PROJECT NAME: NeedaHand	IDEA IN SHORT: NeedaHand is an application designed to give or receive "a helping hand" to those who need or are willing to help,eliminating the requirement of a qualification. It has a benefit for both sides,being a good side hustle or main source of income,whilst also easily getting the assistance you need.
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Hardcore Entrepreneur hackathon 5.0

1.PRODUCT - PROBLEM WE SOLVE

Our application not only saves time for those who either cannot physically or don't have time to do certain chores such as: watering plants, painting walls, removing snow and many others,but also creates a source of income for those who dispose of free time and are able to do these chores. NeedaHand aims to create a reliable space where you get the help for whatever you need,adressing the scarcity of easy-going jobs by generating a safe and malleable market of many fields.

2. OUR TARGET GROUP & SDGs

The primary user market of this app is centered around the people with little to no time on their hands for basic tasks and the unemployed.Moreover,people that have a job which includes travelling around different places and need errands to be run at home and people that are physically disabled are also a main focus of NeedaHand. These users are mainly projected to be around all ages and occupations,going from busy 21 year old students to 80 year old retirees who are no longer able to get by.

3. SMART OBJECTIVES

The 5 elements
Specific: Acquire 2500 active users in the first half year after release
Measurable: Have at least 100 active ads at all time after the first year
Achievable: Partner up with five municipal businesses which can help provide a large number of day paid jobs.
Relevant: Increase the number of returning users by 15% each three months
Additional: Develop a rating sistem in order to show the level of reliability of each user,whether it's about working or posting the ad.

4. PRICE

Monetization
Users can pay a fee of 9 ron for advertising on the app.This process is beneficial on the long run,as their ad will appear 3 times more often than a normal one,while also being in the top of the queue.This structure ensures both a steady revenue for the app and also keeps the user active by having an accessible price compared to the advantage.

5. PROMOTION

How and where we market
Social media marketing is going to play the leading role in advertising the app,influential platforms such as Instagram,Facebook,Tiktok and LinkedIn having millions of people active every day.Moreover, they represent a large field of users,ranging from different ages and nationalities,hence expanding the diversity and potential of new users.Regular posts and ads about the benefits and easiness of using NeedaHand should improve the number of users of the app.
Promotional offers: Discounts in the app or sign-in bonuses should also intrigue new users.
Influencer marketing: Partnerships with known and appreciated people is also an efficient way of displaying the app. With many fans and viewers,a positive opinion directed to NeedaHand can help with the number of downloads and users.