Speedy Key Business Plan

1. Product Spec
   1. Features
      1. Exists as both
         1. a wrapper on Sublime
         2. a web app
         3. a stand alone application
      2. 3 modes
         1. Assessment and plan development
         2. Coach and realtime behavior
         3. Drills
         4. Reporting
            1. Self-Reporting
            2. Up-reporting
            3. Enterprise level reporting
            4. Money saved reports
         5. Social networking
            1. Leader boards
            2. Competitions

Individual

group

* + - * 1. Desktop widgets

Real time notifications

* + - * 1. Public ranking site where potential employers can check on your rank
    1. Operational concepts
       1. Push functionality – once you sign it, it becomes like your valet
       2. Super slick apple like feel
  1. Future development
     1. Expand to other software

1. Business Concept
   1. Create software that acts as a plug in to Sublime
   2. Ships with Sublime
   3. Requires user to unlock it by purchasing Sublime after certain milestones
      1. This drives people to purchase Sublime to unlock it, and helps track how many purchase were motivated by SpeedyKey
      2. SpeedyKey gets a percentage of the revenues
   4. Establish it as a tool for:
      1. Education
      2. Employee onboarding training
      3. Validation of potential hires
   5. SWOT
      1. Strengths
         1. First to market
         2. Partnerships
         3. Critical mass with online communities
         4. World class mac-like implementation
      2. Weaknesses
2. Strategy
   1. Create minimum viable business plan
   2. Pitch to Sublime Text
      1. Does the concept interest them?
      2. Does the business plan interest them?
      3. Can they help develop it?
      4. Can they provide guidance with the technical parts?
3. Pitch to incubator (RocketU) to get into incubator
4. Develop prototype and generate user base
5. Pitch to money people
6. Create alliances with strategic partners
   1. Software companies
   2. Institutions
      1. Companies with a lot of coders
   3. Educational partners
      1. Kahn and other online education places
      2. Hacker Rank
7. Pitch Deck
   1. Sfd
8. Financials