Idea - Event Management Software for the Event Professional

* Elevator Pitch
  + Integrated event management software for registration, housing and ticketing needs with built in reporting
* Problem
  + Existing event and conference management tools are disjointed and require migration of data to use multiple tools to manage registration, housing and ticketing options
* Solution
  + EvProWare is software that will allow the Event Management Professional to manage multiple conferences of various sizes with ease and efficiency by leveraging an integrated platform.

The Market

* Target Marget
  + Event Management Professionals who plan large conferences
* Competition
  + wyndhamjade.com
    - have a housing tool with limited options
  + Eventpro.net
  + Plus all of these to some degree
    - http://www.capterra.com/event-management-software/
* Competitive Advantage
  + Building Software from the ground up
  + Total integration
  + Knowledgeable development team
  + Housing and registration together

The Product

* Uses cases
  + Large Conference (1000+attendees)
  + Software that can be used by multiple users at the same time
  + An entire company will use to manage multiple conference at the same time
* Product Features
  + Secure log in
  + Processing Registration Payment
  + Adding on Ticket Features
  + Support Codes for free or discounted access
  + Bills separately for Housing/hotel
  + Manages Housing reservations
  + Designates room assignments
  + Allows for room selection
  + Emergency Contact Easy access list
  + Food allergy tracking
  + Workshop interest tracking
  + Onsite Registration and payment processing
  + Automated Room Attrition tracking for multiple hotels
  + downloadable export to use onsite without internet connection
* Brand Identity

Business Model

* Monetization
  + Licensee fee based on the number of admin users and number of event attendees
* Distribution
  + Could-based software as a service available to the event planning professional via internet
* Financials
  + Revenue
    - Licensing fees
    - Side projects
  + Expenses
    - Web Hosting
    - Payment processing
    - IT Infrastructure
    - Software Licenses
    - Insurance
    - Incorporation Fees
    - Marketing Costs

Execution

* Key People
  + David, David, Jesus, Eduardo, Armando
* Milestones
  + buying domain name
  + Incorporate in the state of Texas
    - Register for Employer Identification Number (EIN)
  + Develop criteria for determining what side projects to take on
  + Open business bank account
* Next Steps
  + confirm company name
  + Setup tempo for meeting as a team
  + share domain name and assign email accounts
  + draft articles of incorporation
  + sign contract/founding documents with ownership splits of 20% per founder