

VALUE PROPOSITION

Determining Your Value Proposition

<p>A CUSTOMER PROBLEM:</p> <p><u>Finding What to do with free time</u></p>	<p>EMOTIONS:</p> <p><u>Boredom, lack of excitement</u></p> <p><u>Don't know what to do</u></p>	<p>DEFICIENCIES:</p> <p><u>Current solutions are disorganized</u></p> <p><u>Finding what to do and Actually planning is too many steps (needs one platform)</u></p>
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<p>B ADJECTIVES:</p> <p><u>- Tedious - Boring -Hard</u></p> <p><u>- Important -Unexcited</u></p> <p>_____</p>	<p>C ANTONYMS:</p> <p><u>- Exciting -Eventful -Easy</u></p> <p><u>- Optional - Passionate</u></p> <p>_____</p>
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<p>D HEADLINE: <u>A simple and eventful way to organize free time</u></p> <p>SUBHEADLINE: <u>Manages time and finding new events in one platform to change and excite the way you spend free time,</u></p>

<p>KEY BENEFITS:</p> <ul style="list-style-type: none"> ➔ Easy to manage ➔ Organized way to find new things ➔ Quick solution with free time 	<p>VISUAL: <u>Sort By</u></p> <table border="1"> <tr> <td><u>Hotspot</u></td> <td><u>Distance</u></td> <td><u>reviews</u></td> <td><u>cost</u></td> <td><u>rating</u></td> <td><u>Popularity</u></td> </tr> <tr> <td colspan="6"><u>More Filters</u></td> </tr> <tr> <td><u>Time open</u></td> <td><u>Wifi</u></td> <td><u>Clubs</u></td> <td><u>Outdoor</u></td> <td><u>Indoor</u></td> <td><u>etc...</u></td> </tr> </table>	<u>Hotspot</u>	<u>Distance</u>	<u>reviews</u>	<u>cost</u>	<u>rating</u>	<u>Popularity</u>	<u>More Filters</u>						<u>Time open</u>	<u>Wifi</u>	<u>Clubs</u>	<u>Outdoor</u>	<u>Indoor</u>	<u>etc...</u>
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<p>E VALUE PROPOSITION:</p> <p><u>Our solution gives young adults a simple, easy, fun and organized way to find new events/ experiences and manage free time with friends on one platform.</u></p> <p>_____</p> <p>_____</p>	<p>F</p> <p><u>We are the Foursquare of event management</u></p> <p>_____</p> <p>_____</p> <p>_____</p>
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