

## **\*\*Value Proposition\*\***

Who needs what you're making?

- People who want to solve a problem in their community, through gaining social support in and near that community and organizing events to fundraise, protest, or any other form of peaceful assembly to spark a local movement of change.
- Corporations who want to advertise their projects and fundraisers to solve larger-scale problems and issues, and with their increased investments and commitments, more powerful movements across entire states or even countries.
- Charities, brands that sell products to solve local problems, and others who want to pay to be featured or advertised on the website to further promote communal improvement and provide many different people and organizations with good intentions to be able to effectively contribute to their decided cause.
- People who do not want to, or are burdened from, creating their own events and taking a lot of effort to reach out to people to find out how they can help their community. This app will make it much easier for them to join with others to try to raise awareness for and even solve a local problem they experience in their lives, and for them to see what efforts for change are going on in their community to try and help multiple causes.

What's new about what you make?

While apps like Innerview already promote and track service hours of individuals, and websites like change.org allow people to contribute money and express their support for a movement or the solving of a problem, it is often very hard for any physical support and events to be locally organized in communities to solve the problem, since Innerview doesn't allow you to interact with others or find people who share your passions towards a cause, while change.org does not show the location of other supporters and the starters of the petition, or even the location of the issue, and often doesn't contribute any non-monetary benefits to even the largest and most popular petitions. Our app will allow people and organizations to find and notify people within their community who have passion for that cause, and gain them supporters efficiently and easily, making the process of raising awareness for an issue and gaining supporters to rally, fundraise, and contribute to in other ways to their cause, much simpler and intuitive, accelerating the rate of improvement to life overall in communities nationwide.

What are the top things users want?

Users want the app to be easily navigable and for it to be easy to advertise a cause or event, legally organize an event, or participate in an event that supports a cause that you want to contribute to, and for the process of organizing community events and gaining support for a cause to be faster and without many unnecessary hassles that come with the current process and software for it.

What are your users doing now?

Posting their community event or raising awareness for a cause on a map so people nearby can easily see and support that cause, and possibly paying for social media and web advertising, targeted towards people in your area with similar passions to you, in order to make the process of gaining supporters to solve a problem in your community faster and easier than ever before.

How does your product work in more detail?

- Map within website connected in backend to google maps to accurately show community events and calls for change
- If someone wants to call for supporters for a rally, they can go to the posting section and post it as both a point on a map with a name, description, purpose, recommended members, address(s), etc.
- If a lone person wants to raise awareness for an issue or raise money, food, etc, they can post in specifically on the independent page and pay for us to get them featured on media articles, our special promotional page, or to give them funding. Their point will still show up on the map, but paying will just make them better advertised. They can also pay for social media and web advertising of their issue to spread the word and gain support in the community faster.
- Corporations will have to register separately, but users can just register normally.
- Map within website connected in backend to google maps to accurately show community events and calls for change
- This will be a website, but can later be an app
- Events that are larger than 100-200 people will appear slightly larger or have a different color
- Upon entering the app, the user will make an account through email, then set a profile pic, bio, contact info (email, phone number, and specialization mandatory if planning and hosting events), and then specific their location (only as specific as they want to make it to not invade privacy, but must at least specify their state since it will be USA only in the beginning, and once it goes international, then at least their country. They will then fill out an introductory survey (detailed above) to provide initial data for recommendation system and assign them to certain audiences to streamline effective feed of events and friend suggestions

**\*\*Tech\*\***

Explain to me the complete workflow from end-to-end for how you built the entire application.

How does the back-end work?

**\*\*Market Size\*\***

How many people are in your target market?

Anyone who organizes and/or participates in community events towards a certain nonprofit cause

How much \$B is the market?

- There isn't much money in the market as it is more charity based, however there is some space for ample monetization.
  - This monetization can be done through advertisements for the most part
  - Sponsorships and brand deals can also be used to scale the idea and monetize in a more stable way later on

How will your product be different in a way in which it captures more attention and users?

- Our product will capture more attention and users due to its convenience. Currently it is quite difficult for users to have to organize an event. They must advertise through many different platforms and it's quite a hassle. Our product allows users to easily advertise their cause and allows them to tap into a large user base to organize rallies, pantries, etc.

Who are your competitors? Who might become competitors?

- For us our main competitor will be facebook and other social media advertising platforms. However we excel in the sense that we incorporate a map that allows users to see events in their general vicinity and it is much more streamlined and organized.

Which competition do you fear most?

- We fear facebook the most as they have a sizable amount of people and they have an easy way to organize people. They also have a community feature which can be very useful. However we will be incorporating

How many users do your competitors have?

How much are your competitors making?

How much time and money do users in your target market waste before switching to your product/service?

What are some trends in your target market, and related markets?

**\*\*User Acquisition\*\***

What monetization structure will you use?

How is this system feasible for production?

What will you do to prepare for the nuance and hidden variables in deploying this software?

How do you get users?

How do users know they need this?

What exactly makes you different from existing options?

How will users find out about you?

What makes new users try you?

What makes new users reluctant to try you?

How will you overcome that resistance?

**\*\*Execution\*\***

How did you guys build this together and what did you have to do differently and what was the major challenge you faced ?

Can you be clear on your execution targets and your strategy in terms of the phases you would go through?

**\*\*Founder-Market Fit\*\***

Why did you choose this idea?

Why are you uniquely qualified to work on this?

Why do you want to dedicate your time to working on this?