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PYW (Plan Your Wedding)

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VISION

What is your vision?



Make Wedding Planning Easy and Fun!

TEAM



Ankit Kumar

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MISM 12-month student

Past Work Experience:

- 3.5 years @ Samsung
- 1.2 years @ Siemens



Jahnavi Gupta

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MISM 12-month student

Past Work Experience:

- 3 years @ Optum



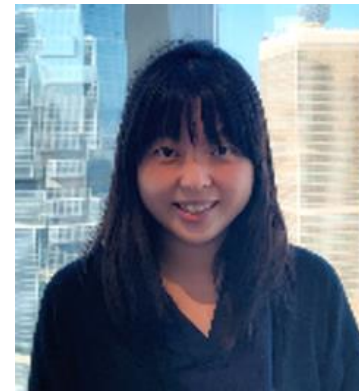
Annie Xie

<https://www.linkedin.com/in/fuman-xie/>

MSPPM-DA student

Past Work Experience:

- 1 year teaching
- 1 year managing



Hsiu-Yuan Yang

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MISM-BIDA 12-month student

Past Work Experience:

- 3 years @ Deloitte

PROBLEM (CUSTOMER PAIN)

- ▶ **What is the customer pain point?**
 - ▶ Planning a wedding is **time-consuming** and **expensive**.
 - ▶ Research cost
 - ▶ Scattered consideration points
 - ▶ Currently, there are two main solutions:
 - ▶ Hire a wedding planner -> **costly!**
 - ▶ Plan the wedding by yourself -> **longer preparation time!**

PROBLEM (CUSTOMER PAIN) (CONT'D)

- ▶ **Why is it broken?**
 - ▶ Too much time and effort
 - ▶ No consolidated data

SOLUTION / PRODUCT

► Explain your product

Input
Date + Location

Output
Calendar + Weather + Venue + Hotel

Choose a date in 2023.
Please input the month in numbers(e.g. for Jan, input 1): 7
Please input the day: 17

Date 2023-07-17

Day Monday

Lunar Auspicious Date No

Hindu Auspicious Date No

US Holiday Would you like to print and plot the venue information? (y/n)y

Countdown Days Venue Name Website

Weather forecast informati 47 The Chartiers Room ... https://www.thechartiersroom.org/

Chances_of_Rain 26 Heinz History Center ... http://www.heinzhistorycenter.org/rentals?

date 3 Omni Bedford Springs Resort ... https://www.omnihotels.com/hotels/bedford-spri...

2023/07/17 82 Mountain Meadows At Morris Farm ... https://www.facebook.com/mountainmeadowsmorris...

.. 103 10th Street Station Reception ... https://www.facebook.com/10thstreetstation/

104 The Stables at Hartwood ... https://www.allegHENYcounty.us/parks/hartwood/...

105 Woodhaven B & B and Event Venue ... http://woodhaven1796.com

106 Highfield Community Center ... http://highfieldcommunitycenter.net/home/3815280

107 10 Valley Farms ... https://www.facebook.com/10valleyfarms/

[108 rows x 24 columns]

	A	B	C	D	E
1		Hotel Names	Ratings	Number of Reviews	Prices
2	0	Sponsored Sound View Greenport	4 of 5 bubbles	1,138 reviews	\$476
3	1	1. Allegria Hotel	3.5 of 5 bubbles	2,099 reviews	\$210
4	2	2. Hyatt Place Long Island/East End	4.5 of 5 bubbles	1,451 reviews	\$262\$227
5	3	3. Harborfront Inn at Greenport	4.5 of 5 bubbles	447 reviews	\$392
6	4	4. Kenny's Tipperary Inn	4.5 of 5 bubbles	854 reviews	\$138
7	5	5. Sound View Greenport	4 of 5 bubbles	1,138 reviews	\$476
8	6	Sponsored Hero Beach Club	4.5 of 5 bubbles	182 reviews	\$333
9	7	6. The Andrew Hotel	3.5 of 5 bubbles	507 reviews	\$244\$213
10	8	7. Viana Hotel and Spa, Trademark Collect	4.5 of 5 bubbles	999 reviews	\$220
11	9	8. The Garden City Hotel	4.5 of 5 bubbles	1,171 reviews	\$300
12	10	9. Red Roof PLUS+ Long Island - Garden Ci	4 of 5 bubbles	568 reviews	\$150
13	11	10. Hilton Garden Inn Melville	4.5 of 5 bubbles	999 reviews	\$207
14	12	Sponsored Inn at Great Neck	4.5 of 5 bubbles	595 reviews	\$224\$187
15	13	11. La Quinta Inn & Suites by Wyndham C	3.5 of 5 bubbles	573 reviews	\$169
16	14	12. Hyatt Place Garden City	4 of 5 bubbles	889 reviews	\$222
17	15	13. Montauk Manor	4 of 5 bubbles	655 reviews	\$211
18	16	14. Hilton Long Island/Huntington	4 of 5 bubbles	1,838 reviews	\$246
19	17	15. Marram	4 of 5 bubbles	216 reviews	\$455\$370
20	18	Sponsored Journey East Hampton	4.5 of 5 bubbles	186 reviews	\$363
21	19	16. Hilton Garden Inn Stony Brook	4.5 of 5 bubbles	918 reviews	\$238
22	20	17. Inn at Great Neck	4.5 of 5 bubbles	595 reviews	\$224\$187
23	21	18. La Quinta Inn & Suites by Wyndham I	3.5 of 5 bubbles	957 reviews	\$133
24	22	19. Hyatt Regency Long Island	4 of 5 bubbles	1,616 reviews	\$200
25	23	20. Montauk Blue Hotel	4 of 5 bubbles	448 reviews	\$246\$211
26	24	Sponsored Chalet Inn & Suites	3.5 of 5 bubbles	89 reviews	\$178\$160
27	25	21. Hilton Garden Inn Islip/MacArthur Ali	4.5 of 5 bubbles	1,334 reviews	\$133
28	26	22. Long Island Marriott	3.5 of 5 bubbles	855 reviews	\$297\$203
29	27	23. Floral Park Motor Lodge	3.5 of 5 bubbles	132 reviews	\$143
30	28	24. Danford's Resort and Marina	3.5 of 5 bubbles	665 reviews	\$222
31	29	25. East Norwich Inn	3 of 5 bubbles	143 reviews	\$141
32	30	26. Inn at Jericho	3.5 of 5 bubbles	18 reviews	\$111\$108
33	31	27. Econo Lodge Hicksville	3.5 of 5 bubbles	178 reviews	\$102
34	32	28. Royal Atlantic Beach Resorts	3 of 5 bubbles	370 reviews	\$128
35	33	29. Long Beach Hotel	2.5 of 5 bubbles	207 reviews	\$223
36	34	30. Hampton Inn Long Island - Brookhave	4 of 5 bubbles	877 reviews	\$110
37	35	Sponsored Best Western Woodbury Inr	4 of 5 bubbles	1,262 reviews	\$110

SOLUTION / PRODUCT

- ▶ **Explain your product**

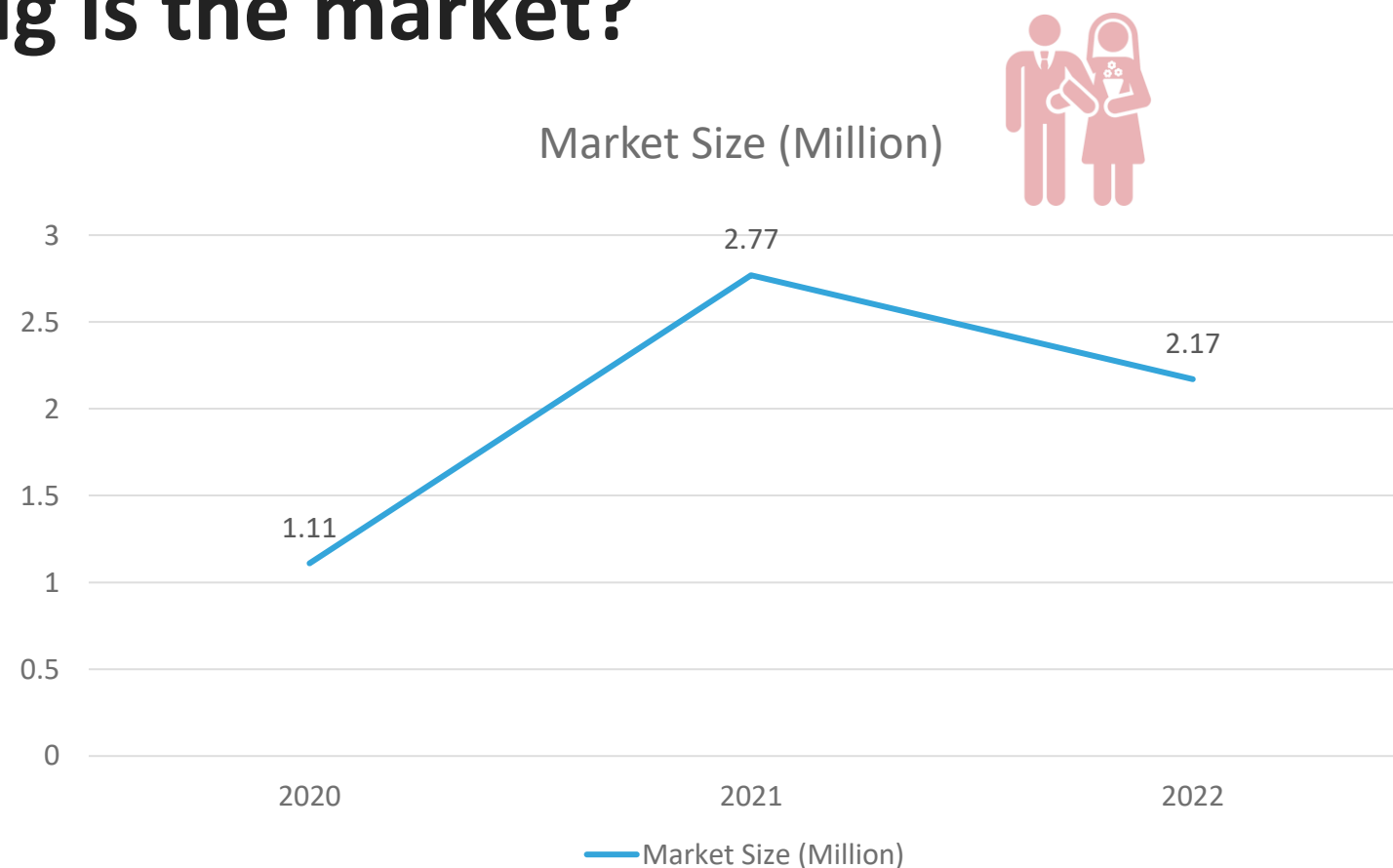
DEMO TIME :)

SOLUTION / PRODUCT (CONT'D)

- ▶ **Articulate the value proposition**
 - ▶ **Make Wedding Planning Easy and Fun!**
- ▶ **Demonstrate the impact on your customer (dollars / time saved, etc.)**
 - ▶ Time saving!
 - ▶ A cheaper option!

MARKET

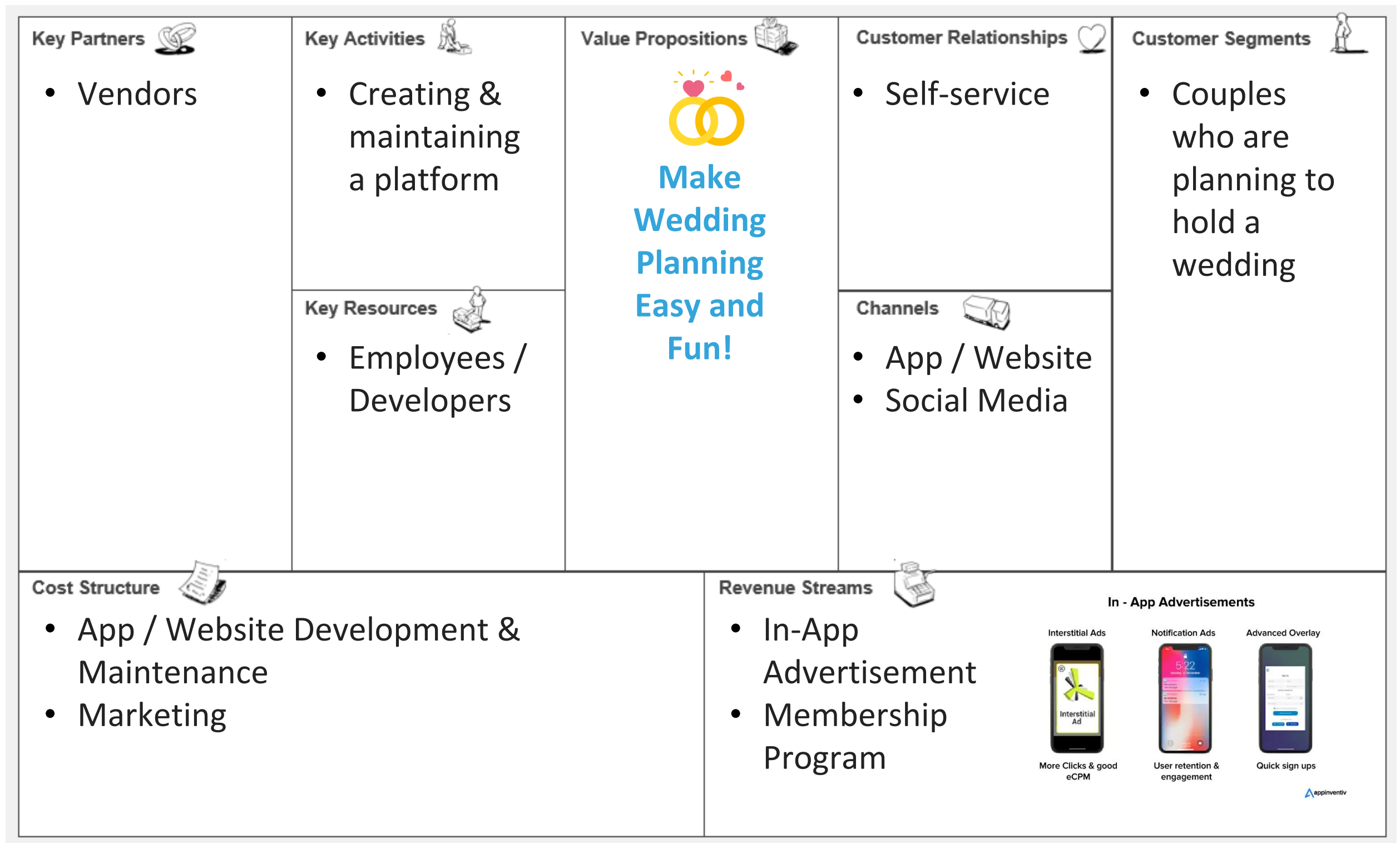
- ▶ **Describe your market / target customer**
 - ▶ Customers following the current Do-it-yourself (DIY) trend
- ▶ **How big is the market?**



MARKET (CONT'D)

- ▶ **What are the market forces / drivers?**
 - ▶ Information consolidated at one place
 - ▶ Budget-friendly

BUSINESS MODEL / UNIT ECONOMICS



BUSINESS MODEL / UNIT ECONOMICS (CONT'D)

- ▶ **How does your company make money?**
 - ▶ In-app advertising
 - ▶ Membership programs*

1-month subscription	\$ 9.99
3-month subscription	\$ 25.99
6-month subscription	\$ 45.99

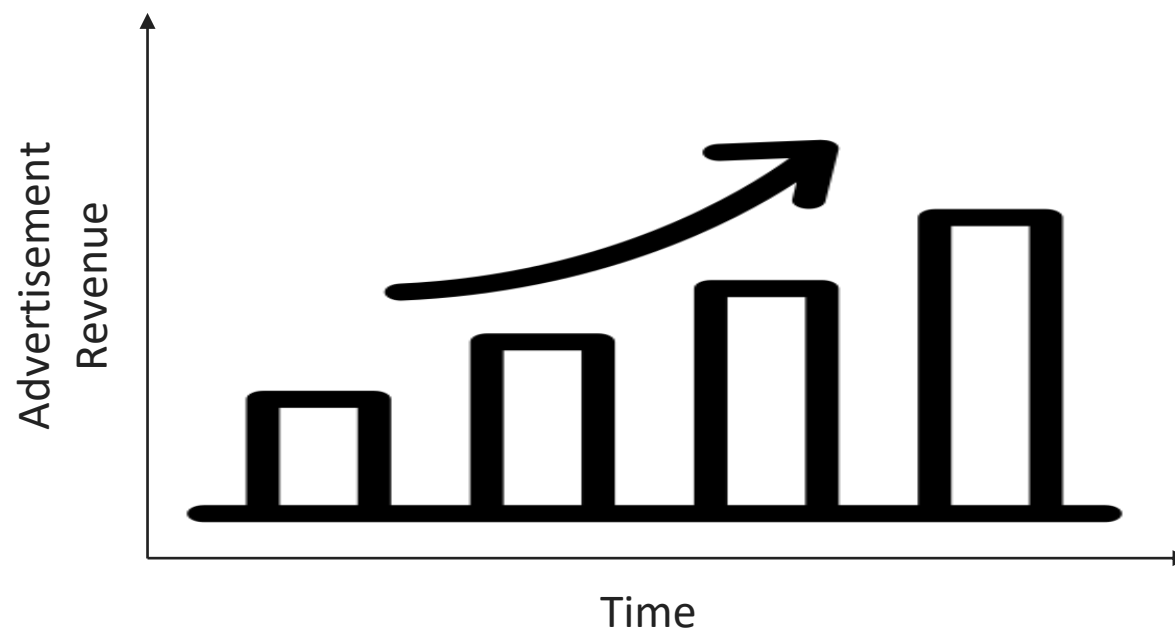


* Advertisement free : Pay a subscription fee and Plan your wedding without ads

BUSINESS MODEL / UNIT ECONOMICS (CONT'D)

► Pricing Details (incl. Metrics)

- The main revenue comes from **advertisements**. The average revenue per impression might range from \$0.10 to \$10.



With the app getting more mature, the number of users may increase, leading to a higher advertisement revenue and more potential advertisers.

COMPETITION

- ▶ **Who are the key players?**
 - ▶ Event planners / event coordinators / event specialists
 - ▶ Hotel event management teams
 - ▶ Wedding service providers
- ▶ **How are you differentiated?**
 - ▶ We **combine multiple information** to support couples on customizing and designing their desired wedding.

LAUNCH STRATEGY / GO-TO-MARKET

- ▶ **What is your customer acquisition approach?**
 - ▶ Social media channels and Search Engine Optimization
 - ▶ App usage support and demonstration
 - ▶ Referral programs
- ▶ **What are key drivers and potential milestones?**
 - ▶ **Bring values to our customers**
 - ▶ **Build relationships with customers**
 - ▶ **Monitor and evaluate customer feedback**



Potential Milestones



THANK YOU!