

# STARTUPIDEA

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# ANESIS

 Anesis is an app that improves your mood by suggesting activities based on how you feel. It recommends nearby movies, shows, drives, or meals, tailored to your budget and location.

#### **Key Partners:**

Local restaurants, movie theaters, event organizers, Ride-sharing and travel services, Mental wellness organizations, AI and data analytics providers

#### **Value Proposition:**

Improve mood with fun activity suggestions, Offer personalized ideas based on emotions, budget, and location, Integrate with booking and navigation services

#### **Customer Segments:**

Individuals seeking entertainment,
Tourists looking for experiences,
People wanting stress relief

#### Channels:

Mobile app for iOS and Android ,Social media and digital marketing,

Partnerships
with service providers

#### **Revenue Streams:**

Commissions from bookings ,Premium subscriptions for advanced recommendations, Sponsored listings and ads

#### **Key Activities:**

Suggest mood-based activities, Provide real, time location recommendations,
Personalize suggestions with AI, Partner with entertainment and food businesses

#### **Customer Relationships:**

Provide an AI-driven personalized experience, Engage customers for feedback,Offer subscription and loyalty programs

#### **Key Resources:**

AI and machine learning technology, Location-based services Partnerships with entertainment and food providers

#### **Cost Structure:**

App development and maintenance ,AI infrastructure management, Marketing and customer acquisition costs, Partner fees and commissions

## Launch Strategy for Anesis

BUILDING AWARENESS & INTEREST

### Pre-Launch Phase

Market Research: Use surveys to refine features and align recommendations with user needs.

**Beta Testing:** Release a beta version for feedback to ensure the app works well.

Social Media: Share content on Instagram, TikTok, and YouTube to show how Anesis improves mood.

Influencer Partnerships:
Collaborate with influencers
to promote Anesis.

TESTING &
REFINING IN A
SMALL MARKET

#### Soft Launch

#### **Limited Release in Select Cities**

: We will launch Anesis in select cities to test its effectiveness.

#### Referral and Reward System:

Users can invite friends for rewards like free premium features or activity discounts.

**App Store Optimization and** 

**Paid Ads**: We will enhance our app listings and run targeted ads on Google and social media.

# SCALING & EXPANDING

# Official Launch

#### **Press and Media Coverage:**

Partner with blogs and magazines to boost visibility.

Partnerships with Local

**Businesses:** Collaborate with local businesses for special offers.

**Launch Event :** Host an event with mental health advocates to raise awareness.

#### **Advertising Campaigns:**

Focus marketing on highengagement areas.

#### **JUSTIFICATION**

# This strategy helps ensure a smooth launch by:

- Building excitement and trust through influencer marketing and beta testing.
- Gathering user feedback before the full launch.
- Targeting highpotential users first before expanding globally.
- Monetizing effectively through partnerships and premium features.

# User Satisfaction & NPS (Net Promoter Score)

Net Promoter Score (NPS): A score above 50 means high customer satisfaction and likelihood of recommendations

Customer Satisfaction (CSAT) Ratings: Ratings over 4.5 out of 5 indicate a wellfunctioning system.

User Feedback & Requests: An increase in specific requests shows strong interest and demand.

### Monetization and Business Viability

Freemium to Paid Conversion Rate: A rate above 5% shows a strong business model.

Partnership Engagements: More partnerships indicate ecosystem growth.

Revenue per User (ARPU) and Customer Lifetime Value (CLV): Rising ARPU and CLV confirm a successful monetization strategy.



Product-Market Fit (PMF) Metrics for Anesis MVP

### Virality and Organic Growth

Coefficient: If each user brings in at least one new user (coefficient greater than 1), product-market fit is close.

Social Media Shares and Mentions: More engagement shows strong organic traction.

### Retention & Stickiness

Retention Rates: Over 25% retention on Day 7 and over 15% on Day 30 indicates the app is valuable

Churn Rate: This measures the percentage of users who stop using the app. A lower churn rate indicates better product-market fit (PMF).

Repeat Engagement with Activities: This shows how often users participate in suggested activities and return for more recommendations.

### User Engagement and Adoption

DAU/MAU Ratio: A ratio above 30% indicates regular user engagement.

Signup Conversion Rate: This is the percentage of users who complete onboarding after downloading. A good target is over 50%.

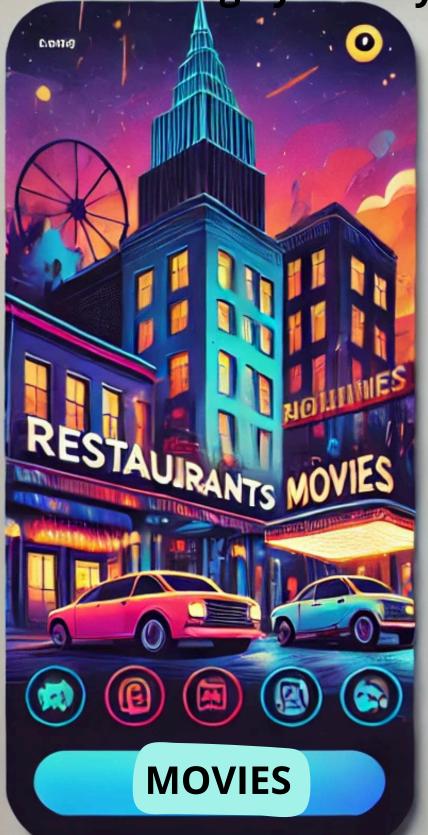
Session Duration and Frequency: Users should return several times a week and spend adequate time with recommendations.

"Anesis - Because the right activity can change your mood, and the right

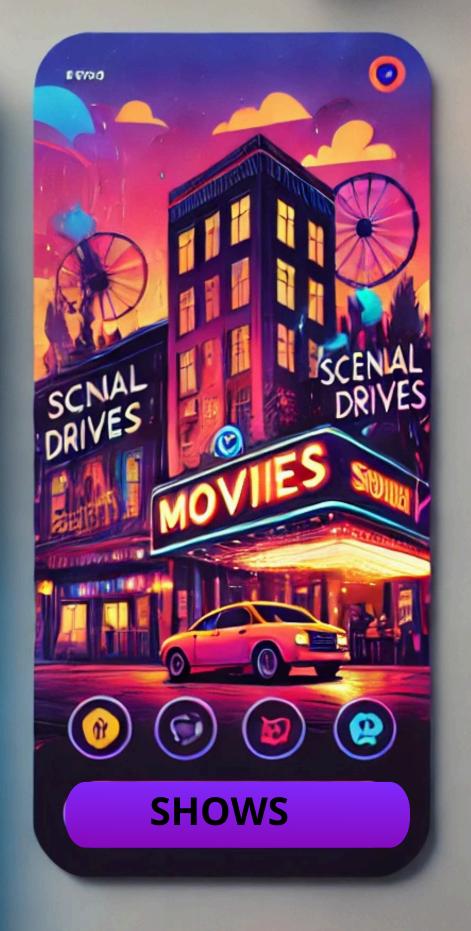
mood can change your day."

### Anesis

Chire your Mood









Many people struggle to improve their mood when feeling down or bored. Anesis helps users find uplifting activities that match their feelings, location, and budget, making it easier to feel better.



You enter your mood. Anesis checks your feelings and location. The app suggests nearby activities like movies, meals, and events, tailored to your budget and preferences.



Anesis is an app that suggests activities to boost your mood. It offers personalized recommendations for entertainment, dining, and experiences, acting as your personal concierge for enjoyable activities that fit your lifestyle.

Search Engine Focus – Google began as a research project at Stanford and became a commercial search engine, transforming web searches.

Ad-Based Revenue Model – Google introduced AdWords instead of licensing its search technology, shifting to an addriven business model that became its main source of income.

Pivots that Google undertook.

Expansion Beyond Search – Google launched products like Gmail, Google Maps, Android, Chrome, and acquired YouTube, growing into a major tech company.

Mobile-First and AI-Driven – With the rise of smartphones, Google focused on mobile services, investing in Android, artificial intelligence, voice search, and Google Assistant.

Alphabet Restructuring – Google rebranded as Alphabet Inc., allowing it to separate its main internet business from projects like Waymo (self-driving cars) and DeepMind (AI).

**AI-Centric Future** – Google is prioritizing generative AI by integrating it into Search, Google Workspace, and Bard (Gemini) to stay competitive.