**Problem (500 characters)**

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

For a lot of people this extended period at home results in a lack of discipline and motivation.

**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 glorified 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 step would be to complete the website. At the moment it has basic functionality but we want to improve reminders,

2nd step would be to establish partnerships for personal account rewards. We would contact business such as restaurants, ride sharing apps, gyms, health and wellness business, supermarkets etc. and discuss partnering with them for rewards. Depending on finances we may be able to negotiate to pay them for their rewards

3rd step would be to promote to businesses as this would be our biggest revenue stream.

4th step which isn’t necessary for launch of 1.0 would be development of a mobile app**.**