Project name: Beezy

We created Beezy, an app that enables users to find the best-rated, and most convenient service, Whether from a certified individual or a company. It is not only simple to use, but it also offers a wide range of services, including cleaning, plumbing, beauty, babysitting, party planning, and much more.

Team members – CtrlIntelligence

Maria

She is the business manager, passionate about business and economy of the world. She was in charge of the financial, market and business plan.

Beatrice

She is the app developer in our team and was responsabile of the developing process of the app, ensuring users in having a good in-app experience.

Karina

She is the project manager and was in charge of the structural design of the app and also the pitch dialogue.

1. Product - Problem we solve

We live in a society where communication and social relationships are essential. Yet finding services of all kinds is not an easy task to do, considering how much time is being wasted in the process.

Finding the right services may be a tedious and time-consuming task, which also involves the risk of not getting the best offer available. Our app allows its users to find the best rated, cheapest and most convenient service, whether from a qualified person or a firm. Beezy was created to provide high-quality services, regardless of location or budget. It aims to remove the uncertainty when seeking local handyman services. No more internet trawling. No more ringing around. A few simple clicks put you in touch with affordable local services. Not only does it benefit the people in search for services, it also greatly benefits the people who are offering them. Through our app, we give them the opportunity to freely promote their products, businesses and the services they offer.

How did we identify this problem?

As we grew up, we've always heard our parents complain about not being able to find a handyman to do certain tasks in the house or a professional gardener for their yard.

How does our app work?

Beezy is an app where you may advertise your services or search for them. When you post, you'll have three boxes to fill out: one for the type of service given or requested, another for a description of the service, and a third for an image.

Log in

Sign up
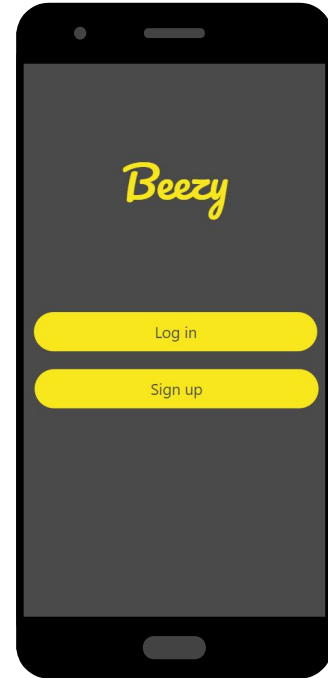
2. Our target group

People in search of services. These people:
 • are over 18 years old
 • have medium income
 • need the services of specialized person from their area at an affordable cost, at a certain time, at a certain place.

People who offer services. These people:
 • are also over 18 years old, until the age of retirement
 • wish to find more clients in their local area, even at times of war or during a pandemic, where it is much harder for them to get a job since offline interaction is prohibited
 • wish to advertise their local business or service offering without additional costs on an online platform with many potential customers
 • can also be teenagers who wish to obtain extra money by offering services such as private classes or tasks that require no professional qualifications in advance

3. SMART Objectives

1) Specific

In order to develop a successful app, we need to have a clear idea in mind of what we want to achieve and know our boundaries.

First of all, our specific goal is to encourage the trade of all kinds of services on an app that people can use with full trust. Our goal is to create a business that will bring us income and also help its users find the best solution to their problems. Behind this ambitious dream is a small team, made of three girls who are striving to a better, more efficient digitalized future.

Our app will firstly launch as a kind of prototype just in our county to see how it works. Then, we will expand it in the entire country, and then in the rest of Europe and around the world. We want our app to be launched in September 2022 and after a month, just like we stated, we will expand it in the entire country. We want to achieve this goal because such apps are not yet used as much as they should, especially in our country, because the people do not yet know of the many advantages such an app will bring. We also want to make the lives of the people around us easier and help them spare a lot of time and money by using Beezy.

2) Measurable

We will start our business with either money from our parents or from a fund. At first, we will not hire personnel since our team of 3 is enough to launch the app and maintain it.

We will know that we have reached our goal when we will have success all around the world, with many users from all countries. Taking this into consideration, such process will require a lot of patience and hard work, because it will not happen overnight. In fact, it may last many years.

The best indicators of progress are the constantly growing number of users, as well as good app reviews. We will track these 2 factors constantly and modify our app based on the user's ideas and wishes. We greatly value our user's reviews, whether tips or complaints.

3)   Achievable

We have all the necessary resources to set up our business: we have the software and hardware that is necessary, we have enough money for starters.

It is true that there are other successful competitors on the market, but our app has also got a competitive advantage:
- Diversity: much of our competitors are apps only designed for handymen who are looking for customers such as Thumbtack, Handy(Pro), Task Rabbit, NextDoor and Home Advisor. Additional to this, Beezy is also designed for people who are searching for services, having the option in the interface to choose between searching for services and offering services. Except for handyman jobs, on our app people who offer private classes or give courses can also advertise themselves, or people you can hire to clean your house or walk your dog, as well as many other kinds of services.
- Our app is designed in 2 languages which our users can select: English and Romanian
- It is a good idea to use during a pandemic when everyone works online or interaction is prohibited. From the comfort of their own homes, people can choose the services they find most affordable and of the quality they choose. Also, at times of war, like in our current situation, immigrants can also use it since it is in English and offer their services in order to make some money in the countries they go.

4) Realistic

In terms of allocated money, time, accessibility and sustainability, our app idea is realistic because the beginning costs are not out of reach and in terms of time, 6 months to develop is just the right amount of time to get a good job done, while reflecting on developing it further. What will make us commit to our goal is seeing people install and interact on our app, as well as their reviews.

5) Timely

In order to develop a good app, we will develop it in 200 days. We will work 5h daily, meaning we will put 1000h of work into our app. This amount of work is sustainable and achievable, especially because we are driven by ambitions and dreams. We will start on the 1st of September 2022 and finish it on the 27th of March in 2023.

4. Price

We will develop an app with the starting sum of 50.000Eur. 80% of the money we need will be provided by the program START-UP NATION ROMANIA, which means 40.000Eur. The rest of 10.000Eur, as well as an additional 200Eur to upload it to the AppStore will be given to us by our parents, which means approximately 3.400Eur from each family, since we are 3 in the team.

But how will we make profit?
The main source of our income will be ADS within the app. We will introduce 2 kinds of ads: banner ads and interstitial ads. Interstitial ads are interactive, full-screen ads that cover the interface of their host app or site. These ads appear between content, so they place at natural transition points or breaks, such as in between activities. In our app, these ads will appear after the users click on the profiles of 3 different users. The banner ads will appear permanently on the app's screen, but not too many because the experience on Beezy should be as pleasant as possible. In terms of numbers, the average eCPN is 5$ for interstitials and 0.030$ for banner ads. That means, with 10.000 active users per day, if all of them watch 3 interstitial ads, that would mean 150$ and if they watch 5 banners, it will be 1,5$, making a total of 151,5$ per day.

Here is a table with our potential profit as more users use Beezy:

Active users (per day)	Profit with 3 interstitials per user (per day)	*Profit with 5 banners per user (per day)*	Daily profit
10.000	150$	1.5$	151.5$
500.000	7.500$	75$	7.575$
1.000.000	15.000$	150$	15.050$
10.000.000+ (our goal)	150.000$+	1.500$+	151.500$+

Not only this, but we also want to create 2 premium versions.
- The first one will eliminate all the ads on the app for a period of one year and it will cost 35$ per user. We will also develop a version for one month, which will cost 15$.
- The second one is ideal for the people who own businesses and wish to promote them. By paying 30$ a month, they will be able to boost up to 10 posts, which will appear highest in the other user's feed. Online advertising is really important, especially on an app that offers only services.

5. Promotion

Our app will be free-to-use, however it will have ads. We'll promote it on our instagram page, @beezy_app. Last, but not least, talking to friends and colleagues will help with promotion too. The Programming Department will ensure that the app is further developed to meet our customer's needs, while the marketing department will continue doing surveys and sharing them on media and institutes in the area. From the moment when the app will be launched, our marketing team will be focusing on creating ads for our services as well as introducing it to new communities.

As any other business on the market, we strive to be the best and eliminate any flaws by continually improving our product. We want it to be both functional and appealing. Because user feedback is so vital to the effective use of our app, it's something we're particularly interested in. We want the application to run well, so we'll consider any recommendations that come our way.