Help Lean Business Plan

“Plan, run, review, revise” – Tim Berry

1. Strategy

1.1 Long Term Goal

The long-term goal of Help is to service as the “Amazon of services” which means giving customers access to every single service in every single industry, whether the service is professional (real estate agent, accountant) or just a normal service (lawn mowing, tutoring) To achieve the goal, Help will target one service industry at a time, gathering at least three active businesses in the industry before moving on to the next. The order of industries in terms of the first three Help will target is landscaping, cleaning, babysitting.

1.2 Value Added

The value added to the customers will be the ability to compare and have access to a variety of service producing businesses instead of relying on personal connections, advertising, or word of mouth. The value added to the businesses will be the increased access to customers via technology, and an analytics platform where they can see data such as customer demographics, average month on month growth & revenue, etc.

1.3 Monetization

Initially, the Help application will be free to use. Once it gains some traction and businesses see the value being added, a subscription service will be enforced in order to use the app. This subscription will only be enforced on the service-producing businesses & will be a month-to-month membership with no commitment. A future source of revenue will be on-demand services offered by Help to the businesses, such as exclusive ads, premium data analytics features, etc. But for now, a basic subscription service is the initial source.

1. Tactics

2.1 Marketing Tactics

For businesses, to gain them initially, we will use a “door-to-door” tactic where we schedule actual meetings with each individual small business owner & have one demand for them. Register with the app, add their offered services, and if a customer requests one of the services, the business should go and complete the service, as to increase the reputation of the app. From the customer side, initially, we will have the businesses advertise with us using a groupon marketing strategy. Basically, we need make a deal with the businesses where they tell their customers they will get a special deal if they go through the app. “5% off if you buy Lawn Mowing through Help!” Once we have an initial, local customer base, we will switch over to marketing over internet platforms such as multiple social media accounts.

2.2 Product Tactics

The Help application at its core must always allow businesses to create some kind of profile, add their own services, and have customers be able to request those services. Where it must go is add “smartness” to the app by creating good recommendations for customers, allow businesses to get the most out of their data, and other implementations of modern machine learning models. An example would be a recommendation to a landscaping business to be active during the month of July in the Seattle east side because the most requests come during that time in that region. To accomplish these kinds of goals, the Help application must see an update come on a weekly basis, with new features coming out frequently, every 4-8 weeks, depending on the size of the update.

2.3 Other Tactics

To accomplish most of the above tactics, we need at least two active team members that are dedicated to development. Another member would responsible for the design of new features & aspects of the app, validating it with customers, and researching how competitors are solving certain issues. Another member would be responsible for talking to the businesses & would be responsible for actually gaining traction for the product.

3.0 Core Specifics

3.1 Review Schedule

At the beginning of every month, the entire plan will be read through in a session with the founders to adjust, make revisions, review goals and future milestones. This should be done on the first Monday of every month and will be led by Zyad Elgohary.

3.2 Assumptions

Current assumptions are that we will have a fully functional application ready for at least initial testing by the end of the month of July and that at least one or two businesses that were emailed to by Zayn Patel on July 23rd will respond of the end of the following week.

3.3 Metrics

Metrics that should be measured right now are mainly two things. From the marketing side, profile visits (LinkedIn) and followers (Instagram). From the development side, there are a couple of other factors. First of all, number of downloads on both the Google Play store & the iOS App Store. Release notes need to be tracked on every update, as well as the actual date of the update release on both platforms, to measure the performance of the developers. What should also be tracked is the application retention on both retention which can be viewed in Google Play Console, Firebase Console, and App Store Connect. Finally, the amount of reads & writes to the database in addition to the amount of storage the app is using in Firebase Storage & Firebase Firestore should be tracked and converted to a dollar amount on a monthly basis in order to track our server costs. We need to also keep track of reviews & ratings on both Android and iOS.

3.4 Milestones

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| Milestone | Due Date | By | Notes, tactics |
| Release first version of app on Android & iOS store | Completed | Zyad Elgohary | Released on July 14 on App Store & on June 21 on Google Play Store |
| Register as an LLC | Completed | Zyad Elgohary | Formed on June 3, 2019 |
| Design a website | Completed | Daphne D’sa | Available to view on wix.com |
| Fix all major UI bugs on both Android & iOS | August 5, 2019 | Zyad Elgohary | Almost done, simply fix keyboard issues, and some iOS bugs based on feedback |
| Generate thorough competitive analysis | August 15, 2019 | Daphne D’sa | For each major competitor,  How big are they?  What are their strengths?  What are their weaknesses?  How do we improve on what they’ve accomplished? |
| Recruit 2-3 active developers | August 15, 2019 | Bilal Elmohandes | Network, brainstorm competition winners (FBLA), practice pitching idea |
| Gain 150+ followers & 35+ likes per picture on Instagram with at least 30 posts | September 10, 2019 | Khalid Elhousieny | Research posting strategies (effective times, hashtags, etc.) |
| Have 3 active businesses & 20 active customers | September 10, 2019 | Everyone | Practice pitching, cold call, set up meetings, etc. |
| Have 20+ followers and 7+ weekly profile visits on LinkedIn | September 10, 2019 | Zayn Patel | Research strategies, frequently share relevant articles, update community about what’s going on at help |