List of Assumptions

1. There is enough value in a digital task organizer for people to use it every day (over pen / paper)
2. There is enough value to overcome the friction of inputting tasks
3. People want help with their tasks
4. People want to share information about their tasks with their friends
5. People want to share task completion with their friends
6. Friends derive value from seeing how people resolved their tasks
7. A social currency can be developed and awarded for task completion that people desire to acquire
8. User growth will be viral because people will want (and be rewarded) for introducing their friends to the app
9. People will feel comfortable sharing anonymized task data with the site
10. Local merchants will want to acquire new customers based on tasks those customers want completed
11. Local merchants will pay an acquisition fee for new customer leads
12. There are enough small businesses interested in acquiring new customers to support the business model
13. There is enough variation in tasks to create a rich marketplace of tasks to local businesses
14. Patterns can be extracted from task descriptions leading to better categorization and better targeting

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.