PROBLEM

Entrepreneurs and salespeople struggle to remember key details from networking events, making follow-up difficult and leading to missed opportunities and inefficient network management.

EXISTING ALTERNATIVES

Current solutions for managing networking connections include LinkedIn's contact management features, CRM tools like Salesforce, and note-taking apps like Evernote, but none offer the specific focus on capturing context and follow-up for networking events.

SOLUTION

An application that transcribes voice and text inputs to store key details about networking contacts. It integrates with LinkedIn to suggest relevant people to connect with, offers personalized message recommendations based on interests or updates, and displays tooltips on LinkedIn profiles with additional context from the database.

KEY METRICS

New Users: Number of sign-ups or downloads.

Conversion Rate: Percentage of visitors who sign up.

Active Users: Daily (DAU) and monthly (MAU) engagement.

Retention Rate: Percentage of returning users.

Engagement: Time spent per session and interactions tracked.

Connections Managed: Total networking connections stored.

Follow-Up Rate: Percentage of follow-up actions taken.

UNIQUE VALUE PROPOSITION

After networking events, entrepreneurs and sales professionals often forget key details about their connections. WhoRU? helps capture important information—like needs and conversation context—so you can follow up effectively, nurture relationships, and turn leads into business opportunities, ensuring no connection is lost.

HIGH-LEVEL CONCEPT

WhoRU? = AI-Powered LinkedIn Navigator

WhoRU? = Evernote for networking events

WhoRU? = CRM (Customer Relationship Management) for personal connections

UNFAIR ADVANTAGE

A growing database of personalized networking interactions, enhanced by AI that offers tailored suggestions and insights. With exclusive event integrations and real-time LinkedIn data, we create a unique, valuable experience that becomes harder for competitors to replicate as our user base grows.

CHANNELS

LinkedIn: Ads, posts, influencer collaborations.

X: Bite-sized content, news, use cases.

Instagram: Behind-the-scenes, testimonials, networking moments.

TikTok: Viral content, educational videos, networking tips.

Blogging: Articles on networking, career development, AI in networking.

User Testimonials: Encourage online and offline sharing of success stories.

Influencers: Partner with career and tech influencers.

Affiliate Marketing: Commission-based sign-ups through unique links.

Online Communities: Engage in Reddit, Quora, and

CUSTOMER SEGMENTS

Entrepreneurs attending startup events, trade shows, and industry conferences looking to connect with potential partners or clients.

Sales professionals attending conferences, meetups, and industry events to generate leads and build client relationships.

Event organizers seeking tools to help attendees connect before, during, and after events.

Recruiters meeting candidates at job fairs, industry events, and networking meetups.

Job seekers attending industry career fairs and networking meetups looking for job opportunities and connections.

EARLY ADOPTERS

Tech-savvy professionals, especially **entrepreneurs** and **salespeople**, who frequently attend events and value tools that streamline networking and relationship management. They need efficient, personalized follow-up solutions and are open to experimenting with new technologies to stay organized. They're also eager to provide feedback to improve the app and its AI-driven recommendations.

COST STRUCTURE

Fixed Costs:

Software development & maintenance, Cloud hosting & infrastructure, Salaries for core team, Marketing & advertisingLicensing/partnership fees

Variable Costs:

Customer support & success, Transaction-based platform fees, Affiliate commissions, Event sponsorships/partnerships, Influencer and content creator payments

REVENUE STREAMS

Revenue Streams:

Subscription Fees: Monthly or annual plans for users (entrepreneurs, sales professionals, etc.)

Freemium Model: Free basic version with premium features for paid users

Affiliate Commissions: Earnings from user referrals or affiliate partnerships

In-App Purchases: Purchases for additional features or data storage

Sponsored Content: Revenue from event organizers or sponsors for visibility

API Integrations: Charging for third-party integrations with other platforms (e.g., LinkedIn, CRM systems)