FirstCar

2. OUR TARGET GROUP

1.PRODUCT - PROBLEM WE SOLVE

5. PROMOTION

4. PRICE

3. SMART OBJECTIVES

5.

**Hardcore** entrepreneur **hackathon** 4.0

IDEA IN SHORT: An app made to help young drivers choose their perfect first vehicle.

PROJECT NAME:

TEAM MEMBERS: Stoian Victor-Ioan

We target new drivers who still haven’t got an idea of what they can buy for their money and help them choose the most reliable and budget friendly option. By doing this we hope to stop the now popular car scams which have affected Europe.

Our app takes the user’s preferences in terms of Budget, type of car, fuel they want to have and chooses a perfect car according to their choices. This can help newer drivers see what choices they have when buying a car and take them to desired used car websites in order for them to buy their FirstCar.

We will market our product through various social media account’s of car influencers. Also we will distribute different qr code stickers that will be found on school driver vehicles, vehicles that were bought thanks to our app and many more.

In the first phase our project will be financed by different car-related ads that we will find on some of our app pages, the next step would be to set up a newsletter in which we search a car based on our user’s preferences and notify him when we found the best deal.

This will be great for car dealers since we search all of Europe in order to find the best price for the car, in this case if a dealer wants to use our product we will issue a monthly fee, normal user’s can also use this function but they will be limited to only 1 car-newsletter search per account.

-we want to get rid of car scams by telling young drivers various methods on how to escape them.

-we want users leaving positive reviews of our app

-we want a minimum of 1000 downloads by next year

-We hope to collaborate with different car brands in order to expand our portfolio and help more people

-We want to create a newsletter for any new driver (in which he enters all his car preferences and we send him an adequate car based on his preferences)

The 5 elements

Monetization

How and where we market