**List of Assumptions**

Value Assumptions:

1. There is enough value in a digital task organizer for people to use it every day (over pen / paper)
   1. Digital advantages
      1. Personal devices change the value prop because you can take the list with you (both for creating new items and for lookup) [Available anywhere]
      2. Easier to organize than pen/paper
      3. Integrate with other digital artifacts (e-mail, calendar, SMS, FB, Twitter, …)
      4. History / long-term storage
      5. Analytics over the history (Lazymeter)
   2. Collaboration with others (Orchestra, Asana)
   3. Facilitating matching customers and suppliers
      1. Help with getting things done (assistance/recommendations)
      2. Reputation system for suppliers provided by customers
   4. Social value
      1. Recognition / achievements
      2. Rewards (virtual and otherwise) for getting stuff done (loyalty programs)
   5. Resell value of anonymized user data
2. There is enough value to overcome the friction of using the product
   1. Friction of input on small devices
   2. Friction of using the app to actually track your tasks (i.e. consuming a tasklist)
3. We can establish another category of productivity app (HARD!)
   1. Training users in a new workflow for their life (involving capturing things digitally and then consuming them)
4. People want help resolving their tasks
5. People want to be social with their tasks and resolution
   1. People want to share information about their tasks with their friends
   2. People want to share task completion with their friends
   3. Friends derive value from seeing how people resolved their tasks
   4. People want help from their friends to resolve their tasks
   5. A social currency can be developed and awarded for task completion that people desire to acquire
   6. User growth will be viral because people will want (and be rewarded) for introducing their friends to the app

Growth Assumptions:

1. Offers/deals “multi-party” business model is viable in this space with this product
   1. Google charges customers nothing and makes money matching businesses with consumers through advertising
   2. Groupon also does this, but with offers/deals as opposed to ads, and specifically to the local market
   3. It is possible to enter this market without a big sales force
      1. Focus on small set of geo’s (start with Seattle)
      2. Partner somehow with a company that has a sales force?
      3. Possible to have a google-like self-serve model?
2. Growth Model. Two phases: first get customers, then get partners.
   1. Phase 1: bootstrap
      1. Sticky – users will continue to use your product, new customer acquisition % is higher than existing customer attrition rate (a way to monetize the customer funnel)
      2. Viral – each customer is incented to spread the product to more than 1 person on average (and there’s inherent / natural value in this behavior for the customer)
   2. Phase 2: partner – any of the models will work
      1. Paid - Customer LTV is higher than customer acquisition cost
3. Business model assumptions
   1. It is more valuable to create a general purpose task management platform than to focus on a specific vertical (like booking hotel rooms)
   2. We can partner with popular/promising verticals as affiliates (e.g. shopping lists like Aisle411, TaskRabbit, Red Beacon…)
   3. Local merchants will want to acquire new customers based on tasks those customers want completed
   4. Local merchants will pay an acquisition fee for new customer leads
   5. There are enough small businesses interested in acquiring new customers to support the business model
   6. There is enough variation in tasks to create a rich marketplace of tasks to local businesses
4. Anonymized usage data is inherently valuable
   1. Patterns can be extracted from task descriptions leading to better categorization and better targeting
   2. We can build valuable IP in optimizing the process and latency from intent to completion
   3. People will feel comfortable sharing anonymized task data with the site

Experiments:

1. Figure out whether partners will pay a vig for a new customer
   1. Start by having the business in the database
   2. Cold-call the business if users start using that business’s services to resolve their task
   3. Proof-points: Red Beacon, Groupon
2. Will businesses call us when they see customers using competitors’ businesses

Path to market

1. Create an app that has some inherent value for the end-user (test the value hypothesis)
2. Have users see inherent value in sharing / socially using the app (test the viral hypothesis)
3. Create a path/flow from intent to businesses
   1. Create a recommendation engine based on existing data sources (test the “task completion” hypothesis) – e.g. using concierge, India, or ideally algorithmic matching
   2. Integrate the app with existing affiliate programs (test the monetization hypothesis)

Research

1. How many of these established players have affiliate programs?

Growth Assumptions:

* 2-3% of visitors will try the free offer
* From Osharp: 1/3 conversion to paid is the goal – that’s what VC’s look for (Benchmark/Fenton)

Operating model is <20% of staff is sales.