

TEAMATE

BUSINESS PLAN &
TECHNICAL REPORT

Presented to Chad Saunders & Mea Wang
December 5th, 2019

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MISSION STATEMENT

Teamate is a fully functional, multi-sided application platform devoted to providing the employees of small to medium-sized professional organizations with the tools they need in order to achieve a healthier work-life balance and increased engagement in the workplace. Through the use of ongoing incentives and an extremely friendly interface, we seek to provide an experience for our users that continues to bring them back time and time again. Our multi-tiered pricing system allows for ample flexibility with our corporate clients, ensuring they receive the best service possible at a fair and manageable price point. We aim to bring about the necessary change to corporate culture across the globe, encouraging organizations to do right by the very individuals that drive their business, their employees. Here at Teamate, we believe that nothing is more important than our staff's wellbeing, and we are driven to prove that investing in your people is the best decision you have ever made. With steady annual growth and consistent usage rates, we look to touch the lives of millions of professionals looking for a way to make a change in both their personal and work lives.

PROBLEM

Teamate looks to remedy our primary user problem by providing companies the tools and resources to consistently attend to their employee's mental and physical needs. A few decades ago, the terms "work-life balance" and "burnout" were nonexistent. When employees were tired, they would resort to ineffective, short term solutions such as buying a cup of coffee or perhaps an energy drink. Research done by Psychometrics on employee engagement in Canada alone indicated that 69% of participants believed that engagement was a primary problem in their relevant organizations. 82% of those subjects stated that it is crucial for organizations to address the problem of engagement in the workplace. The lack of interest and commitment that an employee shows in his or her work has profound effects not only on their own life, but the company's bottom line as well. Further primary research into the issue of lagging employee engagement added further substance to the severity of this epidemic. After surveying a number of corporate professionals from a variety of industries, a common theme came to light. One individual stated, "There's not a day that goes by where all I can think about is packing my bags and going home... after about 1 o'clock in the afternoon I lose all interest in doing any work whatsoever". Another explained that, besides when they get up to grab lunch, "... the desk is all I know. When I'm at work, I'm on autopilot. Neither me nor my colleagues even think to take time out of the day to focus on ourselves, no matter how important that might be". The majority of other subjects shared very similar perspectives to those expressed above. Being disengaged at work means we are disconnected for $\frac{1}{3}$ of our entire adult lives. Unfortunately, the potential for this to leak further into the other $\frac{2}{3}$'s of our short time on this earth is highly probable, turning our personal lives outside the workplace from something we long for, to something we dread.

PRODUCT/SOLUTION

In today's culture, we use work-life balance as a buzzword to attract and retain talent. At Teamate, we seek organizations that want to invest in their employees both physically and emotionally, beyond financially; to bring in a better form of work-life balance and to boost employee engagement in the workplace. Our app allows employees to 1) Schedule activities

outside of work, both individual and group oriented, 2) Track progress relative to that of other colleagues at their firm, and 3) Claim rewards from earning points after completing the activities in which they've planned. We aim to incentivise employees to get out of their chairs and into the world in order to give them the energy they require to actively engage in the tasks allocated to them while at work. Teamate gamifies an individual's workplace and personal goals by providing businesses with an array of tools in order to appeal to their employee's needs past that of simple monetary compensation and traditional benefit plans. Employees gain points by satisfying any of their prime needs in or outside the workplace. Examples of this could be getting recognized for achieving a certain number of volunteer hours or completing workouts at the gym, which in turn will earn you points that you can cash in for rewards such as gift cards, gym memberships, and much more.

Recent research in the field shows a positive correlation between increased and consistent physical activity and productivity in the workplace. According to the American Council of Exercise, participating in physical activity triggers the production of a protein known as brain-derived neurotrophic factor (BDNF). This protein increases an individual's cognitive abilities, making them much more alert and aware. In addition to this, research performed by Harvard Health discovered that increased exercise boosts the release of serotonin in one's brain that helps curb the feelings of anxiety and depression, making the dread and stress of work much easier to cope with.

With the use of our multi-sided platform, we facilitate the ability for both the company and employee to create activities that can be team or individual-based. With this, firms can actively challenge their staff in order to further promote company culture, while their employees can push themselves and their peers to stay active and involved in the world around them. Examples of this could include: Amount of steps walked in a week, number of hours spent in the gym, or team events such as inter-organizational competitions like HR versus IT department or a company-wide event where employees are ranked on the leaderboard and earn points as such.

MARKETING STRATEGY – MARKETING MIX: Product, price, place, and promotion

Segmentation

We have divided our market segmentation into three main categories: The employees using the app, the companies paying for the subscription, and our sponsorship partners looking to promote their business through Teamate. Segment 1, the employees, is made up of business professionals in the age range anywhere between 30 to 50 years old in more developed metropolitan areas in North America. These individuals value a healthy work-life balance, but lack the motivation and time to actively schedule and partake in activities both in and outside of the workplace. They long for an easy to use, efficient and organized system in which they are given further incentive to plan activities and gains rewards in the process. Segment 2, the companies, consists of small to medium sized office-centric businesses that require their employees to commute to and from home every day. These urban located organizations value strong corporate culture and strive to promote employee satisfaction and engagement amongst their staff. They're looking to implement a solution that will allow their employees to take the reins and ultimately build further morale and productivity across the firm. As we look to initially

penetrate the market in Calgary right off the bat, our first two segmented market groups are fairly substantial considering our limited range of motion. Calgary alone is home to 77 small to mid-sized professional organizations that make up a portion of the Financial Post's top 500 Canadian corporations. These firms by themselves employ over 21,000 individuals on aggregate, according to Calgary Economic Development, which is merely scratching the surface of our potential accessible market in its entirety. This number could increase ten-fold once our app is fully up and running, giving us the chance to penetrate other cities across Canada as well as the United States, targeting businesses of all sizes and employee counts. Segment 3, our sponsors, are businesses such as restaurants, clothing brands, fitness organizations, and the like looking to further their reach in the market and promote their products and/or services. Our potential sponsors seek extended marketing opportunities while securing the chance to showcase their brand through organizing events and competitions. With this, they strive to increase their overall customer base and ultimately build their revenues and hence their business. As we look to get our app off the ground and in the air, we plan on first attracting the attention of smaller, more local businesses within the city in order to build our reputation as a brand and construct a foundation in which we can continue to grow as a start-up. Once we have the necessary stepping stones in place, we look to bring onboard much larger, highly influential firms to further differentiate ourselves amongst our competitors and bolster our offering to our users.

Targeting

Primary Target Audience: The Employee - The unmotivated employee who is likely to be 30 - 50 years of age who is evidently unengaged in their workplace tasks that potentially flows through to their life outside of work as well. Usually unfit and would like to reclaim the glory of their youth (implying that they were once fit). Although they will not be paying for the subscription service that Teamate employs, we believe that the core problem originates with them, and without their full support and interest in the app, the organization is unlikely to bring it on as an element of their corporate culture. Gaining initial interest in our product is crucial to our app's success, and given the potential size and influence of our primary target audience, we see them as the number one priority in bringing our app to life. If we can rely on the employees to bring our product to their superiors as a solution to their seemingly detrimental engagement issues, forming a relationship and communicating the severity of the problem to these firms becomes a much easier task. Targeting employees right off the bat exponentially increases our sphere of influence in which we can bolster our leverage with both our prospective corporate clients and sponsors.

Product

Our core product is the Teamate application, whereas the augmented product is the discount and rewards that Teamate's sponsorship partners offer its users. Our customer value proposition (CVP) is mainly based on the timing of the social climate around mental and physical health. Our product will benefit the lives of the employees at the company they are working at and in turn, increase their workplace productivity. This would attract companies to use our service which in return would promote their company image. For employees, the benefit would be giving them the tools and resources to improve their work-life balance. Considering work makes up around $\frac{1}{3}$ of our life in total, the severe lack of engagement in the workplace

indicates the individuals are disengaged from their lives a third of the time. By providing the users of the app with an easy way to schedule activities and set their goals, they can achieve the work-life balance they long for while increasing both their physical and mental health, not to mention the rewards they receive. From the organization's perspective, they can be rest assured that their employees will be increasingly motivated and engaged with the tasks they are assigned, ultimately improving the company's bottom line in the long run. In the future, we look to grow our app's functionality and build additional features in an attempt to continuously differentiate ourselves each and every day. We look to integrate Teamate in such a way that it is compatible with a number of different wearable technology products, primarily fitness trackers, in order to give our customers greater accuracy in tracking their progress as they complete the activities they have scheduled for themselves. We then look to provide corporate leaders with their own website oriented platform in order to track the general progress of each and every one of their employees using the app in order to gauge the effectiveness of the app and how its changing their business.

Price

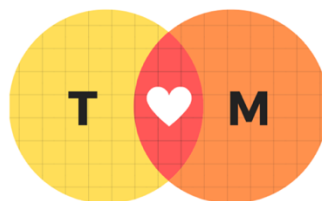
We look to offer a monthly subscription-based service, paid for by the organization, using price discrimination based on the number of employees of the companies that'll use our service. We look to gain ground in the market and build our initial customer base through the use of penetration pricing. By setting prices low from the get go, we can draw as much attention to our app as possible, with hopes of incrementally increasing our fees once we have introduced new features and sponsorship deals. Our app is not limited to a specific group of firms or industries, and by keeping the subscription price low we can have the greatest impact possible on the largest consumer group available in order to build a foundational reputation. To get our foot in the door, we can use price promotions such as "first month free" and additional rewards for the employees. We have developed a multi-tiered pricing system that gives room for companies to expand their users without incurring dramatic cost hikes. Tier 1 of the pricing model charges \$50/month for the first 10 employees using the app, working out to \$5 per member. Tier 2 charges another \$30 for the next 10 employees, bringing the total cost to \$70/month (\$5/employee for the first 10, \$3/employee for the next 10). Tier 3 of our pricing model charges a total of \$130/month for any number of employees in the amount between 20 and 50. This next 30 users works out to \$2 per person. Finally, Tier 4 charges a total of \$170/per month for any range of employees between 50 and 100. This additional 50 employees costs our clients \$1 more per staff member. By providing incremental discounts to our customers, we provide greater incentive to increase their user base, and hence ours. What makes this model so attractive is its scalability. By using a tier system, it's easy to further scale the pricing options upwards once engaged with companies looking to use our app amongst 100+ employees. The second segment of our pricing strategy is built using a flat rate commission percentage based on the additional business our app brings to our sponsorship partners. We look to charge a modest 2% commission on each transaction or activity performed by a user of Teamate. For example, by providing a discounted membership to a local gym such as Goodlife, we look to take 2% of the additional revenue we provide to the company through our users. We plan on keeping this commission low in order to prevent our sponsors from getting discouraged from partnering with our app. Our Distribution Strategy (Price) is going to be web-based, and since there is no physical product there is no need to contact any manufacturers.

Marketing Communications (Promotion)

We will be using the pull method where we aim to push our product through channels using direct selling as well as social-media marketing campaigns. Ideally, we would like to use a Business to Business (B2B) sales platform since our general mission would be to directly sell Teamate to small and medium sized corporations. The business to business marketing model would be ideal to use in this scenario since our intended user would be the employees of the corporations. We would also use the business to business marketing model to incentivize external partners to sponsor our app. By marketing to our partners, we are providing them not only with a source of new customers walking through their doors, purchasing their products, or demanding their services but we are also helping them with their own marketing campaigns and creating brand exposure for them through promotional events and sponsorships. We look to employ two very simple, yet very effective marketing strategies in order to gain ground in the industry as fast as possible. The first being direct product demo sessions and the second consisting of a multitude of social-media marketing campaigns. As we, more than anybody, are extremely passionate about the issue at hand and the product we are trying to provide to our users, we believe that face to face contact with our potential clients is crucial in communicating Teamates true value. By remaining present and showing our deep rooted ambition to solve the issues we are looking to address, convincing those that our app is worth their time should prove much easier. In addition to this, we look to employ a number of different social media marketing campaigns in order to reach the most amount of people, in the least amount of time, at the lowest cost possible. With the rise of social media over the past decade, it would be naive to ignore its tremendous power. Access to social media will allow Teamate the opportunity to reach as many lives as possible and hopefully instill a sense of urgency in the corporations we plan on targeting at first. What makes social media marketing that much more effective and powerful is its ability to scale up and down depending on your current market position. No matter how large or small we plan on being, social media marketing will follow and tailor itself to the actual needs of the firm in that specific time period.

Branding

Logo:




TEAMATE

Teamate's Colors:

#FFDF59 

#FF5756 

#FF914D 

#FFFFFF 

Teamates Font:

**Montserrat
Classic**

We chose the design of our branding purely based on our underlying goal, bridging the gap between work and a healthy lifestyle. The venn diagram shown in our logo demonstrates the

two sides of people's lives we are driven to pull together in perfect harmony, representing a strong work-life balance. The heart in the middle is a representation of an individual's overall well-being, in which we look to promote through our app as we facilitate a space for people to actively focus on themselves for a change.

Place

The place in which we intend on moving our service from the producer to the intended users would be through popular application stores such as those found on Android and Apple devices. With this, we can gather further momentum via the constant usage of these marketplaces and leverage that exposure as another marketing tool in gaining ground once Teamate is available. As a multi-sided platform (MSP), we plan to deliver our product to our targeted users by providing specific features designated exclusively to each group, tailoring the experience to each users underlying needs. Firstly, the platform will include a direct user side which consists of the employees of the corporation seeking a better and healthier lifestyle. On the employee side of the platform, they are able to schedule their tasks accordingly and track their progress as time goes on. Another side of this platform would be designated to the employers that have implemented our product/service to be used within their corporation. With the employer side of the platform, they are able to set up events for their staff or roll out promotions from partners of our service. To further the growth and additional value of our app to consumers, we would look to integrate a function in which we invite partners to contribute to our offering in new and inventive ways such as fitness events, competitions, and other promotions. By using clear and simple principles of partnering with other businesses, we are ensuring that our product and service provides extended value for the end user and their overall well-being.

BUSINESS MODEL

Value Proposition

The value we want to bring to those that use our service would be for companies to enhance workplace productivity and foster a culture of health and wellness through providing their employees with an app that aids them in getting involved in activities outside the bubble of their office that look to increase both their mental and physical health. With this, we look to boost workplace morale and ultimately increase the company's efficiency and profits. The value for the end users would be the sense of belonging, better management and more control over their lives. The problem Teamate is driven to solve directly relates to the undermining effects of poor physical and mental health which causes fatigue and stress in the workplace, causing employees to become unproductive and unsatisfied with their work. Our service is one platform for small to mid-sized companies. We look to improve the overall work-life balance and general standard of living of our customers through the use of a friendly user interface and unmatched user experience that brings our users back to the app day in, day out without it seeming like a chore. As we bring Teamate to market and look to grow our app's user base, we want to focus on not only providing a product, but providing an experience and lifestyle that makes our app irresistible to our customers, bringing them back day after day. We seek to help organizations foster a new wave of thinking and change how they look at employee health and wellness as a key value driver for their firm.

Key Partners

As part of our multi-sided platform, an important aspect of our business would be our key partners ranging from gyms such as Gold's Gym and Goodlife fitness to local restaurants and other types of companies that share the same vision we have. Our primary suppliers would be our partners, providing us with promotions, events, and sponsorships for our customers to partake in in order to reach the goals they've set for themselves. Our key resources are the rewards and discounts provided by our sponsorship partners. The partners' key activities are to provide sponsorships for events including discounts and rewards. By curating our business with our partners, we are not only giving more value to the end users but also to the partners themselves. The companies that we partner up with are able to benefit through this connection as they are able to increase brand exposure which will help strengthen their revenue streams. We look to first leverage our relationships with more local businesses in the Calgary area in which we can expand our brand and focus on building strong, personal relationships with our sponsors. Gaining ground and pushing to build our reputation starting at very bottom will aid us in securing larger, more well-known organizations as sponsors for our app. As we look to the future, we aim to form bonds with partners in the likes of Nike, Fitbit, and sports organizations such as the NHL, to name a few.

Revenue Model

Our primary revenue stream consists of the multi-tiered monthly subscription fees we receive from the organizations employing our app. Companies that sign up will be able to pay via a corporate credit card or through direct billing depending on what their preference is. We will get the majority of our revenue from the subscription services, and the remainder of our revenue stream would come from the 2% fixed commission on transactions we get from our partners. For example, we will get 2% from each gym membership our users buy from our partnered gym. With this, we will structure our sponsorship commissions based on the overall size of the relevant partner as well as the deal in place. In order to prevent deterrence of future relationships with these businesses, we will keep commissions modest in order to give our partners the most benefit from using our app. The figures below demonstrate the structuring of each stream and projected revenue generation for the next three years.

Figure 1: Multi-Tiered Revenue Model

Employee Range		Monthly Subscription Fee	Per Employee
Min	Max		
0	10	\$50	\$5
10	20	\$70	\$4
20	50	\$130	\$3
50	100	\$170	\$2

Figure 2: Commission Model (Illustrative Example)

	GoodLife Membership Fee (Monthly)	Teamate Users	Total Monthly Fees	Teamate Commission
Standard	\$70.00	100	\$7,000.00	\$140.00
Discounted (15%)	\$59.50	100	\$5,950.00	\$119.00

Figure 3: Revenue Projections (Calgary Area)

	Year 0	Year 1	Year 2	Year 3
Market Share (Of the 77 small-mid sized professional businesses in Calgary)	0	10	25	40
Market Share (%)	0.00%	12.99%	32.47%	51.95%
Total Users	0	370	1825	5245
Subscription Fees	\$ -	\$ 16,320.00	\$ 46,920.00	\$ 77,520.00
Commission Revenue	\$ -	\$ 4,896.00	\$ 14,076.00	\$ 23,256.00
Total Revenue	\$ -	\$ 21,216.00	\$ 60,996.00	\$100,776.00

The revenue projections seen in Figure 3 are based off of Calgary operations specifically. In order to accurately determine our revenue forecast, we took a range of professional firms from the Financial Posts Top 500 Canadian Corporations list, all of which are headquartered in Calgary. From this, we constructed an available market group in which a total of 77 firms were used, all of which operated with 1,000 employees or less. To us, these firms represent what we would consider the small-mid sized organizations we are trying to target. We look to begin securing market share moving into our first actual years of operation once the app is up and running. With this, we project gaining traction in the market early, holding 12.99%, 32.47%, and 51.95% in years 1, 2, and 3, respectively. Based on the number of employees using our app as we continue to attract new clients, we were able to derive total yearly subscription fees based off of the specific number of users each firm would bring to us. Commission revenues were calculated based off of a 30% weighting of our total subscriptions fees. We based this figure off of the assumption that we aim to derive around a fifth of our revenue totals each year from the commission fees we charge our sponsors. As seen in the figure, gaining only around 15 new clients per year has a tremendous impact on our bottom line. We are confident that Teamate will be able to meet these projected client targets and achieve the revenue forecasts we have projected.

Key Activities

The primary activity that we rely on is our distribution channels with our customers. Our product will be effective enough at keeping our users interested as long as we continue to provide new incentives and evolving challenges that keep our users on their toes. The most crucial point is ensuring the company and end user willingly adopt our product, and continue with their subscription month over month. By consistently following our users trends and habits while using the app, we can further provide both the company and employees with an ever evolving product that tailors specifically to their needs and interests.

Key Resources

Our key resource is our strong sales team with the necessary skills to market our product to both direct and indirect users of the app. Although we will employ standard marketing tactics to ensure the word is out and people are aware of our app, we look to further communicate the value of our service through direct sales pitches to corporate superiors looking to potentially use our app. Our modern marketing techniques will be effective for reaching the end user, but placing ourselves in front of executives in order to drive home the monumental impact our app will have on their business is extremely important to Teamate's success. The second key resource would be the servers to run the application data, where it would eventually be stored. Being able to efficiently track and monitor our users data will give us the tools we need to understand how our customers actually use the app on a day to day basis and how we can leverage that information in order to continuously innovate as time goes on. Businesses fail due to their stagnant nature and we hope to stay far ahead of the waves.

Customer Relationship

In Teamate's case, our Direct Customers would be the companies. Due to our product being mainly a low maintenance application, our main interaction with the company after they have begun subscribing would be getting their feedback and gauging how effective our application is. Later down the line, it would be a more one-sided relationship where we give the company more information about their employees from the data we have collected. Although they are not the Direct User in this case, they are our first point of sale and the ones willing to fund their employees usage of the app. Without out them, Teamate does not exist.

On the other hand, our Indirect Customer consist of our users. We will have an indirect interaction with the employee because of the connection in terms of the rewards and activities that we are going to provide, which is up to the company that is paying for our service. Many of the things we do with our product are indirect in terms of the users. For example, we increase local business interaction with the employees with a local pizza shop discount, but we are far removed from the actual interaction.

Cost Structure

The most important costs that are inherent to our business are marketing costs, fixed costs of employees' salaries, domain provider fees, database charges, and maintenance/innovation costs. As we will need to get our name more familiarized among the general population, we must

spend money on sales and marketing, specifically that of social media and google ad campaigns. These costs can come through means such as the usage of advertisements or sponsorships. The various teams will include marketing, developing, and the database management team. On average, small businesses using Google Advertising campaigns spend between \$9,000 to \$10,000 per month on promoting their business, according to WordStream. In addition to this, any sponsored posts we put out onto social media platforms such as Instagram will run the cost of about \$2 per visit as stated by the Influencer Market Hub. Regarding the actual physical marketing material, we will look to bootstrap this cost and look internally to save funds on hiring external resources. We believe that as a new start-up, we will only require a fraction of this cost on a monthly basis in order to effectively market Teamate. Next comes the required costs associated with our domain providers. As more and more domain hosts have flooded the market, prices for yearly domain subscriptions have fallen dramatically. We believe that we can secure our domain at the mere cost of around \$10 per year based on industry comparables as of current. In searching for a database facilitator, we have estimated that for the first year, we can run a database with around 10 GB of data storage capacity. The following years we project that our database storage will have to grow to around 20 GB in order to sustain our customers information. With this, for the first 12 months, we estimate to be paying around \$530/month, which will increase to approximately \$1050/month once we reach year two of active operations with our app. The constant maintenance of our product is bound to be our most expensive key activity, as customer needs change and we update our platform accordingly, if not managed properly. We believe that we can build maintenance costs into the salaries associated with our computer science team as they will be dealing with general upkeep and product improvement. Since this application will be digital, there will be no need to pay rent or utilities as there is no physical selling space. We plan on paying our team just enough in order to cover general living expenses as we begin to bring our product to market. Our business is going to be value-driven as our service's ultimate goal is to enhance the workplace efficiency of our customers. This is a very high-value proposition since companies will value their improved workplace productivity. Below you will find our general cost model outlining the allocation of funds over the next three years.

Figure 4: Cost Projections

	Year 0		Year 1		Year 2		Year 3	
Cost Item								
Marketing/Sales Costs	\$	5,000.00	\$	6,000.00	\$	7,000.00	\$	8,000.00
Domain Provider Fees	\$	10.00	\$	10.00	\$	10.00	\$	10.00
Data Base Fees	\$	6,360.00	\$	6,360.00	\$	12,600.00	\$	12,600.00
Team Living Expenses	\$	150,000.00	\$	150,000.00	\$	150,000.00	\$	150,000.00
Total Revenue	\$	161,370.00	\$	162,370.00	\$	169,610.00	\$	170,610.00

Customer Segments

The main customers for whom we are creating value is the companies who are searching for a method to increase the work-life balance of their staff, and the employees looking to improve their mental and physical health both at the desk and away from it. Our most important

customers will be the ones who want to invest in their workplace culture. For this product, we found that we had a niche market as the focus is on a specific issue that our customers seek a solution to. In particular, the clearly defined outcome companies strive for is to promote a better work-life balance and a strategy in which they can improve their employee's overall enthusiasm and engagement in workplace tasks.

Channels

In order to raise awareness of our product, we will need to analyze a number of marketing and promotional strategies. One way in which we believe we can gain ground in the market at an accelerated pace is through the concept of word of mouth. This method will allow Teamate to reach a variety of consumers with little cost requirements. The only way we'll reach potential customers is by directly approaching small to mid-sized companies and offering our services. The manner through which our customers, the companies using Teamate, can evaluate our value proposition is through surveys that we will periodically send. In these surveys, we can gauge how we are doing and get any necessary complaints/feedback in an efficient manner from those actually using our service. A potential customer will be able to approach our sales team through phone or email for any inquiries, or through a face-to-face meeting. The delivery of our value proposition will be immediate, as once an agreement has been made, the company will then have access to the application. Our customer service methods will include emails to our team as well as our surveys and "Give us your feedback" prompts that customers can use to offer their thoughts and potential solutions to problems they may have.

BUSINESS ANALYSIS

Assessing the three driving forces based on Jeffry Timmons Framework. We evaluate the opportunity, the entrepreneur, and the resources in order to analyze our business efficiently.

The Opportunity

Firstly, Teamate must evaluate the opportunity to ask these questions: Who is our customer? Who makes up our market for our product and service? Is the timing right for our window of opportunity? Our customers are companies that want to invest in their employees, not just financially but emotionally; to bring in a better form of work-life balance and to boost employee engagement. Currently, in Canada, our competitors are Kudos, 15Five Continuous Performance Management, Lattice Performance Management, and Officevibe. These products and services are in the same market that Teamate is targeting. As for the timing, we see that a few generations ago, the terms "work-life balance" and "burnout" were not widespread. Now in the current market today, "work-life balance" is one of the biggest buzzwords in corporate culture. Companies that invest in employee's life outside use this buzzword to appeal to upper talent in a tight labour market. We believe that as of right now, we are in the perfect climate to release our app given the recent emphasis over the years on increased employee health and working conditions.

The Entrepreneur

The next driving force is the Entrepreneur and Management Team. Our team consists of four computer science students and two entrepreneurship students. Most of our team has worked or is working. In correlation to the market, our management team has to deal with work and school, attempting to incorporate life outside of work into the schedule. Since our team has some sort of experience with the primary issue at hand, we can see from the consumer's point of view to build and understand our product tailored as best as possible to the issue we are trying to solve. Second to industry know-how is management experience. On our team, we have a diverse skill set spread across each member. For example, we have team members with marketing, finance, economic, technological, leadership, management and, most importantly, entrepreneur experience. With a variety of diverse skills across each member, we can play to each individual's key strengths in order to ensure that what we provide to our customers is simply unbeatable by our competitors in the space.

The Resources

Another driving force that can power the opportunity and the ideal entrepreneur - management relationship is the resources we have access to. Aside from capital, we have been introduced to a knowledgeable mentor, Savana Radley, who is a senior manager at Deloitte Digital. We have well-informed professors teaching us entrepreneurship and a textbook as a guide. Not only this, but we have fostered a relationship with an individual previously employed by a firm with similar goals and primary consumer issues who aids us in fully understanding the direction in which we are going and helping us ensure that what the app is trying to achieve is aligned with the problem we're trying to solve. As a fresh start-up on the scene, it is crucial to ensure we are aligned with our consumer's interest in mind with every step we take. We are able to leverage the knowledge and expertise of a variety of industry professionals such as marketing directors, business consultants, and relationship managers in order to gain further insight into what we're currently doing right, and more importantly, what we're doing wrong. As students at the U of C, we are surrounded by individuals on an everyday basis that specialize in the very things that we need support with, and by tapping into what they have to offer, the knowledge base that we have access to is never ending.

The Customers

Our target customers are small to mid-sized companies who want to enhance workplace productivity, due to employees being constantly tired and disengaged at work. These employees will see a boost in morale, physical and mental health whilst using our platform which will give them a sense of belonging in the workplace and will also help them have more control and better management over their lives. We will need to start off by attracting said employees to get involved with our platform. At the moment our competition, if any, would come from either the companies themselves initiating team bonding activities or second-party services that have a dull user experience and plain GUI. We will act as our own sole supplier while providing technical help for our service and updating the platform in conjunction with user feedback. We will work closely with different partners, ranging from gyms to restaurants, who will sponsor events and give us a commission for every customer of ours who buys from them. They will also provide our users with discounts and the rewards redeemable through our points system. Different

advertising and marketing techniques will be used to promote our product and start our network of clients. There is no government regulation that would directly affect us or interrupt our business as of current.

The Trend

We are piggybacking off of the freshly heightened concern for people's mental health that has become a major pressure point for many individuals across the globe. By giving the required attention to the physical and mental health of employees that struggle with engaging in tasks in and outside of work, we hope to truly connect with each and every one of our customers through the app in order to ensure that we are providing them with the most efficient and useful product possible. The initial market size for our app remains fairly moderate in the short-term since our target customers are small to medium-sized companies in Calgary alone. Our prices are correlated to the number of employees the companies want to register into the platform. The ongoing threat of competition in the market is inevitable, but we believe that by providing our customers with an unbeatable experience that brings them back to the app every single day, outside pressure from other organizations akin to Teamate does not worry us. Since our platform will run as an android app, we will distribute it through the Android app store with the goal of releasing an IOS compatible version available on the Apple app store once our product is underway.

Success Factors

Our key success factors will be our timing and quickness to market, following close behind the current mental health trend. We will also heavily consider feedback given by users so that we can actively change and improve our service in order to provide our customers with a product suited directly for them. Our prices will be as competitive as possible to be able to top our competition and attract as many customers as we can.

We are currently a technology start up operating in a very open market with little barrier of entry considering that this is something relatively new. At the moment, our main focus with our business would be targeting small to midsize firms (with less than or equal to 1,000 employees) of all sorts within the City of Calgary before we start scaling our business to accommodate medium to large organizations. There are several reasons why we want to focus on small to medium sized corporations right off the bat versus going directly for the big fish. The first reason being that it would be beneficial for us to start with small business since it gives us more flexibility on having the ability to pivot or change what is needed based on the feedback we receive from the firms. Connecting on a more personal level with smaller businesses allows us to truly understand our customer and their needs. Not only this, but reaching out to smaller businesses for general feedback will prove much easier given the less restrictive means of contacting executives at lower caliber companies. The second reason being that, by focusing on small to medium size businesses, it allows us to build a strong clientele through relationship marketing. We acknowledge that while customer acquisition is essential in any business, current customer perception of the effectiveness of your product can make or break any business. By delivering an experience of utmost quality and care for our customer, there is a possibility that they would recommend it to their friends, their co-workers and ultimately their boss via word of

mouth. When you actively please your customers, and they share that experience with others, your business will grow in the long run given the reputation you have built. If we don't have a strong clientele base, medium to large businesses wouldn't think to even acknowledge or recognize our business. If we were to target medium to large sized businesses first without forging a relationship with our small to medium sized firms, it wouldn't allow us the flexibility we have to change what is necessary to fully take advantage of the situation. By building a significant track record with our clients and our partners, it makes us more attractive to prospective clients and sponsors in the future. After building a strong revenue stream and relationships with our small to medium business clients, we will push to acquire additional business geared towards the medium to large businesses with the goal of expanding our user base further. After successfully penetrating the market here in Calgary, we will look to expand to other cities across Canada such as Vancouver, Winnipeg, and Toronto in an attempt to tap into the everlasting prospective user base within our reach.

BUSINESS STRATEGY

Distribution

The way in which we will distribute our product will be extremely crucial to our apps success moving forward. As mentioned before, our main goal to generate revenue is through a multi-tiered subscription program where companies will pay on a month to month basis aligned with the number of employees using the app. By licensing our application, we will distribute to companies that have subscribed to the product. The matter through which we will retain our customers and grow as a company will be through the usage of unmatched branding, product quality, and ongoing product development and innovation. Using part of the revenue we generate to market our company will be an extremely crucial step as it allows our name to be more well known for companies to consider. By delivering a quality experience with our customers, there is a possibility that they would recommend it to their friends, their co-workers and ultimately their boss. By providing top of the line quality, companies will instill trust in us, and customer retention will follow close behind. We will rely on both guerrilla marketing techniques such as word of mouth marketing as well as social media campaigns through platforms such as Instagram and Facebook to attract more users to use our application. The reason being, a satisfied customer will likely recommend the product to another company. Another way that we plan on growing our users would be relying on the viral loop. Instead of needing as many leads as possible at the top, a loop funnel requires just one satisfied user to share with others. For example, an ex-employee who really enjoyed using this application may ask their new company to consider using the product. By constantly improving on and developing the product with the interests of users in mind, companies will likely stay and continue using the product, and new companies will consider subscribing since they may see that the company is willing to try new ideas, and not staying put.

Market Entry

Our market entry strategy will rely on multiple steps in order to ensure we are bringing a product to the table that will go above and beyond our customers' expectations. We first plan on releasing somewhat of a test product that prospective customers can use in order to get a feel for

the app, what it does, and what they would change. Through this approach, we can receive direct user feedback early on in the process in order to make iterations so that the true users interests are in mind when building the app. Once we have gained early approval from the initial adopters of our application, we strive to bring our first fully-functioning product to market within a 6 month span in order to gather and incorporate as much feedback as possible. After our app has been released and our first marketing campaign is in full swing, we look to begin the process of integrating our app with popular fitness devices in the market to add further features to the app in order to increase user function and extend our reach even further. After gaining considerable ground in our local market, we look to expand both vertically and horizontally, making our way into the operations of larger sized companies in a variety of cities across the nation. With this, we seek to expand our sponsorship base in order to increase our overall attractiveness to those looking to get on board with our app. By constantly retaining feedback and seeking to be different, we believe that we will continue to secure market share at an existential rate as we look to expand our operations.

SUMMARY

A few decades ago, the terms “work-life balance” and “burnout” were nonexistent. When employees were tired, they would resort to ineffective, short term solutions that quite frankly never work. Recently there has been research stating there is a correlation between increased and consistent physical activity and productivity in the workplace. With today’s society, we use work-life balance as a buzzword to attract and retain talent. The main customers that we are searching for would be seeking to improve their work life balance for their staff looking to improve their mental and physical health both at the desk and away from it. In order to raise awareness of our product, we will need to analyze a number of marketing and promotional strategies. One way in which we believe we can gain ground in the market at an accelerated pace is through the concept of word of mouth, a form of guerrilla marketing. This would allow a low cost requirement to start-up. Another way of reaching our potential customer would be directly approaching them, especially those of the small to midsize nature.

After the first milestone we have come to the realization that in order to grow this business to a sizable stature, we would need to curate our business. By this we mean that as part of our multi-sided platform, an important aspect of our business would be our key partners ranging from gyms such as Gold’s Gym and Goodlife Fitness to local restaurants and other types of companies that share the same vision we have. By curating our business with our partners, we are not only providing value to the end user with events, discounts and promotions but we are also providing value to our partners with brand exposure that will hopefully facilitate an influx of additional business and bolster their revenue streams. Without our sponsors, we realized that we do not have an offering for our clients, deeming it crucial that we develop strong relationships in order to provide the highest quality service possible.

Upon receiving feedback from the completion of milestone two, we have added additional iterations to our business for the third milestone, starting with the implementation of the multi-tiered pricing model. Tier 1 will consist of charging the first 10 employees a subscription of \$50 per month. Tier 2 would another \$30 for the next 10 employees, bringing the total cost to \$70/month (\$5/employee for the first 10, \$3/employee for the next 10) and so on.

We also know during the writing of milestone three, to expand and scale our business in the future, we would need to focus on building a solid foundation with not only our clients but also with our partners through relationship marketing. By implementing relationship marketing with our clients and partners, we are able to foster customer loyalty, interaction and long term engagement which will be beneficial for us as time goes on since what we foster now will help us in the later stages when we are scaling our business to accommodate medium to large size firms. In order to improve the longevity of our application, it is important for us to continuously innovate and consistently care for the relationships with considerable effort. Unfortunately, we were not able to gather any feedback on our working prototype thus far, but we will look to gather more information from the individuals interested in the app in order to build greater functionality for our users.

We have a long way to go in order to bring this product to life, but with the help of our external resources and feedback from our prospective customers, we believe that Teamate will be a smash hit.

TECHNICAL REPORT



TEAMATE

The continuous stress, on-going hours and sedentary nature of day to day office-life that numerous individuals across the globe struggle through every week are taking a toll on both their physical and mental health. People are in a stagnant routine which in turn affects their long term work performance. With the realities of an office job, health can be a major issue, in cases of long days of sitting or eating unhealthy diets due to time constraints, which can lead to deteriorating health. Much of what we see today in the modern corporate world revolves around a clock-in, clock-out culture where employees simply show up, perform a task, and leave without thinking twice about the impact they're having on those around them or the company itself.

As the world advances, we find consistent evidence that certain work situations, including occupational uncertainty and lack of value and respect in the workplace, are associated with an increased risk of common mental disorders. Numerous studies have been performed that demonstrate that employees are more creative^[3] and able to achieve higher levels of job performance and engagement when they are in work environments that promote physical and mental well-being. For example, in this 2008 paper published in International Journal of Health Management^[1], on days employees engaged in physical exercising, their mood changed for the better which resulted in better work performance.

As a group, we truly believe that prioritizing your personal health and regularly ensuring your overall welfare will help push you to achieve optimal performance in every aspect of your life, not only in the workplace. This is where the idea of Teamate came to fruition.

Teamate is an Android lifestyle application directed at individuals suffering from a lack of physical stimulus throughout the workday. With our app, we provide incentives for our clients to take the time to work on themselves away from the desk. Teamate, through its extremely friendly user interface, allows individuals to earn points for rewards, and compete amongst other co-workers at their firm, for a chance of winning a reward. Rewards can be company-provided or can be sponsored by outside sources. Our app looks to provide another aspect to a firm's corporate culture by facilitating friendly competition amongst employees while giving them the opportunity to get the physical stimulus their body requires. The application inspires personal and team-building exercises while incentivizing healthy lifestyle goals which may include gym time, volunteering, other sporting activities and many more! In turn, we believe the firms themselves will realize amplified productivity and greater employee engagement is beneficial in the long term.

In order to deal with potential competitors, our deployment strategy is going to be the key factor. By first inviting local shops and restaurants to sponsor our rewards, we can quickly create a community that is interacting with our app. This can be repeated many times for different local communities to the point where we build up a network in which we can have interlocal competitions in our leaderboards. In other words, we create a valuable platform such that a competitor cannot match or replace our service in that certain location. For our potential rivals that want to copy our idea, by the time they have deployed, we should have already created a network of valued sponsors, companies, and employees of those companies who already use our product. In conclusion, our competitive edge is in creating an irreplaceable platform in which it

is easily scalable and fast for companies/sponsors to take on, making it difficult for competitors to take away our market share.

The minimum viable product will allow us to bring our product to market as efficiently as possible, providing time to build our reputation and rapport with clients before the competition can gain ground. Our programming team looks to build our product by tackling the process as a whole, segmenting each stage and completing tasks from each section and receiving feedback as they go, rather than completing each stage sequentially. Bringing our product to life sooner rather than later gives us a window of time to establish ourselves ahead of our potential competitors as market leaders in the space. With these three objectives in mind, Teamate can gather as much market share as possible and prevent a significant amount of penetration from those trying to enter the space.

OUR MVP

Our MVP would be an application that can be downloaded by users on the Google Play store. Within the MVP, new users will be able to access team challenges, a points leaderboard, and the rewards they have the potential to earn both personally and as a team. Some of the key features that will be built for the early adopters include:

- A sign-up page where users will enter their basic information, as well as use a code that is given to them by their company in order to see and compete in activities.
- An activities page where users can view and choose what activity challenge they would like to join.
- A leaderboard displaying the scores of challengers in descending order.
- An interface where users can see awards that are possible to attain based on their points, or position on the leaderboard.

One of the main components of this application will be the activities itself that are available for users to complete. These activities can range from physical activities, where something like steps are tallied, to mental activities, such as reading a book. Therefore, actually recording these results will also vary, and therefore in the MVP, the user would have to input their activity data. For example, after a workout, the user inputs the amount of time in the activity they just finished.

The leaderboard will promote some sort of friendly competition within the user's specific office, or region. Adding a leaderboard in the minimum viable product would not only promote friendly competition, but it will allow the individual using this application to set better goals and push themselves. This will be implemented by querying information out of our database and displaying it in a leaderboard which shows the various activities that are to be shown.

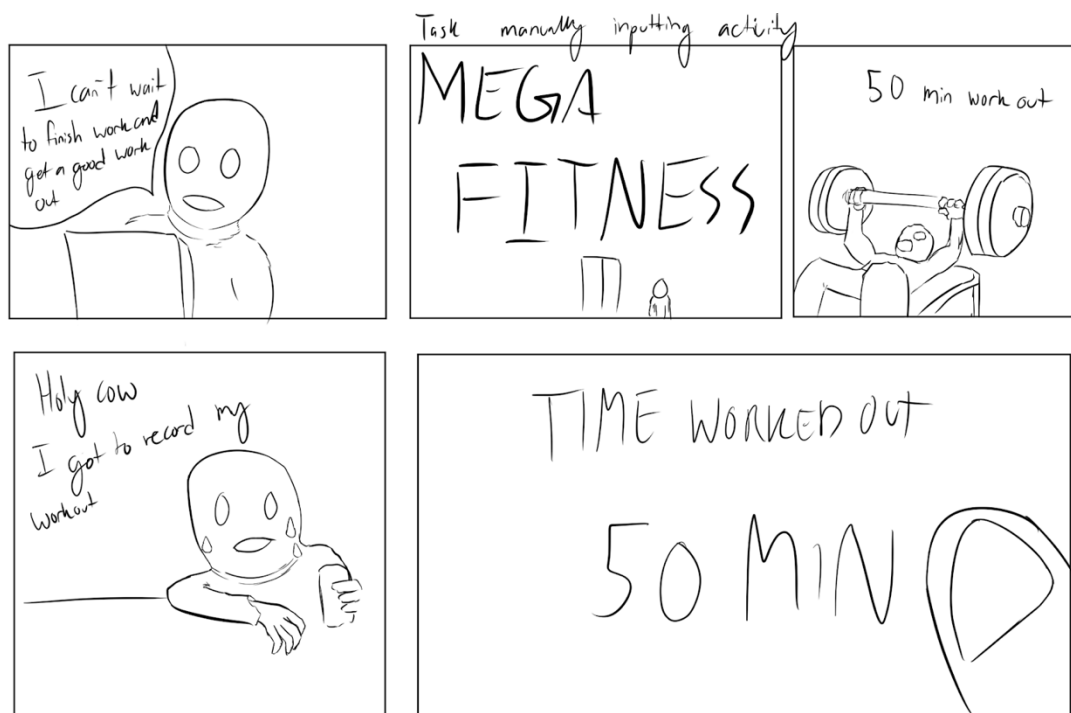
To incentivize users to use our application, we will establish a rewards program in which individuals will earn virtual currency towards tangible and intangible rewards such as an Apple Watch, iPod, Fitbits, gift cards, discounts towards dining experiences and much more. To attract investors and businesses to be a part of this project, we would look to emphasize not only the value and benefits they'll receive with the app but the enjoyment that customers will generate by

simply using it. Companies and our partners are able to post on the portal for a small fee to allow them to promote their business via this application.

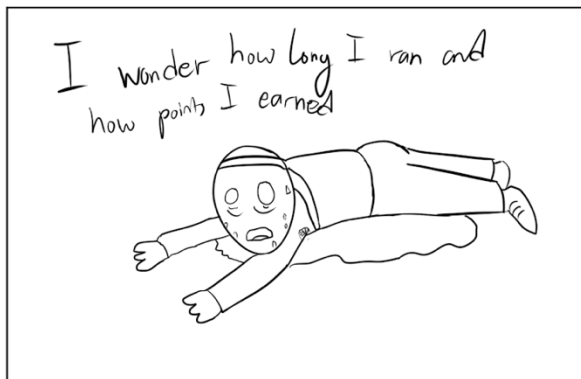
We believe that providing the user with an experience, rather than just a product is essential. Creating an app has the potential to change people's lifestyles, as it becomes a habitual change and as a result users will continue to use our application. For example, the app directly incentivizes and promotes a healthier lifestyle for its users, giving them opportunities to venture outside the workplace. Not only that, they can achieve an improved work-life balance, all while earning rewards. This, in turn, will aid people in bettering both their physical and mental health which will transfer over into all aspects of their lives, especially their involvement in the workplace. What do the companies adopting this app see out of it? Higher employee engagement, greater productivity, and employees that actually care about the work they're producing, rather than pumping out work for the sake of a paycheck. With better-producing workers, corporations can realize the benefits of the app without having to directly incentivize their employees. From an investor and business standpoint, this becomes a major factor that will draw people in for the long haul, as the overall benefits of the app to clearly outweigh the costs that businesses will have to pay.

Once we get a few clients and have concrete information and experience, it will be much easier to attract future clients and have more events and sponsors on our platform. To test our product we can have an employee survey before using the product and have another survey after a six month period to gauge if they think there has been a meaningful impact in their lives. There are also many other metrics companies can use to measure our impact and it will be very obvious if they think our application is worth using(continuing to pay for our service).

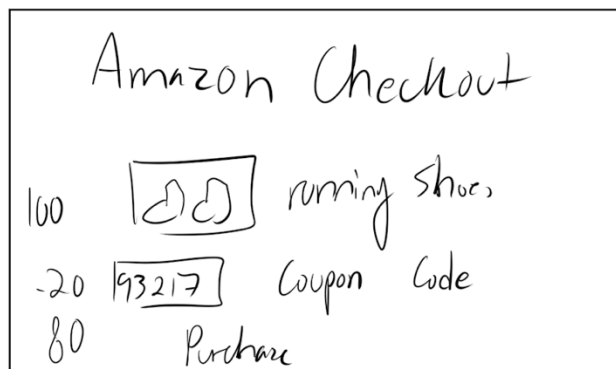
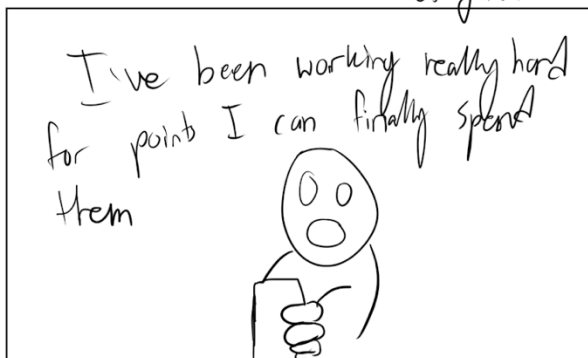
Storyboard



Task: recording Activity done automatically



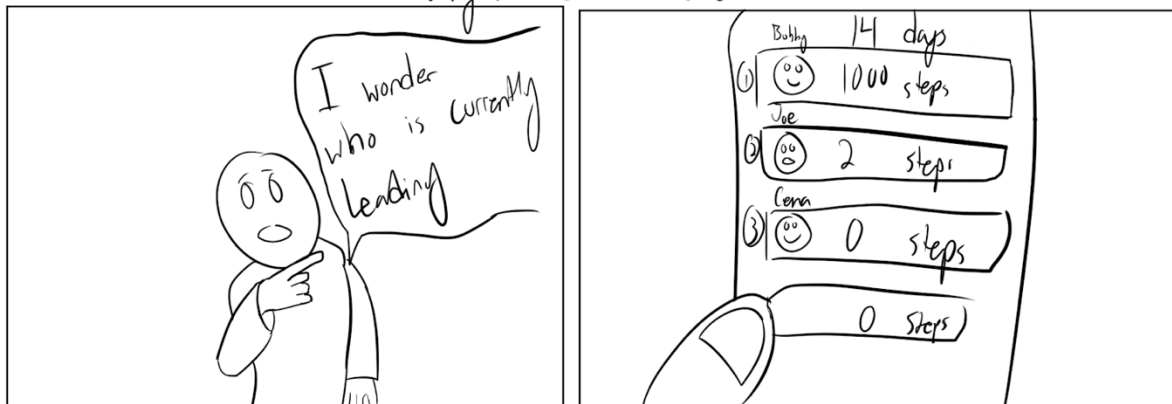
Task: Using Points



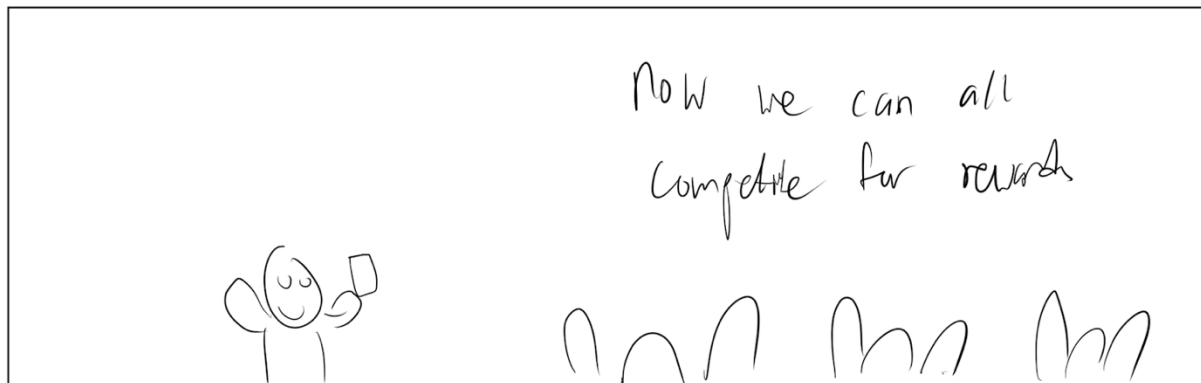
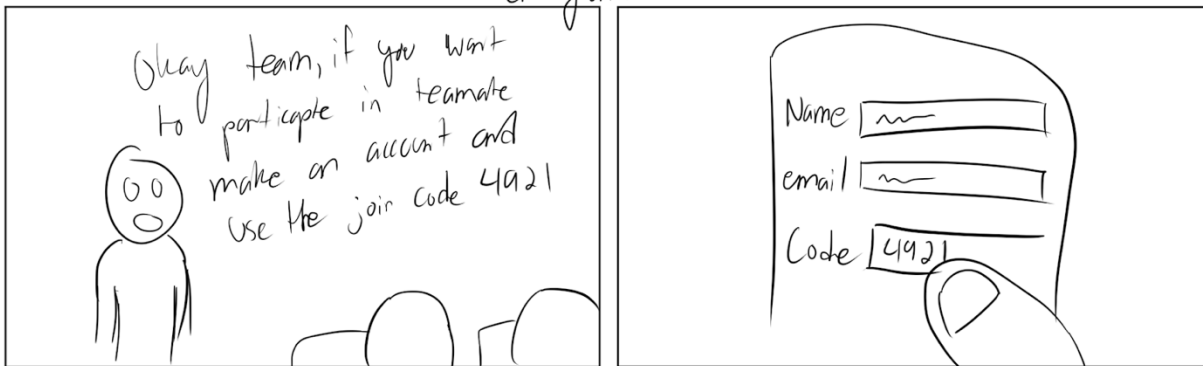
Task: Winning Rewards



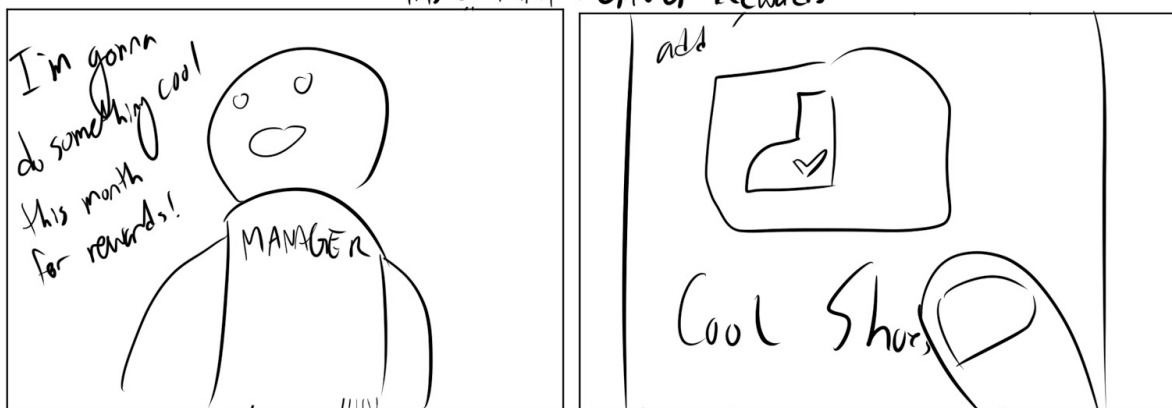
Task: Looking at the leader board



Task: Creating an Account



Task: MANAGING Rewards



TEAMATE'S FEATURES

- **My Activities:**

Here, users can assess their current scheduled tasks such as gym sessions, volunteering hours, and team bonding exercises. This feature also allows users to schedule new activities that they can make either instantly accessible or post-dated, making planning those specific tasks much easier as time goes on.

- **My Rewards:**

It allows users to monitor their current redeemable rewards for personal and team goals as well as what they can look forward to earning once other tasks are completed. These rewards can be anything from gift cards, flight vouchers, or discount codes to their favorite restaurants.

- **Leaderboard:**

With the Leaderboard feature, users can visually see where they match up versus their colleagues relative to the points they've earned over time, providing them further incentive to get out and strive for the goals they've set for themselves.

- **My Account:**

It gives the user everything they need to know about their immediate performance, short and long-term goals, and overall fitness progression.

- **Fitness Tracker:**

Will allow users to synchronize their current in place fitness apps or physical trackers such as Fitbits and Apple Watches so that they can monitor their current fitness metrics such as steps taken, heart rate, calories burned, and so on. This will be implemented in a future release, and not in the current MVP.

- **My Progress Report:**

This section in the My Account page provides users with a fully interactive timeline of where they were versus where they are today to help them understand the overall impact that the app is having on their lives. This will be available in a future release, and not in the MVP.

Changes: In the MVP, we took out the automatic trackers i.e. the step counter. In the feature list, we took out progress report.

TEAMATE'S SOFTWARE DESIGN

In implementing Teamate's software design, we will be using an android application for the development of the product. To do this we will be using Android Studio, which is an official

integrated development environment (IDE) for Android application development. It is based on IntelliJ(a Java integrated development environment for software). Android Studio also uses a gradle system build(a build automation tool), emulator, code templates, and Github integrations. We will also be using modules and resource files. These modules could include Android app modules, library modules, and Google App Engine modules. The language that we will be using on Android Studio is Java while using XML(Markup). Java will be for the back end while the XML is used for the front end of the product. The modularity that Android Studio offers gives Teamate the ability and tools to develop an astounding user interface.

On the technical end, the reason for using Android Studio for our development is because based on the operational corner of the talent triangle, we have experienced coders in Android Studio. In a way, we are bootstrapping our resources. For instance, we are saving money by not hiring “Swift” (iOS) developers and since we have experience in Android Studio, we can use it for development. It is mentionable that the cost of using Android Studio is free. On the business end, the reason why we are choosing Android Studio, it can be seen in figure 1 that, in the USA alone, there are 120.5 million android users in 2018 and is projected to grow. Developing with Android software, regarding the business aspect, we are able to target a large audience of users. Although, for future scaling purposes we will consider developing an IOS version of our product.

For the technical development process of our product, we will be needing to use a software development version control this is because a version control system allows us to keep track of the changes in software development projects, and enable them to be collaborated on. Using it, the developers of Teamate can work together on code and separate their tasks through branches. Our project will require a collaboration of different team members and need frequent changes, this is where a version control system comes in. The version control system that we will be using is Github. Regarding the business aspect, GitHub offers unlimited private repositories to all plans, including free accounts. In order to keep our project private, we would need to invest in an enterprise or professional account. Taking into consideration that we are still students, Github offers free professional accounts for students.

With so many offerings available, it's a challenge for mobile app developers to select the right database for the right application. There are several challenges we want to avoid, for example, difficulties handling complex queries, storing data offline or managing object relations at a web-scale. It is extremely important that managers are able to effectively communicate with their employees, we wouldn't want to have the same problem as Alfie (case study 2) in which its customers were often missing important communications sent via the app. It's most likely that we will need to use two databases, each specializing in different data storage needed for our platform. So far, we've researched MySQL, an open-source and multi-threaded database, which is easy to use and learnable, well use it for data storage, most of our developers have had some sort of experience with it, not needing training or outsourcing for this section, we won't forget that we need a background in PHP, HTML, and JavaScript to accompany it. We have also enquired into MongoDB, a JSON document database is known for its flexibility to store messages for better performance and scalability, this would enhance our platforms communication stream, but it's not our top priority in the first iterations, since we have limited time to implement these, we will focus on creating a disposable database for our prototype. MySQL comes free of charge, MongoDB comes at a fee after the end of their free trial.[4] Finally, another database manager that we researched was Google Firebase, which we could

connect to using Android Studio. This database is deemed easy to use, and quite reliable, and therefore, was a strong contender in our choice for databases.

To start, we need to know what type of website we're building and in our case, this is an e-commerce type website. We will not compromise pay for quality, and we will make sure to take our time to release a responsive site that's eye-catching to current and new users in search of our services. Our website will be flexible and easily customizable for scalability ease.[5] We were looking at two ways of building our website, first, we could put more resources into building it from scratch, using HTML, CSS and JavaScript. On the other hand, we could use a website builder/host like WIX or Squarespace to streamline the process and not waste time and resources on it, since its not part of our main platform, and will only be used to provide information and charge for the service. The website builder/host service comes at a monthly fee, which to start will put us in debt but would eventually be paid for through the launch of our platform. WIX charges \$4.50/month that would eventually pay for itself approximately after about a year from launch, it offers ample e-commerce options, and it will make our website rank higher in search engines with its WIX SEO Wiz. We will also be able to easily share our site on social media. [6]

TECH REPORT SUMMARY

For our implementation of the product, we have used Android Studio and MySQL for our database. We have been continuing using GitHub as our version control and code repository.

As a group, decisions were made to change some components of the technical reports. One of the major changes in the tech report was the concept of our minimum viable product. In an effort to make this project's scope realistic to the time constraint of this semester, the team decided to scale down the MVP, and as a result, some features were removed. As a result, the iOS integration on Apple devices was removed in order to focus squarely on the Android version. From milestone 2 we have also removed our Samsung health implementation from our MVP, as there were more problems that we could not foresee. Our core product of the MVP will still be functionable without it since a user can still manually input their activity information.

Scalability and Sustainability

Using the milestones from the business report, we have split our technical goals into 3 six months periods. For the first milestone, our goal is to have both a fully functional android and iOS version of our platform. As a group, we thought that having an iOS version is of great importance because we do not want any employees being alienated from the experience. It would be awkward if only some employees from a department could interact with the rewards just because of the phones they use. Another factor is getting our app on Apple's store to gain potential exposure.

For the second milestone (one year) we want to have integration on fitness apps. For example, step counters and "distance ran" features were removed from the MVP. We still believe that this is an important feature to make it easier for users to track their activities with less effort, and therefore, should be a part of a future deployment.

For our last milestone, we plan to have an application for fitness devices, like smartwatches. Wearable fitness devices are only getting more popular as better software support and hardware gets released, so investing in a more portable version of our application to make users have a better experience. We can also expand more features with such as measure heart rate/amount of sleep and other capabilities smart devices will have.

The website will be last in priority in our last milestone, as our team wants maximum flexibility for the users, and so having a website that users can use if they want is something we want to address. More importantly, we want to have a robust system for managers to easily manage their challenges and rewards in a simple and straightforward way that cannot be provided by mobile experience.

Beyond The Start-up Phase and Milestones

Even after one and a half years, we still have ideas that we would like to implement into our product that will bring value to our user's lives. For example, we would like to implement group activities between users. Having users participate in the same activity can give more of a social experience, and make more intergroup competition.

As we scale we will have a large amount of information from which we can draw from. We can become an information broker. We can have several trends from our monthly competitions to most purchased reward, and we can draw from and also have our employees interact with the app. For example, which workouts are the most popular, what time of year, etc. This would mainly be used to gain more sponsorships rather than selling information.

After dealing with Calgary businesses, we would like to expand to other local scenes around Canada and eventually, if we are successful, we can attempt to tap into the US and European markets, where employees are suffering from the same problem.

Sustainability

In terms of growth, it is quite simple for us to monitor our resource usage. In this case, it is our server capacity. We will have multiple leaderboards and other information and because of how we interact with our early clients, we will have a keen sense of the number of employees that are using our app. Therefore, we would know our limit. Because of the competitive edge, we are starting locally, therefore it will be quite easy to keep track of the server use and if we have our investment funds, we are flexible enough to expand accordingly to the demand as we scale to multiple partners/sponsors. For example, we are targeting small and medium companies(≤ 1000 employees), and therefore, we can easily expand to larger companies as the software works the same way.