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“CloudPlan: Real Time Cloud Based Event Planning”

OPPORTUNITY  
• Event Planners work in a fast paced, high stress environment with a need for absolute organization of many data points  
• Details are planned in advance but last minute changes are inevitable • Many planners still work off of excel spreadsheets and print paper reports • US Labor and Statistics Department reports a 44% increase in the coming years   
for event jobs which introduces a demand for event tech • A realtime solution is needed to keep up with scale and fast pace

SOLUTION  
• A platform for Realtime Cloud-Based Event Planning  
• Information - accessible from all devices (iphones, ipads, web applications, smart watches)  
• Content Management – data can be customized to fit the needs of those planning the event  
• Last Minute changes propagate across all devices

MARKET SIZE  
• Event planning market expects 44% rise in next decade \*US Dept Labor and Statistics  
• 6bn in revenue according to IBISWorld 2014  
• 72k event planners in US earn median income of 45k on average thats 3.25bn in revenue from planners alone

COMPETITION  
• Different types of events and meetings: •corporate events (lanyon.com) •association and tradeshow events (etouches.com) •networking and meetups (meetup.com) •personal/private events (facebook.com/events) •non-profit events (eventbrite.com) •all (eventique.com)  
• We can target schools or small personal events •advantages: realtime, cloud based •can focus more on planners needs rather than attendees

POSSIBLE REVENUE STREAMS  
• Possible Revenue Streams •$10/monthly subscription service  
• Enterprise License •includes things enterprises may need such as: •Web services for data migration  
• User Adminstration Roles •Priced per employee/month  
• Sales of ancillary products

5 Bad Startup Ideas

1. Noogle - a new google - find websites by typing a keyword into a text box
2. Penz! - a new pen delivered to you each week so that you never run out. Weekly subscription needed.
3. Sleepers - Have trouble sleeping at night? Mobile app to help find someone to sleep with you
4. Beauty Model Dog Walkers - Mobile app to help you find a beauty model to walk your dog
5. Shoe Exchange - Website to find others in your area to exchange shoes with

10 Good Startup Ideas

1. Commuter - Mobile App Game that works without internet (bluetooth) so that commuters can play against each other underground when riding subways
2. CloudPlan - Simplify event planning with real time cloud based event planning accessible from any smart device with all changes propagating across all devices.
3. CouplesTodo - A todo app for couples that divides your todo list into percentages so that couples can share todo lists
4. ClosetSpace - Rent out space in you closet as a storage unit. Its like a micro AirBnB
5. PersonalTrainer - Hire a personal trainer to come to your home. Choose from highly rated instructors in your area. Trainer gets clients without renting a gym. Users get trainers without going to the gym!
6. VideoService - Spotify for video. Remember a time when families would huddle around a tv? Well now you can do it in different parts of the world with realtime TV interaction. Chat and talk while watching together. See trending tv shows and recommendations as you are watching
7. GamifiedTodo - Teach your kids the value of organization by competing against each other in a family Todo game. Assign each task a weighted value and count the number of items done at the end of the week to see how you scored against other family members.
8. Voter - It is about time that democracy becomes truly automated giving governments the ability to scale to any size. Elections will get much higher turnout rates if votes were digital. Heavy cryptography used to create voting scheme and good data science team to help chart public opinions and filter back to
9. Realtime - A content management system for making anything real time. Users create content and themes for displaying content. We provide web services to retrieve data and interface for managing data along with a place for storing data and reporting off of it.
10. HitchHiker - Uber for Long Distance rides. Forget the train or the bus. Get from one city to the next in style with a long distance driver.

A.

Quality of the video/slides and feedback on the idea

*Grading range: 1-9*

Please give constructive feedback on the idea. (8 out of 9 grade)

Feedback Capture Grid

What worked?

I like the idea and perhaps the real time area would be a good way to expand this event planning idea in the cloud.

What could be improved?

I think more detail on how this is a niche market within the existing market of cloud event planners would help.

What was unclear?

Some things that were unclear are from a high level, the underlying details of how this would work from a technical perspective.

What other ideas should be considered?

I think how it can be expanded as time goes on should also be considered.