Statement

Our mission is to build better-connected school communities across the US and thus enhancing social and academic growth and development of the child.

2.2. Principal Members

The co-founders and core members of MobileArq are Nirupama Mallavarupu, CEO, and Anand N. Mhatre, COO. The company has been operating for two years and the core members are fully committed and invested in the success of MobileArq.

Nirupama Mallavarupu has over twenty years of experience in distributed computing and web based technologies. Prior to founding MobileArq, she was the Director of Engineering at Bluenog, a venture backed company. She also worked as a technologist in CMU-based Transarc, Oracle, Sun Microsystems and a number of web-based startups

As a parent, Niru also understands the 'pain points' faced by the PTAs/PTOs as they go about doing their tasks for the school and the school parents. She has been able build a product that fulfills the PTA's needs in collaboration with them. She has been able to successfully connect with the PTA/PTO mothers and the MobileArq Directory+ is used in five different states accorss the US across New Jersey as well as in Connecticut, Texas, Colorado and Minnesota.

Anand N. Mhatre is an educator and has extensive experience directing a large research team. Anand was a faculty member at New York University School of Medicine for eight years investigating cause of hearing loss. Anand has published extensively including authoring textbook chapters on Human Genetics. Anand has supported MobileArq's operations over the past year and connected well with customers to understand and meet their needs. Specific tasks carried out by Anand include developing and implementing processes for customer acquisition, onboarding and support. With these established processes, the onboarding process and time for new customers has been highly efficient.

In addition to two co-founders, the MobileArq advisory team includes the following members:

Mario M. Casabona (Advisor) is the CEO of TechLaunch LLC, NJ's Technology Accelerator which provides seed funding, co-working space, LaunchPad (business boot-camp), mentors, and access to investors for aspiring entrepreneurs. In 2007 he founded Casabona Ventures, providing Executive Coaching, Business Development Advice, Strategic Planning, and early-stage Private Equity financing to technology focused companies. He has invested in over 20 start-ups and enjoys building the start-up ecosystem in New Jersey.

Mario's extensive network has helped us forge connections in various entrepreneurial organizations in New Jersey.

Amelie Koran (Security) is a information security professional who worked as the enterprise security architect for the United States Department of the Interior. Amelie has helped set up the entire security framework end-to-end for MobileArq.

She has worked for Xerox as a user interface designer, the American Chemical Society as a webmaster, Stan Lee Media, Namesafe, Inc. and Mandiant as an IT Manager, the World Bank and CERT/CC as a computer security specialist, and most recently. She developed the Star Wars Multimedia Archive in 1993 as an undergraduate and then started SoundtrackNet in 1996. She's a graduate of Carnegie Mellon University in Pittsburgh, Pennsylvania.

Anum Hussain (Marketing Strategy) is a Growth Marketer on the Sidekick Team at HubSpot who spends every day strategizing, executing, and experimenting with the channel she's most obsessed with: Content. Prior to leading content efforts for the Sidekick Team, Anum worked on HubSpot's Marketing Team producing some of the company's most downloaded offers – such as stock photos, email templates, and various free tools. Outside of HubSpot, Anum continues geeking out over marketing by teaching marketing at the Isenberg School of Management and advising strategy here at MobileArq. She's also the co-author on the third edition of *Twitter for Dummies*. You can find her online at anumhussain.com.

Anum Hussain helps MobileArq with our marketing strategy based on our current user analytics and metrics.

Sylvie Lekarakos (Strategy) is a serial entrepreneur with ten years experience in sales, marketing, operations and management consulting. Previous to working with MobileArq, she founded MomsLovelt.com, a daily deals site and online community for moms, which was sold to a competitor in 2012. She received an MBA from the Cranfield School of Management, a global top 10 school based in the UK. She has also worked as a consultant and adviser for companies spinning out new lines of business and for startups in both the US and UK. She currently serves as a guest writer for Killerstartups.com.

Sylvie Lekarakos has helped with MobileArq's overall execution strategy. She is very creative in coming up with Sales and Marketing ideas for MobileArq.

2.3. Legal Structure

MobileArq is a Delaware Incorporated software startup. The founders, Nirupama Mallavarupu and Anand N. Mhatre hold 92% of the company. TechLaunch, NJ (Mario Casabona, CEO) holds the remaining 8% of the company received in exchange for selection of MobileArq into its 16 weeks-long accelerator program in June 2014.

3. Market Research

3.1 Industry (Describe your industry)

MobileArq is in the EdTech industry that has traditionally sold to Board of Ed with each sales transaction spanning a duration of a minimum of a year to several years. MobileArq sells its SaaS product directly to the PTA/PTOs which are run by the school parents and independent of the Board of Ed. The life cycle of the PTA/PTO spans a duration of a year and a sales transaction to the PTA/PTO board has a correspondingly a shorter duration, spanning from few weeks to several months.

The task of generating a print directory as well as the associated task of fundraising are highly time consuming. Thus, MobileArq School Directory+ is highly appealing to the PTAs/PTOs as it saves hundreds of hours of volunteer time and thus makes their life easier.

The Parent Organizations in schools are almost exclusively run by Mothers -Stay-At-Home or working Mothers. Moms are also primary caregivers most of the time and arrange their kids' schedules. The annual Mom buying power is estimated to be \$2.1 trillion. This network of parents in the MobileArq database is highly valuable to advertisers who need to get their product in front of Moms.

3.2 Customers

Our current ideal target customer is a PTA in a mid-to-high income school district who is provides a printed directory to its school parents. These mid- to high-income school districts have a high mobile usage with a large fraction of working mother. They are also highly engaged parents who realize the value of networking with other families that will ultimately benefit their children.

The customer occupies a temporary role in the PTA board and continues to be increasingly dependent upon mobile technology each successive year. The temporary status of the customer is due to the incoming/younger parents replacing outgoing/older parents on the PTA boards each successive year. This changing profile of the customer works to the Benefit of MobileArq since the younger parents are more vested in the use of mobile technology and hence far more likely to embrace the mobile school directory.

3.3. Competitors

The major competition is the print directory that is bulky, hard to find and out of date even as it is getting printed. Once printed, this is unchangeable until the following year. Next to the print directory are several small vendors that provide online and mobile directories, the number of these vendors increasing each year in recognition of the market potential and its large untapped sector. The market share of vendors providing mobile directories is less than 0.02% of the market. The absence of a major player in this mobile school directory space represents a significant advantage for MobileArq in its march towards rapid market domination.

Switching costs and other barriers to adoption of MobileArq: The financial cost of the switch from the print to mobile directory is negligible to none. However, when a school adopts MobileArq, they do not like to completely abandon the print directory. To ease the transition to

the mobile directory, MobileArq provides a 'Print Directory' feature available from the administrative portal that generates a pdf file of the contents of the mobile directory that can be printed. MobileArq also offers to provide print copies of the directory at an additional cost to help the parents with the transition. The cost of the print directory is generally financed by sponsorship from local businesses, including real estate agents and dentists and home services. This is the same model that is being considered by a number of schools to finance their mobile directory. This up-sale feature, a print directory service combined with sponsorship from local vendors has helped to remove both a financial and a major barrier in to the transition to the mobile directory for schools.

Several direct competitors of MobileArq include AtoZ Directories and MySchoolAnywhere. AtoZ Directories, a Virginia-based company has been in business for the past eight years. Despite its relatively long existence AtoZ Directories has not established a foothold in the market, with its customer base of around 200 schools centered in Virginia and Maryland. In a head-to head competition [RFP], MobileArq was selected as the superior product over AtoZ Directories by a NJ-based school that was searching for a mobile school directory for the 2012 - 2013 school year.

The second market participant is MySchoolAnywhere, a Westlake, CA-based company, which has been in the school directory business for the last 15 years. MySchoolAnywhere started off as vendor for providing print directory software. They have transitioned to a mobile directory in 3 years ago. While the user interface of the directory has a 'desk-top' like view, the company maintains relatively low prices for its directory services. MySchoolAnywhere has also begun to provide directories for churches.

Several new entries in the last 2 to 3 years include Directory Spot and Directory Burst. All of these vendors offer the mobile and online directories along with the membership management portal at varying price range.

MobileArq has competed with all of these vendors including, AtoZ Directories and MySchoolAnywhere and has been selected to be the directory/membership management services provides in a number of school districts. The preference for MobileArq is based on a superior design and security, easy onboarding of data from either the school, via student information systems or the PTA, via a spreadsheet or the parents, via online forms. MobileArq is compliant with highest industry standard for data security. Easy membership management and one-click group communication features make MobileArq a must-have tool for the PTA.

3.4 Competitive Advantage

Development of MobileArq by its founder, a mother and a technologist who experienced the shortcomings of school print directories while managing school activities of her two children has resonated strongly with prospective customers.

Nirupama's expertise in information technology and particularly databases is also being recognized by the state and the national PTAs as they promote her at the conventions attended by MobileArq. Being considered as an expert and an authority in the area of database structures and security has helped set MobileArq apart from all other companies in the school directory space who do not have a founder with a strong technology background. The technical expertise at the top along with the mission has also attracted very talented individuals to MobileArq. The MobileArq team also includes two renowned security experts who have designed the database and help with its maintenance.

MobileArq is also distinguished by its easy-to-use and clean, colorful and highly appealing user interface. MobileArq has been called the 'Mercedes' of mobile school directories by its customers in view of its looks and functionality. However, it is priced to sell like a Honda!

The spread of MobileArq is also recognized by other vendors who provide complementary services to the PTA. We are partnering with Sign up Genius, provider of volunteer services with over ten million users to further extend the utility of MobileArq School Directory for our current customers as well as gain exposure to the large database of users with Sign up Genius. The extensive volunteer services portal that can be accessed through the MobileArq directory will further enhance and distinguish MobileArq.

The MobileArq product is backed up by a dedicated customer support and service. While most of our competitors have opted for email support, MobileArq offer phone support, in addition to email support for all our customers. The phone support has also allowed MobileArq to connect directly with our customers and provide a human touch for customers trying to access and navigate the mobile directory.

In summary, MobileArq has created a powerful, extensible and scalable software platform for the PTAs and parents that is easy-to-use and easy-to-maintain. The superior design, robust functionality and aesthetic appeal combined with dedicated customer service make MobileArq School Directory+ a must-have tool for the PTA.

3.5 Regulations

We have to comply with FERPA - Family Educational Rights and Privacy Act. When parents register on our site for an account, they have to provide consent to share their information. These compliances built into the directory have made the critical difference recruiting a complete membership for the directory and saving time for the PTA.

4. Products & Services

4.1 Product or Service

MobileArq provides a directory & membership management and group communications portal to the school PTA and a mobile app for the school parents/teachers/staff. The directory is private and secure, available only to the parents in the schools based on the email address they provide to the PTA. The directory also includes a self-service portal for its members, e.g., parents, to update/edit their contact information. The directory app is available on any 'smart' mobile device as well as on a desktop.

4.2 Pricing Structure

MobileArq School Directory+ is the software as a service (SaaS) product sold to the PTA on an annual subscription basis and then distributed to its parents; a B-to-B-to-C sales model.

MobileArq charges annual subscription fee for providing access to a mobile school directory. The subscription fee varies based upon number of families per school enrolled into MobileArq. We have three separate tiers of the product, - Basic, Plus and Premium to suit the budget and the directory requirements of all PTAs.

In addition to the subscription fee, we provide option of mobile advertising on the school directory. Advertising fees are then equally shared between MobileArq and the school. Real estate agents, dentists and service providers are the most common sponsors of the school directory. The price range for the sponsors varies between \$250 to \$500, depending the size and location of the school or the school district. The higher sponsorship fee that can be fetched with a larger size of the parent population is helping the drive to change a single school to a district-wide directory. We see the revenues from advertising as a significant source of income with the growth and widespread use of MobileArq.

4.3 Product/Service Life Cycle

MobileArq has been selling to schools since the Fall of 2013. We have a fully developed and functional product, MobileArq School Directory+, provided as a SaaS, used in 45 schools and by 40,000 parents. SaaS for MobileArq School Directory+ is renewed at the beginning of each school year, i.e., July onwards, and it is good until the end of the school year, i. e, end of June the following year. Once adopted, the customer is with you for a long duration. In addition, customers also help recruit surrounding schools thus increasing the MobileArq user database.

The beginning of the school year also represents the most active period for MobileArq support staff. During this period, new parents are shown how to access the directory, via instruction manuals, video tutorials, support links on the school PTA websites as well as email and telephone support. Once the parents have learned to access and navigate the directory, the support requests are significantly low.

4.3. Intellectual Property Rights

We have trademarks and copyrights filed on the company name, logo and the tagline. We are also exploring patenting additional communication and eCommerce features to be released for the 2016-2017 school year.

4.4. Research and Development

We are extending our platform in two strategic ways:

1. For the PTA/PTO, our customer, we are developing an eCommerce portal that can be used to sell merchandize online and raise additional money to support school-related activities for their students and families.
2. For the parents the goal is to increase their engagement with the mobile directory by linking/adding features to help parents make their lives easier. These features include carpooling, tutor matches and party invitations.

5. Marketing & Sales

5.1. Growth Strategy

1. Partnership with private school or charter school networks. We are currently perusing the 'KIPP Schools', a national **network** of **college**-preparatory charter **schools**. There are currently 183 KIPP schools, elementary, middle and high schools, in 20 states and the District of Columbia serving nearly 70,000 students.
2. Partnerships with State level PTAs – State level PTAs have the labor-intensive job of collecting a fraction of the dues from each school district for the State and National PTAs. With the MobileArq platform implemented in all schools, the State PTA can make membership management and dues collection an efficient and easy process for all parties involved – parents, school, district, State and the National PTAs. We are in communication with 5 State Level PTAs for providing them a MobileArq School Directory+. These include CT, NJ, CO and TX where MobileArq has a minimum of 4 schools in each of these states. There are ~ 400 schools in an average State Level PTA, which make up about 25% of all the schools in the State.
3. Increase 'word-of-mouth' growth by providing incentives to current customers to recruit new customers. This can include a reduction in the MobileArq subscription dues to the recruiting school PTA or gift certificate cards to the individual parent who is identified by the recruited school to be the 'evangelist'.
4. Reach out to potential customers using social media, e.g., Mom Bloggers who can write about our product after they have tested the MobileArq demo directory. We target Mom Bloggers who can reach moms in on popular social media channels. Inbound marketing via internet advertising is essential to bring in search engine customers. Creating enough marketing buzz through a YouTube and other videos.

5.2. Communication

1. The MobileArq website represents a major communication portal with prospects and customers. Prospects and customers can sign up for a weekly email to learn more about our product and 'Tech Tips' for efficient usage of their mobile device. The signups for the Newsletter in exchange for the 'email address' initiates the inbound marketing funnel.
2. We have a Facebook page as well a Twitter link to regularly update and connect with our prospects and the PTA space.
3. We also attend trade shows exclusively for PTAs/PTOs at the state and national level. We also volunteer to give talks at these meetings on use of 'Internet Tools' for efficient management and communications with the school community for the PTA/PTO. These meeting have been as excellent venue for increasing MobileArq awareness and imprinting our expertise in database security.
4. We rank on the first page of Google organic search on certain phrases (also known as long tail keywords). We plan to advertise on Google Adwords and Facebook Ads to reach our target

audience. Our Facebook Ad Campaigns on less than \$100 has been very successful in getting us likes and direct enquiries.

5. Having giveaways and contests on social media platforms with Moms on it like Pinterest, Facebook and Instagram will also help us connect with our customers. This has worked in the past for indirect competitors in this space.

5.3. Prospects

The success of our business is reliant on establishing and maintaining direct and personal relationships with school communities across the country.

1. We have already collected over 1000 very interested prospects all over schools in US through email marketing and social media over the past two years. We will be setting up appointments with them to make conversions happen over the next year.

2. Our effective strategy to increase our customer number is through 'word of mouth', i.e., personal recommendations by our current customers, followed by face-to-face or a WebEx meeting with the interested prospect. Up to 25% of our current customer base has been secured through the 'word-of-mouth' strategy.

The strategy works as follows: A single school from region, recruited through one of several marketing strategies listed below, agrees to adopt MobileArq for their school directory, membership management and fundraising. We have loyal customers and parents due to a convincing product and prompt customer service. These loyal converts, show and evangelize the directory to nearby schools within the same district or a nearby school district. Also, parents who switch from elementary to middle school or from middle to high school recommend the directory to the PTA in their new school. These personal recommendations are highly effective in recruiting additional customers and increasing the MobileArq user base. This word-of-mouth strategy has led to entire school districts being recruited as MobileArq customers.

We are adding additional incentives to the PTA members/parents who recommend our directory to other schools to further increase the number of schools recruited via word-of-mouth. We also plan to recruit "Moms" who are already using our product and have extensive network in the local and surrounding school communities as MobileArq ambassadors. These 'Moms' will be provided a sales commission for distributing MobileArq School Directory+.

3. The MobileArq website is our main venue to showcase MobileArq school directory+ and hence represents a primary sales magnet for recruiting prospects and converting the prospects into customers. The website will attract prospects from email marketing, SEO search, social media, content marketing and word-of-mouth, who are interested in the all-in-one MobileArq solution for school directory, membership management and fundraising.

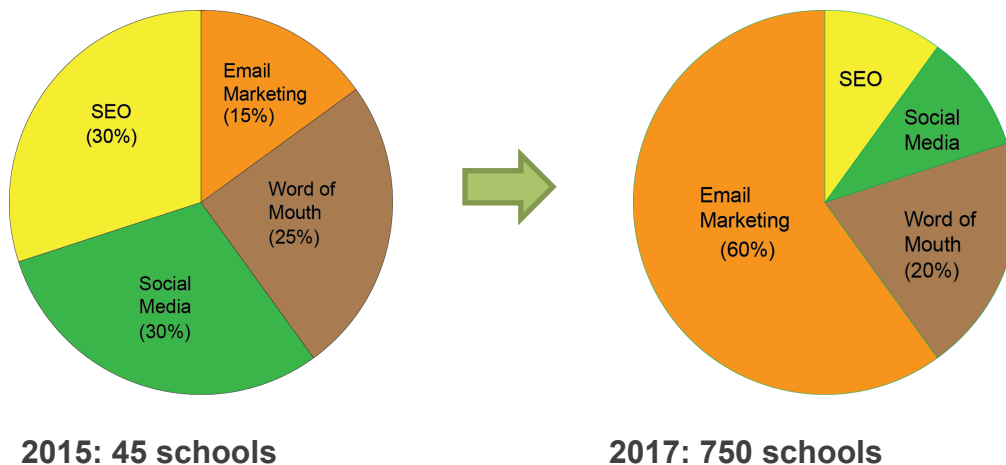
The website will provide prospects with information on specific applications of MobileArq School Directory+. Importantly, the prospect will have the opportunity to arrange and navigate through a WebEx demo with the help of sales personnel.

Data analysis of the prospects brought to the MobileArq website from the various marketing channels and subsequent conversion of these prospects into customers should further help to refine MobileArq product and marketing effort.

4. Meeting with state and district level PTA leaders at trade shows is important for us to build partnerships. We have met and developed relationships with several state level PTA leaders such as Kansas PTA, Massachusetts PTA, New York State PTA, Colorado PTA, CT PTA, NJ PTA and the national PTA. These state level PTAs have an even bigger membership management issue – to collect a fraction of the memberships from school level PTAs and send a portion of it to the National PTA. They are interested in partnering with MobileArq to solve the membership management problem. A state PTA would like to roll out MobileArq to all the school PTAs in their state in the coming year so that the dues automatically roll up to the district and state level. This will potentially add 400 schools and 300,000 parents to our user base. As the number of customers grow, there is an inflection point where the word-of-mouth helps to gain customers exponentially.

The following Figure illustrates the distribution of channels we used to acquire the current customers and what we anticipate in the future.

Customer Acquisition through Different Channels



5. Financials

Summary and Financial Projections

	2013	2014	2015	2016	2017
# of Customers (Schools)	24	45	65	243	750
# of Users	20,040	37,575	54,275	202,905	626,250
Market Penetration(%)	0.010	0.018	0.026	0.097	0.300
REVENUE \$	36,000	45,000	62,300	275,000	954,000
GROSS MARGIN	28,800	35,700	52,100	243,000	825,000
% of revenue	80	79	84	88	86
EXPENSES	49,414	40,317	33,542	72,500	154,000
EBITDA	-20,614	-4,617	18,558	170,500	671,000

Assumption:

1. Revenue per customer

- i. Average subscription revenue: \$1,000/school/year from 2014 to 2015;
- ii. Ad revenue: generated from ~1/3 of total customers, \$750/school/year from 2014 - 2015;

2. Cost of Goods Sold (COGS)

The COGS reflects the money spent towards maintenance of servers, security and customer support, initially at 20% of the total cost of the directory.

3. Additional applications of the private network/membership management SaaS

Non-profit organizations such as Chambers of Commerce that produce and distribute printed directories

Appendix

1. Use of Funds

The critical need for MobileArq is to increase our reach/awareness to parent organizations in schools across the North East, Texas and Colorado, states where MobileArq has an established base of schools. Marketing and sales effort directed to these 'MobileArq States' will have considerable impact in recruiting additional customers for MobileArq.

Thus, the funds that we may receive upon winning the Innovate Her competition will be allocated to the following:

1. Revising the MobileArq website to capture inbound marketing – \$5,000
2. Advertisement on Facebook to targeted audience - \$8,500 (~700/month)
A spend of \$20 total for a day yielded 860 views of a MobileArq Testimonial Video promoted on Facebook resulting in 2 direct inquiries for a demo of MobileArq. We believe we can generate huge interest if our spend could be appropriate.
3. Advertisement on Google Adwords on targeted keywords - \$8,500 (~700/month)
We get periodic enquiries per month through organic searches on Google. We believe we can triple the number of enquiries with paid keywords thus increasing our funnel.
4. Content Marketing with Mom Bloggers and writers- \$8,000
To generate relevant content and PR for MobileArq, we would like to get the word out through influential Mom bloggers.
5. Attending PTA/PTO conferences in the 'MobileArq States' so as to be 'face-to-face' with our potential customers – We will need to attend five of these state and national conferences at an average cost of \$2,000/conference and for a total cost of \$10,000.

National PTA Conference, July 2016
Connecticut PTA Conference, March 2016
Colorado PTA Conference, April 2016
NJ PTA Conference, May 2016
MA PTA Conference, June 2016

2. Customer Reviews, MobileArq Testimonials:

Alix Jennings, Communication Chair at Madison School District, Madison, NJ:

"LocalArq's mobile and online directory has been incredible! It is so easy to search the directory for a parent or child, to look at all of the class lists, to find a teacher's email address or phone number, and to look at the school calendar. It's also great to be able to update your entry at any time. The site is super easy to use, both online and on a smart phone. It looks great and everyone at our school has been thrilled with it."

Leigh Geissler, Directory Chair at Holland School PTO, Holland Township, NJ:

"You really made this simple for me so it did not really require any additional work on my part. I really do like the app and going live was not a lot of work (for me) and you made the process easy. I use the app when I need someone's phone number and I'm not at home.

Rebecca Rund, PTA president at Woodside Avenue School, Franklin Lakes, NJ:

"We piloted the mobile directory at our school this year. As a PTA president, I need quick and easy access to parent contact info. The mobile directory has been a wonderful tool to have at my fingertips! It's easy to use and I can call or email parents with a single touch of my smart phone's screen. I rarely use my printed directory (which stays in my kitchen for my kids). Mobile directories are the way to go!"

Tim Ferrell, a parent in the Tenafly School District, Twitter



John LaPierre, IT officer for the Madison School District in NJ



Alice Meadows, VP of Communications and directory chair for Eanes Elementary, Texas

Hello there,

My name is Alice Meadows and I'm the VP of Communications for the Eanes Elementary PTO for the 3rd year running. Last year we made the decision to switch from printing our school directory to going to a mobile version.

This mobile app has been great because it has so many smart features:

- It's accessible from desktops, laptops and all mobile devices (and platforms), so if you have a mobile phone, it's always with you.
- It's an incredibly secure way to share information. Only those with an email on file with Eanes Elementary will be allowed access information for initial login/password.
- Families can update their information as they see fit to show as much or as little as they are comfortable sharing and can make changes at any time.
- You can access information by Parent, Class or Faculty/Staff.
- Addresses hyperlink to googlemaps when you click on them - perfect for after school pick-ups.

This year we're using it again and I'm sharing this information because the company we've been working with would naturally like more schools in the district to give it a try. It has been a heavenly way to do the directory. You can read about it [here](#) or go to mobilearq.com

Or you can go to our [eepto website](#) and click on [EE Mobile Directory](#) for more info.

The total cost last year for the 375 families who registered and the admin/teachers was 1475.00. We offset this cost by offering advertising on the app - which is an option. A link to their costs is here <https://mobilearq.com/mobilearq-features-list-and-pricing/>

If you're interested, all of these questions can be answered by the extremely helpful and responsive gentleman I worked with all of last year - Anand Mhatre.

Video Reviews:

1. **Evelyn Cucchiara – a parent at Madison High School**
<https://youtu.be/8yBnJXb6Ot4>

2. **Joanne Heller – Directory Chair, Westport Schools, CT**
<https://youtu.be/STwJJUr-Pxs>

3. **Judy Shanahan, Directory Chair,**
<https://youtu.be/zJWJMNHb4MU>