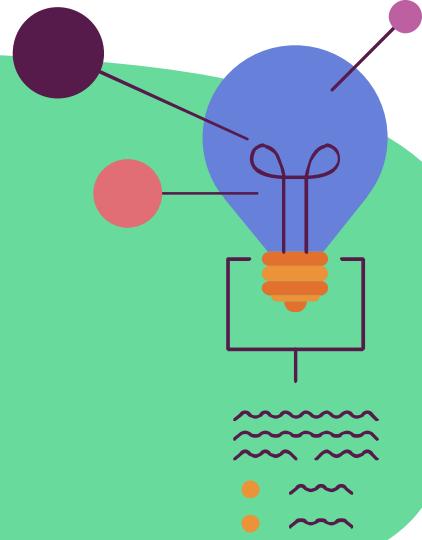




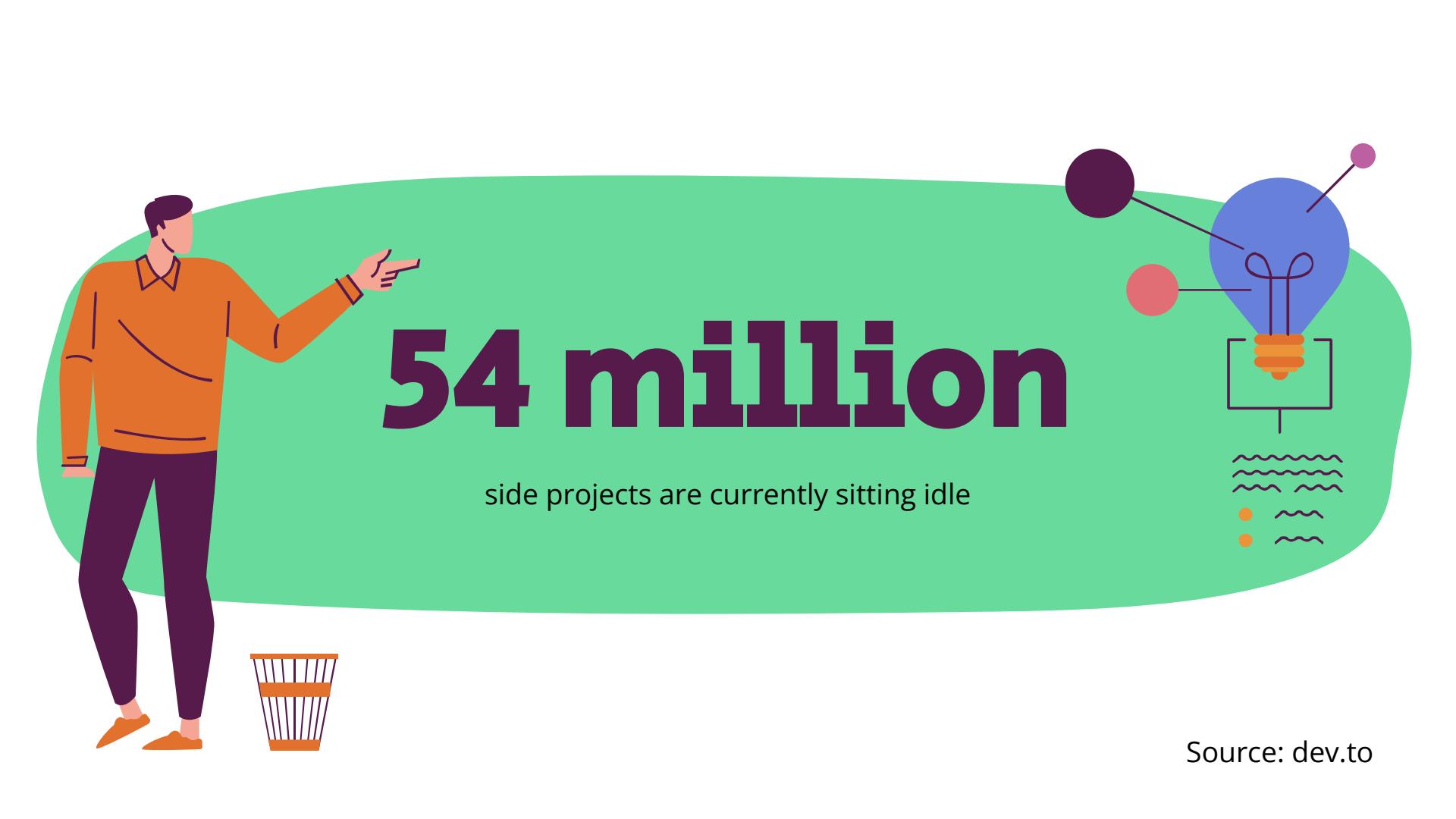
Soar<sup>↗</sup>  
March  
Pitch



# 9 in 10

side projects go unfinished

Source: dev.to



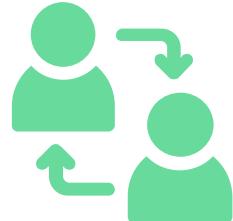
# 54 million

side projects are currently sitting idle

Source: dev.to

# Why do projects remain idle?

**No  
Accountability**



**No  
Motivation**



**No  
Help**



# Why do people give up?

**Coding  
Problems**

**Team  
Problems**

**Completion  
Issues**

**Business  
Problems**

**Project  
Management  
Problems**

**Personal  
Problems**

# Research Insights

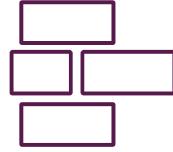
## Problems

“Motivation is my #1 problem with side projects”

73% survey respondents

## Successful Projects

- Setting milestones and scheduling time to work on it
- Telling other people about the project
- Having someone to report to



# Side-Project Hurdles Research



**Setting  
Milestones**



**Social  
Accountability**



**Collaboration**

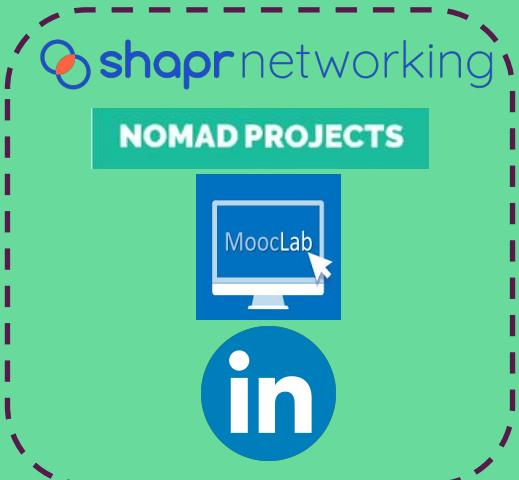
How can I find the right **teammates** for my **side project**?

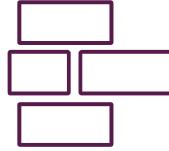


SoarUp.io

# Competitive Analysis (Part I)

## Networking





# Competitive Analysis (Part II)

		shaprnetworking	NOMAD PROJECTS	in	MoocLab	Soar
Must Have Features						
	Messaging	●	●	●	●	●
	Categorized User Search	●	●	●	●	●
Performance Benefits						
	Project Showcasing	●	●	●	●	●
	Project Inspiration	●	●	●	●	●
Competitive Advantage						
	Skill-Based Searching	●	●	●	●	●
	Social Accountability	●	●	●	●	●

# Competitive Advantages



## Technical

**Skill-based matchmaking** in response to 100% of interviewed users stating they wanted to work with those at or above their skill level



## Social

By harnessing the power of social accountability, our product will use the principles of psychology to encourage more users to finish their projects



## Application

Soar will be the platform where users can find other like minded individuals working on the same projects and skills



# Budget Allocation

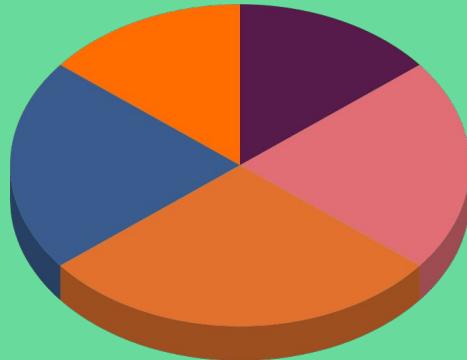
**Giveaways**  
\$100

Future Marketing  
Spend \$150

**Domain Name**  
\$100

Paid Advertising  
\$150

**Float \$**  
200



# Free Marketing

## 4 Main Channels

- 1 Reddit
  - Community Posts
- 2 Launch on Product Hunt
- 3 LinkedIn & Instagram
  - General Posts
  - GIVEAWAY!!!



# Giveaway!

## Marketing Channels



# Soar Giveaway

Win a \$50 Uber Eats Voucher



Enter our giveaway by creating a project  
on Soarup.io

(Limit 1 Entry per user)

# Paid Advertising

## 3 Main Channels

- 1 Reddit
  - Feed Promotions
- 2 YouTube
  - Video Banners
- 3 Google AdWords
  - Link Ads

## What is Soar?



Find a team for your next side project



Share your idea and create the team  
to build it with you

Start your next project on Soarup.io today!

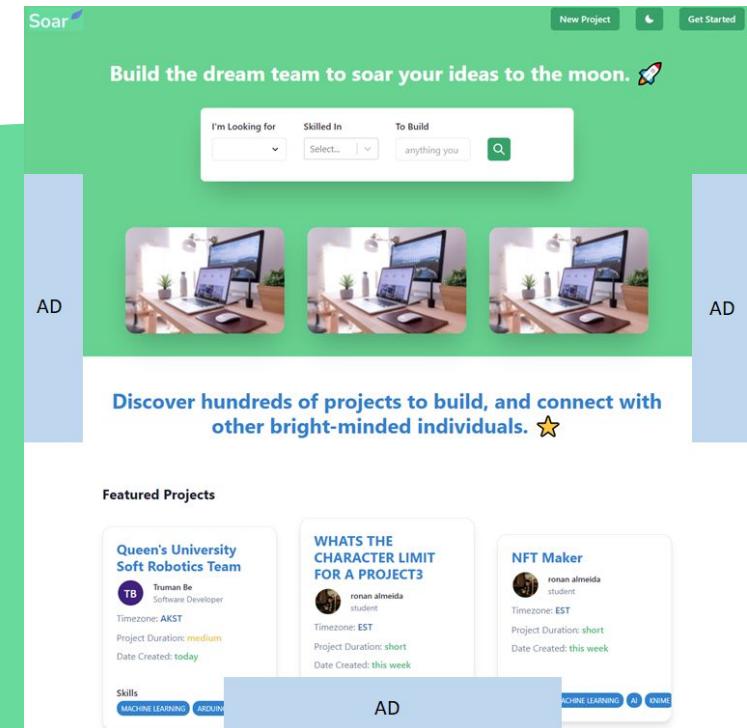


Find teammates to build your next side project

# Monetization

Provide targeted advertising  
on our platform

- 1 Cost per click \$2
- 2 Know what skills people have
- 3 Market courses/products based on those skills



# Monetization

## [FUTURE]: Gamification

- Match people up to complete projects based on their rank
- Rank is increased when project or milestone is completed



Recruiter candidate sourcing

- 1 Soar Internal search
- 2 In depth analysis of skills & Collaborative rating



# The Future

**Today**

Testing in Production  
User-Testing

**August 30**

Release Gamification  
Features & Ads

**April 8**

Full Launch  
Paid Marketing Begins

**December 1**

Release Internal Search  
Feature



# Potential Outcomes

## Best-Case Scenario

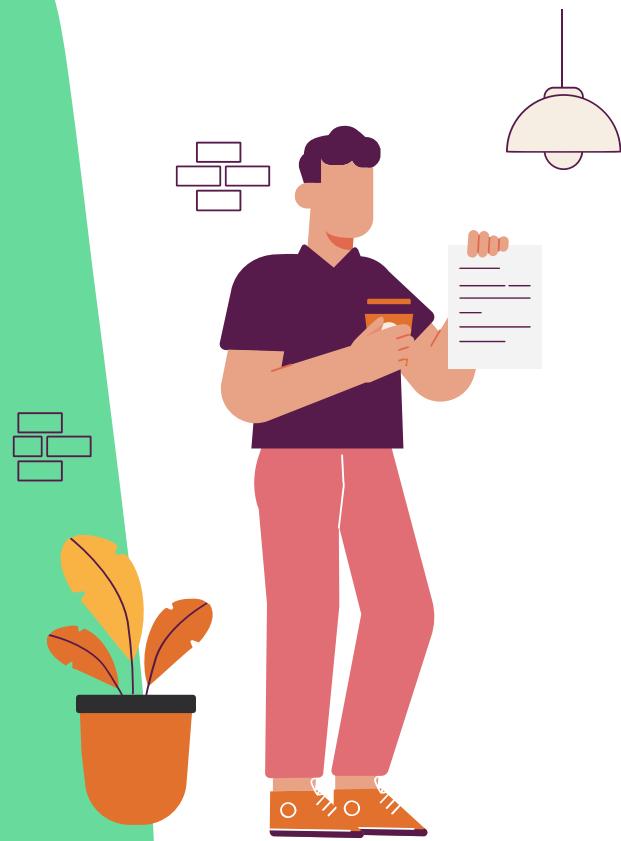
*Soar diversifies its user base beyond developers and becomes a hub for all side projects, 2M MAU*

## Realistic Success Scenario

*Soar becomes necessity for developers starting side projects and recruiters sourcing talent, 200k MAU*

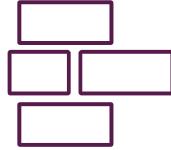
## Worst-Case Scenario

*Soar is a tool used by undergraduate software developers to find teammates to complete side projects, 10k MAU*



**Thanks For  
Listening!**

Soar 



# Side-Project Hurdles Research



## Skill

Technical skill required to finish



## Management

Time and team management



## Motivation

Powering through the clutter in life

# Solutions Explored

## Skill Building



Reasons for not pursuing skill building software tools in our solution:

- 1 Free services already widely adopted by users
- 2 The learning space would add clutter to the solution
- 3 Learning needs vary greatly by user

# The Team



Ethan Bonnardeaux | Product Manager



Randy Shao | UI/UX Designer



Chris Power | Business Analyst



Eesha Kohli | Product Marketing Manager



Dylan Ratti | Business Analyst



Ronan Almeida | Developer



Jessica Li | Developer



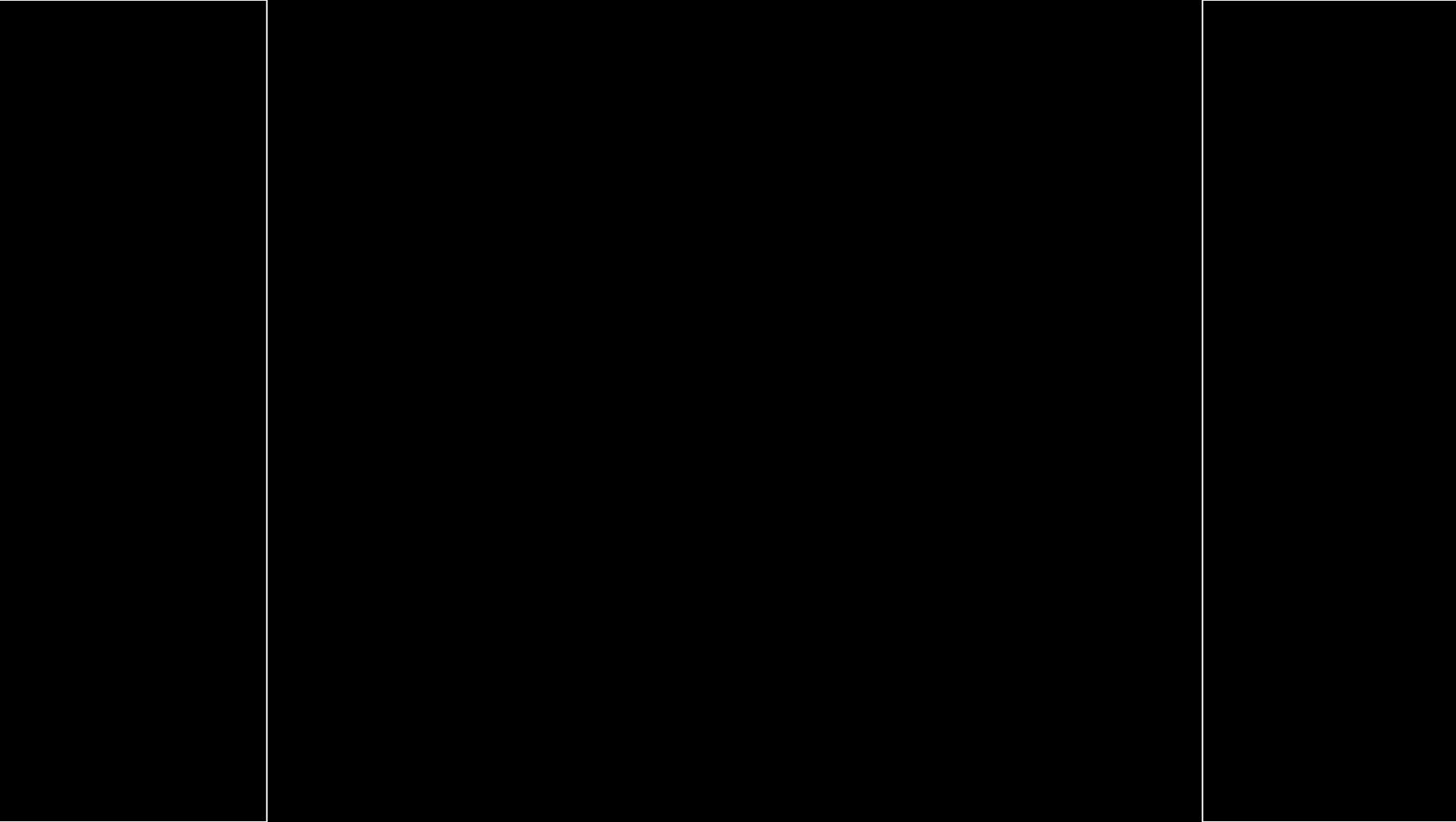
Kevin Subagaran | Developer



Manush Patel | First-year representative



Truman Be | Sr. Developer



# Solution Validation

Assumption: people would work with strangers on their side projects

50% Prefer  
Independent Work



50% Prefer Collaborative  
Work

74% Willing to work  
with online companion



26% Not willing to work with  
someone they'd met online

Caveat: “I don’t want to have to teach someone”

[1] 14 Survey + Interview Respondents

|

[2] 27 Poll Respondents

# Solutions Explored

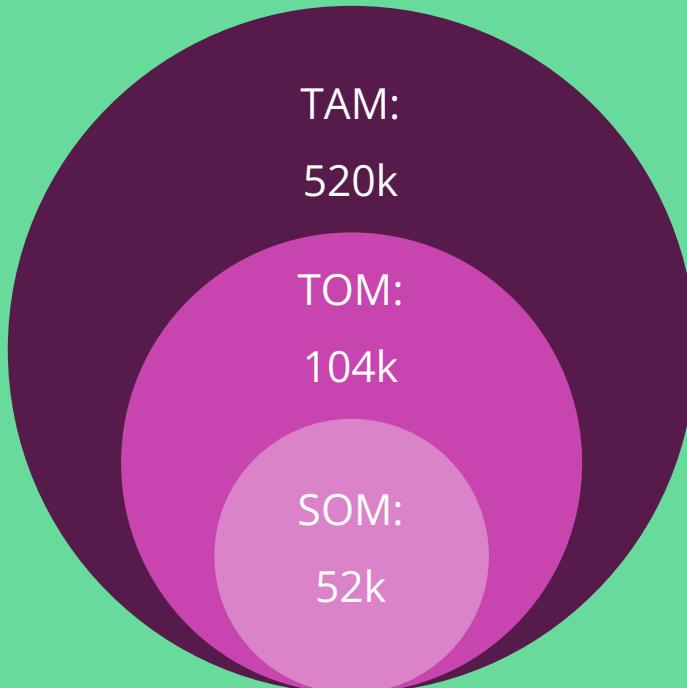
## Project Management



Reasons for not pursuing project management software tools in our solution:

- 1 Free services already widely adopted by users
- 2 Limited team resources requires prioritizing our unique features
- 3 If MVP user feedback changes, the team could integrate with pre-existing service

# Market Size



## Total Addressable Market (TAM):

- Mathematics and Computer Science students in Canada (100k)
- Mathematics and Computer Science students in USA (420k)

## Total Obtainable Market (TOM):

- Percentage of students who apply for FAANG+ (20%)

## Smaller Obtainable Market (SOM):

- Percentage of students who want to work on side projects with other people (50%)

# A website where you can...

**Post project  
ideas**

**Create  
group chats**

**Search  
existing  
projects**

**Promote  
your  
personal  
brand**

**Find  
Teammates**

**Connect  
with  
recruiters**

# Problem Validation

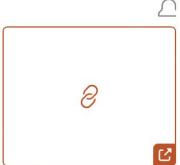
 r/programming

[Posts](#) [FAQ](#)

 1148  Posted by u/jackbrucesimpson 5 years ago

**Does anyone else have trouble finishing their side-programming projects?**

[jacksimpson.co/finish...](http://jacksimpson.co/finish...) 

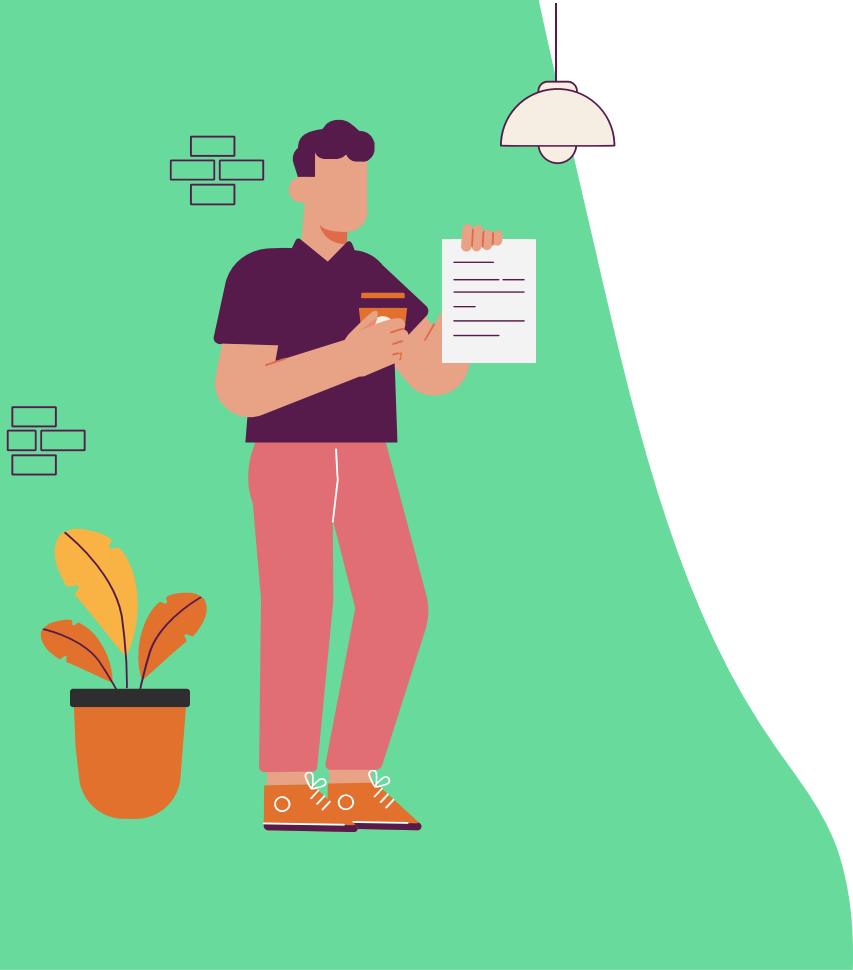


175 Comments  Award  Share  Save  Hide  Report 91% Upvoted



My dear lord, Give me strength to successfully complete at least one ...





# Thanks!

Do you have any questions?

**SoarUp.io**



**Please keep this slide for attribution**

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

# Competitive Analysis (Part III)

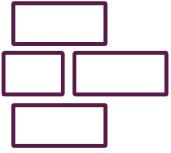
Largest Competitor:

**NOMAD PROJECTS**

Targets  
Digital  
Nomads

Project  
Search  
Engine

Connects  
Diverse  
Skill Sets



# Reviews

## Laura Patterson

*"Neptune is the farthest planet from the Sun and the fourth-largest in the Solar System!"*

## Jenna Smith

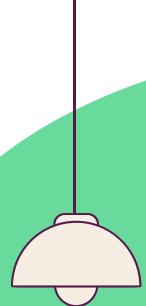
*"Mercury is the closest planet to the Sun and also the smallest one in the Solar System"*

## John James

*"Mars is a cold place. It's full of iron oxide dust, which gives the planet its reddish cast"*



# Product overview



## Jupiter

Jupiter is a gas giant and the biggest planet in the entire Solar System



## Venus

Venus has a beautiful name and is the second planet from the Sun

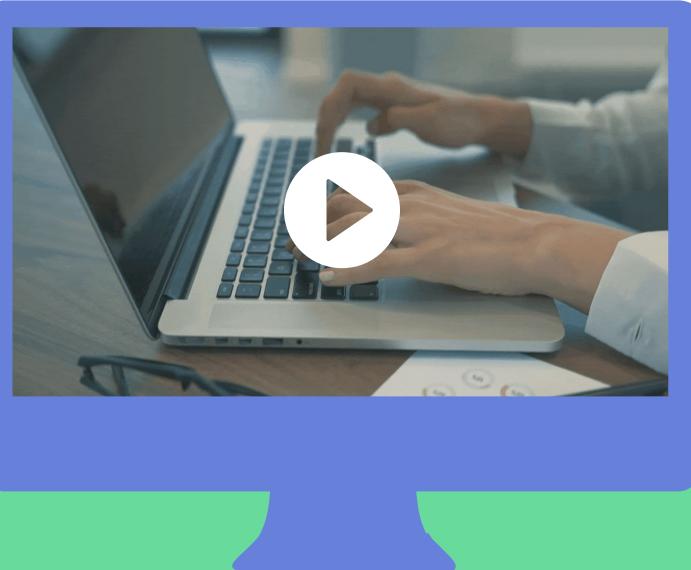
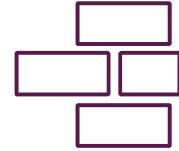




# Our plans

Basic	Pro	Premium
0.06	0.38	0.38
0.11	0.53	0.38
95.2	9.4	1.16

# Product demo

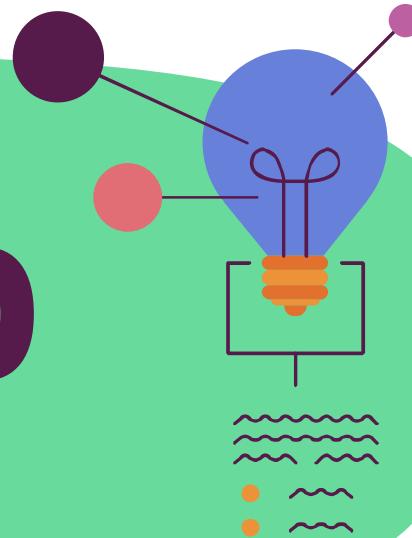


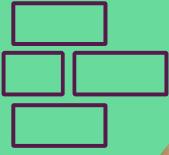
You can change the image on the screen with your own work. Just delete this one, add yours and center it



# 10,000,000

Big numbers catch your audience's attention





Private Offices # 6–8  
Lounge / Kitchen  
Meeting Rooms # 3–4  
Skype Rooms # 1–3



**A picture is worth  
a thousand words**

# Case study



## Challenge

Despite being red,  
Mars is actually a  
cold place



## Results

It's a gas giant and  
the biggest planet in  
the Solar System



## Solution

It's composed  
mostly of hydrogen  
and helium

# Market size

10%



## Earth

It's the third planet  
from the Sun

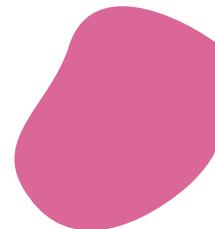
15%



## Neptune

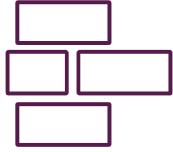
It's the farthest  
planet from the Sun

20%



## Mars

Despite being red,  
Mars is a cold place



# Competitors



## Mars

Despite being red,  
Mars is a cold place



## Venus

Venus is the second  
planet from the Sun



## Saturn

Saturn is a gas giant  
and has several  
rings

# Awards

01

## Mercury

Mercury is the closest planet to the Sun

02

## Venus

Venus has a beautiful name

03

## Mars

Despite being red, Mars is a cold place

04

## Jupiter

It's the biggest planet in the Solar System

05

## Saturn

Saturn is the ringed one and a gas giant

06

## Neptune

It's the farthest planet from the Sun

# Awesome words

Because key words are great for catching  
your audience's attention



# Target

## Gender



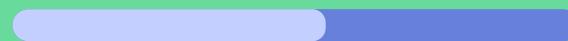
60%



40%

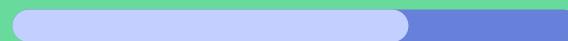
## Age

**25 – 35**



50%

**36 – 45**



60%

**46 – 55**



30%

## Interests



It's the closest planet  
to the Sun



Venus has a  
beautiful name



Despite being red,  
Mars is a cold place



It's the farthest  
planet from the Sun



# Business model

## Marketing

It's the farthest planet from the Sun

01

02

03

04

## Training

It's composed of hydrogen and helium

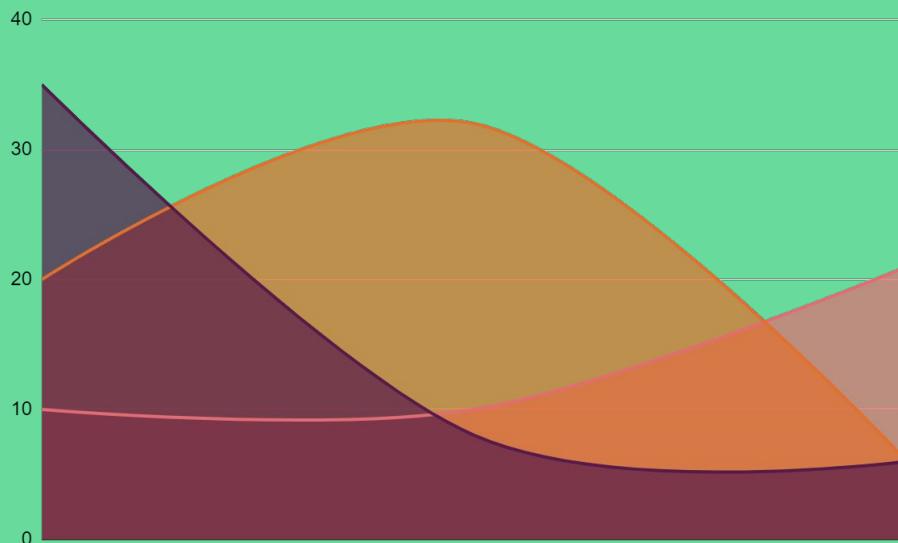
## Assessment

Despite being red, Mars is a cold place

## Technology

Mercury is the closest object to the Sun

# Predicted growth



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

**100**

New employees next year

**\$200k**

Expected income for 2021

**\$45k**

Gross revenue in 2021

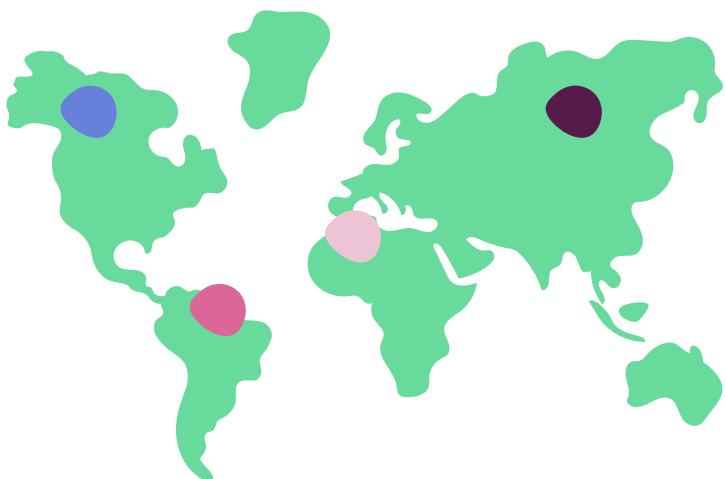
# This is a map

## Mercury

Mercury is the closest planet to the Sun

## Jupiter

It's the biggest object in the Solar System



## Saturn

It is composed of hydrogen and helium

## Mars

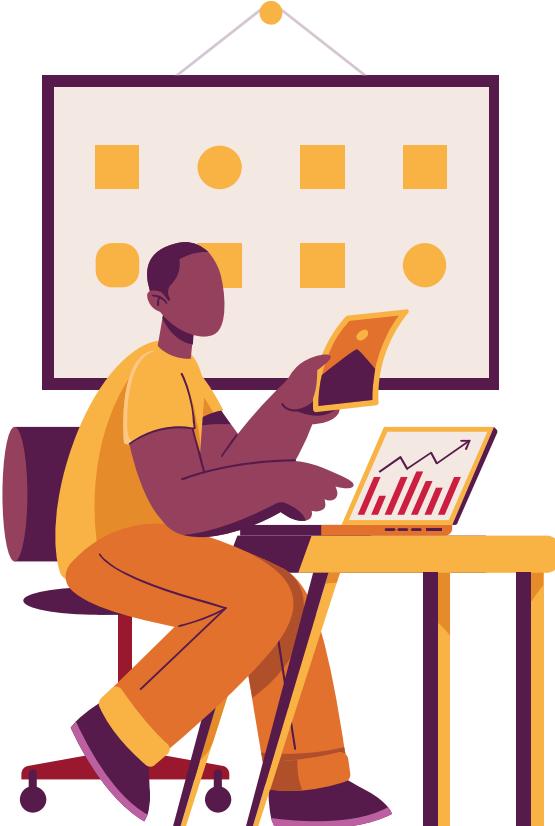
Despite being red, Mars is a cold place



## A picture always reinforces the concept

Images reveal large amounts of data, so remember: use an image instead of a long text





**333,000.00**

Earths is the Sun's mass

**9h 55m 23s**

Is Jupiter's rotation period

**386,000 km**

Distance between the Earth and the Moon

# Table of contents

01

## Problem vs. Solution

You can describe the topic of the section here

02

## Product

You can describe the topic of the section here

03

## Market & Competition

You can describe the topic of the section here

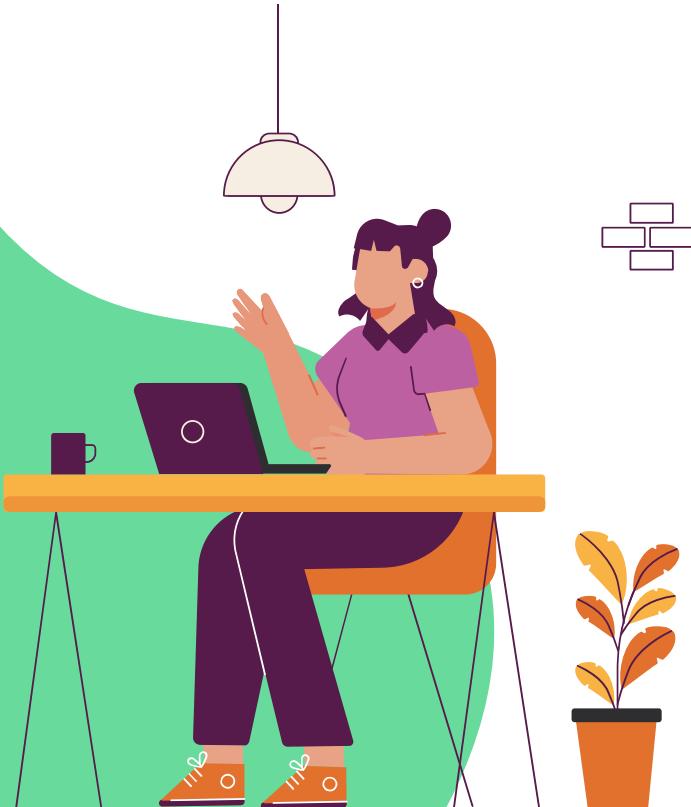
04

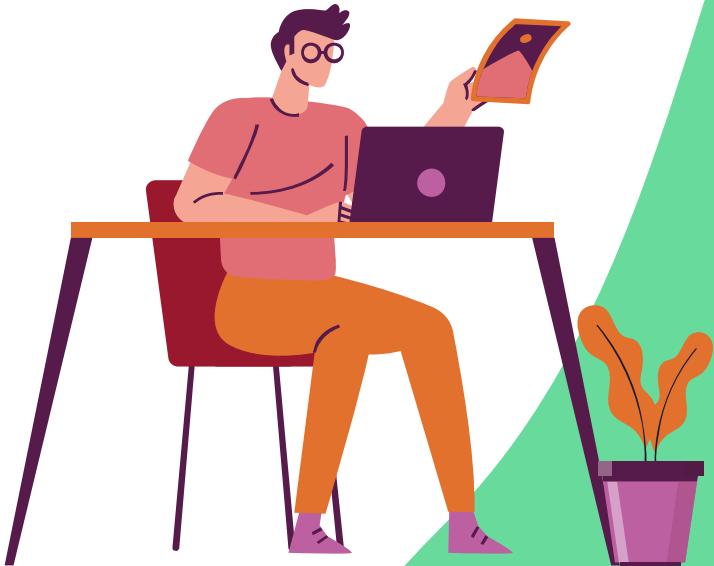
## Business Model

You can describe the topic of the section here

**“This is a quote,  
words full of wisdom  
that someone  
important said and  
can make the reader  
get inspired.”**

—SOMEONE FAMOUS





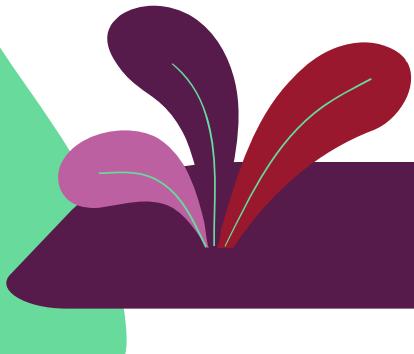
# Introduction

Here you can give a brief description of the topic you want to talk about. For example, if you want to talk about Mercury, you can say that it's the smallest planet in the entire Solar System



## Our company

You can replace the image on  
the screen with your own work





# 01

## Problem vs. Solution

You can enter a subtitle here if you need it



# Problem

Do you know what helps you make your point clear? Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk again!

And the most important thing: the audience won't miss the point of your presentation



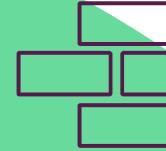
## **Them**

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's larger than the Moon



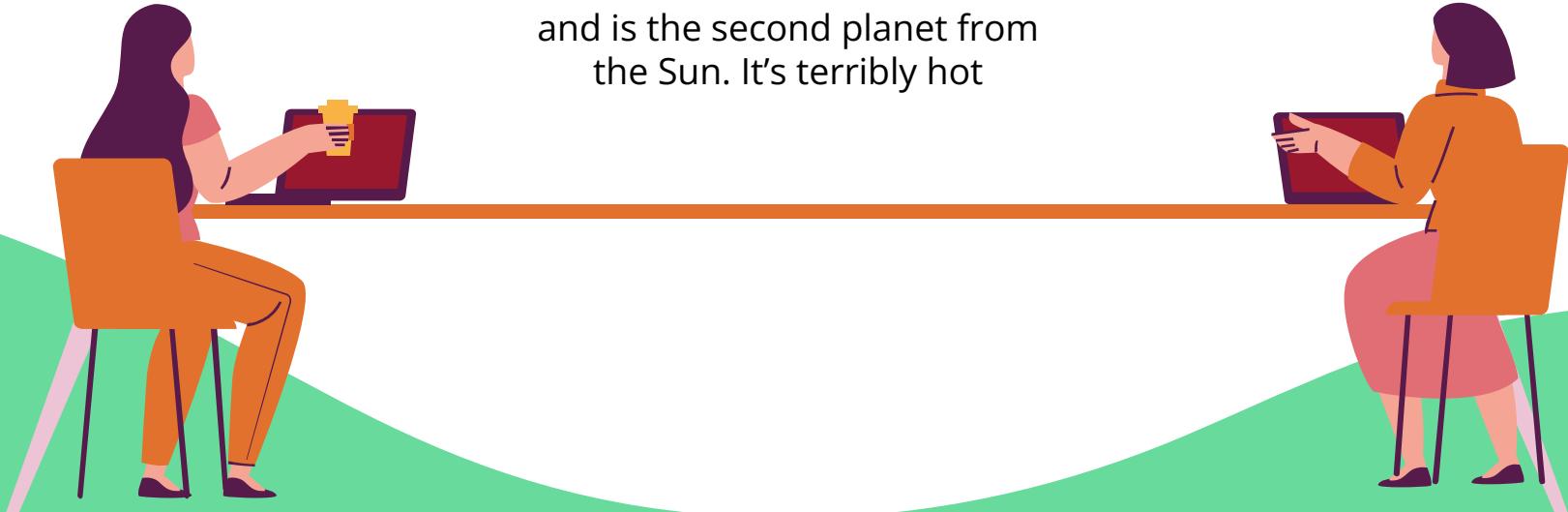
## **Us**

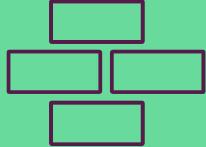
Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury



# Solution

Venus has a beautiful name  
and is the second planet from  
the Sun. It's terribly hot





# SWOT analysis

## Strengths

Mercury is the closest planet to the Sun

## Weaknesses

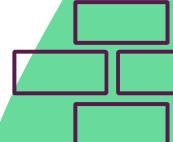
It is composed of hydrogen and helium

## Opportunities

It's the biggest object in the Solar System

## Threats

Despite being red, Mars is a very cold place



# Maybe you need an infographic

## Venus

It has a beautiful name,  
but it's terribly hot

## Mars

Despite being red, Mars  
is a cold place

## Jupiter

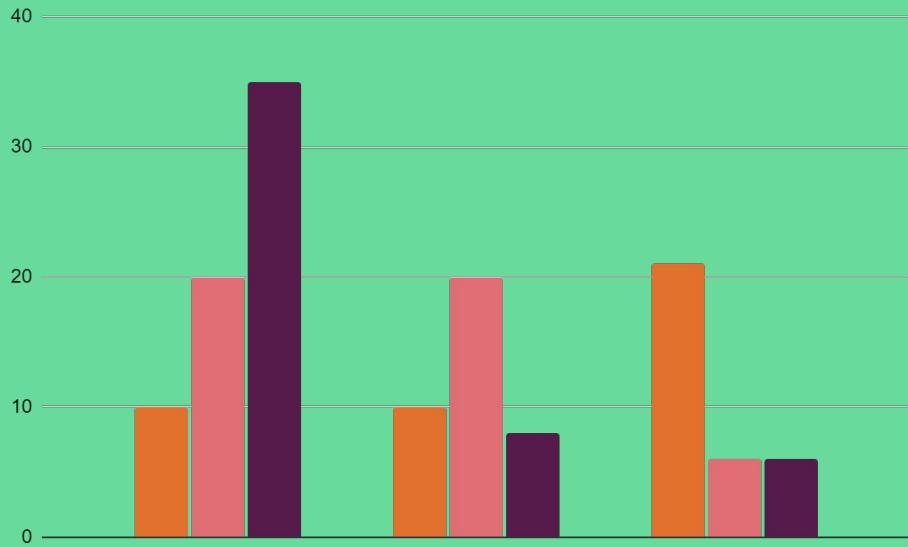
It's the biggest planet in  
the Solar System

## Saturn

Saturn is the ringed one  
and a gas giant



# Investments



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

## Mercury

Mercury is the closest object to the Sun

## Mars

Despite being red, Mars is a cold place

## Saturn

Saturn is composed of hydrogen and helium

# Alternative resources



# Resources

## Vectors

- Business people working together
- Flat hand drawn dual team coworking space
- People analyzing growth charts together
- People connecting puzzle pieces background
- Illustration with people and different goal achieving essentials
- People analyzing growth charts illustrated
- Flat people on business training illustration

# Resources

## Photos

- Business man working on laptop
- Business people at office break
- Front view of woman holding clipboard at the workplace
- Front view of smiling businessman standing in front of desk
- Front view of woman posing at her office next to laptop

## Video

- Female hands typing on laptop telecommuting

# Instructions for use (free users)

In order to use this template, you must credit **Slidesgo** by keeping the Thanks slide.

## You are allowed to:

- Modify this template.
- Use it for both personal and commercial purposes.

## You are not allowed to:

- Sublicense, sell or rent any of Slidesgo Content (or a modified version of Slidesgo Content).
- Distribute this Slidesgo Template (or a modified version of this Slidesgo Template) or include it in a database or in any other product or service that offers downloadable images, icons or presentations that may be subject to distribution or resale.
- Use any of the elements that are part of this Slidesgo Template in an isolated and separated way from this Template.
- Delete the “Thanks” or “Credits” slide.
- Register any of the elements that are part of this template as a trademark or logo, or register it as a work in an intellectual property registry or similar.

For more information about editing slides, please read our FAQs or visit Slidesgo School:

<https://slidesgo.com/faqs> and <https://slidesgo.com/slidesgo-school>

# Instructions for use (premium users)

In order to use this template, you must be a Premium user on [Slidesgo](#).

## You are allowed to:

- Modify this template.
- Use it for both personal and commercial purposes.
- Hide or delete the “Thanks” slide and the mention to Slidesgo in the credits.
- Share this template in an editable format with people who are not part of your team.

## You are not allowed to:

- Sublicense, sell or rent this Slidesgo Template (or a modified version of this Slidesgo Template).
- Distribute this Slidesgo Template (or a modified version of this Slidesgo Template) or include it in a database or in any other product or service that offers downloadable images, icons or presentations that may be subject to distribution or resale.
- Use any of the elements that are part of this Slidesgo Template in an isolated and separated way from this Template.
- Register any of the elements that are part of this template as a trademark or logo, or register it as a work in an intellectual property registry or similar.

For more information about editing slides, please read our FAQs or visit Slidesgo School:

<https://slidesgo.com/faqs> and <https://slidesgo.com/slidesgo-school>

# Fonts & colors used

This presentation has been made using the following fonts:

## **Secular One**

(<https://fonts.google.com/specimen/Secular+One>)

## **Open Sans**

(<https://fonts.google.com/specimen/Open+Sans>)

#ffe599

#f9b345

#e2712e

#e16e74

#9a182d

#bd60a1

#561a4b

# Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [How it Works](#).



Pana



Amico



Bro



Rafiki



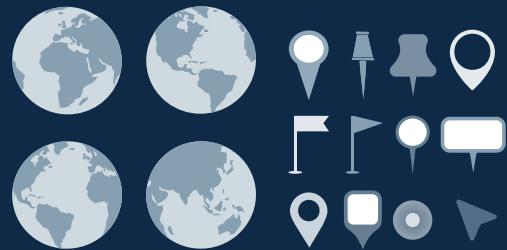
Cuate

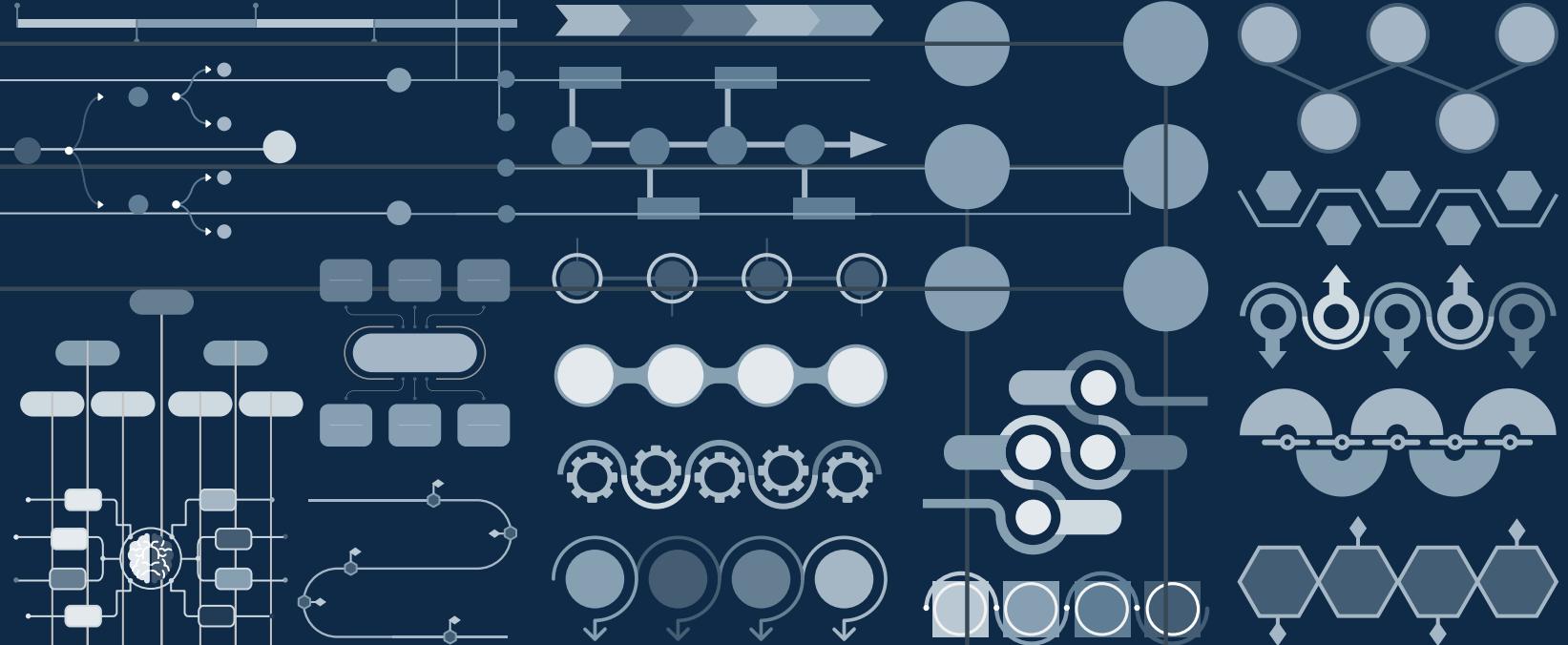
# Use our editable graphic resources...

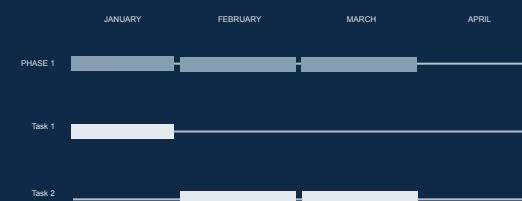
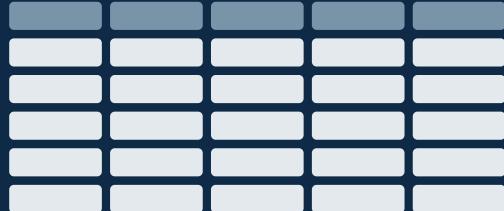
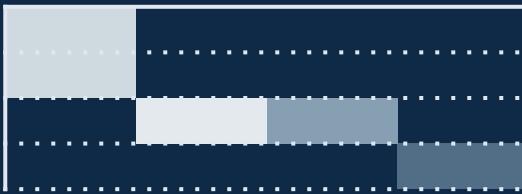
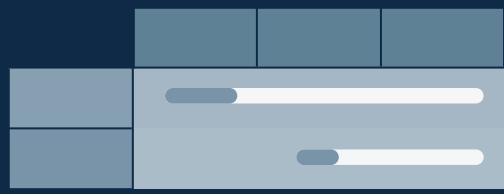
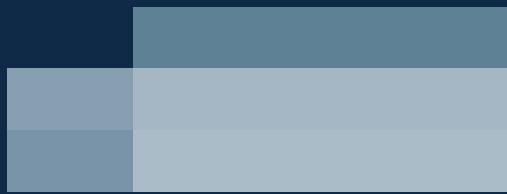
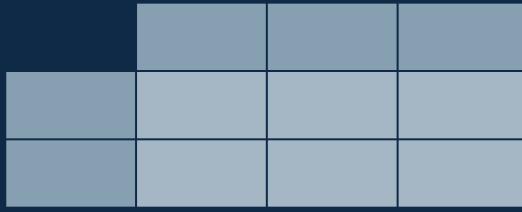
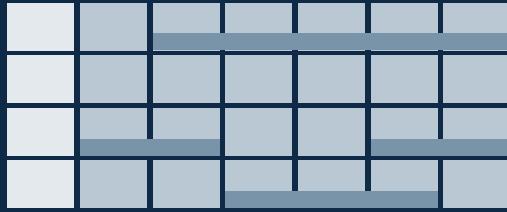
You can easily resize these resources without losing quality. To change the color, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want.

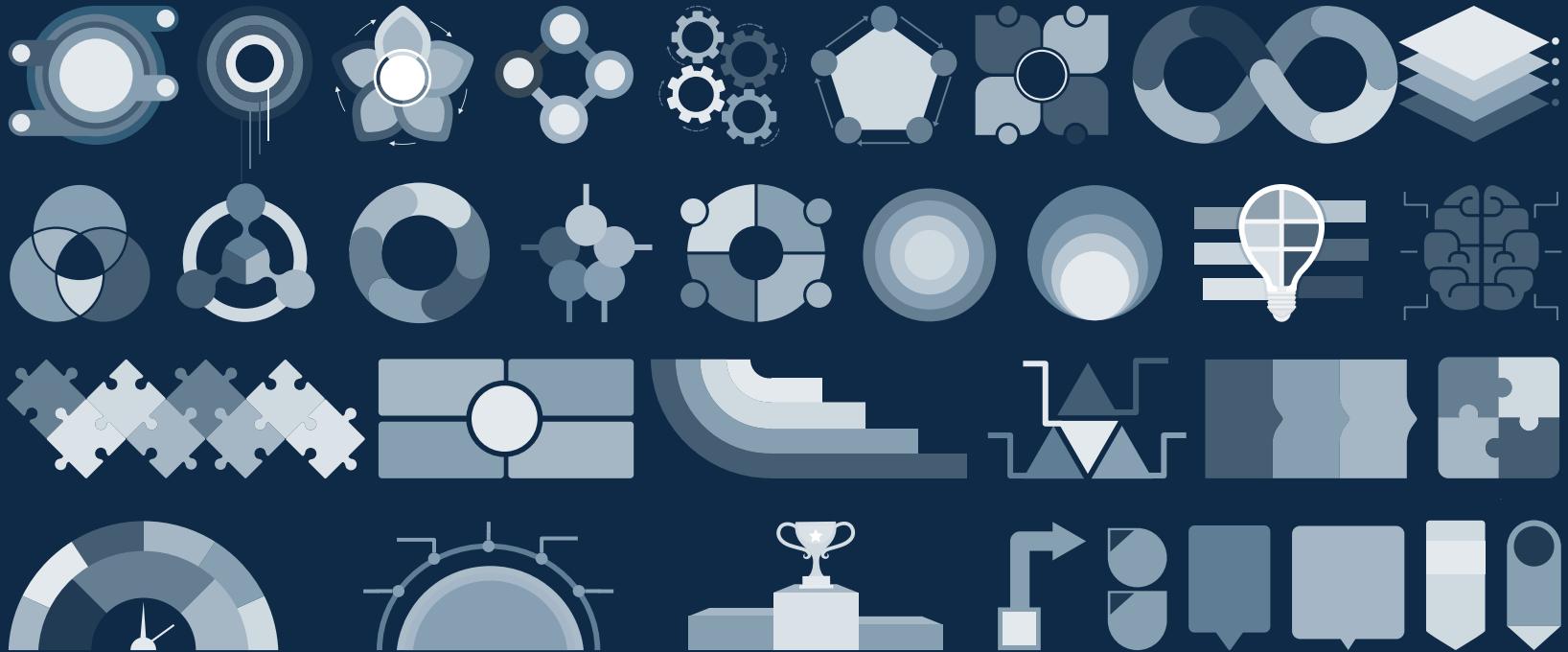
Group the resource again when you're done. You can also look for more infographics on Slidesgo.

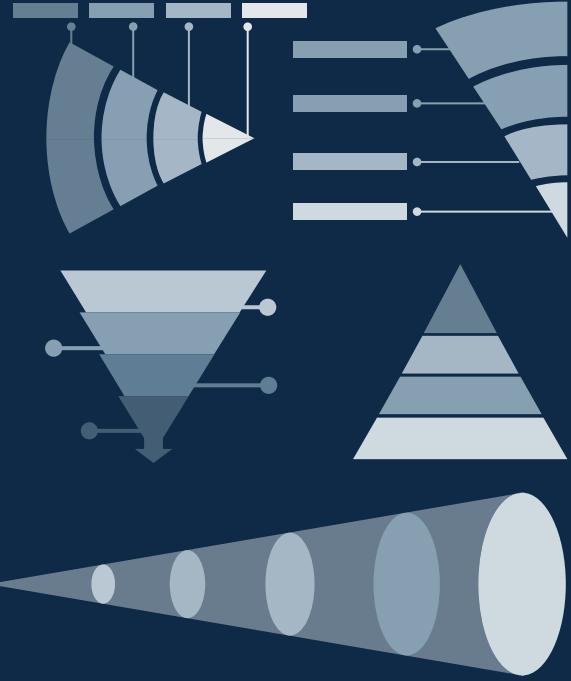
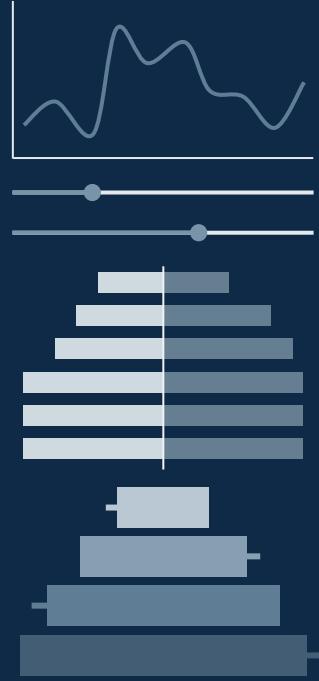
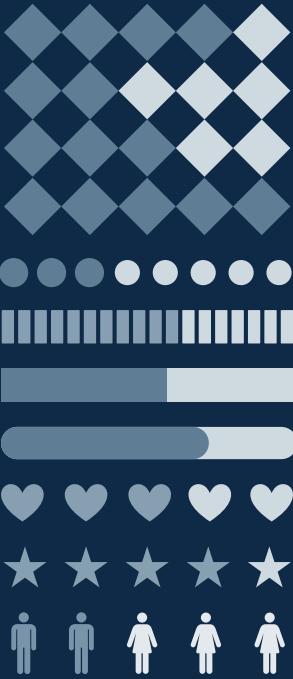
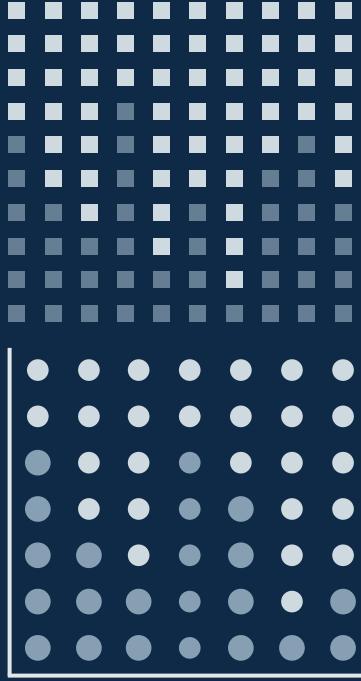












# ...and our sets of editable icons

You can resize these icons without losing quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.

In Google Slides, you can also use Flaticon's extension, allowing you to customize and add even more icons.



## Educational Icons



## Medical Icons



## Business Icons



## Teamwork Icons



## Help & Support Icons



# Avatar Icons



## Creative Process Icons



## Performing Arts Icons



# Nature Icons



# SEO & Marketing Icons



