✓ IDENTITY

We offer a user-friendly, results-driven platform designed to incentivize individuals or teams through competition, tracking, and bragging rights. View the leaderboards, share on social media, and tap into the psychology of winning.

▲ PROBLEM WORTH SOLVING

A lack of gamification exists in business. Advancements in technology and tapping into a person's competitive nature to be the best or to be recognized publicly is not being fully exercised. OUR SOLUTION

A tool with pristine UI/UX that allows individuals to challenge one another at contests and challenges. Allowing for competitors to raise the stakes, talk shit, and brag on social media. Colleagues can cheer on their teammate, leaders can congratulate on LinkedIn. View leaderboards and scorecards.

TARGET MARKET

Any business with KPIs that measure an employee's success.

Potentially thousands of businesses, big and small, could benefit from this tool.

THE COMPETITION

Various mobile apps that are tailored to health and wellness or personal challenges. A few of these bring good UI (MakeMe, Challenge Accepted).

Biggest competition is Ambition. Full CRM system that monitors an employee's success through

SALES CHANNELS

Website / email marketing to start. Possibly mailers in the near future. Far future unknown.

Tool will be web based with an API for data connections. If the business requires assistance in this area an additional setup can be evaluated.

MARKETING ACTIVITIES

Advertise to executive leadership via LinkedIn or other similiar channels. Acquire emails and leads from LinkedIn.

Social media presence will be primarily LinkedIn. If other avenues seem to show promise expand on

REVENUE

Offer different models to fit customers needs. Contract based, yearly or monthly billing.

Offer different levels of product. Simple, business, enterprise (white label) to touch on various customer types.

EXPENSES

Server space Basic local travel Website costs

→ MILESTONES

Month 1 Month 2 Month 3

Speak to HPY leaders to gauge general interest. Begin alpha building and brainstorming more features.

Continue alpha development.

Alpha completed.

Seek out leads outside of HPY.

Web app stable and users can login to create contests.

*** TEAM AND KEY ROLES

Alpha (v 0.1) - Myself

Beta - Full stack dev, graphic designer

Production - Marketing, billing?, SEO

PARTNERS AND RESOURCES

Full MEVN stack Server space



Describe your business in one sentence. What do you do and who do you do it for? For example, a bike shop's identity might be: "We offer high-quality biking gear for families and regular people, not just gearheads."

Your identity is what sets you apart from the competition. It's how you define who you are as a business.

▲ PROBLEM WORTH SOLVING

Describe the problems that your potential customers have. Why do they need your products or services?

OUR SOLUTION

What is your product or service? Describe it here and how it solves your customer's problem.

TARGET MARKET

Who are your customers? Describe your ideal customer here and, if you know, how many of them there are.

THE COMPETITION

What other products and services do your potential customers use today to solve their problems? How are you better than the competition?

SALES CHANNELS

Describe how you will sell to your customers. Will you sell directly to them at a storefront or with a website? Will you use a sales team or distributors? Describe your sales process here.

MARKETING ACTIVITIES

What are the primary ways you will reach your customers? If you will be advertising or using PR, describe those activities here.

REVENUE

What are your primary revenue streams? Don't worry about listing specific revenue goals when you are early in the process. Instead, describe how you will make money and what products or services will generate that revenue.

EXPENSES

List your major expenses here. There's no need to go into a lot of detail in the early stages. Just list the areas that you expect to spend the most money on.

*

MILESTONES

List the your primary goals and objectives that you hope to achieve over the next few months. What do you need to get done to take your business from idea to reality?

TEAM AND KEY ROLES

If you have business partners or need to hire key people to help you launch the business, list those people and positions here.

PARTNERS AND RESOURCES

Some businesses need key partners in order to launch. Other businesses may have intellectual property or other resources that will help them get up and running. List those partners and resources here.



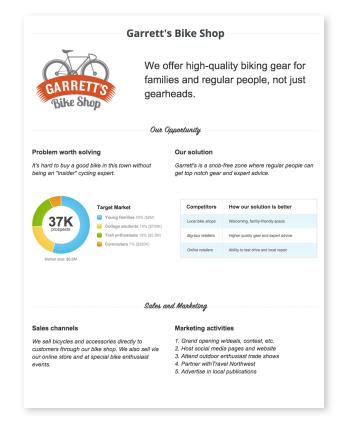


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