<https://www.nonprofnetwork.org/Resources/Documents/Resources/What%20an%20Effective%20Business%20plan%20Looks%20Like.pdf>

Survey: how much are you willing to pay for a stranger (badge)

Survey + alpha test to get feedback from our user

Section One: Executive Summary

1. Business Opportunity: Why do consumers need the product/service?
2. Target Market: Who will benefit from the product/service?
3. Business Model: What is the product/service?
4. Marketing Strategy: How will consumers learn about the product/service?
5. Competition: Who else is fighting for market share?
6. Goals: How will the startup revolutionize the marketplace with the product/service?

Section Two: The Business

1. Description of Business

Zoog Space, Inc. is an online location-based social networking service for finding and building casual and professional connections among college students and alumni. The mobile application allows users to have instantaneous, “on-the-spot,” meetups with other users in the area.

We foster a healthy and diverse community among university students and alumni, and we encourage our users to meet up and engage in off-line activities. Building a network is a common online movement; yet we promote a face-to-face, immediate, and more genuine connection among our users. Our location-based service eliminates scheduling inefficiencies through...

-no scheduling problems-> hassle free( minimum effort required)

-immediate reward-> highly efficient

-flexible-> both sides acknowledge the “casual/professional” setting

-breaks social barriers-> “blind date” very little is known about the other user thus eliminates potential “biases/stereotypes” that would have steered the user away from talking to the person in the first place

-reverting back to old ways of connecting with others

We have a unique “badge” system where people can greet or endorse each other by sending a cute icon. Each badge costs 0.3 usd to purchase. It not only serves as a creative and beautifully designed emoji, but also represents the users’ tastes and fosters a friendly and aesthetic community.

* Also creates a platform for our aspiring artists to showcase and promote their work. Artists will receive a portion of the total profit from their “artwork/badges” ( more purchases + transactions = more profit for the artist)

[E-name card]:

* 1. New / expansion of current state of art
  2. We have a unique “sticker” system where people can greet or endorse each other by sending a cute icon. Each badge costs 0.3 usd to purchase. It not only serves as a creative and beautifully designed emoji, but also represents the users’ tastes and fosters a friendly and aesthetic community.
     1. Also creates a platform for our aspiring artists to showcase + promote their work. Artists will receive a portion of the total profit from their “artwork/badges” ( more purchases + transactions = more profit for the artist)
  3. Future states: (tbd)
  4. 24/7, not seasonal
  5. ?

1. Product / Service
   1. Zoog is an online location-based social networking service for finding and building casual and professional connections among college students and alumni. The mobile application allows users to have instantaneous, “on-the-spot,” meetups with other users in the area.
   2. [E-name card] & [Cheap services within your network]
   3. (difference) We are fostering a healthy community among the educated people, and we encourage offline activities to meet with others in the real world. Building a network is a common online movement; yet we are promoting a face-to-face, immediate, and more genuine connection among our users.
2. Marketing Information
   1. Target markets: 18--40s, college students and alumni with a valid .edu account (<https://www.baruch.cuny.edu/nycdata/population-geography/pop-demography.htm>)
      1. # of college students in NYC-> ~726,000 (2016 census)（10% of total # of estimated NYC national college students) && (10% of total # of estimated international college students)
   2. Market: steady or growing: need to do research (instagram & linkedin & tinder): 9% growth rate for social media industry (<https://www.dreamgrow.com/21-social-media-marketing-statistics/>)
   3. Segment the market: base on schools & regions
   4. Markets large enough for expansion: yes.
      1. sticker system naturally attracts people, and they will want to keep their record of badges and keep collecting more;
      2. Electronic name card for re-engagement
      3. Offline events such as keynote speakers for professional connection will bring users together
      4. Casual: {People of influence}
      5. and thus they will be staying on the platform willingly.
   5. We are planning on entering the New York City.
   6. Price: service is free, but 0.1 usd per badge.
3. Location of Business
   1. NYC & in the future: other big, and populated cities (East to west)\
   2. Multiple Universities in a small area-> gives our users an opportunity to meet people from other Universities as well
4. Competition
   1. Direct competition: People Grove, LunchMates, Coffee Meets Bagel, Tinder
   2. Indirect competition: LinkedIn, Snapchat, Zenly, Instagram
5. Management
6. Personnel
   1. Current stage:
   2. Future (1month) stage:
7. // Application and Expected Effect of Loan

Section Three: Financial Data

1. Cashflow projection

Section Four: Supporting Documents