

Business Plan for salonApp Project (title tk)

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A description of the problem your customers have

- inability to easily track a client's service history
- first 10-20 minutes of appointment spent recalling past styles and/or planning current style
- currently relying on basic 3rd party scheduling app or pen/paper
- clients utilizing personal phone# for texts and communication
- relying exclusively on social media for marketing

Your solution (your product or service)

- integrates full client history, with photos and client and admin notations
- includes a "look book" for individual client desires/requests
- customizable calendar or setting/editing appointments
- enables communication via this portal rather than private phone#
- allows clients to easily view all offerings without having to scroll through multiple SM formats

Business model (how you make money)

- initial client (Ashley Love) is no-fee, and then:
- affordable subscription model
 - one month free to try
 - \$4.99 monthly or
 - \$49.99 annually
 - fees paid by stylist, no fee for their individual clients
- enterprise model (salon level, multiple employees) TBD

Target market (who is your customer and how many of them are there)

- 200,000+ independent contractor hairstylists/cosmetologists in USA
- growth rate of 13% (compared to 7% national avg)
- numbers from datausa.io and Professional Beauty Assoc.

Competitive advantage

- Only app to incorporate photo history of client styles WITHOUT linking to competitors
- ad-free

Management team

- Equal Partnership
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Financial summary

- 0.5% of market capture would be approx 1000 subscribers, bringing in approx \$50,000/yr
 - Current top competitor has approx 130,000 users
- AWS hosting fees projected at \$960/yr
- conservative estimate of \$12,250/yr earnings for each of four partners at minimum market capture

Funding required

- N/A