**To Do**

-Code app (iPhone and Android)

-Get intellectual property protection (use an IP lawyer??)

🡪File for copyright under the standard application ($55)

🡪File for trademark protection

-Register our entity as a business in the state of Delaware?

-Protect ourselves from any lawsuits (what type of company will we be, LLP?)

-Start contacting and going to bars to try to get them to post their information/specials on the app

**Logistics of App**

-Check in feature using the location services on the phone. Once the person leaves the bar the app automatically checks them out

-Information on each bar/club that includes how many people are checked in, check in history (breakdown by each night), drink/food menus, drink/food deals

-A home page that shows the most popular bars of the nights

-A way to collect the data of who is using the app/where they are going (bars will pay for this information and it will be important to have if we try to put ads on the app)

-Going along with the idea above, make people enter some basic information when they get the app (name, school, age?, gender)

-Connect app to Uber and Lyft? Have capability to show all the bars nearby on a map

**Promotions**

-Start with a few local college bars. Sell to them that they want the people to use the app to show how popular their place is

-Talk it up around campus

-Work a deal for some sort of drink specials to kick off the app? Students must have the app in order to get the drink special. We might have to pay the bar to do the drink special but it will get people to start using the app

-Get someplace with a big following to talk it up (Barstool Sports?)

**Monetization**

-We will be working with a loss to start, but it is key to grow active user base

-Charge bars for additional features?

-Advertisements?

-Charge for the data collection🡪 charge the bars or people who advertise on our app

**Business Plan**

-Make the app and legally protect it

-Reach out to Boston bars to try and get their support. Maybe do a pilot program before we try to charge the bars for anything

-Fix any glitches in the app and make improvements

-Market the shit out of it at college campuses (maybe even get campus reps)

-Expand to other cities/make it easy for all bars and clubs to list themselves on our app

-Work on monetization while continuing to grow/maintain active user base

**More Shit**

-We need to form a LLC to protect our liability. This will be the company that the product is part of

-I will be in charge of implementing a business plan and keeping track of all the financial information. I will also deal with possible investors and help get bars/people to use the app

-Juan will be in charge of promoting the application and expanding to other parts of the country. Juan and Brian will both work together to make sure we legally have everything covered (IP, corporate structure, all protection for ourselves and our idea). Paul will be responsible for coding the application and making any necessary technical changes

-We need to think of names for both the LLC and product

**Competitors**

-Swarm