

PROJECT NAME: HELP  
TEAM MEMBERS:  
Nistor Alex

IDEA IN SHORT: Map App that makes helping people easier through markers and info about people in need and help centers

# Hardcore entrepreneur hackathon 3.0

## 1. PRODUCT - PROBLEM WE SOLVE



We make helping people in need easier, in the past few years during a lot of difficult events such as the pandemic or the war, I've seen a lot of people that have needed help, and a lot of people that have posted on social media saying they could help, but couldn't find the people who needed the help

## 2. OUR TARGET GROUP



Our target group is represented by the people stuck in difficult conditions, either immobilized or people that know of certain homeless/people and could post information about them so that voluntaries or good Samaritans can come and help the said person.

## 3. SMART OBJECTIVES



Specific: I have not seen an app that facilitates helping people in need.  
Measurable: We can measure the functionality of our app/business by seeing how many people interact.  
Achievable: With a little bit of coding  
Relevant: during wars and pandemics like the past few years it seems really relevant  
Time-Bound: in half a year, or a year.

## 4. PRICE



We can get money by running ads and I plan to implement a donation feature In which you can donate to certain charities through our app and we'd take 1 to 5% of the donation since we'd be the intermediary that make all of this possible.

## 5. PROMOTION



We can use the "Crucea Rosie" (the red cross or many other voluntary centers to promote this app which would only benefit them since more people could help their objective. We could also run ads on social media and maybe get the help of a few celebrities, why not?