**LinkUp Lotto Go-To-Market Strategy**

**Section I: Pre-Launch**

* After Allen and Claudius construct a minimum viable product that includes the basic functions (see Products and Services section of business plan)

1. **Alpha stage (2/3 week process)**

* Only us and close friends use, test, review, and critique our site. Based on their responses, make potential improvements to the site or fix fatal flaws.
* Create account with state government lottery site (i.e. Illinois online lottery site).
  + All winnings must be in our name

1. *Sign up for LLC during Alpha stage*

* Must determine name of business during this point
* Cost = 125$

1. *Contact lawyer and finalize all legal agreements during Alpha stage*

* Contracts to participate in lottery, privacy policy, terms of service, distribution policy in event of a winner (large and small), etc.
  + Several sites offer free legal documents that we can use to minimize our cost
    - http://techcrunch.com/2015/01/10/documents-just-want-to-be-free/
* Cost = 300$?

1. *Open up various bank accounts to distribute funds*

* We need several bank accounts
  1. For our personal revenue on extra commission per ticket
  2. For distribution of potential winning lotto funds
  3. For signing up to state government lottery websites
* Cost = 200?

1. Create business email accounts with @company name

* i.e: awhite@LinkUpLotto.com
* www.zoho.com allows free email hosting

1. **Beta Stage (4/5 week process)**
2. *Private or public beta*: Create/Open Beta site to limited number of beta users?

* Limit number of beta users to a few hundred?
  + Don’t want to many users if we have major flaw, might be off putting to potential customers

1. We want to drive users to participate, test, review, and critique our site. This will allow us to fix any potential flaws or bugs that may have gone over looked. Furthermore, the feedback received allows for improvements that potential users would like which will drive up sales in the long run.

* It is essential during the early stages that we communicate with the beta users and internalize what their likes/dislikes where. Do our best to make the individual customer happy

1. Reward beta users for sharing with friends/Initiate viral aspect of business?

* Free content for liking our social media?
* (i.e. buy 4 lottery tickets, get 1 free… who knows that 5th lottery ticket could hold the jackpot)

1. Listen to users and make potential improvements
2. Matt and I will *“hit the streets”* and manually drive users to our site. Cant go anywhere and be successful being shy and lazy
3. Create social media presence
   * Twitter
   * Facebook
   * Instagram
   * Finna
4. Implement Google and Facebook adwords.

* Filter the adwords by location only including Chicago area
  + Might make location even more specific by only including the Chicago zip codes with the highest lottery sales

1. **Reach out to relevant press/Generate buzz about our startup** **(2 week process)**

* (i.e. Chicago newspapers, blogs, and radio stations)
  + See marketing plan for full list of news papers/site we should email
* Pre draft all the emails that will be sent so we know who to send it to and what to say
  + Inform them when our launch date is
  + Inform them about the value our startup is bringing
    - Harp on value we are brining millions of lottery playing citizens
    - Don’t be afraid of controversy. Embrace revolutionary aspect of business

1. **Do not launch until Powerball jackpot reaches $100 million**

* We should launch our product at the peak of virality, when excitement is high. People start to go crazy when the lottery reaches a certain number.
  + There is a lot more press coverage during this time
* This way we can capitalize on the pre, during, and post lottery hype. (i.e. “ohh you didn’t win… next time increase your odds with LinkUpLotto.)
  + Send out vast amounts of press coverage during this period.

**Section II: Post-Launch**

* Goal is to increase weekly user base by 10% per week

1. Reach out to complimentary startups
   1. Attempt to strike a promotional deal with similar sites (i.e. draft kings, barstool sports, Fan duel, etc.)
2. Matt and I will *“hit the streets”* and manually drive users to our site. Cant go anywhere and be successful being shy and lazy
3. Keep press informed about progress
   1. Inform press about our growing users and how people should increase their odds
   2. Inform press about the amount of donations we have made back to the education of Chicago.
      1. Approximately 29% per 5 tickets bought
4. Reward users for sharing with friends
   1. Give away free content for publicity.
      1. Free product trials that give potential customers a taste of what we have to offer (i.e. buy 4 lottery tickets, get 1 free… who knows that 5th lottery ticket could hold the jackpot)
5. Reinvest revenue earned from initial sales back into product development and increase marketing efforts.
6. If we see value, start to work on app version of business along with add additional more advanced features to current model
7. Reach out to potential VC’s about seed to money so we can focus full time on the business.
8. With seed money start adding other states