2. OUR TARGET GROUP

1.PRODUCT - PROBLEM WE SOLVE

5. PROMOTION

4. PRICE

3. SMART OBJECTIVES

5.

**Hardcore** entrepreneur **hackathon** 4.0

IDEA IN SHORT: An app that helps the user find the closest public restroom and the fastest way to get to that exact restroom.

PROJECT NAME: GoFast!

TEAM MEMBERS: Soare Maria, Mangu Andrei, Pîrjol Andrei, Sirghe Matei

* Our main target group is formed by foreigners that visit our country as well as Romanians that struggle to find a public restroom in the big cities.
* For our system, we aim to collaborate with multiple town halls.
* We help people to easily find in real time the traveling plans that fit them the best (the fastest way to get to the place they want to go to).
* We provide foreigners a professional way of finding a restroom without having to look to much for one.

1. To gain good user reviews because of our quality application
2. To implement our system in five major Romanian cities (Bucharest, Cluj, Timișoara, Iași, Constanța) in the first year
3. To implement our application in three new cities per year
4. To gain a hundred thousand users in the first year
5. To attract fifty thousand users anually
6. To recover the money spent in the first two years

We earn money from:

* Sponsors
* Collaborating with representatives of the municipality
* Providing advertising in the user application
* Social media: Instagram, Facebook etc.
* Posters
* Articles
* Discounts for users who promote us
* Discounts for the most active users