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VIABILITY OF BUSINESS PROJECTS

AmiGo Business Plan

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A large, faint watermark of the UPC (Universitat Politècnica de Catalunya) logo is positioned in the lower right quadrant of the page. The logo consists of a circular emblem with seven dots arranged in a hexagonal pattern, with the letters "UPC" written vertically below it.

Contents

1 Introduction, sector, company and products	1
1.1 Sector, company, products or services to commercialize (P1)	1
1.2 Business analysis models	1
1.2.1 SWOT analysis	1
1.2.2 Porter analysis	3
1.3 Competitive advantages	4
1.4 Business strategy	5
1.4.1 Mission and Vision:	5
1.4.2 Strategic approach of the company	5
1.4.3 Viability conclusions	6
1.5 Business Model Canvas	6
2 Market research and analysis	9
2.1 Potential customers (segments and volume)	9
2.1.1 International Students and Exchange Students	9
2.1.2 Tourists:	9
2.1.3 Short-Term Workers	9
2.2 Market size and tendencies. Qualitative analysis	10
2.2.1 Market size	10
2.2.2 Trend Analysis	11
2.3 Existing competitors	12
2.3.1 Comparison of Social and Networking Platforms	13
2.4 Sales Prediction and market share	14
2.4.1 Sales Prediction	14

2.4.2 Market Share	14
3 Requirements for the artefact	15
3.1 Functional	15
3.2 Non-functional	15
3.3 Use cases	16
4 Technological alternatives	17
4.1 Characteristics of each	17
4.2 Comparison	17
4.2.1 Custom-built Platform	17
4.2.2 Content Management Systems (CMS)	17
5 Functional architecture	18
5.1 Overall picture	18
5.2 Modules description	18
5.2.1 Front end	18
5.2.2 Back end	19
5.3 Interfaces	21
5.4 Data exchange	25
5.4.1 Event Data Exchange	25
5.4.2 User Data Exchange	26
5.4.3 Notification Data Exchange	26
6 Performance testing	27
6.1 Usability Testing	27
6.2 Tools	27
7 Marketing Plan	28
7.1 General Marketing Strategy (segmentation and positioning)	28
7.1.1 Segmentation	28
7.1.2 Positioning	29
7.2 Price policy (P2)	29
7.2.1 Pricing Strategy	29
7.2.2 Dynamic Pricing	30
7.2.3 Value-Based Pricing	31

7.2.4	Competitive Pricing Analysis	31
7.3	Organization of sales and distribution (P3)	31
7.3.1	Digital Channels	31
7.3.2	Partnerships	32
7.3.3	Social Media and Online Marketing	32
7.4	Service and guarantees policies	33
7.4.1	Customer Support	33
7.4.2	User Privacy and Security	34
7.4.3	Refund Guarantee	34
7.4.4	Quality Assurance	34
7.5	Advertising and promotion (P4)	35
7.5.1	Online Advertising	35
7.5.2	Influencer Collaborations	35
7.5.3	Campus Promotion	35
7.5.4	Offline Events	36
7.5.5	Content Marketing	36

8	Management Team and Staff Structure	37
8.1	Organization and people, organization chart and profiles	37
8.2	Key directors, profiles and individual CV	38
8.3	Directors' shares remuneration and contribution	41
8.3.1	Directors' Shares	41
8.3.2	Remuneration	41
8.3.3	Contribution	42
8.4	Board of directors	42
8.4.1	Board Members	42
8.4.2	Roles and Responsibilities	44
8.5	Professional support services to contract	44
8.5.1	Legal Services	44
8.5.2	Accounting and Audit Services	45
8.5.3	IT Support Services	45
8.5.4	Marketing and PR Services	46
8.5.5	Human Resources and Recruitment	46
8.5.6	Financial Advisory Services	46

8.5.7 Training and Development	47
9 Business project beginning calendar	48
9.1 Project Initialization	48
9.2 Platform Development	48
9.3 Market Research and Analysis	49
9.4 Marketing and Branding	50
9.5 Sales and Distribution	50
9.6 Service and Guarantees Policies	51
9.7 Platform Development	51
9.8 Testing and Quality Assurance	51
9.9 Marketing and Branding and Partnership Development	52
9.10 Ethical Oversight and Compliance and Community Engagement and Growth	52
9.11 Advertising and Promotion	52
9.12 Quality Assurance	53
9.13 Upcoming Tasks and Official Launch	53
10 Risks and Critical Problems and Possible Solutions	54
10.1 Strategies to address risks and critical problems:	55
11 Financial Plan	57
11.1 Income Statement Prediction (2-3 years)	57
11.2 Treasury Prediction (for the first 12 months)	60
11.3 Balance Sheet Prediction (2-3 years)	60
11.4 Break even analysis (first 2 years)	61
11.5 How we will manage Cost Control (description of the system to use)	62

1

Introduction, sector, company and products

1.1 Sector, company, products or services to commercialize (P1)

AmiGo can be defined as a new digital platform dedicated to enhancing social connections through shared interests and location-based experiences. AmiGo aims to transform the way individuals connect, fostering communities around diverse activities such as hiking, tennis, dining, and more. By integrating with local events and businesses, AmiGo offers unique opportunities for real-world interactions, moving beyond traditional online social networking.

Our idea is to create a platform that not only facilitates the meeting of like-minded individuals but also promotes meaningful, lasting connections between people, and have new friends.

Then, AmiGo belongs to the technology sector, specifically within the internet and social media sub-sectors. The startup, that we are presenting in this report, will be the owner of this platform, and the one that will set the technical and financial resources so as to keep the platform running.

1.2 Business analysis models

1.2.1 SWOT analysis

To better understand how AmiGo works, the following SWOT analysis for AmiGo will be shown.

- **Strengths**

AmiGo's core strength lies in its ability to build and nurture communities through shared passions and interests, creating a sense of belonging and fostering social connections among users. Then, it will be much easier for people to meet new people using this app. Moreover, the app makes easier to users to access to local events, enhancing their social experiences.

The integration with local businesses also opens up opportunities for exclusive deals and

sponsorships, creating a symbiotic relationship, as the businesses will also have a new platform to advertise themselves. Finally, offering multilingual support makes AmiGo accessible to a diverse user base in Barcelona, where the app will kick-off.

- **Opportunities**

First, there is significant potential for AmiGo to expand into new markets and diversify its offerings, attracting a broader user base and tapping into new revenue streams. This means that AmiGo can be expanded to other territories and places (as it will be seen later, AmiGo will be initially set in Barcelona), and it also can incorporate new improvements and features little by little, always with the goal of having a more user-friendly and useful app. Moreover, some opportunities for collaboration with universities, businesses, and other organizations can enhance AmiGo's visibility. Leveraging emerging technologies such as AI and machine learning can further enhance the app's personalization features and user experience, keeping AmiGo at the forefront of innovation.

- **Weaknesses**

Regarding negative points, AmiGo's reliance on technology means that any technical issues or downtime can significantly impact user experience and satisfaction. This leads us to the second weakness of the app, which is a continuous user engagement, so as to ensure that users remain active and regularly participate in events. A last important weakness regards the initial period of the app, and it relies on the need for a critical mass and user engagement. Without a sufficient number of active users, the platform's value diminishes.

- **Threats**

To finalize the SWOT Analysis, the threats will be explained. At the first glimpse, it is clearly stated that we are navigating in a "red sea". This means that we are in a very competitive market, with already established players, such as Tinder and Meetup, who are broadly known and have their niche. On the other hand, Compliance with data privacy regulations (such as GDPR) and ensuring user safety are critical. Any legal issues or breaches can damage the company's reputation and result in significant penalties. Finally, the fast pace of technological advancements means that AmiGo must continuously innovate to stay relevant. Failure to do so can lead to obsolescence as competitors adopt new technologies.

To sum up, AmiGo's strengths lie in its unique community-building features, integration with local events and businesses, and multilingual support, which collectively foster a rich user experience.

The opportunities for expansion, collaboration, and technology integration provide pathways for growth and enhancement. However, the app must address its dependence on technology, the challenge of maintaining user engagement, and the necessity of achieving critical mass. Additionally, AmiGo must navigate the highly competitive market, comply with regulatory requirements, and keep pace with rapid technological changes to mitigate threats. By strategically leveraging its strengths and opportunities while addressing weaknesses and threats, AmiGo can establish itself as a leading platform for social connections based on shared interests.

1.2.2 Porter analysis

Apart from the SWOT Analysis, a Porter analysis has also been conducted. Below, our Porter analysis are discussed.

- **Threat of new entrants**

While the barriers to entry in the app market are relatively low, launching a successful app like AmiGo requires substantial initial investment in technology, marketing, and user acquisition strategies. New entrants must also differentiate themselves significantly from existing competitors to attract users.

- **Rivalry among existing competitors**

The social networking and event planning market is highly competitive with well-established players like Meetup and other local event-based social apps. This high level of competition can lead to aggressive marketing tactics, price wars, and constant innovation, making it challenging for AmiGo to gain a significant market share.

- **Bargaining power of suppliers**

AmiGo relies on various technology providers for infrastructure, such as cloud services, payment gateways, and API integrations. While there are many suppliers in the market, allowing for some negotiation leverage, the quality and reliability of these services are crucial for AmiGo's performance.

- **Threat of substituting powers**

Users can substitute AmiGo with a range of other socializing methods, including other social networking apps, traditional in-person social events, and even informal group meetups

organized through social media platforms. The high availability of alternative socializing options increases this threat, necessitating AmiGo to continuously innovate and offer unique value propositions to retain users.

- **Bargaining power of buyers**

Users have a variety of social apps to choose from, giving them moderate bargaining power. However, once users invest time and effort into building their network and engaging with events on AmiGo, switching costs (specially time) increase, potentially reducing their bargaining power. Consequently, customer loyalty and satisfaction are critical for retaining users.

1.3 Competitive advantages

- **Location-Based Matching**

The platform ensures that users can easily find and participate in events that are convenient for them geographically. This feature increases user engagement by offering personalized, local experiences, reducing the effort users need to find events that fit their location.

- **Diverse Interest Categories**

The diverse interest categories that AmiGo offers allows users to find and participate in events that mostly align with their specific interests and hobbies. This leads to attracting a larger and more varied user base.

- **User Experience Customization**

The app allows users to customize their experience by setting preferences, interests, and event types they are interested in. Personalized recommendations and tailored content are provided based on user profiles and behavior. This increases satisfaction and retention by ensuring that users find relevant and engaging content quickly.

- **Community-driven approach**

The community-driven approach of the app not only enhances user engagement but also drives a growth of the number of users, as satisfied participants of the activities invite friends and participate more actively. This fosters a sense of belonging and connection among the users of the app.

- **Integrated Experience Platform**

AmiGo also integrates various features into a single platform, including event discovery, social networking, messaging, and payment processing. This seamless integration simplifies the user experience. An all-in-one platform increases convenience for users, reducing the need to switch between multiple apps and making AmiGo a one-stop solution for socializing and event planning.

- **Scalability and Flexibility**

Finally, it has been designed to scale and easily allow new users without compromising performance. Also it will start in Barcelona, but it can be expanded to new cities and countries, entering to new geographic markets efficiently. Flexibility allows for quick adaptation to changing user needs and market trends.

1.4 Business strategy

1.4.1 Mission and Vision:

The vision of our startup is to become the leading platform that transforms the way individuals connect and engage with their passions.

Our mission is to empower individuals to discover, connect, and engage with others who share their passions and interests. By leveraging cutting-edge technology to create dynamic, location-based experiences, we are dedicated to enriching lives through the joy of shared hobbies and activities

1.4.2 Strategic approach of the company

As seen in the Porter Analysis, we are entering in an industry where there is a strong competition and to make a difference with respect to the existing companies and to keep users attracted is very important to keep alive. Then, a very strong entrance to the market (with brand recognition, marketing strategy) is absolutely vital. However, the competitive advantages described above should be reminded specially in the initial period of the start-up, always seeking on how to have more users and more time spent in the app. This leads to consider not only our competitors, but also a market segmentation and targeting.

1.4.3 Viability conclusions

In a world increasingly reliant on digital connections, there is a strong demand for platforms that facilitate real-world interactions. AmiGo's focus on location-based, interest-driven events taps into this demand, providing a valuable service for users looking to connect over shared hobbies and interests. The app targets exchange workers, students, and other non-local individuals in Barcelona, a city with a vibrant, multicultural population. This specific focus on a transient yet active demographic ensures a steady stream of potential users. However, our company should make a difference with the already existing companies in this market, like Meetup. The competitive advantages like interest tailoring, location-based marketing, integrated actions inside the app or making partnership with local businesses can help into find our space in the market.

Moreover, the regulatory and legal factors, such as the Data Privacy and User Safety and Market-Specific Regulations should be considered, as also the bargaining power of suppliers.

1.5 Business Model Canvas

In this part of our report our Business Model Canvas will be explained:

- **Key Partners**

The spotted Key Partners are universities, infrastructure providers and social media companies. Universities can facilitate events and integrate AmiGo into their exchange student life programs. This collaboration can provide access to a young and dynamic user base. The infrastructure providers release server and database services, which ensure the platform runs smoothly, handling large volumes of data and user interactions seamlessly. Partnerships with social media platforms can help with user authentication, sharing events, and leveraging social data to enhance user experiences.

- **Key activities**

The key activities for the business are the application development and maintenance, the API Management, the algorithm improvement and the platform promotion. The first three activities are to keep the app updated and to innovate so as to catch more users, more events and activities and more time spent in the app per user, while the last one wants to build brand awareness and attract users to the platform.

- **Key Resources**

The Key Resources for the business are the initial investment, Social Data, GPS, network, and API. A high initial investment will be necessary to keep the business running while we still do not have the critical mass of users. Also utilizing user data from social media and within the app to personalize experiences and recommendations. GPS is essential for location-based services, helping users find activities and events near them. Furthermore, Robust API infrastructure will be needed to support integrations with various third-party services. At last, strong network infrastructure will support real-time interactions and updates.

- **Value Propositions**

The value propositions for our business are the following ones:

- Combating Loneliness: Helping users find new friends and social groups, reducing feelings of isolation.
- Meeting New People: Facilitating connections based on shared interests, making it easier for people to socialize.
- Cross-Cultural Communication: Promoting interactions among diverse groups, fostering understanding and friendships across cultures.

- **Customer Relationships**

The main features of the customer relationship will be an enhanced recommendation algorithm, providing users with highly personalized activity suggestions, and tailoring the events and activities to their preferences, improving their overall experience. A second customer relationship will be on building and supporting user communities around various interests and hobbies.

- **Channels**

The primary platform where users interact with AmiGo, find events, and connect with others will be the app/webpage, where the users will have access to all the options and tools. The contact option to the business will also be there. However, other channels for marketing have been considered, such as posters in parks or businesses, so physical marketing to raise awareness and attract users, and via Key Partners such as universities (websites, emails, and campus events) or other social media platforms.

- **Customer Segments**

The main customer segment are the exchange workers and students, mainly aged 20-40 and staying at least 3 months. They are willing to seek new social connections in an easy way, so it is important to attract their attention. A more diffused second segment would be travelers, foreigners, non-local people who are new to an area and looking to connect with others. On the other hand, the initial geographical focus for market penetration will be Barcelona, as it will be where the headquarters will be located.

- **Cost Structure**

As it will be seen in chapter 11, the first two main costs that the company will have at the beginning will be the promotion to attract new users and retain them (marketing campaigns, both digital and physical) and the infrastructure, which are the costs related to maintaining the app's backend services, including servers and databases.

- **Revenue Streams**

AmiGo generates revenue through ads and sponsorships for cafes, gyms, and restaurants, VIP subscriptions, and in-app purchases. Ads and sponsorships provide a steady income by promoting local businesses. VIP subscriptions offer premium features to users willing to pay for enhanced experiences. In-app purchases allow users to buy additional services or features within the app.

Market research and analysis

2.1 Potential customers (segments and volume)

2.1.1 International Students and Exchange Students

Barcelona's reputation as a vibrant **educational hub** attracts tens of thousands of international and exchange students annually, representing a significant **market opportunity** for AmiGo. This demographic, primarily aged between **18-30**, actively seeks to enhance their academic experience through **social engagements** and **cultural immersion**. These students are eager to explore the city's diverse **social scene**, participate in **cultural events**, and connect with peers from different backgrounds.

2.1.2 Tourists:

Barcelona's status as a premier **tourist destination** draws approximately 30 million visitors annually, with a notable surge during the spring and summer seasons. This transient population presents a dynamic **market** for AmiGo to tap into. While the tourist **demographic** spans various age groups, a significant portion falls within the **18-40 range**, comprising individuals seeking unique experiences and opportunities for **social interaction** during their short-term stays. Tourists are often eager to explore the city beyond conventional tourist attractions, craving **authentic experiences** and meaningful connections with locals and fellow travelers.

2.1.3 Short-Term Workers

Barcelona's appeal to international companies and freelancers as a conducive **working environment** has led to a steady influx of **short-term workers**. This segment represents a niche yet promising **market** for AmiGo's services. Predominantly aged between **25-45**, short-term workers in Barcelona

are actively seeking avenues to establish **professional networks** and foster **social connections** amidst their work commitments. With a diverse array of professionals from various industries and backgrounds, this segment values **networking opportunities** and **social activities** that complement their professional endeavors, contributing to a vibrant social ecosystem within the city.

2.2 Market size and tendencies. Qualitative analysis

2.2.1 Market size

International Students and Exchange Students

Barcelona boasts a robust international student community, contributing significantly to the city's cultural diversity and economic vitality. Available data indicates:

- University of Barcelona: With approximately 10,000 international students enrolled annually, the University of Barcelona stands as one of the city's primary academic institutions attracting learners from around the globe.
- Pompeu Fabra University: Hosting around 4,000 international students each year, Pompeu Fabra University further bolsters Barcelona's reputation as a sought-after destination for higher education.
- Polytechnic University of Catalonia: The Polytechnic University of Catalonia accommodates approximately 5,000 international students, adding to the city's academic vibrancy.
- Other tertiary institutions collectively contribute an estimated 6,000 international students annually.

In total, approximately 25,000 international students and exchange students choose Barcelona as their educational destination annually.

Tourists

Barcelona's allure as a premier tourist destination is undeniable, with millions of visitors flocking to the city's iconic landmarks and cultural hotspots every year. Specifically:

- Annual Tourist Inflow: Barcelona welcomes approximately 30 million tourists annually, comprising a diverse array of travelers seeking to explore the city's rich tapestry of culture, cuisine, and attractions.

- Young and Active Travelers: Assuming a conservative estimate of 0.1% of total tourists fall within the category of young and active travelers actively seeking social engagement and novel experiences.

Specific Number: Thus, an estimated 300,000 young and active travelers annually constitute a significant segment of Barcelona's tourist demographic.

Short-Term Workers

Barcelona's burgeoning reputation as a hub for international businesses and remote work opportunities has fueled an influx of short-term workers seeking professional opportunities and cultural immersion. Insights gleaned from market surveys suggest:

- Rising Number of Short-Term Workers: Barcelona hosts an estimated 50,000 to 100,000 short-term international workers annually, drawn by the city's dynamic business landscape and quality of life offerings.

Specific Number: Adopting a conservative estimate, let's consider a midpoint of 75,000 short-term workers annually.

Total calculation

Overall Potential Customer Volume International Students and Exchange Students: 25,000

Young and Active Travelers: 30,000

Short-Term Workers: 75,000

Total: Cumulatively, approximately 130,000 potential customers converge in Barcelona annually, presenting a substantial market opportunity for AmiGo to cater to their social needs and preferences effectively.

2.2.2 Trend Analysis

In addition to assessing market size, it's imperative to consider prevailing industry trends shaping consumer behavior and preferences:

- Sharing Economy: The pervasive success of platforms like Airbnb and Uber underscores a burgeoning acceptance and preference for shared consumption models. AmiGo's platform aligns with this trend, offering users the opportunity to connect and engage in shared experiences.

- **Experience Economy:** In an era characterized by a shift towards experiential consumption, individuals increasingly prioritize memorable experiences over material possessions. AmiGo's focus on facilitating enriching social interactions and curated activities resonates strongly with this overarching trend.
- **Social Connectivity:** Particularly for transient populations such as tourists and short-term workers, there exists a palpable need for social connection and community integration. AmiGo's platform serves as a catalyst for fostering meaningful relationships and facilitating authentic interactions, addressing a fundamental human need for belonging and companionship.

By embracing these prevailing trends and leveraging them to inform its business strategies, AmiGo can position itself as a frontrunner in the burgeoning market for social engagement platforms, poised for sustained growth and success in Barcelona and beyond.

2.3 Existing competitors

Here's the Product Matrix Analysis for AmiGo and its existing competitors:

X-axis: Focus on Interests and Activities

Y-axis: Focus on Short-term Users

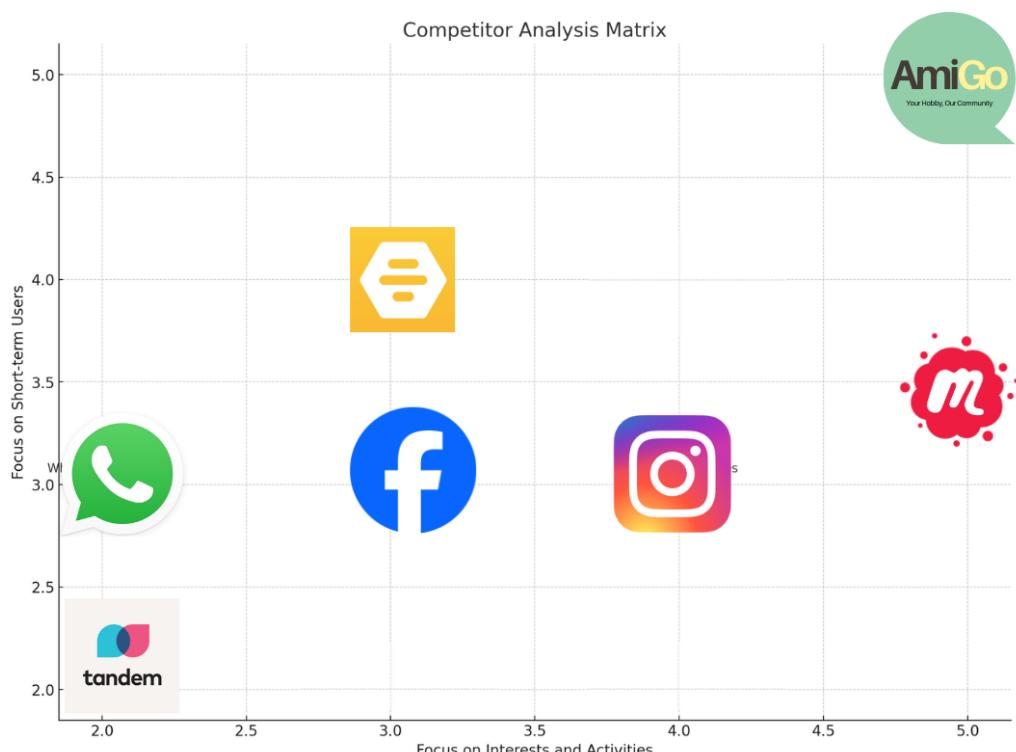


Figure 2.1: Product Matrix Analysis

2.3.1 Comparison of Social and Networking Platforms

In the Table 2.1 below, we demonstrated a detailed comparison of different social platforms.

Platform	Description	Main Features	Differentiation
Meetup	Meetup is a globally recognized platform known for organizing interest-based groups and events, facilitating connections among individuals with shared passions and hobbies.	The platform enables users to join or create groups centered around various interests, hobbies, and activities. It also facilitates event organization and participation.	Meetup excels in catering to interest-based communities, it lacks a specific focus on short-term users and geolocation experiences, which are key aspects of AmiGo's value proposition.
Tandem	Tandem is a language exchange app that incorporates social features to facilitate language learning and cultural exchange among users.	Tandem allows users to connect with language partners worldwide for language exchange sessions, cultural insights, and mutual learning opportunities.	Tandem primarily focuses on language learning and exchange, its social features serve as complementary elements rather than the core focus. This distinction sets it apart from AmiGo's emphasis on interest-based and activity-driven connections.
Couchsurfing	Couchsurfing is a platform known for facilitating free accommodation exchanges and cultural experiences among travelers and hosts.	Users can offer or request accommodations, participate in social activities, and connect with like-minded travelers for cultural exchange and exploration.	Couchsurfing offers social activity features, its primary emphasis is on facilitating free accommodations, distinguishing it from AmiGo's focus on interest-based connections and activities.
Bumble BFF	Bumble BFF is an extension of the popular dating app Bumble, designed specifically for users seeking platonic friendships.	The app allows users to swipe and match with potential friends based on shared interests and activities, fostering connections outside of romantic pursuits.	Bumble BFF shares a similar user base with AmiGo, it places less emphasis on interest-based and activity-driven connections, focusing primarily on facilitating friendships.

Table 2.1: Comparison of Social and Networking Platforms

Hence, AmiGo's core **competitive advantage** lies in its unique positioning within the market. By focusing on connecting people through shared interests and activities, AmiGo offers a distinct value proposition that resonates with individuals seeking meaningful social interactions and enriching experiences. Unlike its competitors, AmiGo prioritizes short-term users and leverages geolocation features to facilitate real-time connections, ensuring a dynamic and engaging platform for its users. This strategic differentiation positions AmiGo as a frontrunner in the burgeoning market for social engagement platforms, poised for sustained growth and success.

2.4 Sales Prediction and market share

2.4.1 Sales Prediction

- Initial User Acquisition: Initially, AmiGo aims to acquire 500 active users within the first year of operation. Assuming each VIP user subscribes to the platform's monthly subscription plan priced at €4.99, the projected annual revenue would amount to €1,500.
- Growth Expectation: With a proactive marketing strategy and continuous product enhancements, AmiGo anticipates a very high annual user growth rate. By the third year, the user base is expected to reach 4,000 active users, resulting in an annual revenue surge to €12,000.

2.4.2 Market Share

- Niche Market Domination: AmiGo occupies a unique niche within the social engagement platform landscape, targeting short-term stay groups seeking interest-based interactions. With no direct competitors offering a similar value proposition, AmiGo has the opportunity to establish itself as the go-to platform for social connectivity among travelers, students, and short-term workers.
- Targeted Expansion: Initially focusing on the Barcelona market, where the demand for such services is substantial, AmiGo aims to capture a significant market share ranging from 20% to 30%. By strategically aligning marketing efforts with local events, academic calendars, and tourism seasons, AmiGo intends to solidify its presence and garner a loyal user base within the city.
- Global Expansion: Following successful market penetration in Barcelona, AmiGo plans to replicate its success in other international metropolises with similar demographic profiles and transient populations. By leveraging insights gained from the Barcelona market, AmiGo aims to tailor its offerings to cater to the unique needs and preferences of users in diverse cultural contexts, thereby maximizing its market share and revenue potential on a global scale.

By executing a comprehensive market entry strategy, focusing on user acquisition and retention, and continually innovating to meet evolving consumer demands, AmiGo is poised to capture a substantial share of the burgeoning market for interest-based social interactions among short-term stay groups, driving sustainable growth and profitability over the long term.

Requirements for the artefact

3.1 Functional

- **User Registration and Authentication:** Users should be able to create accounts, log in, and log out securely. Authentication methods could include email/password.
- **Profile Management:** Users should be able to create and edit profiles that include information about their interests, hobbies, and preferred activities.
- **Interest and Hobby Matching:** The platform should have algorithms to match users based on their interests and geographic location.
- **Event Creation:** Users should be able to create and join events related to their hobbies, such as hikes, tennis matches, dining experiences, and more.
- **Location-Based Services:** The app should utilize GPS and mapping technologies to provide location-based event suggestions and navigation.
- **Communication Tools:** Integrated chat or messaging services for users to communicate and coordinate before, during, and after events.
- **Payment Integration:** The platform should support secure payment processing.
- **Rating and Review System:** Users should be able to rate and review events and other users to ensure quality and trust within the community.

3.2 Non-functional

- **Scalability:** The platform should handle a growing number of users and events without performance degradation.

- **Reliability:** High uptime and quick recovery from failures are essential to maintain user trust.
- **Performance:** The app should have fast response times, with efficient data processing and minimal latency.
- **Usability:** The interface should be user-friendly, with intuitive navigation and clear instructions to enhance user experience.
- **Security:** Robust security measures to protect user data, including encryption, secure payment processing, and compliance with data protection regulations.
- **Privacy:** Respect user privacy by implementing strict data handling and sharing policies, and allowing users control over their data.
- **Compatibility:** The platform should be accessible on various devices and operating systems, including iOS and Android.
- **Maintainability:** Code should be modular and well-documented to facilitate easy updates and maintenance.

3.3 Use cases

- **User Registration:** A new user signs up using their email and creates a profile indicating their interests.
- **Interest Matching:** A user logs in and the system recommends events and other users with similar interests nearby.
- **Event Creation:** A user creates a new hiking event, specifying the time, location, and details, and other users are notified.
- **Joining an Event:** A user finds an interesting dining event and joins it.
- **In-app Communication:** Before an event, participants use the chat feature to discuss details and coordinate meet-up points.
- **Rating an Event:** After attending a tennis match, a user rates the event and provides feedback for future participants.

Technological alternatives

4.1 Characteristics of each

- **Custom-built Platform:** Developing a custom platform tailored specifically to AmiGo's needs, offering maximum flexibility and control over features and user experience.
- **Content Management Systems (CMS):** Utilizing a CMS like WordPress with plugins to add the required functionality. This offers a faster development time but may have limitations in customization.

4.2 Comparison

4.2.1 Custom-built Platform

- **Pros:** Complete control over features, user experience, and scalability. Tailored to specific needs.
- **Cons:** Higher development and maintenance costs, longer time to market.

4.2.2 Content Management Systems (CMS)

- **Pros:** Quicker to set up, lower initial cost, a vast array of plugins.
- **Cons:** Limited customization, potential performance issues with high traffic, dependent on third-party plugins for functionality.

Functional architecture

5.1 Overall picture

This section provides a detailed overview of the functional architecture of AmiGo. The architecture is divided into three primary segments: the front end, the back end and KPI management. Each segment plays a crucial role in the overall functionality and user experience of the application.

5.2 Modules description

5.2.1 Front end

The front end of our application is developed as an iOS app using Swift. It features a user-friendly interface that allows users to discover, search, post, and interact with events through various tabs. Here's a breakdown of its main functionalities:

- **Event Discovery.** This tab requires user registration. Users can discover various events based on their interests and preferences. Events are listed in an easy-to-navigate format, with detailed descriptions, dates, and locations.
- **Event Search and Category.** Users can search for specific events using keywords or categories. This feature enhances the user experience by allowing them to find events that match their specific interests quickly.
- **Event History and Comments.** This tab provides a history of events the user has participated in or shown interest in. Users can also view and leave comments on past events, fostering community engagement.

- **Event Post.** Users can post new events without requiring registration. This feature is designed to encourage more user-generated content and expand the variety of events available.

5.2.2 Back end

The back end is responsible for managing the data and ensuring the smooth operation of the application's functionalities. It comprises the following key components:

- **Database.** The database is structured using an Entity-Relationship (ER) diagram, which outlines the data model and relationships between different entities. This design ensures efficient data storage and retrieval, supporting the various functionalities of the application. This ER diagram is shown in Figure 5.1.
- **Big Data Architecture.** The big data architecture leverages Delta Lake for efficient data storage and management, ensuring data integrity and scalability. Apache Kafka is used for real-time data streaming and processing, allowing the application to handle large volumes of data seamlessly. The big data architecture is shown in Figure 5.2.
- **Algorithms.** The application uses several algorithms to enhance the user experience and provide personalized recommendations: popularity based(recommends events based on their popularity among users), content based(uses the content of events to recommend similar events to users) and history based(analyzes users' event history to provide tailored recommendations).
- **KPI management.** Key Performance Indicators (KPIs) are crucial for monitoring and evaluating the success of the application. KPIs included are DAU (Daily Active Users), MAU (Monthly Active Users), Event Participation Rate and Event Engagement. A comprehensive dashboard is implemented to visualize the KPIs and other critical metrics. This dashboard provides real-time insights into user engagement, event popularity, and overall application performance, enabling data-driven decision-making. The figure of the dashboard is shown in Figure 5.3 .

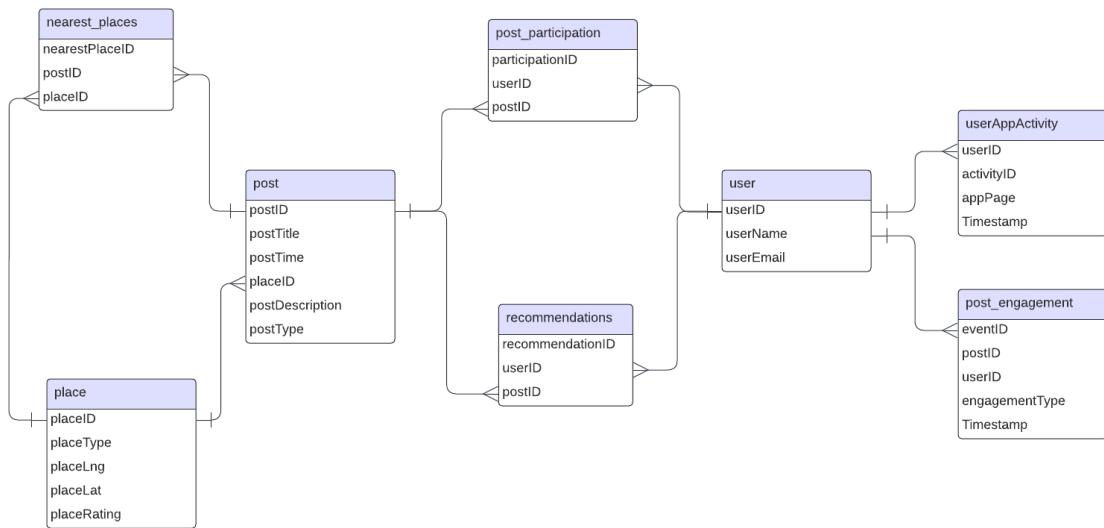


Figure 5.1: ER diagram of Amigo

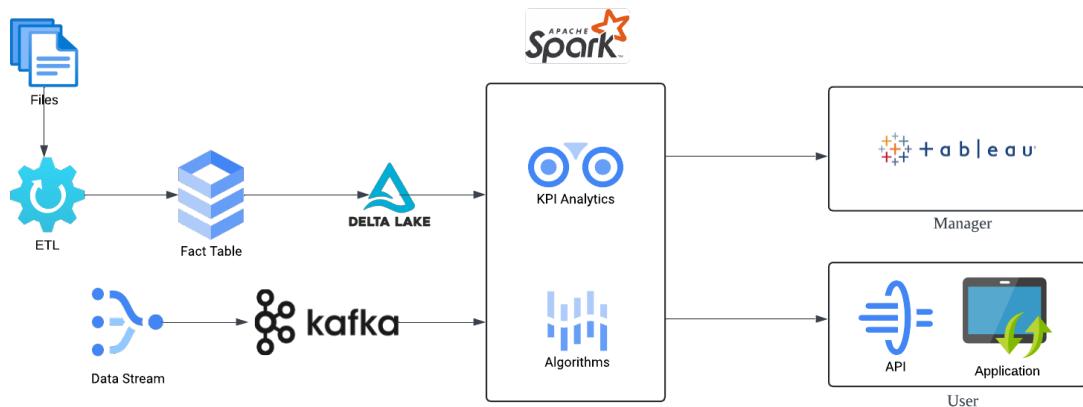


Figure 5.2: Big Data Architecture of AmiGo

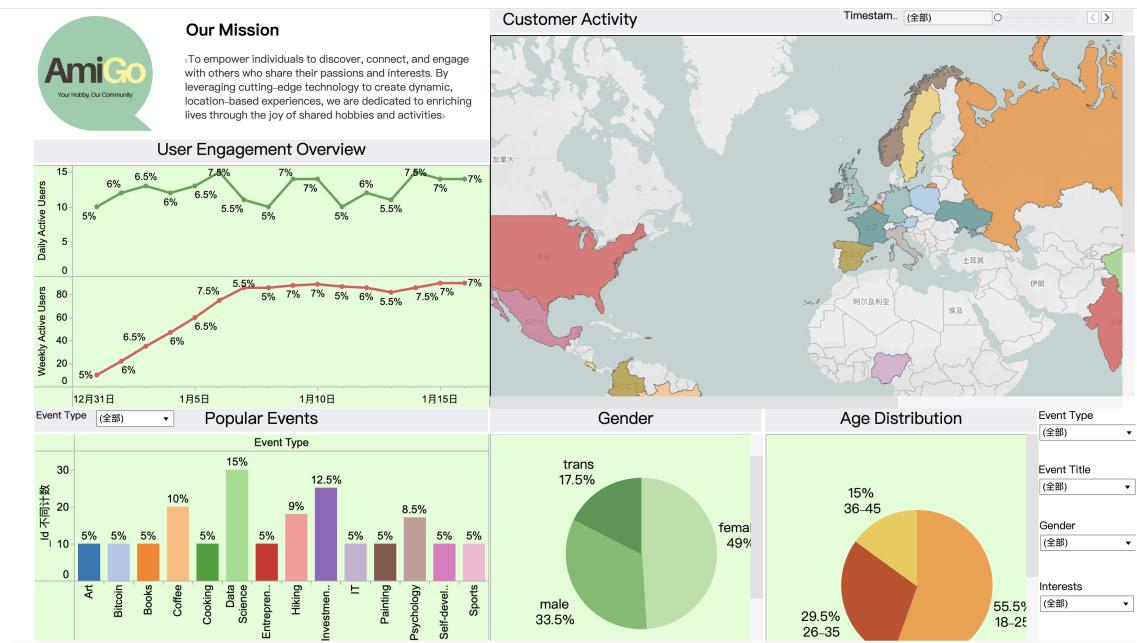


Figure 5.3: Dashboard of AmiGo

5.3 Interfaces

The interfaces of our AmiGo app is shown below.



Figure 5.4: Event Tab

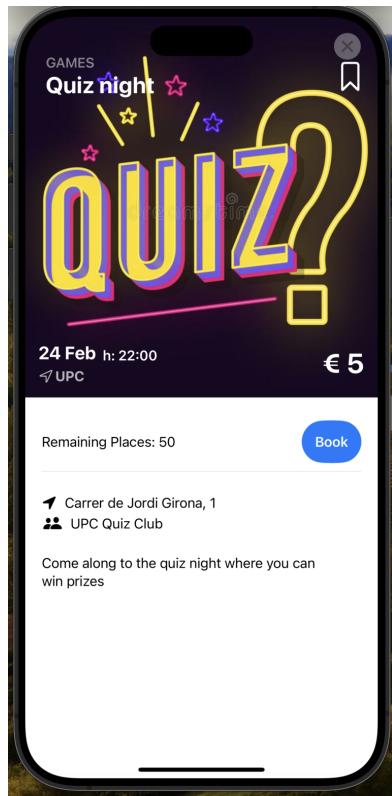


Figure 5.5: Event Detail

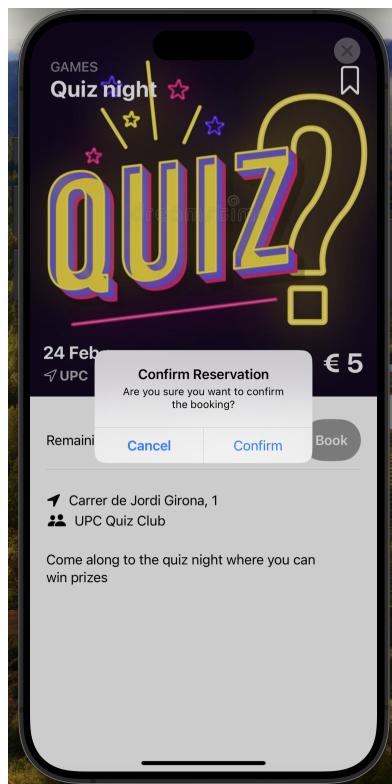


Figure 5.6: Event Book

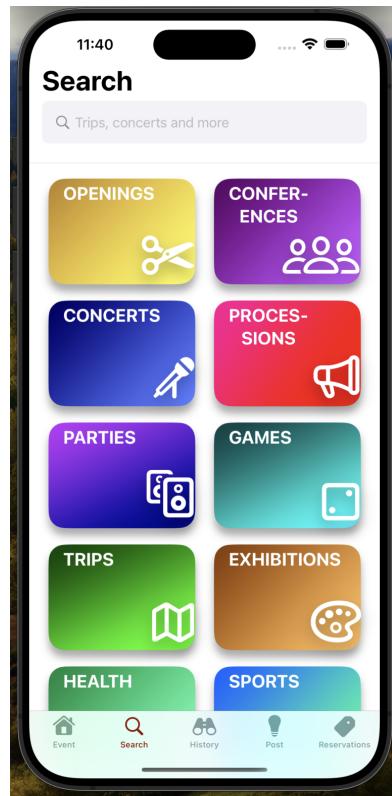


Figure 5.7: Event Category

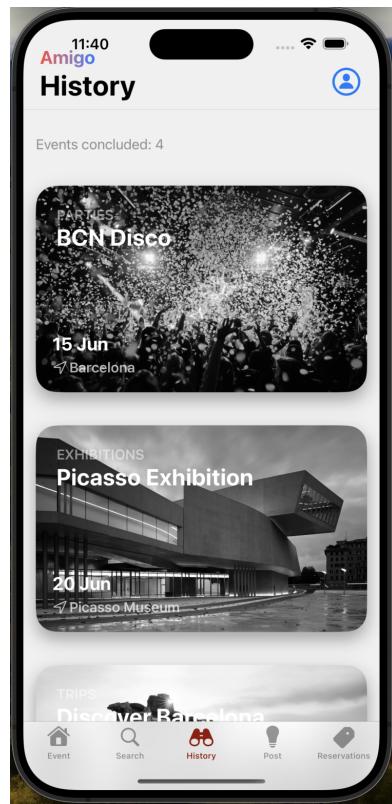


Figure 5.8: Event History

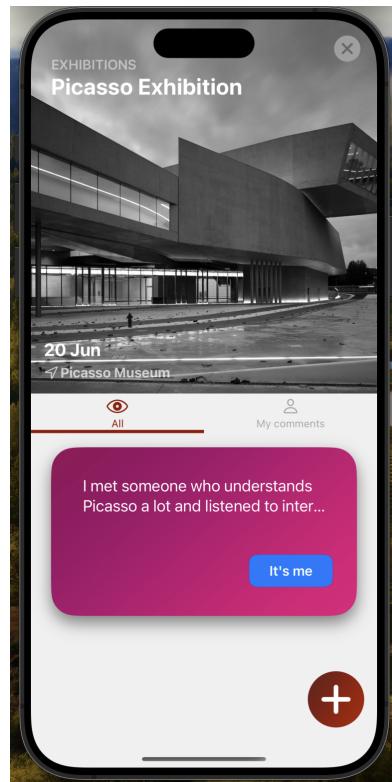


Figure 5.9: History Detail

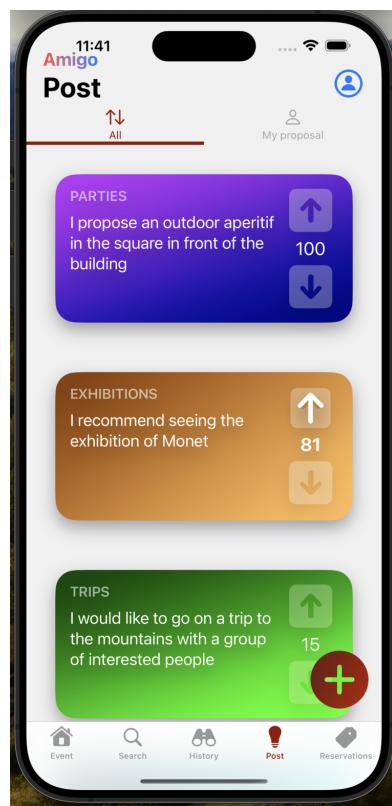


Figure 5.10: Post

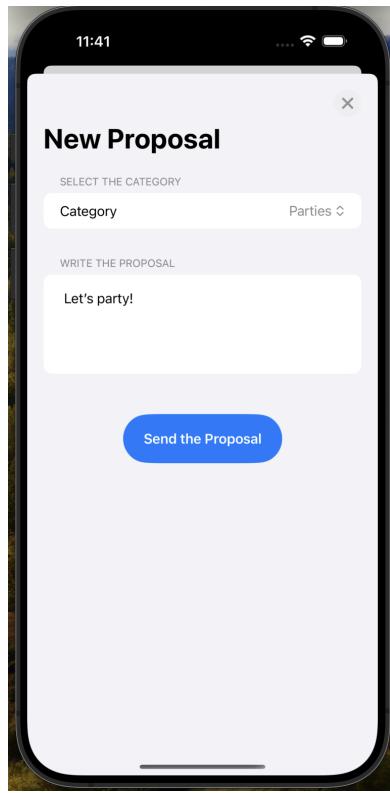


Figure 5.11: New Post

5.4 Data exchange

Data exchange is a critical component of our event management application, ensuring seamless communication between the front-end and back-end systems. The data exchange process is divided into three main categories: Event Data Exchange, User Data Exchange, and Notification Data Exchange.

5.4.1 Event Data Exchange

This process involves the flow of event-related data between the front-end (iOS app) and the back-end systems. It ensures that events are correctly created, updated, and managed in real-time.

- **Event Creation:** When a user creates an event, the data is sent from the front-end to the back-end where it is stored and managed in the database. This includes details such as event name, date, time, location, and description.
- **Event Updates:** Any updates to existing events, such as changes in time, location, or description, are communicated from the front-end to the back-end. The back-end processes these updates and ensures that all users receive the latest information.

- **RSVP Status Updates:** Users can RSVP to events, and their responses are sent to the back-end. The back-end records these responses and updates the event's RSVP status, which can be viewed by the event organizer and other users.

5.4.2 User Data Exchange

This process manages the flow of user-related data, including profile information, activity history, and interactions, between the front-end and back-end systems.

- **User Registration:** When a new user registers, their information is sent from the front-end to the back-end. The back-end stores this information securely in the database.
- **Profile Updates:** Users can update their profile information, such as their name, contact details, and preferences. These updates are communicated to the back-end and saved accordingly.
- **Interaction Logs:** All user interactions, such as event participation, comments, and likes, are logged and sent to the back-end. This data is used for personalizing the user experience and for analytics.

5.4.3 Notification Data Exchange

This process involves the sending and receiving of notifications between the server and the user's device. Notifications keep users informed about important updates and interactions within the app.

- **Notification Triggers:** Certain actions, such as new event postings, RSVPs, and comments, trigger notifications. These triggers are managed by the back-end.
- **Delivery Status Updates:** The back-end tracks the delivery status of notifications, ensuring that they are successfully sent to and received by the user's device. This includes handling retries in case of delivery failures.

6

Performance testing

Performance testing is crucial to ensure that our application remains user-friendly and responsive under various conditions. This section outlines the approach and tools used for usability testing.

6.1 Usability Testing

The primary goal of usability testing is to ensure that the app remains intuitive, user-friendly, and responsive. This testing helps identify any issues that may affect the user experience and allows for timely improvements.

Usability testing involves collecting feedback from a group of users regarding the app's performance and responsiveness. These users interact with the app under normal and stressed conditions to identify any potential issues.

6.2 Tools

- **User Feedback Tools:** Surveys and feedback forms are used to gather subjective data from users about their experience with the app. This feedback provides insights into areas that may need improvement.
- **Usability Testing Platforms:** Specialized platforms and software tools are used to conduct detailed usability tests. These platforms can simulate various user scenarios and provide detailed analytics on app performance, load times, and responsiveness.

By systematically conducting usability testing and analyzing the results, we can ensure that our event management application delivers a smooth and satisfactory user experience. The insights gained from these tests will guide ongoing improvements and optimizations, ensuring the app remains robust and user-centric.

Marketing Plan

7.1 General Marketing Strategy (segmentation and positioning)

7.1.1 Segmentation

International Students and Exchange Students

- Demographic Profile: Age group ranging from 18 to 30 years old.
- Needs and Preferences: These individuals are seeking quick social connections to enhance their study abroad experience. They are interested in participating in local activities, exploring new cities, and building friendships with fellow students from diverse backgrounds.

Young and Active Travelers

- Demographic Profile: Age group spanning from 18 to 40 years old.
- Needs and Preferences: This segment consists of adventurous travelers looking to make the most of their short-term stays in new destinations. They seek opportunities to find like-minded individuals for engaging in various activities, enhancing their travel experiences, and creating memorable moments.

Short-Term Workers

- Demographic Profile: Age bracket ranging from 25 to 45 years old.
- Needs and Preferences: Short-term workers are professionals temporarily stationed in a new city. They prioritize building social networks, connecting with locals and fellow expatriates, and participating in recreational activities to balance their work-life commitments and alleviate stress.

7.1.2 Positioning

Core Value Proposition

AmiGo distinguishes itself as a premier social application dedicated to fostering non-romantic relationships among short-term stay groups. By facilitating quick and meaningful connections based on shared interests and activities, AmiGo empowers users to enrich their life experiences and forge lasting friendships in new and unfamiliar environments.

Differentiation Strategy

AmiGo stands out through its innovative features and user-centric approach:

- Advanced Matching Algorithm:

AmiGo's proprietary algorithm leverages user interests and geolocation data to facilitate precise and relevant matches, ensuring users connect with like-minded individuals nearby.

- Tailored for Short-Term Stay Groups:

Unlike generic social platforms, AmiGo caters specifically to the social needs of international students, young travelers, and short-term workers, offering tailored solutions to enhance their social interactions and cultural immersion experiences.

- Rich Activity Recommendations:

AmiGo provides users with curated activity suggestions and event listings, enabling them to discover and participate in a diverse range of local events, meetups, and recreational activities aligned with their interests and preferences.

7.2 Price policy (P2)

By implementing a strategic blend of free usage and premium subscription tiers, complemented by dynamic pricing tactics and value-based offerings, AmiGo can effectively monetize its platform while delivering exceptional value to users, driving revenue growth and sustaining competitive advantage in the market.

7.2.1 Pricing Strategy

Free Usage

- Description:

AmiGo offers a free version of the platform with basic features, enabling users to create profiles, browse available activities, and initiate preliminary conversations with potential activity partners.

- Rationale:

Providing a free tier allows AmiGo to attract a wide user base and facilitate initial engagement without imposing financial barriers. It serves as a valuable entry point for users to experience the platform's functionality and value proposition before committing to a premium subscription.

Premium Subscription

- Monthly Subscription:

Priced at €4.99 per month, the premium subscription tier unlocks advanced features and enhancements designed to enhance the user experience and maximize value.

- Key Features:

Subscribers gain access to advanced matching algorithms that facilitate more precise partner recommendations based on shared interests and geolocation data. Additionally, they enjoy an ad-free browsing experience, priority event registration, and enhanced messaging capabilities.

- Annual Subscription:

Available at a discounted rate of €49.99 per year, the annual subscription tier offers the same premium features as the monthly subscription, along with exclusive benefits and perks.

- Exclusive Benefits:

Annual subscribers receive access to exclusive events and discounts on partner activities, fostering a sense of exclusivity and incentivizing long-term commitment to the platform.

7.2.2 Dynamic Pricing

Promotional Offers

Periodic promotional campaigns and discounts can be implemented to incentivize users to upgrade to premium subscriptions or renew their existing subscriptions.

Tiered Pricing

Introducing tiered pricing options based on user demographics or usage patterns can cater to varying budget constraints and preferences, ensuring accessibility while maximizing revenue potential.

Customized Pricing

Offering customized pricing plans for corporate or group subscriptions can appeal to businesses, educational institutions, and organizations seeking to facilitate team-building activities or social engagement initiatives.

7.2.3 Value-Based Pricing

Value-Added Services

Continuously assessing user feedback and market trends enables AmiGo to identify opportunities for introducing value-added services or premium features that align with user needs and preferences, thereby justifying the premium pricing tiers.

7.2.4 Competitive Pricing Analysis

Conducting regular competitive pricing analyses enables AmiGo to benchmark its pricing strategy against industry peers and identify opportunities for differentiation or optimization.

7.3 Organization of sales and distribution (P3)

By strategically organizing sales and distribution channels, forging strategic partnerships, and harnessing the power of social media and online marketing, AmiGo can effectively expand its reach, drive user acquisition, and establish itself as the premier platform for social engagement among short-term stay groups in Barcelona and beyond.

7.3.1 Digital Channels

- App Stores:

AmiGo will launch its mobile application on prominent app stores such as the Apple App Store and Google Play Store. Ensuring visibility and discoverability through strategic key-

word optimization and app store optimization (ASO) techniques will be paramount to attracting downloads and driving user acquisition.

- Official Website:

AmiGo's official website will serve as a centralized hub for users to access comprehensive product information, subscription options, user testimonials, and customer support resources. The website will be optimized for search engine visibility to enhance organic traffic and facilitate user conversions.

7.3.2 Partnerships

- Academic Institutions and Language Schools:

Collaborating with universities, language schools, and educational institutions in Barcelona will enable AmiGo to reach and engage with the international student community effectively. Joint promotional initiatives, including campus outreach programs, orientation events, and student fairs, will be leveraged to raise awareness and drive user sign-ups among this key demographic.

- Youth Hostels and Accommodation Providers:

Partnering with youth hostels, hotels, and short-term accommodation providers will allow AmiGo to tap into the transient traveler market segment. Cross-promotional campaigns, exclusive discounts, and value-added packages will incentivize guests to download and use the AmiGo app, enhancing their social experiences during their stay in Barcelona.

- Travel Agencies and Tour Operators:

Collaborations with local travel agencies and tour operators will facilitate joint marketing efforts, offering AmiGo as a value-added service to travelers booking trips to Barcelona. Integration with travel packages, itinerary planning tools, and excursion booking platforms will enhance the overall travel experience and drive user engagement.

7.3.3 Social Media and Online Marketing

- Precise Ad Targeting:

Leveraging social media platforms such as Instagram, Facebook, and Twitter, AmiGo will deploy targeted advertising campaigns to reach specific audience segments based on de-

mographics, interests, and behavior. Customized ad creatives and compelling call-to-action (CTA) messaging will encourage users to download the app and explore its features.

- **Influencer Marketing:**

Partnering with influential content creators and social media personalities on platforms like YouTube, TikTok, and Instagram will amplify AmiGo's brand visibility and credibility. Collaborative content, sponsored posts, and product endorsements from trusted influencers will drive user engagement and foster organic growth within the target demographic.

- **Content Marketing:**

Developing and disseminating engaging content such as blog articles, infographics, and video tutorials across digital channels will position AmiGo as a thought leader in the social networking space. Educational content highlighting the benefits of social interaction, cultural immersion, and community building will resonate with users and drive brand affinity over time.

7.4 Service and guarantees policies

By prioritizing customer support, privacy protection, and satisfaction guarantees, AmiGo demonstrates its commitment to providing a safe, reliable, and user-centric social networking platform. These service and guarantees policies not only enhance customer trust and loyalty but also differentiate AmiGo from competitors and position it as a trusted ally for users seeking meaningful social connections and enriching experiences.

7.4.1 Customer Support

- **24/7 Online Customer Service:** AmiGo will provide round-the-clock online customer support to address user queries, technical issues, and feedback promptly. A dedicated team of customer service representatives will be available via live chat, email, and in-app messaging to assist users in real-time.
- **Multilingual Support:** Recognizing the diverse user base comprising international students, travelers, and expatriates, AmiGo will offer multilingual customer support services. This ensures that users from different linguistic backgrounds can communicate effectively and receive assistance in their preferred language.

7.4.2 User Privacy and Security

- Data Privacy Measures: AmiGo is committed to protecting user privacy and adhering to stringent data protection regulations. Robust encryption protocols, secure server infrastructure, and regular security audits will be implemented to safeguard user personal information from unauthorized access or breaches.
- Reporting and Banning Mechanisms: To maintain a safe and welcoming community environment, AmiGo will establish reporting and banning mechanisms to empower users to flag inappropriate or abusive behavior. Prompt action will be taken to investigate reported incidents and suspend or ban offending accounts as necessary, ensuring a positive user experience for all.

7.4.3 Refund Guarantee

7-Day No-Questions-Asked Refund Guarantee:

AmiGo stands behind the quality of its service and values customer satisfaction above all else. To instill confidence and trust among users, AmiGo will offer a 7-day no-questions-asked refund guarantee for subscription users. If a user is dissatisfied with the service for any reason within the first seven days of subscribing, they can request a full refund, no questions asked.

7.4.4 Quality Assurance

Continuous Improvement:

AmiGo is committed to continuous improvement and will actively solicit user feedback to identify areas for enhancement and refinement. Regular app updates, feature enhancements, and usability improvements will be rolled out based on user insights and preferences, ensuring a seamless and engaging user experience.

Service Reliability:

AmiGo will prioritize service reliability and uptime to minimize disruptions and downtime for users. Proactive monitoring, redundancy measures, and disaster recovery protocols will be implemented to mitigate the risk of service interruptions and ensure uninterrupted access to the platform.

7.5 Advertising and promotion (P4)

By implementing a diverse mix of online advertising, influencer collaborations, campus promotions, offline events, and content marketing initiatives, AmiGo can effectively raise brand awareness, drive user engagement, and solidify its position as the premier platform for social networking and activity-based connections among short-term stay groups in Barcelona and beyond.

7.5.1 Online Advertising

- Search Engine Advertising (Google Ads):

AmiGo will leverage Google Ads to increase visibility and attract potential users actively searching for social networking and activity-based platforms. Targeted keyword optimization and strategic bidding strategies will be employed to ensure maximum exposure and click-through rates.

- Social Media Advertising:

Utilizing platforms like Facebook, Instagram, and Twitter, AmiGo will deploy targeted advertising campaigns to reach and engage with its core demographic of young users and international students. Customized ad creatives, compelling messaging, and precise audience targeting will drive user acquisition and app downloads.

7.5.2 Influencer Collaborations

- Collaborating with local and international influencers across various social media platforms will amplify AmiGo's brand reach and credibility. Influencers with a strong presence among the target demographic of students, travelers, and expatriates will be engaged to create sponsored content, share personal experiences using the AmiGo app, and endorse its value proposition to their followers.

7.5.3 Campus Promotion

- Promotion Booths:

Setting up promotional booths and interactive displays on university campuses during orientation weeks, career fairs, and student events will allow AmiGo to directly engage with its target audience. Offering free trials, exclusive event discounts, and promotional giveaways will incentivize students to download the app and explore its features.

- Student Ambassador Program:

Establishing a student ambassador program will enlist enthusiastic users as brand advocates to promote AmiGo within their respective campus communities. Ambassadors will receive incentives and rewards for organizing campus events, hosting informational sessions, and spreading awareness about AmiGo's benefits among their peers.

7.5.4 Offline Events

- Sponsored Events:

AmiGo will organize and sponsor local events such as orientation fairs, cultural exchange events, outdoor activities, and community gatherings to increase brand exposure and foster offline interactions among users. Brand signage, promotional materials, and interactive activities will be incorporated to enhance brand visibility and engagement.

- Community Engagement:

Participating in community events and initiatives aligned with AmiGo's values and mission will demonstrate the brand's commitment to social connectivity and cultural enrichment. Collaborating with local organizations, charities, and non-profits will build goodwill and strengthen AmiGo's ties within the community.

7.5.5 Content Marketing

- Blogs and Video Content:

AmiGo will create engaging and informative content, including blog articles, video tutorials, user stories, Barcelona travel guides, and activity recommendations. Publishing content on the official website, social media channels, and third-party platforms will enhance brand visibility, drive organic traffic, and establish AmiGo as a trusted resource for social networking and cultural exploration in Barcelona.

Management Team and Staff Structure

8.1 Organization and people, organization chart and profiles

This section outlines the organization of AmiGo team, detailing the profiles of key directors, their contributions, and the professional support services that aid our operations. By understanding the structure and capabilities of the team, stakeholders or any interested reader can gain insight into the leadership and strategic direction that underpin our company's achievements and future growth.

Organization Chart

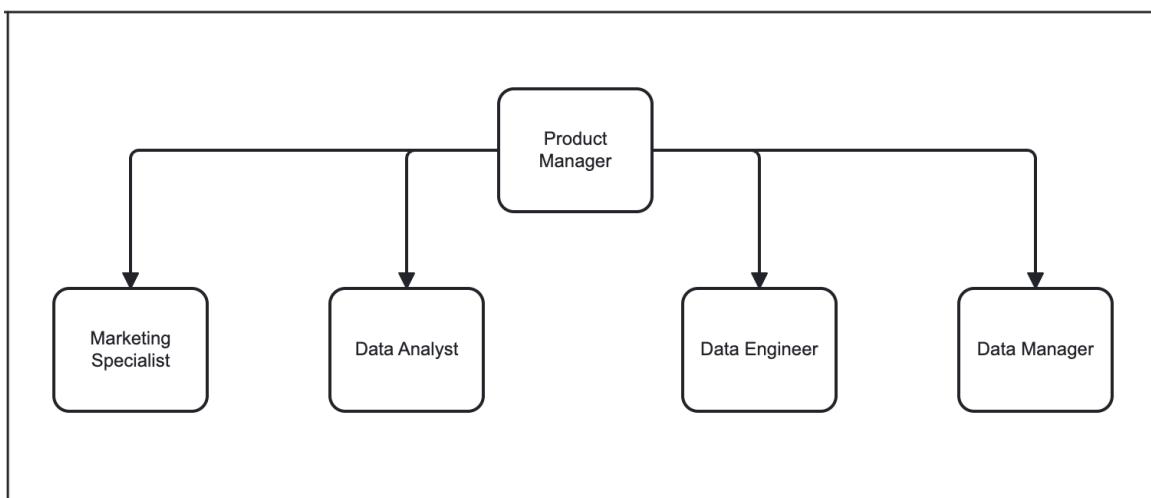


Figure 8.1: Organization Chart

Organization Structure

The AmiGo team has a streamlined and efficient organizational structure designed to foster collaboration and innovation. The team is composed of highly skilled professionals, each specializing in

key areas essential for the company's growth and success. The structure promotes clear communication, accountability, and a shared vision for the company's objectives. In further subsections we will deliberate about each professional in detail.

8.2 Key directors, profiles and individual CV

Team Profiles

Name	Xiangyun Zhuang
Title	Marketing Specialist
Profile	Xiangyun Zhuang brings a unique blend of technical and business expertise to her role as Marketing Specialist. With a solid background in Information Engineering and Big Data Management, she has a keen understanding of market trends and consumer behavior. Her entrepreneurial spirit is exemplified by her co-founding of My Shop, where she leveraged her skills to drive innovation and business growth.
Education	-Master in Big Data Management and Analytics, Erasmus Mundus Program (Universite libre de Bruxelles & Universitat Politecnica de Catalunya). -Master of Science in Information Engineering, Waseda University. -Bachelor of Science in Automation, Beijing Institute of Technology.
Experience	-Product Manager at E-Business Technology, Tokyo, Japan. -Investment Manager at Guangfeng Venture Capital, Beijing, China
Skills	Project Management Tools (Notion, Trello), Figma & Sketch, Power BI, GitHub, VS Code, Eclipse, PostgreSQL, Snowflake, Spark, Hadoop
Languages	Chinese (Native), English (Advanced), Japanese (Intermediate), French and Spanish (Beginner)

Name	Dilbar Isakova
Title	Data Analyst
Profile	Dilbar Isakova is a proficient data analyst with a strong academic background and practical experience in data science. She is skilled in various programming languages and data analysis tools, making her a valuable asset to the team.
Education	-Bachelor of Information Systems, KIMEP University. -Erasmus ICM Program, Uppsala University. -Global Korean Scholarship for Central Asian Students, Kyungwoon University.
Experience	-Junior Data Scientist at Arjun Constructions. -Data Scientist Intern at Data Science Lab, KIMEP University. -Information Technology Assistant at Bang College of Business, KIMEP University
Skills	Python, SQL, R, Jupyter Notebook, MS Excel, Google Data Studio
Languages	Uzbek (Native), English (Fluent), Russian (Fluent), Kazakh (Fluent), Korean (Pre-Intermediate), Arabic (Intermediate), French (Elementary)

Name	Linhan Wang
Title	Data Engineer
Profile	Linhan Wang is a highly skilled data engineer with a strong foundation in data science and artificial intelligence. Her technical proficiency spans a wide range of programming languages, web development frameworks, and data management tools. Linhan's experience includes developing sophisticated data systems and algorithms, making her a vital asset to the team.
Education	-Master of Data Science and Artificial Intelligence, Eindhoven University of Technology. -Erasmus Mundus Big Data Management and Analytics, UPC & ULB
Experience	-Software Engineer Intern at Research Center for Data Intelligence. -Software & Algorithm Intern at MEGVII Technology. -Research Intern at Digit Force
Skills	Python, R, SQL, JavaScript, HTML, CSS, Shell, C, MATLAB, Django, React, Flask, Node.js, PostgreSQL, GraphQL, MongoDB, Redis, Hadoop, Spark, Docker, AWS
Languages	English (Professional)

Name	Carles Garcia Ureta
Title	Product Manager
Profile	Carles Garcia Ureta is a dedicated product manager with a background in civil engineering and urban mobility. His experience in public transport planning, event organization, and public works highlights his ability to manage complex projects and drive product development.
Education	<ul style="list-style-type: none"> -Double Master's Degree in Civil Engineering and Urban Mobility. -Master's Degree in Civil Engineering. -Bachelor's Degree in Civil Engineering
Experience	<ul style="list-style-type: none"> -Mobility Technician at Associació per a la Promoció del Transport Públic. -Mobility Technician Intern at Autoritat del Transport Metropolità de l'Àrea de Barcelona. -Laboratory Internship at Laboratori de Materials i Estructures de l'Escola de Camins
Skills	Teamwork, Organization, Communication, Self-management, Time Planning
Languages	English (Professional)

Name	Shofiyah Nadhiroh
Title	Data Manager
Profile	Shofiyah Nadhiroh is an accomplished data manager with extensive experience in software development, data analysis, and IT consulting. Her expertise in data science and machine learning, coupled with her teaching and mentoring roles, highlights her ability to manage and analyze complex data sets effectively.
Education	<ul style="list-style-type: none"> -Bachelor of Science in Computer Science, Padjadjaran University. -International Student Exchange Program, Ajou University
Experience	<ul style="list-style-type: none"> -Senior Associate Data and Analytics at PWC Indonesia. -Data Analyst Mentor at Refocus. -Instructor in Data, Business Analytics & Operations at Ruangguru. -Freelance Data Scientist
Skills	JavaScript, ASP.NET, SQL, Tableau, Python, PostgreSQL
Languages	Bahasa Indonesia (Native), English (Professional)

8.3 Directors' shares remuneration and contribution

8.3.1 Directors' Shares

- **Xiangyun Zhuang:** Holds 22% of company shares.
- **Dilbar Isakova:** Holds 20% of company shares.
- **Linhan Wang:** Holds 20% of company shares.
- **Carles Garcia Ureta:** Holds 22% of company shares.
- **Shofiyah Nadhiroh:** Holds 16% of company shares.

8.3.2 Remuneration

- **Xiangyun Zhuang:**
 - Base Salary: \$85,000 per annum
 - Bonuses: Performance-based bonus up to 20
 - Stock Options: Eligible for annual stock options based on company performance
- **Dilbar Isakova:**
 - Base Salary: \$85,000 per annum
 - Bonuses: Performance-based bonus up to 10
 - Stock Options: Eligible for annual stock options based on company performance
- **Linhan Wang:**
 - Base Salary: \$95,000 per annum
 - Bonuses: Performance-based bonus up to 15
 - Stock Options: Eligible for annual stock options based on company performance
- **Shofiyah Nadhiroh:**
 - Base Salary: \$90,000 per annum
 - Bonuses: Performance-based bonus up to 15
 - Stock Options: Eligible for annual stock options based on company performance

- **Carles Garcia Ureta:**

- Base Salary: \$95,000 per annum
- Bonuses: Performance-based bonus up to 10%
- Stock Options: Eligible for annual stock options based on company performance

8.3.3 Contribution

- **Xiangyun Zhuang:** Developed the initial marketing strategy and brand identity for AmiGo, laying the groundwork for future user engagement and awareness. Her work ensures that AmiGo has a strong market presence from day one.
- **Dilbar Isakova:** Conducted comprehensive market research and data analysis to inform strategic decisions. Her insights have been instrumental in shaping AmiGo's value propositions and identifying key market opportunities.
- **Linhan Wang:** Designed and implemented the data architecture and analytics framework, ensuring that AmiGo's platform is robust and scalable. Her efforts have prepared the technical infrastructure necessary for effective data management and analysis.
- **Shofiyah Nadhiroh:** Established the data governance and management protocols, ensuring data integrity and compliance with regulatory standards. Her preparations are crucial for maintaining high data quality and trustworthiness.
- **Carles Garcia Ureta:** Oversaw the development and design of AmiGo's product features, ensuring that the platform meets user needs and expectations. His strategic planning has positioned AmiGo to deliver a compelling user experience.

8.4 Board of directors

8.4.1 Board Members

Xiangyun Zhuang – Marketing Specialist

- **Profile:** Xiangyun Zhuang brings a unique blend of technical and business expertise to her role as Marketing Specialist. With a solid background in Information Engineering and Big Data Management, she has a keen understanding of market trends and consumer behavior.

Her entrepreneurial spirit is exemplified by her co-founding of My Shop, where she leveraged her skills to drive innovation and business growth.

- **Contribution:** Provides strategic oversight on marketing initiatives and brand development, ensuring alignment with the company's growth objectives.

Dilbar Isakova – Data Analyst

- **Profile:** Dilbar Isakova is a proficient data analyst with a strong academic background and practical experience in data science. She is skilled in various programming languages and data analysis tools, making her a valuable asset to the team.
- **Contribution:** Provides critical data insights, driving strategic initiatives and business growth.

Linh Wang – Data Engineer

- **Profile:** Linhan Wang is a highly skilled data engineer with a strong foundation in data science and artificial intelligence. Her technical proficiency spans a wide range of programming languages, web development frameworks, and data management tools. Linhan's experience includes developing sophisticated data systems and algorithms, making her a vital asset to the team.
- **Contribution:** Contributes to the strategic direction of data-driven initiatives, enhancing the company's capabilities in analytics and decision-making.

Carles Garcia Ureta – Product Manager

- **Profile:** Carles Garcia Ureta is a dedicated product manager with a background in civil engineering and urban mobility. His experience in public transport planning, event organization, and public works highlights his ability to manage complex projects and drive product development.
- **Contribution:** Provides guidance on product strategy and development, ensuring that products meet market needs and customer expectations.

Shofiyah Nadhiroh – Data Manager

- **Profile:** Shofiyah Nadhiroh is an accomplished data manager with extensive experience in software development, data analysis, and IT consulting. Her expertise in data science and machine learning, coupled with her teaching and mentoring roles, highlights her ability to manage and analyze complex data sets effectively.

- **Contribution:** Oversees data governance and compliance strategies, ensuring the accuracy and reliability of the company's data assets.

8.4.2 Roles and Responsibilities

Chairperson:

- Xiangyun Zhuang acts as the Chairperson, leading the board meetings, setting agendas, and ensuring effective governance practices. She facilitates open communication among board members and between the board and executive management.

Non-Executive Directors:

- Linhan Wang, Shofiyah Nadhiroh, Carles Garcia Ureta, and Dilbar Isakova serve as non-executive directors, providing independent oversight and diverse perspectives on strategic decisions.

Committees:

- **Audit Committee:** Oversees financial reporting, internal controls, and audit functions.
- **Nomination and Remuneration Committee:** Manages board appointments, executive remuneration, and succession planning.
- **Technology and Innovation Committee:** Focuses on the company's technological advancements and innovation strategies.

8.5 Professional support services to contract

As AmiGo is still in the pre-launch phase, the professional support services to be contracted are currently in progress. We have identified the following types of services and potential areas of collaboration with industry-leading firms to ensure the smooth operation and growth of AmiGo:

8.5.1 Legal Services

Planned Collaboration: Leading law firms specializing in technology and data privacy

- **Services Provided:**
 - Corporate law and compliance

- Intellectual property protection
 - Contract drafting and negotiation
 - Regulatory advice
- **Contribution:** Ensuring that AmiGo operates within the legal framework, protecting its intellectual property and minimizing legal risks. Expertise in data privacy and compliance with regulations like GDPR will help maintain the trust and safety of our users.

8.5.2 Accounting and Audit Services

Planned Collaboration: Reputable accounting firms with experience in startups

- **Services Provided:**
 - Financial auditing
 - Tax preparation and planning
 - Financial consulting
 - Risk management
- **Contribution:** Providing comprehensive accounting and audit services to ensure the accuracy and integrity of financial statements. Tax planning and financial consulting services will help AmiGo optimize its financial performance and manage risks effectively, crucial for our startup phase.

8.5.3 IT Support Services

Planned Collaboration: Leading IT service providers

- **Services Provided:**
 - IT infrastructure management
 - Cybersecurity solutions
 - Software development
 - Cloud services
- **Contribution:** Supporting AmiGo's IT infrastructure, ensuring robust and secure technology operations. Cybersecurity solutions will protect our data and systems from potential threats, while software development and cloud services will enable scalable and efficient technology solutions, essential for our location-based social media platform.

8.5.4 Marketing and PR Services

Planned Collaboration: Prominent marketing and PR firms

- **Services Provided:**
 - Brand strategy development
 - Media relations and publicity
 - Digital marketing campaigns
 - Content creation and management
- **Contribution:** Enhancing AmiGo's brand presence and public image through strategic marketing and PR initiatives. Expertise in digital marketing and content creation will drive user engagement and brand loyalty, helping to build a vibrant community around our platform.

8.5.5 Human Resources and Recruitment

Planned Collaboration: Leading HR consultancy and recruitment agencies

- **Services Provided:**
 - Talent acquisition and recruitment
 - Employee training and development
 - HR consulting and compliance
 - Performance management
- **Contribution:** Helping AmiGo attract and retain top talent, ensuring that our workforce is skilled and aligned with the company's goals. HR consulting services will support effective people management and compliance with employment regulations, essential for our startup's growth and development.

8.5.6 Financial Advisory Services

Planned Collaboration: Well-regarded financial advisory firms

- **Services Provided:**
 - Strategic financial planning
 - Investment advisory

- Mergers and acquisitions consulting
- Valuation services
- **Contribution:** Providing strategic financial advice to help AmiGo make informed investment decisions and pursue growth opportunities. Expertise in mergers and acquisitions and valuation services will support our strategic initiatives and enhance shareholder value.

8.5.7 Training and Development

Planned Collaboration: Renowned training and development firms

- **Services Provided:**
 - Leadership development programs
 - Technical skills training
 - Soft skills workshops
 - Employee engagement initiatives
- **Contribution:** Enhancing AmiGo's human capital by providing comprehensive training and development programs. Leadership development and technical skills training will ensure that employees are equipped with the knowledge and skills needed to drive AmiGo's success.

By engaging these professional support services, AmiGo will leverage specialized expertise to enhance its operational efficiency, mitigate risks, and achieve strategic objectives. These planned partnerships are integral to AmiGo's growth and sustainability, providing valuable support across various business functions.

Business project beginning calendar

In this section of Business Startup Project Calendar, we outlined the comprehensive plan and timeline (Figure 10.1) for launching our new venture. This detailed schedule includes key tasks, milestones, and dependencies necessary for successful project execution. By systematically organizing activities across various phases, ranging from project initialization and platform development to marketing, sales, and post-launch improvements — we ensure that each critical aspect of our business is meticulously addressed. This structured approach not only facilitates effective project management but also helps in aligning our team's efforts towards achieving our strategic objectives, thereby maximizing our chances of success in a competitive market.

9.1 Project Initialization

Our executive board convened to articulate the project's vision, mission, and strategic objectives. We set the groundwork by defining the project scope, goals, and key deliverables in the beginning of February. This effort ensured that our leadership team was aligned and had a clear understanding of the project's purpose and plan. As for the part of **Business Plan & Strategy** that we started to develop right after the project initialization. We developed a comprehensive business plan and strategy, setting the direction for our startup. This plan includes detailed market analysis, financial projections, operational strategies, and risk assessments. It serves as our roadmap for growth and is essential for securing funding and guiding our decision-making processes.

9.2 Platform Development

We designed and developed the **Core Software Architecture**, laying the foundation for our entire platform. This involved establishing the backend systems, databases, and server infrastructure. Our technical team as Linhan Wang and Shofiyah Nadhiroh ensured that the architecture is scal-

Task Description	Months	Start Month	Duration	Dependencies	Responsible
1. Project Initialization					
Project Initialization	February	Month 1	1	None	All members
Business Plan & Strategy	February	Month 1	1	None	All members
2. Platform Development					
Core Software Architecture	February-June	Month 1	4	Project Initialization	Technical Team - Linhan & Echo
User Interface Design	March-June	Month 2	3	Core Architecture	Design Team - Echo & Dilbar
3. Market Research and Analysis					
Market Research (Initial)	March-April	Month 2	2	None	Echo
Competitive Analysis	March-April	Month 2	2	None	Echo
Customer Segmentation Analysis	March-April	Month 2	2	None	Echo
4. Marketing and Branding					
Brand Identity Development	March-April	Month 2	1	None	Echo & Carlos
Marketing Strategy Preparation	April-May	Month 3	1	Brand Identity Development	Echo & Carlos
General Marketing Strategy	April-May	Month 3	1	Brand Identity Development	Echo & Carlos
5. Sales and Distribution					
Sales Strategy Development	April-May	Month 3	2	Marketing Strategy Preparation	Sales Team
Customer Support Setup	April-May	Month 3	2	Platform Development	Customer Support Team
Privacy and Security Measures	April-May	Month 3	2	Platform Development	Legal and IT Teams
Refund and Guarantee Policy	April-May	Month 3	2	Platform Development	Customer Support and Legal Teams
Ongoing Tasks					
6. Platform Development					
Feature Set Development	April-June	Month 3	2	User Interface Design	Technical Team - Linhan & Shofiyah
Testing and Quality Assurance	Ongoing	Month 4	2	Platform Development	Technical Team - Linhan & Shofiyah
Beta Testing	Ongoing	Month 4	1	Feature Set Development	Technical Team - Linhan & Shofiyah
Address Feedback	Ongoing	Month 5	1	Beta Testing	Technical Team - Linhan & Shofiyah
7. Marketing and Branding					
Marketing Campaigns Launch	Ongoing	Month 4	Ongoing	Marketing Strategy Preparation	Echo
8. Partnership Development					
Ongoing	Month 3	4	Platform Development	Carlos	
9. Ethical Oversight and Compliance					
Ongoing	Ongoing	Ongoing	None	None	Carlos
10. Community Engagement and Growth					
Ongoing	Ongoing	Ongoing	None	None	Echo
11. Content Marketing					
Ongoing	Month 4	Ongoing	Online Advertising	Online Advertising	Dilbar
12. Quality Assurance					
Ongoing	Month 4	Ongoing	Customer Feedback	Customer Feedback	Technical Team - Linhan & Shofiyah
13. Advertising and Promotion					
Online Advertising	April-June	Month 3	3	General Marketing Strategy	Marketing Team - Echo & Dilbar
Influencer Collaborations	May-June	Month 4	2	Online Advertising	Marketing Team - Echo & Dilbar
Campus Promotion	May-June	Month 4	2	Online Advertising	Marketing Team - Echo & Dilbar
Offline Events	Ongoing	Month 4	Ongoing	Influencer Collaborations	Marketing Team - Echo & Dilbar
14. Upcoming Tasks					
Distribution Channels Setup	May-June	Month 4	2	Sales Strategy Development	All members
Strategic Partnerships	Ongoing	Month 4	Ongoing	Distribution Channels Setup	All members
15. Official Launch					
Ongoing	Month 6	1	Testing and Marketing Ready	Testing and Marketing Ready	Entire Company
Feedback Collection	Month 7	Month 7	1	Successful Launch	Technical Team - Linhan & Shofiyah
Iterative Improvements	Month 8	Month 8	2	Feedback Collection	Technical Team - Linhan & Shofiyah

Figure 9.1: Business project beginning calendar of the first 12 months

able, secure, and capable of supporting future development and user growth. Our design team as Dilbar Isakova and Zhuang Xianyun created a **User-friendly Interface** to ensure a positive user experience. We focused on developing intuitive and aesthetically pleasing interfaces, including wireframes and prototypes. Our goal is to make the platform easy to navigate and visually appealing, enhancing overall user satisfaction and engagement.

9.3 Market Research and Analysis

We conducted initial **Market Research** to understand the market landscape, including current trends, customer preferences, and potential demand. This research provided valuable insights that informed our development and marketing strategies. By identifying market opportunities and

challenges, we can make informed decisions to position our product effectively. Consequently, as for the **Competitive Analysis**, we analyzed our competitors to understand their strengths, weaknesses, strategies, and market positioning. This analysis helped us identify gaps in the market that we can exploit. Understanding our competitors also aids in differentiating our product and developing unique selling propositions that appeal to our target audience. Moreover, during **Customer Segmentation Analysis**, we identified different customer segments as it is deliberated in detail which helped us to tailor our marketing and product development efforts. This analysis involved profiling potential customers based on demographics, behavior, and preferences. By understanding these segments, our marketing team can create targeted campaigns and develop features that meet the specific needs of each group.

9.4 Marketing and Branding

In the **Brand Identity Development**, we tried to evolve on building our strong brand identity to establish our market presence. This task included creating logos, color schemes, and other brand elements that reflect our company's values and vision. A cohesive brand identity helps us build brand recognition and loyalty among customers. Furthermore, in the **Marketing Strategy Preparation**, we constructed a detailed marketing strategy outlining how we will attract and retain customers. This included selecting appropriate marketing channels, setting budgets, and defining key performance indicators. Our strategy ensures that our marketing efforts are aligned with business goals and effectively reach our target audience. Thus, we finalized and refined our **General Marketing Strategy**, ensuring alignment with our overall business objectives. This comprehensive strategy integrates our brand identity, market research findings, and competitive analysis to create a cohesive plan. Add to all, it ensures that all marketing initiatives work together to maximize impact and drive our business growth.

9.5 Sales and Distribution

As a part of **Sales Strategy Development**, our team formulated a robust sales strategy to generate revenue and achieve our business targets. This involved identifying the best sales channels, setting sales goals, and developing sales processes and training programs. Our well-defined sales strategy helps us effectively convert leads into customers and sustain business growth.

9.6 Service and Guarantees Policies

Our team established a **Customer Support System** to handle inquiries, issues, and feedback. This setup included hiring and training support staff, implementing support tools, and creating support policies. Effective customer support enhances customer satisfaction and loyalty, which are vital for our long-term success. Besides, we implemented robust **Privacy and Security** measures to protect customer data and ensure platform integrity. This involved setting up data encryption, access controls, and compliance with relevant regulations. Also, we developed clear **Refund and Guarantee Policies** to build trust with our customers by providing them with assurances about their purchases. This task involved defining the terms and conditions for returns, exchanges, and warranties. Transparent policies enhance customer confidence and can positively impact our company's reputation.

9.7 Platform Development

As for the part of **Feature Set Development**, we are developing the specific features and functionalities of our platform based on the initial design and architecture. This phase involves coding, testing, and refining features to ensure they work seamlessly. Our technical team and user-interface design team (Linh, Shofiyah, Dilbar and Zhuang) are focused on delivering a robust and user-friendly platform that aligns with our business goals.

9.8 Testing and Quality Assurance

In **Beta Testing** phase, we launched a beta version of our platform to a select group of users to identify bugs and gather valuable user feedback. This testing phase will allow us to refine and improve the product before the official launch. It is a critical step in ensuring that the platform meets user expectations and is free of major issues. As a result, we will be addressing the feedback received during the beta testing phase by fixing bugs, enhancing features, and making necessary adjustments. This iterative process ensures that our final product is polished and ready for a broader audience. Continuous improvement based on user feedback is key to delivering a high-quality product.

9.9 Marketing and Branding and Partnership Development

In our **Marketing Campaigns Launch**, we are going to launch the marketing campaigns to create awareness and attract users to our platform. These campaigns are designed based on our marketing strategy and are continuously monitored and adjusted for effectiveness. Ongoing campaigns help maintain brand visibility and drive user acquisition. Moreover, this ongoing effort involves identifying potential partners, negotiating agreements, and managing relationships. Effective partnerships enhance our competitive edge and contribute to our long-term success.

9.10 Ethical Oversight and Compliance and Community Engagement and Growth

We ensure that all our business practices adhere to ethical standards and regulatory requirements through continuous monitoring and updating of policies as needed. Our executive and advisory boards play a crucial role in overseeing compliance and promoting ethical conduct. Simultaneously, we are actively engaging with our community to build a loyal user base and promote growth. This includes activities such as social media interactions, community events, and feedback collection. Active community engagement fosters a positive brand image, encouraging user retention and advocacy.

9.11 Advertising and Promotion

We are executing a multifaceted marketing strategy to reach a broad audience and drive traffic to our platform. This includes leveraging digital channels such as social media, search engines, and display ads for precise targeting and measurable results, enhancing our marketing effectiveness. Additionally, we are partnering with influencers to amplify the reach and credibility of our product, leveraging their follower base for authentic endorsements that drive engagement and conversions. We are also targeting campus environments to reach younger demographics through events, sponsorships, and other promotional activities on college campuses, generating buzz and building a strong brand presence among students. Furthermore, we are organizing and participating in offline events to engage directly with potential customers, providing opportunities for product demonstrations, networking, and building personal connections, which complement our online marketing efforts and significantly enhance brand visibility and trust.

9.12 Quality Assurance

Our team is trying to maintain a high product quality through continuous testing and feedback. Our quality assurance team which is included to the technical team, ensures that the platform meets high standards and is free of critical issues. Ongoing quality assurance helps us deliver a reliable and user-friendly product.

9.13 Upcoming Tasks and Official Launch

Finally, for the upcoming tasks, we are setting up effective distribution channels to ensure that our product reaches the target market efficiently. This involves selecting and establishing relationships with distributors, retailers, and other sales channels, which is crucial for maximizing product availability and sales. In parallel, we are developing ongoing strategic partnerships that provide long-term benefits, such as access to new markets, resources, or technologies. This involves continuous efforts to identify, negotiate, and manage partnerships that align with our business goals. These strategic partnerships significantly enhance our company's growth and competitive advantage.

10

Risks and Critical Problems and Possible Solutions

Starting a new venture like AmiGo entails a variety of risks and potential critical problems that need to be carefully managed. The key risks and problems that might be encountered are the following ones:

- **Technology-Dependence**

AmiGo relies heavily on technology to function, including servers, databases, GPS, and algorithms. Any technical issues such as server downtime, software bugs, or data breaches can disrupt the user experience and potentially harm the platform's reputation. Ensuring robust, secure, and scalable technological infrastructure is critical. Moreover, some negotiation with data and infrastructure providers will be needed at the beginning, as the quality and reliability of these services are crucial for AmiGo's performance.

- **Continuous User Engagement**

Maintaining user engagement is crucial for AmiGo's success. Users need to find continuous value in the app to keep using it regularly, and increase the amount of time spent in the app. This requires constant updates, fresh and new content, and engaging features. Without sustained engagement, users may lose interest and move to competing platforms that would better satisfy their necessities.

- **Critical Mass and Community Engagement**

Achieving a critical mass of users is essential for creating communities within AmiGo. More users will provide more events and more revenues for the app, as more people will buy items in the app. Without enough active users, the platform may fail to provide meaningful connections and social interactions. Building and maintaining active, engaged communities is a significant challenge.

- **Red Sea**

The market for social networking and event-based platforms is highly competitive, often referred to as a "Red Sea." AmiGo faces intense competition from established players like Meetup, Facebook Events, Tinder, and other social apps. Differentiating itself and gaining a foothold in such a saturated market requires innovative features and effective marketing strategies. As said before, location-based features, partnerships with local businesses and in-app purchases could be some of the features that will differentiate us from the other apps.

- **Regulatory Challenges and Legal Issues**

AmiGo must navigate various regulatory challenges and legal issues related to data privacy and user safety. Compliance with regulations such as data privacy and protection is mandatory to avoid legal repercussions. Additionally, ensuring user safety both online and at physical events is crucial to maintain trust and credibility.

- **Rapid Technological Advancements**

The fast pace of technological advancements poses a challenge for AmiGo. Staying up-to-date with the latest technology trends and integrating them into the platform can be resource-intensive. Failure to keep pace with technological changes may result in the app becoming outdated and less appealing to users. These risks and critical problems outline the key challenges AmiGo may face in its journey from startup to a successful social networking platform. Addressing these issues proactively will be crucial for the long-term sustainability and growth of the app.

10.1 Strategies to address risks and critical problems:

To address the risks and critical problems faced by AmiGo, several strategic initiatives can be employed to ensure a strong foundation for success and sustainable growth. Firstly, conducting thorough market research is essential to understand user needs, identify market gaps, and position AmiGo effectively. This step will permit us to find the best way to reach our early users, and it involves gathering insights on user preferences and behaviors, enabling the platform to offer unique and compelling features that differentiate it from competitors. Proactive user acquisition strategies, such as targeted marketing campaigns and leveraging partnerships with universities and local businesses, will help attract an initial user base and kick off our business. Once started, AmiGo should adopt development methodologies to iterate quickly on the product, incorporating user

feedback to continuously improve the platform. As said, apart from reaching customers, the second great challenge is to keep them tuned. This approach allows for rapid adaptation to changing user needs and market dynamics. Strong community engagement is also crucial; fostering a sense of belonging through engaging content, events, and personalized recommendations will encourage users to stay active on the platform. Robust financial planning is the third great challenge for AmiGo's sustainability. The first step then is to have an important initial investment, and to spend it wisely in infrastructure and, more important, marketing. Then, once we have the very first revenues, managing cash flow carefully is crucial so as not to rely exclusively on the initial investment. Also, developing a clear path to profitability is an essential step to make way to a financially sustainable business. Additionally, investing in data security measures and ensuring compliance with regulations like data privacy and protection will help build user trust and protect against legal issues. On the other hand, building a scalable technological infrastructure will support growth and ensure the platform remains reliable even as user numbers increase. Maybe at the beginning a little database infrastructure would be enough, but it should be prepared to be easily expanded. By proactively addressing these risks and problems, AmiGo can create a resilient and adaptable business model. These strategies will enable the platform to thrive in a competitive market, foster strong user communities, and ensure long-term growth and profitability.

11

Financial Plan

11.1 Income Statement Prediction (2-3 years)

Once we have spent the first year of operation, the P&L sheet is predicted to look like as in figure 11.1.

Profits		Loss	
Concept	Value	Concept	Value
VIP subscription	1,497.00€	Accounts payable (infrastructure)	€1,000.00
In-app purchases	2,700.00€	External services	€1,000.00
Business interested	0.00€	Marketing expenses	€6,000.00
TOTAL PROFITS	4,197.00€	Employee expenses	€0.00
		Social Security	€0.00
		Virtual office rental	€500.00
		Insurances	€750.00
		TOTAL LOSS	€9,250.00
		EBITDA	-€5,053.00
		Amortization	
		Oper margin	-€5,053.00
		Financial cost	€0.00
		PRT	-€5,053.00
		Taxes	€0.00
		Cost	-€5,053.00
		Cash flow	-€5,053.00

Figure 11.1: Profits and Losses after the 1st year of operation

As it can be seen, there are three invoices in the profits part. Regarding VIP subscription, we have predicted that, on the first year of operation, we will achieve 500 users, and 10 % of them will be premium users. Assuming a fixed price of 4.99€ per month, and the number of VIP users will increment uniformly throughout the year, it is forecasted to earn approximately 1.500,00€ from this invoice. Regarding the in-app purchases, it has been predicted that 150 users are willing to make in-app purchases. Then, the average cost of an in-app purchase, considering the type of local businesses that we are targeting to work with will be 15€/purchase, and we will charge the

10 % of the value of the purchase to make the transaction. Finally, it has been estimated that, in average, every user will do 12 purchases during the whole year. Then, we are expecting to earn 2,700.00€ from this invoice.

Regarding losses, infrastructure and external services, such as an administrative agency, are expected to cost 1,000.00€ as a whole, as the initial service will be little. The virtual office, where we will have all the information of the company, will be 500.00€/year. Finally, the highest amount of money will be dedicated to marketing expenses. Please note that no employees will work on our business in the first year, so the employee expenses and social security won't be considered. Then, the EBITDA for the first year will be set at -5,053.00€.

The P&L sheet for the second year is predicted to look like as in Figure 11.2.

Profits		Loss	
Concept	Value	Concept	Value
VIP subscription	€2,994.00	Accounts payable (infrastructure)	€1,500.00
In-app purchases	€5,400.00	External services	€2,000.00
Sponsors	€21,000.00	Marketing expenses	€10,000.00
	€29,394.00	Employee expenses	€15,000.00
		Social Security	€3,000.00
		Virtual office rental	€500.00
		Insurances	€750.00
			€32,750.00
		EBITDA	-€3,356.00
		Amortization	
		Oper margin	-€3,356.00
		Financial cost	0
		PRT	-€3,356.00
		Taxes	0
		Cost	-€3,356.00
		Cash flow	-€3,356.00

Figure 11.2: Profits and Losses after the 2nd year of operation

Firstly, it can be seen that the profits from VIP subscriptions and in-app purchases will be increased. Assuming the same number of users who are premium and the ones making in-app purchases (10 and 30 %, respectively), it is predicted to have an amount of 1000 registered users in the app by that moment. Then, the profits from the VIP subscription and In-app purchases are doubled with respect to the previous year.

However, the most important profit at this second year is the app sponsorship. As said, the sponsors will be the businesses that will be preferred at appearing in our app, and to plan activities with the users. The cost of each sponsorship is set at 700€/year, and it is predicted to have 30 sponsors at the first year. Then, the profits from sponsors in the second year are predicted to be 21,000€.

This leads us to a total number of profits of 29,394.00€ for the second year.

On the contrary, regarding losses, the infrastructure and external services will be increased because more data storage and services will be needed due to the increment of users. Then, also marketing expenses will be increased in the second year, from 6,000€/year to 10,000€/year, and it is expected to hire a part-time employer to keep the app working and for customer service, so employee expenses and social security expenses will appear in this second year of operation.

To sum up, although the increase of profits, the increase of users will also enlarge the expenses of the business, so the EBITDA will keep negative, at -€3,356.

Finally, the P&L sheet for the third year is predicted to look like as in figure 11.3.

Profits		Loss	
Concept	Value	Concept	Value
VIP subscribers	\$11,976.00	Accounts payable	€2,500.00
In-app purchases	\$18,000.00	External services	€2,000.00
Sponsors	\$32,000.00	Marketing expenses	€10,000.00
	\$61,976.00	Employee expenses	€40,000.00
		Social Security	€8,000.00
		Virtual office rent	€500.00
		Insurances	€750.00
			€63,750.00
		EBITDA	-€1,774.00
		Amortization	
		Oper margin	-€1,774.00
		Financial cost	€0.00
		PRT	-€1,774.00
		Taxes	€0.00
		Cost	-€1,774.00
		Cash flow	-€1,774.00

Figure 11.3: Profits and Losses after the 3rd year of operation

In this third year, it is predicted that the number of users will increase to 4.000, the number of users willing for in-app purchase will increase to 1.000 and the number of sponsors will increase to 40. Keeping the rest of numbers constant, the profits will increase close to 62.000€. During the third year, it is expected to hire a full-time employee to keep the app running, and to have a second part-time worker only for customer services. This will strongly increase employee expenses and social security. The infrastructure, external services and insurances will also increase sharply, while marketing and virtual office expenses will be kept constant. Overall, the EBITDA will keep negative, at -€1,774.

To conclude, we do not expect profits for the first three years, as EBITDA will be negative throughout the years. However, we expect that in the 4th year and beyond we will earn money from the

app operation.

11.2 Treasury Prediction (for the first 12 months)

For the Treasury prediction month by month in the first year, it is predicted that the revenues will increase due to the increment of users (VIP subscribers and In-app purchases). The increment will be constant throughout the year, as the users will be increasing uniformly, and the proportionality of VIP subscribers and in-app purchases will be constant during the whole year. Moreover, the expenses will always be the same for the whole year.

Month	Revenues	Expenses	Ending cash
Jan	€100.00	€770.83	€19,329.17
Feb	€145.45	€770.83	€18,703.78
Mar	€190.90	€770.83	€18,123.85
Apr	€236.35	€770.83	€17,589.37
May	€281.80	€770.83	€17,100.33
Jun	€327.25	€770.83	€16,656.75
Jul	€372.70	€770.83	€16,258.62
Ago	€418.15	€770.83	€15,905.93
Sep	€463.60	€770.83	€15,598.70
Oct	€509.05	€770.83	€15,336.92
Nov	€554.50	€770.83	€15,120.58
Dec	€599.95	€770.83	€14,949.70

Figure 11.4: Treasury prediction for AmiGo at the 1st year of operation

11.3 Balance Sheet Prediction (2-3 years)

In this report, 4 balances will be presented, according to the very first initial moment, when the business will start, and by the end of the first three years. At the beginning, we will only have 20,000€ in cash, which will come directly from the investment capital. No operations have been done for that moment.

For the end of the first year, it is assumed that there are no debts, as the transactions with users are immediately processed. For the end of the second year, we will have some debts from our sponsors. On the other hand, some marketing debts and employee expenses will appear. By the end of the third year, it is expected to have the same amount of debts from our sponsors, while the liabilities for marketing expenses and employee expenses will increase sharply.

To conclude, it is expected that the cash will decrease while time is passing by, and also the initial investment will be reduced. However, we will struggle to have more cash than liabilities, and the shareholder's equity will not be negative.

Balance Sheet		31/12/2024 start	31/12/2025 end year 1	31/12/2026 end year 2	31/12/2027 end year 3
Assets					
Current assets:					
Cash	€20,000.00	€15,947.00	€12,091.00	€10,817.00	
Accounts Receivable		-	€2,000.00	€2,000.00	
Other Intangible Assets					
Total current assets	€20,000.00	€15,947.00	€14,091.00	€12,817.00	
Property & Equipment		€1,000.00	€1,500.00	€2,500.00	
Total Assets	€20,000.00	€16,947.00	€15,591.00	€15,317.00	
Liabilities					
Current liabilities:		€0.00			
Accounts payable		€0.00			
Marketing expenses		€2,000.00	€4,000.00	€5,000.00	
Employee expenses		€0.00	€5,000.00	€5,000.00	
Social Security		€0.00			
Office supplies		€0.00			
Insurances		€0.00			
Unearned revenue	-	-			
Total current liabilities	€0.00	€2,000.00	€9,000.00	€10,000.00	
Total Liabilities	€0.00	€2,000.00	€9,000.00	€10,000.00	
Shareholder's Equity					
Investment capital	€20,000.00	€14,947.00	€6,591.00	€5,317.00	
Shareholder's Equity	€20,000.00	€14,947.00	€6,591.00	€5,317.00	
Total Liabilities & Shareholder's Equity	€20,000.00	€16,947.00	€15,591.00	€15,317.00	

Figure 11.5: Balance sheet for AmiGo

11.4 Break even analysis (first 2 years)

The following tables show the break even analysis for the unitary expenses and costs at the first year and for the second years. The unitary revenues and expenses for the first year of operation are 8.4€ and 17€. Then, it will be necessary to increase the number of users to 1.012 users keeping costs constant.

Description	Calculation	Result
Average Revenue Per User (ARPU)	$\$(1,500 + \$2,700) / 500\$$	\$8.4/user
Cost Per User (CPU)	$\$8,500 / 500$	\$17/user
Total Revenue for 500 Users	$500 \times \$8.4$	\$4,200
Total Costs for 500 Users	$500 \times \$17$	\$8,500
Loss for 500 Users	Total Costs - Total Revenue	\$4,300
Break-even Number of Users	$\$8,500 / \8.4	1012 users

Figure 11.6: Break-even analysis for the 1st year

For the second year, when we will have 1.000 users, we will have a more similar unitary revenues and costs per users, so the critical mass of users are closer to the projected for the second year.

Description	Calculation	Result
Average Revenue Per User (ARPU)	$\$29,400 / 1,000$	\$29.40/user
Cost Per User (CPU)	$\$32,000 / 1,000$	\$32.00/user
Total Revenue for 1,000 Users	$1,000 \times \$29.40$	\$29,400
Total Costs for 1,000 Users	$1,000 \times \$32.00$	\$32,000
Net Result for 1,000 Users	Total Revenue - Total Costs	-\$2,600
Break-even Number of Users	$\$32,000 / \29.40	1088 users

Figure 11.7: Break-even analysis for the 2nd year

11.5 How we will manage Cost Control (description of the system to use)

Cost Control will be considered twice a month, in two specific meetings with the whole team of the startup. The first meeting of the month will be held close to the 20th of each month, and the purpose of this meeting is to present the forecast of expenses by the end of the month, and to make corrections if needed. The second meeting will be held at the beginning of each month, and the purpose of that meeting will be to evaluate the costs of the previous month and the forecast for the end of the year.

Reference

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