Content

Proposal:Salamandridae as our mascot 蝾螈作为我们的logo吉祥物

- Chinese traditions. . Pick an animal
  中国传统。。选个动物

- Look:

  长相：

    - Blindly looking forward to Chinese dragons
    - 盲目蝾螈长得很想中国的龙
    - Oriental dragonfly looks like a western dragon is a little wing
    - 东方蝾螈长得很像西方的龙就是少个翅膀
    - Hexagonal ring is very cute
    - 六角蝾螈很萌
- Salamandridae will be abnormal many times, symbolizing that our products will iterate many times
- 蝾螈会多次变态，象征我们的产品会多次迭代
- Salamandridae has a strong self-healing ability. The tissue regeneration process does not produce scars. It almost perfectly replicates the damaged part. It not only regenerates the limbs, but also regenerates the organs in the body, which symbolizes that we can withstand the crisis.
- 蝾螈有很强的自愈能力，蝾螈的组织再生过程不会产生疤痕，几乎完美复制受损前的部位，蝾螈不仅能够再生肢体，还能再生体内的器官，象征着我们可以承受危机
- Some Salamandridae will have the characteristics of "Neoteny", which symbolizes that we are always young and do not forget the original heart.
- 有些蝾螈会有幼态持续"（Neoteny)的特性，这象征着我们永远年轻，不忘初心

Executive Summary（1页）

ScheduleAI is committed to helping users live more efficiently and efficiently through AI algorithms.

ScheduleAI致力于通过AI算法来帮用户更加高效秩序的生活

Our product is a cross-platform (computer, mobile, smart watch etc.) application, our product will be divided into three stages of iteration.

我们的产品是一款以活动为中心跨平台(电脑,手机,智能手表 etc.)项目与时间管理应用程序。

Our product is an activity-centric cross-platform (computer, mobile, smart watch etc.) project and time management application.

Value Proposition (Product and/or Service) 价值主张（产品和/或服务）（2-3页）

Customers/Users, Prototype 客户/用户，原型

Our main users are students, freelancers and office white-collar workers. The typical characteristic of such people is that there are many daily affairs.

我们主要面向的用户是学生、自由职业者与办公室白领。这类人的典型特征是日常事务多而杂。

Our most important customer is the advertising wholesaler.Followed by small groups such as startups

我们最首要的客户是广告批发商，其次是一些小型的团体，比如创业公司

Value Proposition 价值主张

Customer Jobs

- Users have to deal with different activities every day (in a broad sense, including but not limited to work, dating, learning, shopping, etc.)
- 用户每天要处理不同的活动（广义上的，包括但不仅限于工作，约会，学习，购物等）

Pains

- Many people can't control their lives very well.
- 很多人无法很好的掌控他们的生活
    - Many people can't tell the difference between the primary and secondary. This does not mean that users can't tell the importance of things, but many people like to delay important things.
    - 很多人分不清主次。这里不是指用户分不清事情的重要性，而是很多人喜欢拖延重要的事情。
    - People sometimes forget some work
    - 人有时会遗忘一些的工作
    - Sometimes people make plans beyond their ability
    - 有时人们会做出超出自己能力的计划
- Everyday life is full of disturbances and needs to deal with unexpected uncertain events, because the plan does not change quickly and needs to stay for unexpected events.
- 日常生活中充满着干扰，需要应付意外的不确定性事件，因为计划没有变化快，需为意外事件留时间。
- It's hard to find the right time for everyone when creating a multi-person event.
- 创建多人参与的活动时比较难以寻找到大家都合适的时间
    - Users are reluctant to disclose their agenda to others completely
    - 用户不愿意将自己的日程完全公开给他人

- Inevitably requires a lot of input and feedback when using time management, such as manually editing the calendar and recording what you have to do.
- 使用笔记软件等方式管理时不可避免地需要输入与反馈
- Each app has its own scene, the function is too scattered, and it needs to manage many apps/platforms at the same time.For example, using moodle to download docs, git submitting jobs, slack communication, zoom videos
- 每一个app都有自己的场景，功能过于分散，需要同时管理很多的app/平台.比如说使用moodle下载作业，git提交作业，slack沟通，zoom视频

Pain Relievers

- Use time management apps
- 使用时间管理应用
  - Sort the things to do by algorithm
  - 通过算法对要做的事情进行排序
  - Remind you to work at the necessary time
  - 在必要的的时间点提醒你去工作
  - Use algorithms to solve what the user has to do and find conflicts in advance
  - 通过算法对用户要做的事情进行求解，提前发现冲突
- The activities are divided into fixed and non-fixed, and the non-fixed things are dynamically matched in real time into the neutral between fixed activities by algorithms.
- 将活动分为固定和非固定的两种，通过算法将非固定的事情实时动态匹配进固定活动之间的空挡。
- Help users find the right time through the algorithm
- 通过算法帮助的用户寻找合适的时间
  - Everyone submits the schedule to the AI agent instead of other participants to find the right time block
  - 所有人将日程提交给AI代理，而不是其他参与者来寻找合适的时间块
  - By separating fixed and non-fixed activities, we can more easily find the right time blocks for everyone.
  - 通过将固定活动与非固定活动分开，我们可以更容易找到大家都合适的时间块
- Ways to optimize input and feedback
- 优化输入和反馈的方式
  - Combine time management with project management
  - 将时间管理与项目管理结合起来
    - Multi-person activities can be managed by dedicated personnel
    - 多人参与的活动可以由专人管理
    - Automatically fill data with machine learning
    - 利用ai学习自动填补数据
    - Quickly generate activity with templates/builders

- - - 利用模板/生成器快速的生成活动
    - Users can handle most of the simple requirements directly through our software, such as communication, reporting, and exchanging documents. So they can finish the feedback at work.
    - 用户可以直接通过我们的软件来处理大部分的简单需求，比如交流，报告，交换文档。这样他们在工作中就可以顺便完成反馈
  - Design more easy to use UI
  - 设计更简介易用的UI
  - Inspire users to increase their interest in input and feedback by leveraging the user's comparison.
  - 通过利用用户的攀比心激励用户提高对输入和反馈的兴趣。
- Open interfaces for third-party software and integrate third-party software functions into a portal through plug-ins.
- 为第三方软件开放接口，通过插件的形式将第三方软件功能集成进来，形成一个门户。

Gains(when achieving customer jobs)

- a more efficient life
- 更高效率的生活
  - Ensure that tasks are completed on time
  - 保证任务按时完成
  - Increase output per unit of time
  - 提高单位时间的产出
- More orderly life
- 更秩序的生活
  - Better coping with time conflicts
  - 更好的应对时间冲突
  - Better deal with accidents and changes
  - 更好的应对意外和变更
- More convenient to use
- 使用更加顺手

Gain Creators

- Use algorithms to assist users in scheduling activities
- 使用算法辅助用户对活动进行安排
  - Remind you to work at the necessary time
  - 在必要的的时间点提醒你去工作
  - Provide you with more scientific planning advice, such as

- 为你提供更科学地规划建议，比如
  - Arrange important things in the best time to finish
  - 将重要的事情安排在精力最好的时间完成
  - Unimportant things are done with scattered time
  - 不重要的事情利用零散时间完成
  - Look for long enough free time blocks for activities that take a long time to complete
  - 为需要长时间才能完成的活动寻找足够长的空闲时间块
- Use algorithms to assist users in scheduling activities
- 使用算法辅助用户对活动进行安排
  - Use algorithms to detect user conflicts
  - 使用算法检测用户的冲突
  - Use algorithms to help users find post-conflict solutions
  - 使用算法帮助用户寻找冲突后的解决方案
- Collect user opinions to iterate our products and improve user experience
- 收集用户的意见来对我们的产品进行迭代，提高用户体验

Products & Services

Our product is an activity-centric cross-platform (computer, mobile, smart watch etc.) time and project management application.

我们的产品是一款以活动为中心的跨平台(电脑,手机,智能手表 etc.)时间与项目管理应用程序。

We use TODOLIST to help users manage their activities at the project planning level.

我们利用TODOLIST的方式帮助用户在项目规划层面管理他们的活动。

Then use the AI algorithm to build a bridge between project management and the schedule, using algorithms to help you set the agenda.

然后使用AI算法为项目管理与日程之间搭建一个桥梁，利用算法帮助你制定日程。

Market and Competition 市场与竞争（2 页）

Market size 市场规模

- TAM (Total Potential Market): All electronic device users worldwide

- TAM(总潜在市场): 全球所有电子设备使用者 4*10^10(2018)~54% of the world's population
- SAM (serviceable market): student, white-collar, freelancer
- SAM(可服务市场):
  - 学生 1*10^8 (2016) ~ 1.3% of the world's population
  - 白领(20% of netizens in China 2013 ~ 10%，33% From 72 questionnaires)
  - 自由职业者(4% From 72 questionnaires)
- SOM (available in the service market):
- SOM(可获得服务市场):
  - Competition: Consider a fully competitive market 5% is a possible share
  - 竞争：考虑一个充分竞争的市场 5%是一个可能的份额
  - Region: Chinese, German, English
  - 地区：汉语区（908.7 million 12% of the world's population），德语区（76.0 million 1%of the world's population），英语区（378.2 million 5% of the world's population）
  - ~ 4*10^6

Direct and Indirect Competition 直接和间接竞争

- Direct competition
- 直接竞争:
  - Time management application
  - 时间管理类应用
    - Calendar apps (like google calendar, Microsoft calendar, Apple calendar): we can better deal with accidents and changes
    - 日历类应用(比如 google 日历，微软日历，苹果日历):我们可以更好的应对意外和改变
    - TODOLIST app (eg tasks wunderlist thing): We will be smarter to alert users and discover problems in their plans ahead of time
    - TODOLIST应用(比如 tasks wunderlist thing): 我们会更智能对用户进行提醒,提前发现他们计划中存在的问题

    > I mainly use checklists to organize myself. Some Apps remember me my tasks only at the begging of the day which sometimes, makes me forget them later on during the day.

  - Coordinate time applications (such as doodle):
  - 协调时间应用(比如 doodle):
    - We don't need users to enter the time they might be idle, and the agent will automatically look for possible locations in the schedule.
    - 我们不需要用户输入他们可能空闲的时间，代理会自动在日程中寻找可能的位置。
    - Because we are pulling out non-fixed activities, the chances of finding a matching time are higher.
    - 因为我们将非固定活动抽离了出来，查找到匹配的时间快的几率更高

- - After using our app to determine the appointment, there is no need to manually modify the schedule.
    - 使用我们的应用确定了预约后，无须再手动修改日程
- Indirect competition
- 间接竞争：
  - Lightweight project management applications: they don't help users manage their time
  - 轻量级项目管理应用：他们不会对帮助用户管理他们的时间
  - Enterprise project management application
  - 企业级项目管理应用：
    - They are usually very expensive
    - 他们通常很贵
    - Will not help you build a better personal life
    - 不会帮助你打造更好的个人生活

USP

Your artificial intelligence personal secretary.
Smart, intimate and safe.

Implementation 实施（2页）

Key Partners, Key Activities, Key Resources

关键合作伙伴，关键活动，关键资源

- Key Partners
- 关键合作伙伴
  - cloud service provider
  - 云服务提供商
  - Advertising wholesaler
  - 广告批发商
  - App Store
  - 应用商店
- Key Activities
- 关键活动
  - development
  - 开发

- promotion
        - 推广
  - Key Resources
  - 关键资源
        - algorithm
        - 算法

Go-to-market strategy 进入市场的战略

We will distribute our products through two channels.
我们将通过两个渠道分发我们的产品

- major app stores
- 各大应用商店
- Web SaaS Service
- 网页SaaS服务

Before the product is on the shelves
在产品上架前

- Participate in the entrepreneurial competition to gain a certain popularity
- 参加创业竞赛获取一定的知名度
- Publish and raise funds through a crowdfunding platform like kickstarter
- 通过kickstarter之类众筹平台，发布宣传和筹集资金

After the product is on the shelves, we promote our products through two different channels.

产品上架后，我们通过两个不同的渠道推广我们的产品

- online
- 线上
      - Place video ads through the ad platform
      - 通过广告平台投放视频广告
      - Try to get recommendations from major app stores
      - 进入各大应用商店的推荐
      - Posting some time management soft texts
      - 在发表一些关于时间管理软文
- Offline is mainly promoted in schools
- 线下主要在学校中进行推广

- Development of the Student Union/Teacher becomes our Promoter, for example, using our product management materials to self-deliver.
- 发展学生会/老师成为我们的推广员，比如说利用我们的产品管理资料自交作业。

When the product is stable, we mainly promote it to their friends and family through the form recommended by the user. Social software is naturally contagious, and if it is good enough, it is recommended for others to be more user-friendly. When students graduate, they can bring our products to the company.

Financials (steady state) 财务（稳定状态）（1-2页）

Revenue Model, Cost Blocks 收入模型，成本块

We use the dual model of advertising and subscription to earn revenue.
我们采取广告与订阅双重模式获得收入。

The thousand impressions of the ad are about $4 - 6, and the average click revenue is about 1$ to $2.
广告的千次展示收入大约4-6美金，平均点击收入大约为1到2美金。

We earn $2 in thousands of impressions, click on 0.50$, and each user has 10 ads per day, 1% click-through rate.
我们按照千次展示收入2美金，点击0.5美金，每个用户每天10则广告，1%点击率计算。

Users can also get more storage and advanced features by subscribing to remove ads for $3/month.
用户也可以通过订阅去除广告获得更大的存储空间和高级功能按照3美金/月计算

Our cost is mainly divided into three.
我们的成本主要分为三块。

We used the method of outsourcing and remote part-time work to flexibly adjust our labor costs, so we did not need office and other expenses in the early stage.
我们前期采取外包和远程兼职工作的方式来灵活的调整我们人力成本，所以我们前期不需要办公室等费用。

Labor costs 人力成本

The minimum requirement for manpower is that I write the maintenance program myself, and 4000 euros should be able to sustain my life outing activities.

人力的最低要求是我由自己编写维护程序，4000欧元应该可以维持我的生活外出活动所需。

If I outsource the entire project, my previous inquiry was $50,000.

如果将整个项目外包，我曾经的询价为30万人民币，大概相当于我个人6-12个月的工作量。

Equipment cost 设备成本

Developer account 200 USD / year
开发者账号 200美金/年
Running server cost estimate 1000 USD / 5000 users * year, depending on specific pressure
运行服务器费用假设 1000美金/5000用户*年，视具体压力而定

Advertising cost 广告成本

Put 15 percent of revenue into advertising
将收入百分之15投入广告

P&L (steady state) 损益（稳态）

Suppose we get 500 users per month, 20% churn rate, and customer growth rate increases by 10% per month.

假设我们每个月获取500用户，20%流失率，客户增长速度每个月增加百分之10.

We will start making profits in the third year.
我们会在第三年开始盈利

	2019	2020	2021	2023	2024
Users	5000	16000	50000	160000	500000
Revenue	55000	176000	550000	1760000	5500000
programmer	-48000	-57600	-69120	-82944	-99532.8
programmer		-48000	-57600	-69120	-82944
programmer			-48000	-57600	-69120
programmer			-48000	-57600	-69120
programmer				-48000	-57600
Marketing		-48000	-57600	-69120	-82944
Marketing			-48000	-57600	-69120
office			-60000	-60000	-60000
Software release	-200	-200	-200	-200	-200
Server leasing	-1000	-3200	-10000	-32000	-100000
ad	-8250	-26400	-82500	-264000	-825000
Profit	-2450	-7400	68980	961816	3984419
Profit margin	-4.45%	-4.20%	12.54%	54.65%	72.44%

附录：

更多细节，解释，图表，原型照片......