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**Company Profile**

What if you could coordinate all the information in your life in one place?MeetingSprout, an online calendar-based community, coordinates individuals, groups, and businesses in a simple and efficient way through curated information.

Individuals need to reference many different sources, ranging from other individuals to businesses, to schedule their day. MeetingSprout brings all needed information into one place and presents them in a clean, relevant fashion in the context of users’ own calendars. As a result, users save time locating the scattered information and avoid the stress of putting it together. Groups can schedule events with the knowledge of its members’ available times. Businesses can promote themselves, inform customers, and accept appointments and transactions, a form of inbound marketing.

Our mission is to address the specific problems with organizers, schedulers, and group facilitation software, and offer the world’s first platform tying all three of these categories together, thereby allowing people to schedule and organize all aspects of their life into a single, manageable agenda. Imagine scheduling an appointment right on your doctor or hairdresser’s calendar page. Have your favorite team’s big game or T.V. series magically appear on your day’s schedule. Organize a date for a PTO meeting or a board meeting with multiple members in minutes. Automatically receive notices of sales or coupons from your favorite stores. Maintain an accurate and up-to-date “to do” list. Send a note to your brother so he actually calls Mom for her birthday. The result is an invaluable, life-altering tool and online community where users effortlessly organize and coordinate their hectic lives.

Imagine also going to a bowling alley, and having a bowling group that needs to coordinate their schedules so they can all go at once. By creating a bowling group and adding the respective members, MeetingSprout makes a group calendar that allows the members to see just the shadows, or busy times, of the other members. From here, the group can pick a time and day, and then search the bowling alley of choice. They can then see if the bowling alley has any open lanes, and book an open time that will reflect on the group calendar, all while having reference to who is available. The group can also manage which member has administrative properties, and communicate with other members through a chat thread.

Our current market consists of three main types of competitors: organizers, schedulers, and group collaboration tools. Firstly, organizers such as Outlook provide only calendar sharing within a company. Tied down by market placement and identity, these competitors can’t pivot into our idea and design without risking their core brands. These products lack necessary features to help users plan their individual lives. Secondly, schedulers such as Tungle only allow users to merge with other individuals. To make plans, users also need to consider schedules of groups and local businesses with whom they interact. Lastly, group collaboration tools facilitate working with other people. Often, these services are overloaded with features, intimidating many users and complicating the scheduling process.

Filling a void in our market, MeetingSprout combines these three key categories and is the first platform that connects individuals, groups and businesses in a unified place. By being the first service to do this, we can take advantage of this fact, and naturally fit into our niche in the market.

The industry of the worldwide web has grown so drastically within the past decade that businesses are now forced to incorporate online media technology into their strategic approach for success. MeetingSprout will thrive off of the web and its ability to connect different types of people and friends from many locations. Social media devices, such as Facebook and Twitter, have been able to capitalize on the need for people to be in the know. These two tools allow individuals to contact one another in ways that were not even remotely imaginable twenty years ago. Being able to expand your community of friends or associates through the Internet has become a vital part of the everyday work place. Through MeetingSprout, this expansion is taken to a new level. The world of technology is ever-growing with advancements always on the horizon. MeetingSprout aims to be at the forefront of that horizon. The opportunity to coordinate with others about schedules and calendar events in an organized and efficient manner is something that is not only convenient but extremely necessary. The current status of the industry not only will benefit from such a tool, but will most certainly thrive from it.

Our initial market consists of 18-24 year old college students and the surrounding community. The demand for our service is high because college students constantly have multiple separate schedules to manage, and nothing specifically targets college students or provides a simple way to bring different calendars together. Alexa analytics reveal that our direct competitors extremely underrepresent the 18 to 24 age group. Additionally, 92% of students entering college do not keep a calendar. For the above reasons, we choose to enter the market through college students and the surrounding community.

Once we establish a free service for college students, we will be able to enter our primary market of small businesses. Once the small businesses see the large number of students (who are also their customers) using our service, they will be compelled to join our network as an opportunity to directly engage their customers. Similarly, once large businesses see the large potential customer base present on our website, they will be enticed to participate so that their company can be represented and promoted.

In 5 years, we hope to see MeetingSprout grow to a sustained business, with over 40 employees, located in the heart of technology startups, Silicon Valley. At this point, we hope to be distinguished from our competitors, and be fully penetrated into the large business retail market. At this time, penetration into other caveats of the large business market will begin.

Major organizations such as Target will be using this service to advertise deals to their customers, and will be able to book their eye care center online. Sport teams will be selling tickets online, and showing their game schedules through us. Major hospitals will be booking their doctors’ using our service. We hope to be as established as Outlook for calendaring, and be the standard for what to plug your calendar into.

We see MeetingSprout as a business with great potential. With a manageable and user-friendly way to organize, prioritize, and schedule – MeetingSprout can be a revolutionary component to today’s society. Our world today is based on the premise of sharing ideas, so why not have a place for that? We are also a website that provides easy access to seeing what is on your co-worker’s or even your friend’s schedule so that nothing is left undone. This is just what we need in a world where sharing ideas is key to being successful. After all, what is life without having a plan for it?