

Jasmine Alarcon

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App: Buddies

Our Mission: *Buddies* is an inclusive app with the purpose of helping individuals find new meaningful friendships through a process of matching with others based on their interests, age range, and location.

The Company and Management: *Buddies* was created and currently located in Chicago IL. This app was created by app developer Jasmine Alarcon. Jasmine has multiple years of experience in coding and app development starting from an early age. Adding to her team she has a board of directors that specialize in the coding of the app.

(Hypothetical)

- 1) Angie Leon, owner of Yummies candy shop and online business in Chicago IL.
- 2) Daniel Crowford president of the high tech business GLOW.

Our Services : Buddies provides a safe area to meet new people by organizing data entered from users profiles to help match the perfect set of friends. Buddies provides multiple great features in this app to ensure a healthy/safe environment that is still entertaining and exciting.

Some features include:

- Block button
- Group chats
- Accepting/ denial swipe options
- An unfriend button if you no longer wish to speak to someone.
- Call / Video chat

The Market:

(Hypothetically)

Our research has discovered that many people find using social media such as Facebook, Snapchat, Instagram, and other social media apps intimidating when looking for new friendships. They would much prefer finding friends who they know are actually open to a friendship that consists of hanging out and constant chat. This is why Buddies is a good app to ensure that everyone is chatting with someone just as interested in a friendship as they are.

Our Competitive Advantages : There are many apps out there made for dating such as Tinder , Bumble, Grinder, etc but there aren't many apps specifically to make friends and that's all. Social media such as facebook, instagram, and other media can help to make friends but they also focus a lot on posting photos and updating status where this app mainly focuses on making new friends to create meaningful friendships with.

Financial Projections: The salary for all our current workers will be \$30,000 yearly. We plan to hire more employees in the upcoming future. All our workers will be working part time to provide time for work and their normal day lives.

We plan to gain more attraction to *Buddies* by paying for advertisements on many popular social media such as Facebook, Instagram, and ads on Youtube. This will allow the app to get as much attraction as possible. The amount we're willing to pay will allow this app to appear everywhere to the point that everyone and their families will have at least seen this app at least once.

Start-up financing requirements: We are seeking \$170,000 in order to create a good coding system that will be created from multiple trial runs. This amount will also be used to pay our employees and the advertisement that will be found on Facebook, Instagram, and Youtube.