Blaine Killen

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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.

Individuals can organize a trip to the gym by merging schedules with their friends to see who is available at what times. They can also merge with the gym’s calendar to find its hours of operation. In addition to scheduling, groups can collaborate using the discussion board and note-sending features. Businesses can access market research derived from their customer base, including the times when most of their customers are available.

To expand into our primary market within one year, we need an investment of $300,000. With this investment, we would be able to acquire a professional mobile and user interface developer for a year, cover technology costs, and pay for marketing and advertising. The market cap in our primary market, at 2% penetration, is $51.6 million with a growth rate of 1.7% per year. This gives us an estimated revenue of $35,000 for the first year, growing exponentially to an estimated $10,120,000 for year three as we build our user base.