Assignment: Digital Product Management - Meetup

About Meetup

Meetup is the original social networking platform dedicated to fostering human connections. people use meetup organize or be part of an event in order to meet new people ,form a community of people with similar interests, learn new things, find support and pursue their passion together virtually or in-person.

Meetup comes in 2 platforms website and mobile application that helps to find build and engage within your local community. there is a separate mobile application for event organizers and regular users(attendees) and it extensively support android and iOS.

Meetup Members can signup , add their interests to get suggestion about the relevant events and subscribe for an event of their interest.

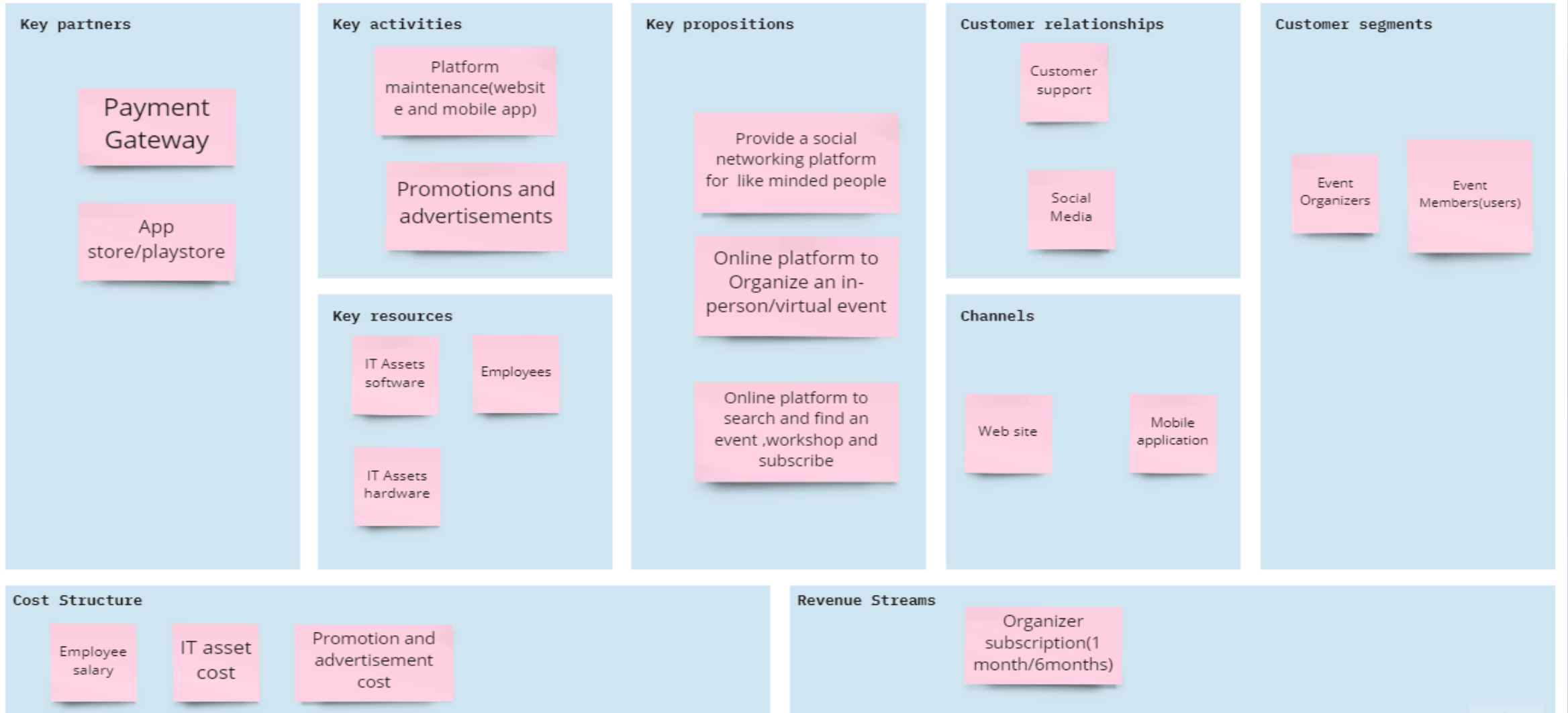Meetup offers 2 types of subscription to choose from Standard and Pro for organizers.

Standard Subscription comes with some basic features such as promotion of group, tools to schedule events and staying in touch with members, access to customer support 7 days a week.

Pro subscription offers features for business customers looking to scale their community. they have the privilege to create and manage unlimited groups, integration to different platforms like SEO, analytics, messaging tools and provides a premium support from community experts.

Choose the best plan for you

	COMMUNITY ESSENTIALS **Standard**	COMMUNITY THAT SCALES **Pro**
1 month / 6 months	$6.99 / month $9.99 30% off	$21.00 / group / month $30.00 30% off
	Create my group	Create my network
Groups	3	Unlimited
Unlimited events & attendees	✓	✓
Group & event promotion to interested members	✓	✓
Simple online and in person event organizing	✓	✓
Assign unlimited co-hosts	✓	✓
Ticket fees and group dues	✓	✓
Platform to manage a network of groups	–	✓
Access to attendee emails	–	✓
Advanced network analytics	–	✓
Custom attendance forms	–	✓
SEO-friendly branded network page	–	✓
Easy Mailchimp integration	–	✓
Network-wide messaging tools	–	✓
API access	–	✓
Premium support from community experts	–	✓

Business Model

The Business Model Canvas

Key partners

Payment Gateway

App store/playstore

Key activities

Platform maintenance(website and mobile app)

Promotions and advertisements

Key resources

IT Assets software

Employees

IT Assets hardware

Key propositions

Provide a social networking platform for like minded people

Online platform to Organize an in-person/virtual event

Online platform to search and find an event ,workshop and subscribe

Customer relationships

Customer support

Social Media

Channels

Web site

Mobile application

Customer segments

Event Organizers

Event Members(users)

Cost Structure

Employee salary

IT asset cost

Promotion and advertisement cost

Revenue Streams

Organizer subscription(1 month/6months)

miro

NorthStar Metric

- Monthly Active Users – Meetup users signing up for at least 1 event. Organizing minimum 1 event .

	Description	Metrics
Acquisition	Drive users to Meetup website/mobile app through social media, SEO	Number of visits Cost per lead
Activation	Sign up and create an account and subscribe to any events as meetup member Organize events as meetup organizer	CAC Number of signups Number of events subscribed Number of events organized
Retention	Members / organizers coming back to organize or subscribe for an event every month.	D7 retention rate Number of events organized per month by an organizer Number of events subscribed by a member per month Churn rate
Referral	Referral by an existing user in social media	Number of meetup event shares in social media channels CSAT NPS
Revenue	Revenue generated through organizers	ARPU CLTV

Hypothesis

We believe **Introducing another basic pricing model where in organizers pay, per event basis with customizable Ad-on features** will address the organizers **problem of not utilizing the subscription to its fullest and missing out on few feature that are not available in PRO subscription** and **increase the subscription rate** by **10%.**

Choose the best plan for you

1 month ⬤ 6 months

	COMMUNITY ESSENTIALS **Standard** $6.99 / month ~~$9.99~~ 30% off	COMMUNITY THAT SCALES **Pro** $21.00 / group / month ~~$30.00~~ 30% off	**Custom** $2.00 /event
	Create my group	Create my network	Create Event
Groups	3	Unlimited	3
Unlimited events & attendees	✓	✓	✓
Group & event promotion to interested members	✓	✓	✓
Simple online and in person event organizing	✓	✓	✓
Assign unlimited co-hosts	✓	✓	✓
Ticket fees and group dues	✓	✓	✓
Platform to manage a network of groups	—	✓	
Access to attendee emails	—	✓	
Advanced network analytics	—	✓	
Custom attendance forms	—	✓	
SEO-friendly branded network page	—	✓	
Easy Mailchimp integration	—	✓	
Network-wide messaging tools	—	✓	
API access	—	✓	
Premium support from community experts	—	✓	

Subscribe to optional features in Pro with addition charges

Experiment

	C1	C2
What will you build?	No Change	Develop a new revenue model and options for the organizers to opt specific service at click of a button at extra cost Custom – "pay-per-event" plan
How would you experiment? **A/B testing**	50% of users with no Change	50% of the users to get new subscription plan.
How long do you plan to run?	4 weeks	4 weeks
What will you measure?	Number of event organized	Number of event organized
What will be the Success criteria?	Event organized rate	10% increase in the number of events organized over its month on month growth

References

- https://www.meetup.com/about/

- https://help.meetup.com/hc/en-us/articles/5379928688653-FAQs-about-Meetup-Pro

- https://www.alphansotech.com/meetup-business-model-explore-how-meetup-works#:~:text=Business%20Model%20and%20Revenue%20Model%20of%20MeetUp%3A%20Explore,depends%20on%20the%20duration%20of%20the%20subscription%20term.