PROJECT NAME: TEAM MEMBERS:
WorldFix Boys

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IDEA IN SHORT:

Flipster is a free app connecting users with local service providers. It offers a simple platform for finding and offering services, with plans for premium features and commissions in the future. Promotion will focus on influencer partnerships, targeted ads, and referrals to drive rapid growth.

Hardcore Entrepreneur hackathon 5.0

1.PRODUCT - PROBLEM WE SOLVE 2. OUR TARGET GROUP & SDGs

Flister aims to solve the problem of difficult access to local services and encourage collaboration between service providers and clients by offering a comprehensive app that lists all available services in a specific area, both in Romania and beyond.

Additionally, the app allows users to offer their own services, creating a peer-to-peer network that improves access to various services. Flister serves as a platform connecting those in need of a service with those who provide it.

This feature enables users to support each other by offering services and earning additional income. By creating an extensive network of publicly and privately available services, Flister aims to eliminate barriers to accessing quality services, fostering a community built on trust and collaboration.

The primary user segment for the Flister app consists of individuals seeking or offering various local services in Romania, particularly those living in large cities and suburban areas where there is a higher demand for service-based transactions. These users are aged between 25 and 55 years old and have medium to high incomes, as they either rely on professional services or have skills they wish to monetize.

In terms of professions, the group includes freelancers, small business owners, corporate employees, and skilled workers in fields such as home maintenance, personal care, tutoring, and IT services. Primary users are also interested in convenience, digital solutions, and time efficiency. Behaviorally, they actively seek trustworthy service providers, are inclined to use digital marketplaces, and support the gig economy.

The secondary user segment consists of individuals who occasionally require services or are exploring new income opportunities. These individuals also live in Romania, primarily in urban and suburban areas, and are aged between 30 and 50 years old. This segment includes professionals in various fields who are looking for flexible ways to earn extra income or optimize their time by outsourcing tasks.

These users are interested in cost-effective solutions, reliable service providers, and digital convenience. Behaviorally, they are open to trying peer-to-peer service platforms and value transparency, security, and user reviews when making decisions.

3. SMART OBJECTIVES
The 5 elements

1. Specific
Flister aims to become the leading peer-to-peer service marketplace in Romania by enabling users to find and offer services quickly and securely through a digital platform.

2. Measurable
Achieve 50,000 registered users within the first 12 months.
Facilitate at least 10,000 service transactions in the first year.
Maintain an average user rating of 4.5/5 for service providers.
Acquire 5,000 active service providers within six months.
3. Achievable
Launch a targeted marketing campaign through social media, influencers, and partnerships to attract early adopters.
Implement a referral program to encourage user sign-ups and engagement.
Develop a secure and user-friendly payment system to ensure smooth transactions.
4. Relevant
Addresses the growing demand for flexible, local service solutions.
Supports the gig economy by providing income opportunities.
Enhances convenience for users looking to outsource services efficiently.
5. Time-Bound
Launch a beta version within three months.
Reach 10,000 users within six months.
Expand to at least three additional countries within two years.

4. PRICE
Monetization

Flister will be completely free at launch to encourage user adoption and rapid growth. Initially, users can browse, request, and offer services without any fees.

As the platform expands, Flister will introduce premium features and optional monetization models, such as featured listings, priority placement, and commission-based transactions for service providers. However, the core functionalities will remain accessible to all users, ensuring a seamless and inclusive experience.

5. PROMOTION
How and where we market

1. Pre-Launch Promotion
Landing Page & Early Sign-Ups – Create a website where users can sign up for early access.
Social Media Teasers – Build anticipation with behind-the-scenes content, countdowns, and feature highlights.
Influencer & Blogger Partnerships – Collaborate with local influencers and bloggers in Romania to showcase the app's benefits.
2. Launch Campaign
Paid Social Media Ads – Run targeted Facebook, Instagram, and TikTok ads to reach urban professionals and freelancers.
Referral Program – Offer bonuses (e.g., free premium access or discounts) for users who invite friends.
PR & Media Outreach – Get featured in tech blogs, news sites, and local business publications.
3. Post-Launch Growth Strategies
SEO & Content Marketing – Publish blog articles about freelancing, the gig economy, and digital services to attract organic traffic.
Partnerships with Businesses – Collaborate with coworking spaces, entrepreneur hubs, and business communities.
Local Events & Webinars – Host online and offline events to educate users and promote engagement.