**Product Description**

1. **Introduction**

The target audience for this app are both social & casual alcohol consumers, who are currently used to traditional socializing platforms like pubs, bars and restaurants.

The unprecedented chain of events due to COVID outbreak has severely restricted their business-as-usual approach towards socializing & exploration, which has unfavorably affected the hospitality industry in many ways and as an extension, our current restaurant business too.

Therefore as a measure of remediation, we have come up with potential strategy to drive out he challenges triggered by the lockdown restriction, that we firmly believe have long term & multi-dimensional benefits as well.

FreeSpirit, is the name we have given to this concept and it the aims to break the trend of traditional socializing culture by opening up new opportunities to expand this horizon.

The key goal of FreeSpirit is to bring together the best that hospitality industry has to offer, in an innovative & interactive fashion to both existing and new consumers, by introducing a technology platform that can be used by Anyone, Anywhere, Anytime!

FreeSpirit will be a mobile & web application, that will be offered to FL3 business owners e.g. restaurants, pubs, bars, social events and to FL4 customers i.e. the individual mobile & web users, who would want to know about and avail services & products offered by FL3.

The anticipated consumer base can be broadly divided into 2 categories:

* 1. **Millenials: Age 21-35, mostly singles looking to enjoy an evening or company**
     + Friends who like to celebrate a personal event with others like birthdays, promotion, etc.
     + Working bachelors who like to wind down a busy/day week over a drink with friends & colleagues
     + Corporates who want to treat or celebrate with clients or acquaintances
  2. **Households: Mixed age groups, looking for decent outing to unwind & celebrate**
     + Family celebrating a personal event like anniversary, birthdays etc.
     + Group events like kid’s birthday party, year-end parties etc.
     + Retirees or corporate meetings
     + Groups who share choice of food pairings with a drink
     + Anyone who wants to try something different than daily routine e.g. working ladies or housewives

The services of the app would have bespoke arrangements to offer to each category individually and common events as well, in a safe & hygienic ways, driven by carefully set standards.

It’s our firm belief that such an arrangement will encourage both FL3 & FL4 users to come together in more ways than ever before, to mutually benefit and interact in ways that is not being offered by anyone in current hospitality business scene.

1. **What are the product’s basic details?**

This is a multifaceted mobile & web application servicing both FL3 & FL4 users, to provision remote liquor sharing & a socializing app to help improve FL3 business and provide interactive & informative platform to FL4 users.

Key features are as below:

* 1. Liquor Sharing & Gifting:
     + To remotely gift a drink to friends & family who are socially distant
     + To offer a drink to other interested customers in the FL3 premises
  2. Socializing & engagement:
     + Play interactive games with desiring members in the establishment & make like-minded friends
     + Chat with fellow members of similar interests, availability, based on mutual acceptance
  3. Food delivery application:
     + For FL3 to cut down massive costs of using external supply-chain services, by encouraging them to manage their own delivery structure with help of the app
     + Reduce overall operating cost & minimize the non-discretionary expenses
     + Allow flexibility towards choice of operation & give FL3 more control on their finances
  4. Point based servicing:
     + To promote true sense of offering a drink, instead of offering cash which is impolite at times
     + To allow purchase of a drink, in case of unavailability of immediate cash
     + To encourage FL3 users to maximize the benefits of reduced costing by while improving business
     + Driving dynamic pricing model through appropriate placement of point valuation
     + Receive advance payments remotely from FL4 users, & ability to revert back in points (per policy)
     + Increasing liquidity by point floatation
     + A possibility of analytics & tracking, to offer bespoke deals based on selective preferences
  5. Make informed choices:
     + Avenue for FL4 to learn more about the local FL3s, menu choices, drink collections, hygiene quotient and feel the environment virtually, to select the preferred option
     + Know everything there has to know, before physically arriving at the establishment and eliminate possibilities of dissatisfaction or unknowns
     + Search choice of FL3, based on a variety of options like menu, rates, facilities, distance and likely rating from other consumers
     + Share information on FL3 with others who might benefit with this knowledge too & possibly earn referral points to increase value of their money
  6. Eat Now, Pay Later:
     + Privileged bank customers to receive an additional feature to be able to procure FL3 services without making any payments.
     + Partner banks to certify credit for their premium customer, possibly to apply dynamic credit balances based on their spend practice.
     + Convey feeling of exclusivity & sense of pride to the customers
     + Allow credit spenders to enjoy the services liberally
  7. Personalized virtual card:
     + A unique identity for each member customers, displaying their persona in form of a virtual card
     + Short-cut feature to expedite the transaction without opening the actual app
     + Enhanced ease of app usage by opening the shortcut simply through a home button press
  8. Live streaming of events & personal celebrations:
     + Any events hosted by FL3 will be available for view to subscribed customers
     + Extended reach & revenue for FL3 by earning from virtual customers too
     + Personal events can be published live to other customer members, so that those special moments of the members are shared with extended friends & family
     + Share live wishes & greetings with your loved ones to register those valuable emotional moments for life.
     + Possible long term retention of the live videos & pictures for reminiscing & sharing in future, subject to permitted record retention schemes

1. **Where would someone use this product? *Anyone, Anywhere, Anytime***
   * + FL4 users to could using app at establishment, at comfort of home or even remotely
     + FL3 users to benefit by remotely managing all services with option to use via web based portal to track delivery, view financial status, run reports, pull extracts with 24x7 access.
2. **When should someone use the product?**
   * + Anytime, to flexibly use services on demand basis
3. **Why is this product useful & better than its competitors?**
   * + There is no current product of this nature that provides variety of integrated services at offer through this app.
     + This app eliminates the otherwise unseemly approach of gifting or dependency on cash and brings another dimension to digital sharing landscape
     + Based on lockdown experience, a clear need has emerged, to share feelings & happiness through drink of choice with remotely located acquaintances
     + Point based transaction will allow all kinds of users to flexibly use the points across services, maximize value for money and encourage social engagement
     + Can leverage a real-time delivery tracking service to FL3 with ability to link with existing supply chain platforms
     + Socially distant FL4 users can make new friends with shared interests, in a new location or during transit e.g. airport
     + Elimination of hard dependency on availability of immediate cash, to enjoy a drink
     + Access to a wide range of social engagements to isolated customers
     + Preserves value & integrity of traditional business model for FL3 whilst providing flexibility to attract additional customer base
4. **How does the product work?**
   * + Mobile app and web based portals for anywhere, anytime usage
     + Additional feature to use Admin services in offline mode??

FL4 lifecycle: To be added

FL3 lifecycle: To be added

1. **Any additional supporting equipment needed**?
   * + Optional service of on-screen display of FL3 services at location, with potential features of delivery tracking, tokenization, message displays like congratulating on anniversary, birthdays etc.

**Customer Profiling**

* + - 1. **What is the problem area? For:**

FL4:

* + - Lack of incentive for secluded or physically distant individuals to go out for a drink
    - Reluctance among reserved & introvert individuals to socially engage
    - Limited avenues to express & explore events of core interest
    - Monotonous social networking with neither tangible results or evident benefits
    - Restricted choice & non-experimental towards drinks due to limited exposure or knowledge
    - Seemingly busy lifestyle due to lack of alternatives for exploring interests
    - Higher cost of drinks in FL3 establishment

FL3:

* + - Restricted footfall on weekdays, afternoons
    - Competition with peers or/and FL2
    - Seasonal & psycho-graphical drop of sales
    - Dependency on costly & traditional promotion channels, that are slow & not far reaching
    - Extremely limited service value awareness
    - Time constraints in exploring & stimulating alternative growth opportunities

**B. Typical customer characteristics for the app user:**

FL4:

* **Demography**: Single working individuals/groups and families, across industries (Age 21+)
* **Geography**: Urban tier1/2 population having lower liabilities & decent earning with disposable income. Initial focus on Pune, Mumbai, Kolhapur & possibly Bangalore
* **Behavior**: Outgoing, occasional or calculated spenders needing motivation, herd behavior
* **Psychographics**: Interested to spend on interests & hobbies, flexible & open thinker, casual lifestyle, likes dressing up & preferably pretentious
* **Environment**: Culturally active or interested, ease of access & travel, digitally connected & informed

FL3:

* **Demography**: Liquor serving FL3 and possible delivery only merchants??
* **Geography**: Urban intermediate medium-large sized FL3. Initial focus on Kolhapur, Pune & Mumbai
* **Behavior**: Focus on specialized drinks, breweries, provider of good food pairings
* **Psychographics**: Having infra to host events upon request, large groups, ability to spend on hosting
* **Environment**: Culturally active or interested, ease of access & travel, digitally connected & informed

**C. Who is this product for?**

Refer section A, in Product Description

**D. Data collection: (More details in Privacy & Security chapter)**

* **KYC**: ID, Address, Photo, Email, Phone#, Occupation, Education, Health
* **Payment**: Banking, UPI
* **Interests**: Personal choices, hobbies, favorites among interests, Lifestyle
* **Profiling**: Cultural, Locational, About, Regional, Looking for?, Family?

**Product Goals & KPI**

Expectations from product & performance tracking

* + - 1. **Top 5 goals of the app:**

FL4:

* + - Awareness
    - Sign-ups
    - Transactions & transactional users?
    - Points floatation under each category – Initial points gift that can’t be shared?
    - Memberships?
    - Multiple transacting users? Likes?

FL3:

* + - Awareness
    - Sign-ups (opt-outs feedback?)
    - Events hosted
    - Points redemption
    - Completed payments
    - Memberships?

General:

* + - Survey feedbacks
    - Integration with other apps?
    - Total points in rotation (apart from initial offer) – Value per point?
    - Revenue
    - Sponsorship?
      1. **Key Performance Indicator (KPI)**
    - TBD
      1. **Goals by category**
    - Prospects: Small-Medium sized FL3
    - Sales: Minimum 10% prospect to win ratio, with growing trend
    - Awareness: Regionally varying, minimum 5% per month growth
    - Defect/Losses: TBD
    - Maintenance: TBD
    - Enhancements: TBD

**Privacy**

Aspects for regulatory compliance

**All information should be on need to have basis only – Need to prepare an attribute/need mapping**

* + - 1. **Data collection:**

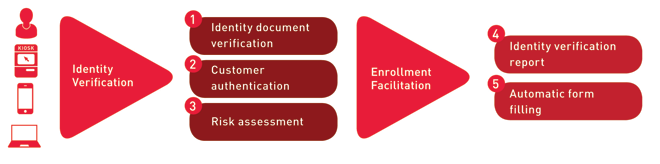
**FL4:**

* **KYC**: Address, Photo, Email, DoB, Sex, Phone#, Occupation
* **ID**: For alcohol service customers only - Aadhaar (Optional Passport, Voter ID, Ration
* **Payment**: Banking, UPI, PSPs
* **Interests**: Hobbies, favorites, features, links, website
* **Personal:** About,homename, DoB, Sex, Alma Mater, Native, Anniversary, Workplace, Industry, Work anniversary, relationship status, Children count, ~~disability~~, height, ~~weight, religion,~~ mother tongue, diet

**FL3:**

* **KYC**: TIN, Udyog Aadhaar, Address, Photo, Email, Phone#, most as above
* **Payment**: Banking, UPI, PSPs, Credit Account, Debit Account, recovery account, top of chain information
* **Business**: Registration information

**High level process for alcohol consumers:**



**KYC Non-compliance could lead to:**

* Suspension of operating license
* Penalties: One time of 5L-1CR in 30 days per contravention & 25k daily until compliant. Could still vary based on variety of factors - <https://www.rbi.org.in/Scripts/NotificationUser.aspx?Id=11785&Mode=0>
* Arrest of compliance officer or owner
* Blacklisting

**Process flow for FL4 : Delivery only customers**

1. Add all KYC details
2. In backend, app to either complete manual validation
3. Once validated, activate client profile for all basic services

**Process flow for FL4: FreeSpirit customers**

1. Add all KYC details including Aadhaar details
2. Share latest photo or click a photo
3. In backend, app to either complete manual validation or automated API call
4. Once validated, activate client profile for all basic & FreeSpirit services
5. Validate authenticity at membership anniversary & expiry dates & raise prompts to user if needed

**Process flow for FL3 (Need to sit with Rajesh for this):**

1. Add all KYC details including Aadhaar, TIN, partners and partner’s individual information?
2. Share latest photo or click a photo
3. In backend, app to either complete manual validation or automated API call
4. Once validated, activate FL4 profile for all basic services
5. Validate authenticity at membership anniversary & raise prompts to user if needed
6. Possible store visit?

**KYC policy attributes:**

* **Customer Policy -** <https://m.rbi.org.in/scripts/BS_ViewMasCirculardetails.aspx?Id=4354&Mode=0>
* **Customer Identification Procedures (data collection, identification, verification, politically exposed person/sanctions lists check) aka Customer Identification Program (CIP)**
* **Risk assessment and management – Need to find balance with marketing, sponsors and advertisers, need to know basis only, should be hack free, botnet attack free, impose antivirus on android**
* **Confidentiality – KYC data should be held in encrypted format only, locked to be shared with anyone else except on audit demands with approval from partners or legal advisor only. No geolocation, sharing with shared planforms, external links, 2 factor auth, strong passwords, data access to other information on mobile to be restricted to on demand only, no 3rd party sharing including FL3 – only non-sensitive stats can be shared**
* **Ongoing monitoring and record-keeping – Periodic (daily or anniversary?) checks on authenticity should be performed e.g. address, data cleanup per record retention policy. Data archive for recovery?**

**Security**

Aspects for regulatory compliance to meet in the app

|  |  |
| --- | --- |
| **Principle** | **Description** |
| **Authenticity** | **Claim on the information should be correct i.e. authentication of users**  **2F, login alert, 1device1time, trusted contact (email/phone/authenticators)**  **Every transaction to be authenticated with explicit consent** |
| **Confidentiality** | **All data to be securely captured, stored & presented**  **Sender-Receiver exchange should be secret**  **Keep users informed and signoff their acceptance of policy**  **Hierarchical access based on data sensitivity, reporting & extract**  **Data exchange control algorithms, Secure browsing**  **Data stored in BS only controlled secured servers, behind firewall with access protection & limited to need to have basis only, in encrypted format – Breach clause?** |
| **Integrity** | **Data must not be altered without explicit & documented approval**  **Must not be shared without consent**  **Firewalled, access controlled, encrypted, device independent**  **Spam detection, profanity check, data routing (china example)**  **Point transactions are accurate & balances are correct. Point to Rupee valuation to be stored for a period**  **Cancel a pending payment after a given period - TBD** |
| **Non-repudiation** | **Digital signature enabled**  **Information request e.g. Audits, disclosures**  **Transaction logs to be maintained (unusual transaction check?)**  **All basic action must require fingerprint auth – so that no one else can use even if handed over or phone is open? - App actions to be encrypted?**  **Notification of key actions, profanity filter** |

**Patent & Copyright**

Need & planning

**Patent:**

*A software can be patented if it is attached to an invention and that it is a component of such invention. To avoid the claim of sec. 3 (k) it is essential to show that a hardware is an essential part of the invention along with the software or computer program* - India

* + - 1. **Is there a need for patent for FreeSpirit?**

**Pros:**

* + - Prevent anyone else from copying your application’s design
    - Increase company valuation if needed for venture capital
    - Protects both design & code, whilst copyright just protect the code
    - First mover’s advantage is retained for longer term
    - Licensing revenue
    - Acquisition possibilities

**Cons:**

* + - Design needs to be publicly disclosed
    - Speed – Patent process slow is a slow burning activity as regulations aren’t clear – 1+ year
    - Cost – Its majorly legal costs but it’s in addition to Capex+Opex
    - Alternatives – Copyright or trademark is more secretive and safeguards IP
    - Cost varies by geography & there could be maintenance fee
    - No guarantee that patent will be granted, especially for open source model
    - More expenses in controlling infringement

**Copyright**

**Is there a need of Copyright for FreeSpirit?**

**Pros:**

* + - Economic right on the software i.e. to sell, earn, use, distribute etc.
    - Eases court decision in case of infringement
    - Can license the IPR, straightforward process
    - Its reasonably priced and allows to claim royalty
    - Protects source code
    - Some shared advantages with patent, although in mild form
    - Longer tenure than patents i.e. 60 years
    - Mild restriction to competition

**Cons:**

* + - Inability to share work
    - Design can still be copied, just not the code (i.e. reverse engg. etc isn’t possible)

**Copyright allows to:**

* + - To sell or give on hire, or offer for sale or hire a copy of the computer program, regardless of whether such copy has been sold or given on hire on earlier occasions. It may be noted that Copyright confers a number of rights, some or all of which can be granted to others either exclusively or non-exclusively.
    - To reproduce the work in any material form including the storing of it in any medium
    - To issue copies of the work to the public not being copies already in publication;
    - To perform the work in public, or communicate it to the public;
    - To make any translation or adaptation of the work

**Conclusion - Do copyright first and then explore patentability options**

**Launch** – Branding & Promotion

**Monetization Approach** Earning model

**Budgeting** Costing & funding

**Usability Study** Will it work & how, why?

**Development Expectation** MVP, timelines, phases & future

**External Support** Collaboration with existing tools to expand coverage?

**Flexibility & Future Enhancements** Avenues of service expansion