Elevator Speech

Name:

Hi my name is Johan Bester. I'm a web developer and Martial Arts enthusiast. My sport of choice is the Filipino Martial arts.

I've developed a sweet solution called "STIX FMA club finder".

Target Audience:

The Filipino Martial Arts, or FMA as we call it, is a lesser known sport but one of the fastest growing sports in the world. Not only is FMA a great sport, it's easy for anybody to pick-up, and is one of the most effective self-defense systems in the world.

There are currently about the 3,500 clubs and 175,000 FMA practitioners in North America.

I have developed a simple solution to help FMA practitioners find each other.

Unique Selling Proposition or difference from competition:

My solution is unique in that there is only one other similar option in the market -- a paid general search platform -- but their list of FMA resources is severely lacking in substance.

My solution offers a free to use option that will soon feature info on all FMA clubs and events in the whole of North America.

But there's more!
Because of the simplicity of this application, it can be implemented for any service or activity with only minor customization!

This solution is so versatile that a whole array of "Finder Apps" can be produced to help people find anything -- from knitting-circles, to organic florists, to ice-fishing clubs!

Call to Action:

I'd like a few minutes of your time to show you my "Finder Application", and explain how this could benefit you.

Why:

I created this SPA to help FMA practitioners find each other. FMA practitioners are a social crowd and we like working out together. However, finding schools and events is still hard in North America.

What business problem is this solving:

Having an application like this would help Eskrimador find each other, provide clubs and schools more business, and help grow the FMA sport.

Summary of functionality of the SPA (high level):

The app has a simple interface that askes for a zip code and returns result of all schools or events within a certain radius.
Searches can be refined through some filter options to narrow down or expand the list of offerings.

How is this SPA going to solve that problem?

Not only will this app provide simple information about FMA schools and events, but the app also has 2 buttons people can click on …

- to add more schools or events;
- to contact the app creator about the app and resources.

The "Add School / Event" button opens a simple form where all the details of a new resource or event can be added.

Initially this info will be added by the app creator, but soon a database interface will be available for direct access by registered users.
The user interface will allow for adding, editing and deleting of information.

The "Contact Us" button on the interface opens a contact form for any user to contact the creator to relay information about obsolete resources, or suggest corrections for listed resources.

By allowing for info to be "crow-curated", the list of resources and the value of the app will continue to increase as it provides a more and more comprehensive service that helps users find FMA resources.