PROJECT NAME: Simplifique
TEAM MEMBERS: Radulescu Marius, Vacaru Stefania

IDEA IN SHORT: Simplifique is a student-focused app that simplifies and organizes academic life by providing a comprehensive task management system.

Hardcore entrepreneur hackathon 3.0

1. PRODUCT - PROBLEM WE SOLVE

Simplifique app simplifies and organizes students' lives, tackling challenges of scheduling, assignments, deadlines, and study materials.

2. OUR TARGET GROUP

Location : global
Income: scholarship
Age: 12 - 24 (recommended)
Profession: student

3. SMART OBJECTIVES

- ✓ **S**pecific: Launch the app in the general market by the end of the year.
- ✓ **M**easurable: Achieve an average recurring expense per user of $10.
- ✓ **A**chievable: Expand the app to cater to the business market within the next six years, increasing the user base to 9000.
- ✓ **R**elevant: Attain profitability by year 2 increasing net profits by over $2,500.
- ✓ **T**ime-bound: Reach over 20000 growing users by the end of year 3.

4. PRICE

First it will be based on ads but after some time we will offer a freemium model with essential features for free and premium features available through a subscription plan or one-time in-app purchases.

5. PROMOTION

Harness the power of social media platforms and influencer marketing to spread the word about the app, targeting students specifically. Engage with student communities, share useful tips, and offer exclusive discounts to generate buzz and encourage downloads.