**Problem (500 characters)**

With the quarantine imposed by the Covid-19 pandemic, the majority of the world’s population has been forced to telecommute/work remotely.

Businesses have been hit hard and large numbers of people have lost jobs and are now forced to stay at home. For a lot of people this extended period at home results in a lack of discipline and motivation and therefore lower productivity. We imagine it’ll also be difficult to complete tasks and adjust to new routines.

**Solution (500 character)**

A goal setting/task management website which has various methods of encouragement. Physical rewards such as discounts or free services, gamification of task tracking, social media encouragement for accountability and possibly financial disincentive in the form of a small charitable donation if goals aren’t met.

**Competitors (500 char)**

Habitica – rpg game based goal setter, allows you to track habits and goals and also has reward and punishment systems.

Google tasks – simple task organiser, makes to-do lists and keep track of tasks and subtasks.

**What makes it Unique over other things in the market? (500 c)**

Habitica is extremely buggy. It’s also purely gamification so there are no real world rewards and no real accountability.

Our rewards feature and social media accountability are a significant step up from a pure task organiser, which is just a fancy calendar.

**Market Size (500 character limit)**

Market size is potentially very big. fortunebusinessinsights.com reports the size of the Task Management Software Market in North America in 2018 was over half a billion dollars, expected to grow to 4.6bn USD in 2026.

<https://www.fortunebusinessinsights.com/task-management-software-market-102249>

**What do you need to take this to market, what are your next steps? (500 character limit)**

1st is complete the website. We have basic functionality but will improve reminders, finish XP tracking and implement social media functions.

2nd Developing a mobile app would also be beneficial to getting wider adoption

3rd is establish partnerships for rewards. We will contact businesses such as restaurants, gyms, supermarkets etc. and discuss partnering with them. Depending on finances we may offer payment.

4th is promote to businesses as these will be our biggest revenue stream.

5th which isn’t necessary for launch of 1.0 would be development of a mobile app.