Business Plan for New Haven Roommate matching app:

* Build a prototype
  + Think about what features are core features to build up first
  + Imagine yourself as different types of user:
    - Someone who already has a group they want to live with
    - Someone looking for a roommate
* Business model:
  + Don’t think too much about monetization yet, key focus is on users
  + Aim for the 2 sided network effect:
    - Value for landlords goes up as more potential tenants join
    - Value for tenants grows as other potential roommates join, and landlords join
  + How do you extend the user’s usage of app? Integrate furniture market?
* Accounting/other:
  + How much equity to initially put into company?
  + Keeping a rigorous balance sheet, cash flow statement, income statement
  + How should you structure company initially (LLC, C corp, etc.) – also shouldn’t do this early on since it can get to issues with having another job for work
  + Check if there are any reasonable IP infringements (has something like this been tried before?)
* Business process:
  + Landlord and customer database (at some point, will have to think about data privacy issues, but this won’t be a concern when just starting out)
  + Data flows within organization
  + Keeping track of bugs, projects, areas for improvement
  + Hardware infrastructure
    - Host own server for now to learn how it works? Then outsource to AWS/Azure?
* Market research:
  + Understand distribution of when people start looking for housing to set timeline and goals
  + Understand popular draws for people (med school, law school, SOM, undergrad, etc.)
  + Understand where people typically live, which landlords (and what type: mom & pop, more institutional) they usually live with
  + Understand potential market/number of customers to understand market opportunity
* Marketing:
  + Try to talk to as many people looking for housing as possible, get them on a working app
  + Get as much buy in as possible, then start marketing to landlords
  + You need to get the cycle right – if you miss this cycle, really hard to do off cycle user growth
* Making deals with utilities companies/rent collection
  + What’s the incentive for utilities companies, rent collection to happen on this platform? Maybe personal tracking? Landlord verification of rent paid to increase credit worthiness of roommates? Noise levels? How do you not make this app dystopian over data/credit tracking?
  + What’s the incentive for landlords?
    - If getting tenants is already pretty easy, no need to be on this app
    - But if this app is relatively costless, then maybe doesn’t hurt to be on it?