* Toody **Title solution**

**Brief description of proposed idea**  
Toody – it is a web service for novice photographers that allows you to improve photo skills through the game, interactive training materials and constant practice. As well as mobile client supplementing the functional mode "is always with me."

The main functionality is:

○ Tips possible locations and / or objects for photos (on a personalized map), which are determined depending on the location of the user, his tastes, external factors and the activity of other users.

○ You can view a summary of this type of object versions of the composition, lighting, depth of field for the current object.

○ Creating a personal portfolio in the community. User rating systems portfolio.

○ Community members who participate in the discussion and evaluate each, other.

○ Modern interactive learning materials available categories. Which are created by professionals, with subjects ranging from basic to community requests.

* **Description of business potential**

○ Premium access to the service, which extended catalog of interactive learning materials, extra storage space for photographs.

○ Consultation with a personal trainer who gives photos a professional assessment and recommendations. As a coach serves the professional level photo-artist, whose services are paid additionally by the user. Cost appoints himself photo-artist, Toody provides a platform and gets a percentage.

○ The percentage of the sale of photographs (photo stock) via the platform Toody.

* **Team members**   
  Astappev Oleg

Tolmachova Tetiana

* **Team roles description**Astappev Oleg - development backend, frontend, as well as the preparation of documentation.

Tolmachova Tetiana - preparation of training materials, content content development frontend;

* **What problem does the product solve**

Professional growth on the level of photographer beginner to amateur and / or professional. Communication and exchange of experience with more experienced photographers.

* **What product features will solve this problem**

The study of teaching material, the exchange of experiences with the community and constant practice, the need to practice motivated rated portfolio and a map of popular objects.

* **Why your solution will attract customers**   
  A simple way to diversify the tedious process of development of photo-art. Flexibility to change and adaptable content. Community participation and discussion of photos.
* **What is innovative about your solution**

Mobile Assistant, directory, navigator for the modern photographer. Interactive form of training based on living examples. Integration with the community.

* **What IT was used for solution**

○ In order to store large amounts of photos using Google Storage.

○ To develop the frontend use Angular.JS.

○ The implementation of server-side on Ruby on Rails.

* **Degree of readiness**   
  Design, architecture. Prototype to March 2015.
* **Key activities/resources**

Developing community platform.

Development of tools for interactive learning materials.

Filling the base material objects.

VPS (hosting), cloud domain. Means for advertising.

* **Intellectual Property Assets**   
  know-how, design.
* **Target market**   
  Novice photographers who use the camera for taking pictures of family and want to go beyond that. Starting with the youngest age group (14 years). Users should be experienced Internet user and / or smart phones and have SLR camera (it is possible that suitable and digital).
* **What is your market entry strategy**

○ Print advertising, buying photo equipment.

○ Cooperation with photo-schools and other target communities.

○ Communication with photographers (such search, targeted advertising).

○ Network ads.

* **Target customer segment**   
  Professional and novice photographers, creative people are interested and those who are engaged in the photo as a hobby.

Creative people concerned, it is usually designers, architects, programmers, model / fashion, travelers.

* **What are the customer needs**   
  Users need quality, modern, interactive approach to the process of professional growth. In addition, users need motivation: small jobs, the competition which would be convenient for the user at the moment. Creative users require easy, minimalistic design and high quality
* **How are customer needs met now**   
  Finding outdated information on the Internet in various forums, in the same hold discussions, share their experiences and spread lists of favorite places.

Recording and offline training courses photo skills.

* **Who are the main competitors**   
  500px.com - you can upload photos, discuss them and sell. But if your photos do not really, you do not need anyone.

Flickr - limited to uploading photos and discussion.

Google+ Photo - upload photos into albums, photo editing, commenting, processing.

* **What are your competitive advantages**   
  The service is designed for different levels of users (from their possession a photo-art) is less than the threshold of entry, provided much more communication, motivation system, as well as modern, interactive learning materials. Mobile application to view the current time tells about the nearest facility and adaptable tips.
* **What are the risks of the project**  
  Insufficient base of training materials that would be of interest to the user at the stage of his acquaintance with Toody.

Insufficient a portfolio to meet the needs of users. The high cost of a paid account.

Lack of audience, the lack of solvency of the audience.

* **Total cost and costs structure**

Domain name - 40 $ / year

Hosting service (suitable for start VPS) - $ 10 / mo

Cloud storage pictures - 10 $ / mo (with per 100 full user who uploaded the maximum data)

Designer - you can do in the early stages

Copywriter - you can do in the early stages

Advertising - from $ 20

The first 100 full user from the start of the project will cost us $ 80.

The cost of a subscription fee varies from $ 2 to $ 15, depending on the space under the portfolio. With the expectation of an increase in tariffs in 2-3 months from the start of the project

* **When breakeven point will be reached**   
  Toody begin to pay for itself when it reaches the mark of more than 5,000 members.

Because it is assumed that users of 5000, 10-15% of the premium will be subscribed. In view of the debt in the first month, the project will pay for itself after ~ 12 months.

* **Web resource of solution or link to application in markets**

Toody.photo (not registered, $ 40 = almost Scholarship)

* **Video presentation**   
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* **Business plan**   
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* **Product presentation**   
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