

TRACKR



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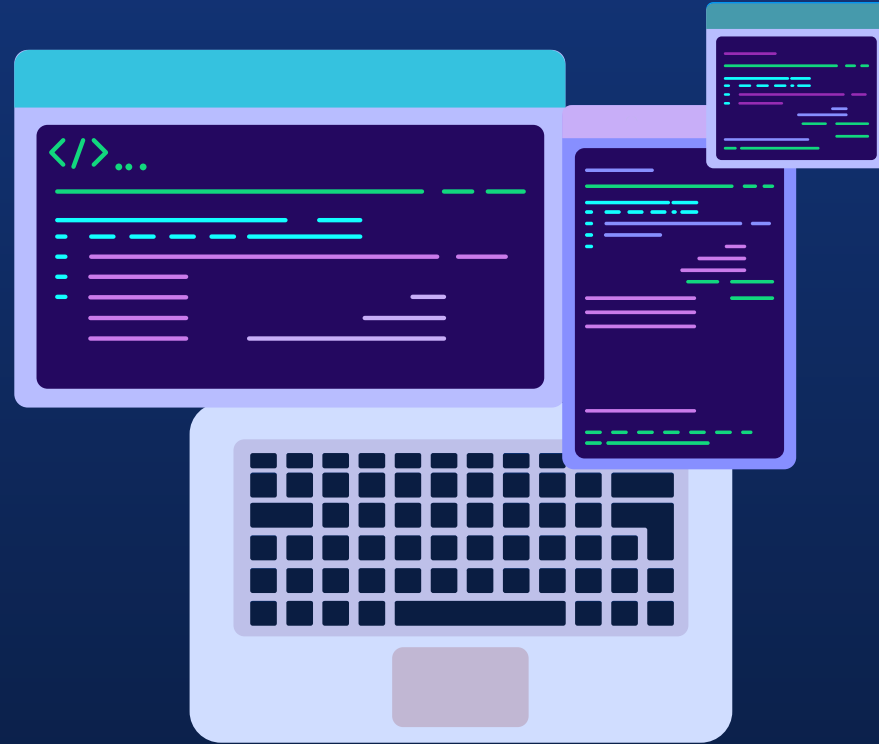


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“Time is what we want, but what we
use worst”

—William Penn





TRACKR

Trackr will be your life organizer.



01

BUSINESS OVERVIEW



PROBLEM VS SOLUTION



PROBLEM

Time being wasted,
while not doing anything
productive, and
proactive



SOLUTION

A single application that
will track our different
agendas

COMPETITORS



PAPER BASED MOOD TRACKERS
AND AGENDAS



SINGLE FUNCTIONAL
APPLICATIONS



THEM VS US

THEM

They only have a singular function



US

The application has a lot of usage and functionality





02

MARKET ANALYSIS AND COMPETITION



TARGET

GENDER



AGE

16 - 60

SWOT

STRENGTH

Varieties of utilities and functionalities.



WEAKNESS

Focuses on too many things.

OPPORTUNITY

Single application to manage everything.



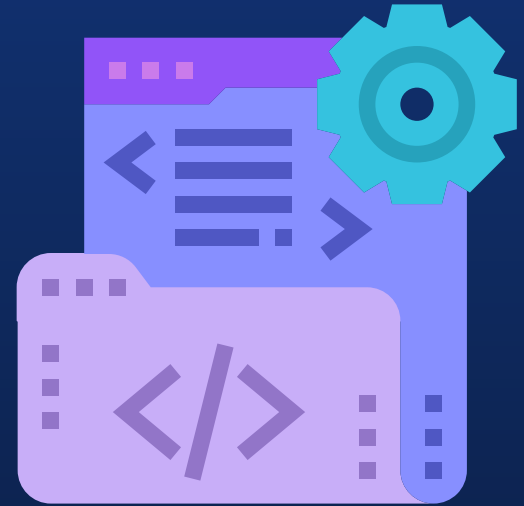
THREATS

Jack of all trades, master of none.



03

SALES AND
MARKETING PLAN



OUR SERVICES

MOOD TRACKERS



 FINANCIAL TRACKERS

TO-DO LISTS



 SCHEDULER



OUR PLANS

FREE	PREMIUM
Access to the basics features	Access to all the features
0€	9.99€





	FREE	PREMIUM
SCHEDULER	✓	✓
CALENDAR	✓	✓
TO-DO LISTS	✗	✓
MOOD TRACKER	✗	✓
FINANCIAL TRACKER	✗	✓



SALES AND DISTRIBUTION

APP STORE

PLAY STORE

WEBSITE





ADVERTISING AND PROMOTION



GOOGLE



FACEBOOK



INSTAGRAM





04

MANAGEMENT PLAN



OUR TEAM

LONGJIE CHAO

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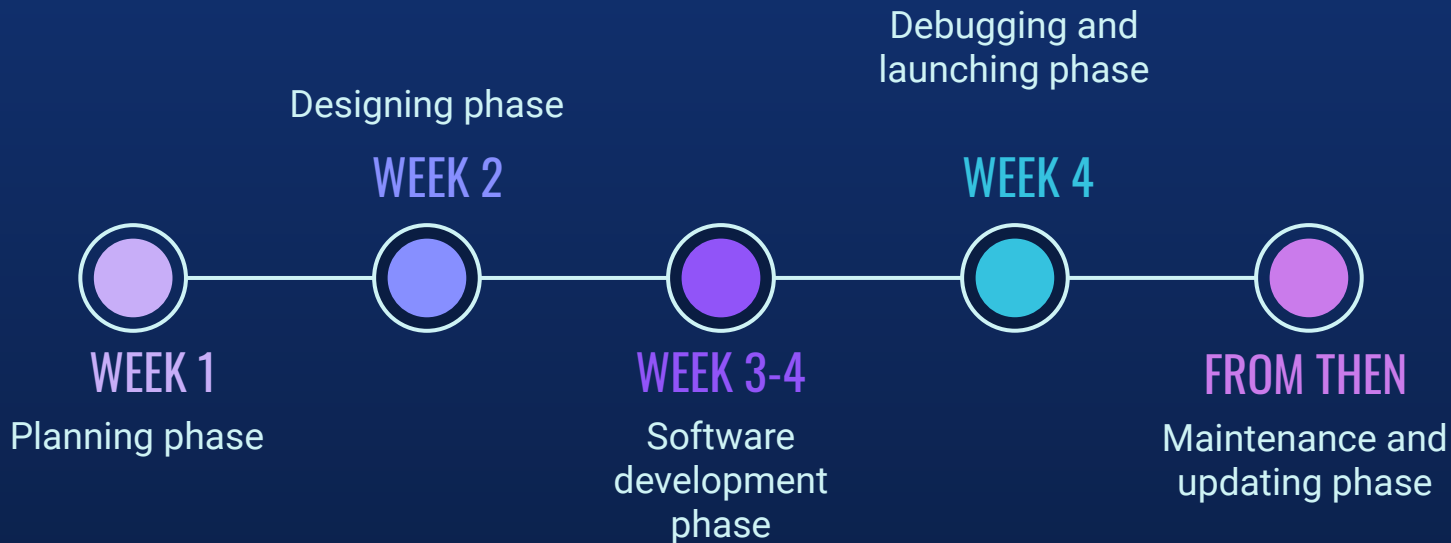


05

OPERATING PLAN



OUR PROCESS





TECHNICAL OBJECTIVES

PLANNED

Track by value
Numeric Tracker
To do List
Challenges
Schedule
Individual Calendar
Post It
Filter by tag
Free and Premium plan

IMPLEMENTED

To do List
Challenges
Schedule

EXTENDED

General Calendar
Tasks organized by
folders
Mood Tracker
Financial Tracker
List of all daily tasks

FUTURE PLANS

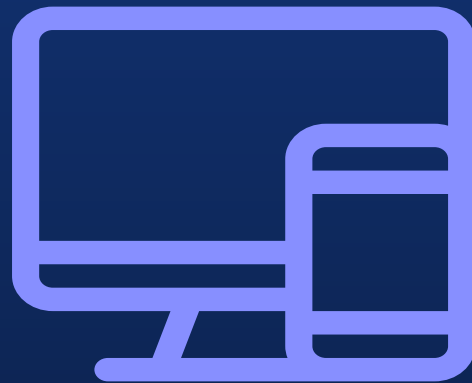
Multi Language
More accessible
Separate old tasks
Dark Mode
Improve Calendar
Improve UI
Free and Premium plan





06

DEMO





THANKS



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