

<b>PROBLEM</b>  Entrepreneurs and salespeople struggle to remember key details about people from networking events, making follow-up difficult and leading to missed opportunities and inefficient network management.	<b>SOLUTION</b>  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.	<b>UNIQUE VALUE PROPOSITION</b>  <b>WhoRU?</b> uses AI to automatically keep track of professional networking details in a seamless manner so that you don't miss out on opportunities to grow your business and build connections. Unlike other tools and applications, <b>WhoRU?</b> simplifies relationship-building with AI-driven insights, helping entrepreneurs and salespeople connect more effectively and not lose track of the connections that they've made.	<b>UNFAIR ADVANTAGE</b>  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.	<b>CUSTOMER SEGMENTS</b>  <b>Entrepreneurs</b> attending startup events, trade shows, and industry conferences looking to connect with potential partners or clients. <b>Sales professionals</b> attending conferences, meetups, and industry events to generate leads and build client relationships. <b>Event organizers</b> seeking tools to help attendees connect before, during, and after events. <b>Recruiters</b> meeting candidates at job fairs, industry events, and networking meetups. <b>Job seekers</b> attending industry career fairs and networking meetups looking for job opportunities and connections.
<b>EXISTING ALTERNATIVES</b>  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.	<b>KEY METRICS</b>  <b>New Users:</b> Number of sign-ups or downloads. <b>Conversion Rate:</b> Percentage of visitors who sign up. <b>Active Users:</b> Daily (DAU) and monthly (MAU) engagement. <b>Retention Rate:</b> Percentage of returning users. <b>Engagement:</b> Time spent per session and interactions tracked. <b>Connections Managed:</b> Total networking connections stored. <b>Follow-Up Rate:</b> Percentage of follow-up actions taken.		<b>CHANNELS</b>  <b>LinkedIn:</b> Ads, posts, influencer collaborations. <b>X:</b> Bite-sized content, news, use cases. <b>Instagram:</b> Behind-the-scenes, testimonials, networking moments. <b>TikTok:</b> Viral content, educational videos, networking tips. <b>Blogging:</b> Articles on networking, career development, AI in networking. <b>User Testimonials:</b> Encourage online and offline sharing of success stories. <b>Influencers:</b> Partner with career and tech influencers. <b>Affiliate Marketing:</b> Commission-based sign-ups through unique links. <b>Online Communities:</b> Engage in Reddit, Quora, and	
<b>COST STRUCTURE</b> <b>Fixed Costs:</b> Software development & maintenance, Cloud hosting & infrastructure, Salaries for core team, Marketing & advertisingLicensing/partnership fees <b>Variable Costs:</b> Customer support & success, Transaction-based platform fees, Affiliate commissions, Event sponsorships/partnerships, Influencer and content creator payments		<b>HIGH-LEVEL CONCEPT</b>  <b>WhoRU?</b> = AI-Powered LinkedIn Navigator <b>WhoRU?</b> = Evernote for networking events <b>WhoRU?</b> = CRM (Customer Relationship Management) for personal connections	<b>EARLY ADOPTERS</b>  <b>Tech-savvy professionals</b> , especially <b>entrepreneurs</b> and <b>salespeople</b> , 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.	
			<b>REVENUE STREAMS</b> <b>Revenue Streams:</b> <b>Subscription Fees:</b> Monthly or annual plans for users (entrepreneurs, sales professionals, etc.) <b>Freemium Model:</b> Free basic version with premium features for paid users <b>Affiliate Commissions:</b> Earnings from user referrals or affiliate partnerships <b>In-App Purchases:</b> Purchases for additional features or data storage <b>Sponsored Content:</b> Revenue from event organizers or sponsors for visibility <b>API Integrations:</b> Charging for third-party integrations with other platforms (e.g., LinkedIn, CRM systems)	

