

# Slashhour - Mobile App Business Plan

## Executive Summary

Slashhour is a location-based mobile marketplace connecting local shops with nearby customers through real-time discount offers. The app enables shop owners to post time-sensitive deals while customers discover savings opportunities within their vicinity.

## Technology Stack

- Frontend: React Native, Expo (cross-platform for iOS and Android)
- Backend: Node.js
- Database: To be determined (MongoDB/PostgreSQL recommended)
- Maps Integration: Google Maps API

## Core Features

### For Customers

#### 1. Location-Based Discovery

- App requests location permission on launch
- Customizable search radius (2km, 5km, 10km)
- Two primary feed tabs:
  - "Near You" - All discount offers within selected radius
  - "You Follow" - Posts from followed shops only

#### 2. Product Card Display

Each discount post shows:

- Product thumbnail image
- Shop name with verification badge (if applicable)
- Distance from user
- Offer duration (6 hours, 12 hours, 1-5 days with countdown timer)
- Original price with strikethrough, Discounted price (highlighted)
- Quick "Contact Shop" button

#### 3. Detailed Product View

Clicking a post reveals:

- Multiple product images (swipeable gallery)
- Price comparison (Original vs. Discounted)
- Savings amount and percentage
- Shop location on Google Map with distance
- Offer expiration countdown
- Contact options (phone, WhatsApp, in-app chat)
- "Buy Now" button (future feature)
- Follow Shop" toggle

- Shop details link
- Share deal button

## **4. Shop Profile Pages**

- Shop avatar and cover image
- All active discount listings
- Location on Google Map
- Customer reviews and ratings
- About section
- Operating hours
- Complete contact information
- Follow/Unfollow functionality

## **5. Notifications**

- New posts from followed shops
- Format: "Fridge for sale with discount, 1km away, expires in 12 hours"

## **For Shop Owners**

### **1. Shop Creation**

- Any user can create and manage a shop profile
- Add shop details, location, hours, contact info
- Simple onboarding process
- Business information setup
- Location verification
- Operating hours configuration
- Contact information

### **2. Deal Management**

- Create new deal with:
  - Product photos (up to 5)
  - Title and description
  - Original and discounted price
  - Deal duration (6h, 12h, 1-5 days)
  - Quantity available (optional)
- Edit active deals
- End deals early
- View deal performance analytics

### **3. Shop Management**

- Update shop profile
- Manage business hours
- Respond to customer inquiries
- View follower count
- Track deal engagement

# User Journey Maps

## 3.1 Customer Journey

1. App Launch → Location Permission → Home Feed
2. Browse Deals (Near You / Following tabs)
3. Click Deal → View Details
4. Options: a. Contact Shop → Navigate to store → Purchase b. Follow Shop → Get future notifications c. Share Deal → Social media/messaging

## 3.2 Merchant Journey

1. Download App → Register as Business
2. Create Shop Profile → Verify Location
3. Post First Deal → Set Duration & Discount
4. Receive Customer Inquiries → Convert to Sales
5. Build Follower Base → Repeat Business

# Revenue Models

## Phase 1 - Launch:

1. Verification Badges - Shops pay for golden verification badge to build trust
2. Promoted Posts - Shops pay to boost visibility in customer feeds
3. Premium Shop Features - Enhanced profile customization, analytics

## Phase 2 - Future:

1. Transaction Fees - 5% commission on in-app purchases
2. Subscription Tiers - Monthly plans for shops with varying post limits
3. Featured Placements - Premium positioning in search results

# 4. Technical Architecture

## 4.1 Technology Stack

### Frontend (Mobile App)

- Framework: React Native (Cross-platform iOS & Android)
- State Management: Redux Toolkit / Zustand
- Navigation: React Navigation v6
- Maps: React Native Maps (Google Maps)
- Real-time Updates: Socket.io Client
- Push Notifications: Firebase Cloud Messaging
- Image Handling: React Native Fast Image
- Location Services: React Native Geolocation

### Backend

- Runtime: Node.js with Express.js
- Database:

- PostgreSQL (Primary database for structured data)
- Redis (Caching, session management, real-time data)
- Real-time: Socket.io Server
- File Storage: AWS S3 / Cloudinary
- Authentication: JWT with Refresh Tokens
- API Type: RESTful API with GraphQL for complex queries
- Background Jobs: Bull Queue with Redis

**Infrastructure**

- Hosting: AWS EC2 / Google Cloud Platform
- CDN: CloudFront for images
- Monitoring: Sentry, New Relic
- Analytics: Mixpanel, Google Analytics

**4.2 Database Schema (Simplified)**

**Users**

- id, email, phone, name, location, created\_at
- user\_type (customer/merchant)

**Shops**

- id, owner\_id, name, description, avatar, cover\_image
- location (lat, lng), address, phone, whatsapp
- operating\_hours, is\_verified, rating, created\_at

**Deals**

- id, shop\_id, title, description, images[]
- original\_price, discounted\_price, discount\_percentage
- start\_time, end\_time, duration\_type
- quantity\_available, quantity\_sold
- status (active/expired/cancelled)

**Follows**

- user\_id, shop\_id, created\_at

**Reviews**

- id, user\_id, shop\_id, rating, comment, created\_at

**Notifications**

- id, user\_id, type, content, read\_status, created\_at

**4.3 Key Technical Features**

**Location Services**

- Geofencing for radius-based filtering
- Distance calculation using Haversine formula
- Background location updates for notifications

## **Real-time Features**

- Live countdown timers
- Instant deal updates
- Real-time availability status
- Push notifications for followed shops

## **Performance Optimization**

- Image lazy loading and compression
- Pagination for deal feeds
- Caching strategies for frequent queries
- Offline mode with local storage

# **5. Revenue Model & Monetization Strategy**

## **5.1 Phase 1: Trust Building (Months 1-6)**

Focus: User acquisition and market validation

### **Free Tier for All**

- Basic shop profiles
- Unlimited deal posting
- Standard visibility in feed
- Build critical mass of users and shops

## **5.2 Phase 2: Premium Features (Months 6-12)**

### **Shop Verification Badge**

- Golden Badge: \$9.99/month
  - Verified business status
  - Trust indicator for customers
  - Priority customer support
  - Analytics dashboard

### **Promotional Tools**

- Boost Deal: \$2-5 per deal
  - Top placement in "Near You" feed
  - Extended radius visibility
  - Push notification to nearby users
- Featured Shop: \$19.99/month
  - Homepage banner placement
  - "Featured" badge on all deals
  - Weekly spotlight in app

## 5.3 Phase 3: Transaction-Based (Year 2+)

### In-App Purchases

- Commission Model: 5% per transaction
  - "Buy Now" feature
  - Integrated payment gateway
  - Order management system
  - Digital receipts

### Premium Subscriptions

#### Slashhour Pro (Merchants) - \$29.99/month

- Verified badge
- Unlimited deal boosts (5 per month)
- Advanced analytics
- Priority placement
- Multi-location management
- API access

#### Slashhour+ (Customers) - \$4.99/month

- Early access to deals
- Exclusive discounts
- No ads
- Advanced filters
- Deal alerts customization

## 5.4 Additional Revenue Streams

### Advertising Platform

- Native ads in feed
- Sponsored categories
- Brand partnerships
- Local business promotions

### Data & Insights

- Market research reports
- Consumer behavior analytics
- Trend analysis for brands
- B2B data licensing

## 5.5 Revenue Projections

### Year 1 Target:

- 10,000 active shops
- 100,000 active users
- 15% verified shops = \$15,000/month
- Ad revenue = \$5,000/month

- Total: \$240,000

**Year 2 Target:**

- 50,000 active shops
- 500,000 active users
- Transaction volume: \$2M (5% = \$100,000)
- Subscriptions: \$50,000/month
- Ads: \$25,000/month
- Total: \$1,200,000

## 6. Development Roadmap

### 6.1 MVP Development (Months 1-3)

**Month 1: Foundation**

**Week 1-2: Setup & Architecture**

- Initialize React Native project
- Set up Node.js backend
- Configure PostgreSQL database
- Implement authentication system

**Week 3-4: Core User Features**

- User registration/login
- Location services integration
- Basic shop creation

**Month 2: Core Functionality**

**Week 1-2: Deal System**

- Deal creation interface
- Deal card components
- Feed algorithm (distance-based)
- Image upload system

**Week 3-4: Discovery Features**

- "Near You" feed
- Search and filters
- Shop profile pages
- Basic follow system

**Month 3: Polish & Launch**

**Week 1-2: Essential Features**

- Push notifications
- Contact shop features
- Deal countdown timers
- Basic analytics

**Week 3-4: Testing & Deployment**

- Beta testing with 50 users
- Bug fixes and optimization
- App store preparation
- Soft launch

**6.2 Post-MVP Phases**

**Phase 2: Enhancement (Months 4-6)**

- Advanced search filters
- Review and rating system
- In-app chat system
- Shop verification process
- Social sharing features
- Performance optimization

**Phase 3: Monetization (Months 7-9)**

- Payment gateway integration
- Subscription system
- Deal boosting feature
- Analytics dashboard for merchants
- Ad platform development

**Phase 4: Scale (Months 10-12)**

- Multi-city expansion
- Advanced recommendation engine
- Loyalty program
- API for third-party integrations
- B2B features

**6.3 MVP Feature Checklist**

**Must Have (MVP)**

- User registration/login
- Shop creation
- Deal posting with images
- Location-based feed
- Distance calculation
- Deal countdown timers
- Shop profile pages
- Follow shops
- Contact shop (phone/WhatsApp)
- Push notifications
- Basic search

**Nice to Have (Post-MVP)**

- In-app chat



- Reviews and ratings
- Advanced filters
- Shop verification
- Deal boosting
- Analytics dashboard
- In-app purchases
- Social sharing

### **Future Features**

- AI-powered recommendations
- Voice search
- AR navigation
- Blockchain verification
- Multi-language support
- Franchise management

## **7. Success Metrics & KPIs**

### **User Metrics**

- DAU/MAU ratio: Target 40%
- User retention: 30-day retention > 25%
- Session duration: Average 5+ minutes
- Deals viewed per session: 10+

### **Business Metrics**

- Shop acquisition: 500 new shops/month
- Deal creation rate: 5 deals/shop/week
- Conversion rate: Visit to contact: 15%
- Follow rate: 30% of users follow at least 3 shops

### **Growth Metrics**

- Viral coefficient: 0.6+ (referral rate)
- CAC (Customer Acquisition Cost): < \$2
- LTV (Lifetime Value): > \$20
- Shop churn rate: < 10% monthly

## **8. Marketing & Launch Strategy**

### **Pre-Launch (Month 0-1)**

- Build landing page with email signup
- Create social media presence
- Partner with 50 pilot shops
- Local influencer partnerships
- Press release to local media

## Launch Phase (Month 1-3)

- Referral program (both sides get credits)
- Free verification for first 500 shops
- Instagram/Facebook local ads
- Street team for shop onboarding
- Launch party with partner shops

## Growth Phase (Month 4+)

- Content marketing (blog, videos)
- SEO optimization
- Google Ads for local searches
- Shop success stories
- Seasonal campaigns

# 9. Risk Analysis & Mitigation

Risk	Impact	Mitigation Strategy
Low shop adoption	High	Free onboarding, dedicated support, success guarantees
Customer trust issues	High	Verification system, reviews, secure payments
Technical scalability	Medium	Cloud infrastructure, microservices architecture
Competition from established players	High	Focus on hyperlocal, build community, unique features
Regulatory compliance	Medium	Legal consultation, clear terms, data protection

# 10. Investment Requirements

## Initial Investment Needed: \$150,000

### Development (40%) - \$60,000

- 2 React Native developers (3 months)
- 1 Backend developer (3 months)
- 1 UI/UX designer (2 months)

### Infrastructure (15%) - \$22,500

- Cloud hosting (1 year)
- Third-party services
- Development tools

### Marketing (25%) - \$37,500

- Digital advertising
- Launch campaign
- Content creation
- Influencer partnerships

### Operations (15%) - \$22,500

- Legal and compliance

- Business registration
- Accounting
- Insurance

**Buffer (5%) - \$7,500**

- Contingency fund

## **11. Next Immediate Steps**

### **Week 1: Validation**

1. Create mockups/wireframes
2. Survey 100 potential users
3. Interview 20 local shop owners
4. Analyze competitor apps
5. Refine value proposition

### **Week 2: Team Formation**

1. Find technical co-founder
2. Hire UI/UX designer
3. Set up development environment
4. Create project roadmap
5. Establish daily standups

### **Week 3: Start Building**

1. Begin MVP development
2. Set up infrastructure
3. Create brand identity
4. Register business entity
5. Open business bank account

### **Week 4: Early Traction**

1. Onboard 10 pilot shops
2. Create landing page
3. Start social media presence
4. Build email list
5. Apply to accelerators

## **Conclusion**

Slashhour addresses a real market need: connecting local businesses with nearby customers through time-sensitive deals. By focusing on hyperlocal discovery and building trust through verification, we can create a sustainable marketplace that benefits both merchants and consumers.

**Key Success Factors:**

✅ Simple UX - Easy for both shops and customers   ✅ Trust Building - Verification and reviews   ✅ Local Focus - Hyperlocal approach   ✅ Quick Wins - Immediate value for shops   ✅ Sustainable Model - Multiple revenue streams

**Unique Competitive Advantages:**

🎯 Time-sensitive deals create urgency   📍 Hyperlocal focus (2-10km radius)   ⚡ Real-time updates with countdown timers  
🏪 Any business can join (not just restaurants)   💚 Reduces waste by moving inventory quickly

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Ready to build Slashhour? This plan provides a solid foundation. The next step is to validate the concept with real users and shops, then start building the MVP. Focus on creating value for both sides of the marketplace, and growth will follow.

Would you like me to:

- 1. Create detailed technical specifications for the MVP?
- 2. Design the database schema in detail?
- 3. Create user stories for development?
- 4. Develop a pitch deck for investors?
- 5. Write API documentation?

Let me know what aspect you'd like to dive deeper into!