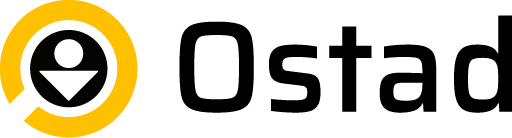
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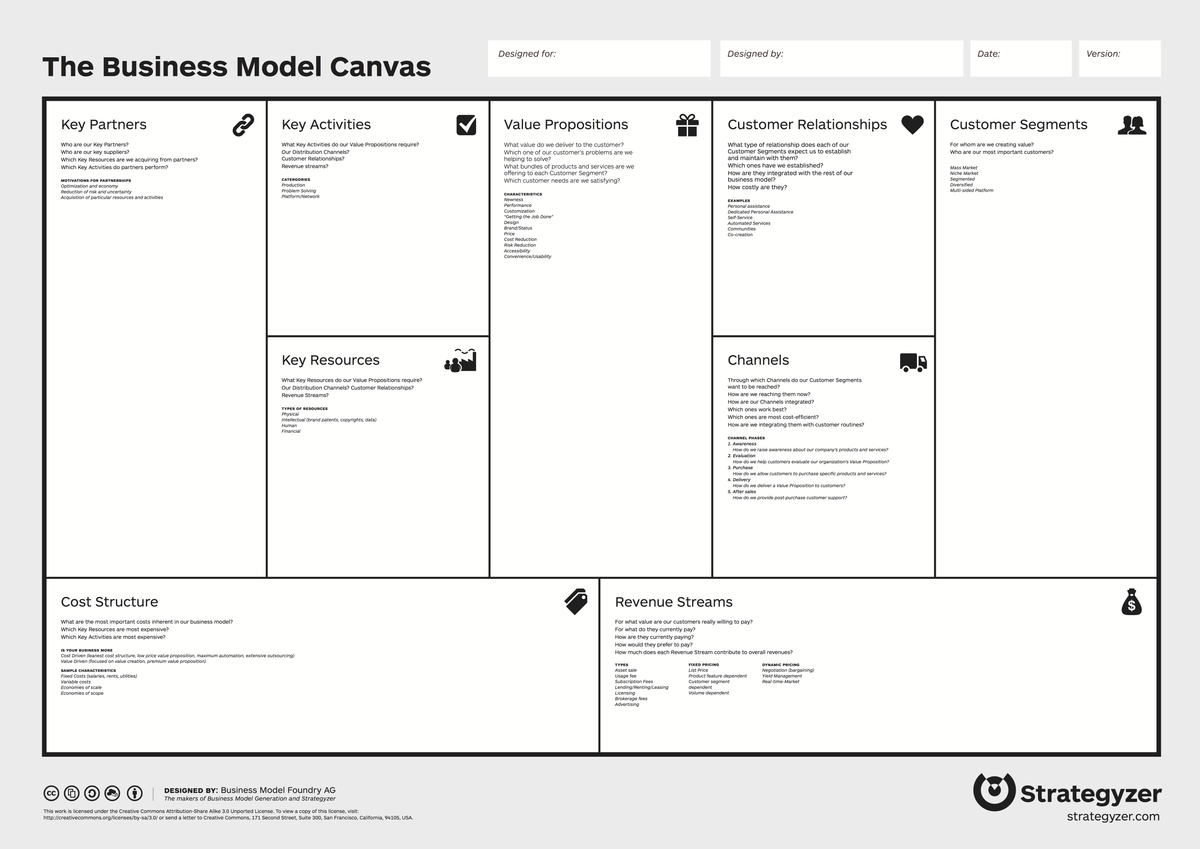
**Course: Product Management 2024 Batch 01**

**Choosing Your Business: EventWise**

**Your venue management wizard!**

1. **Which industry is the product based in?**
   1. Event organization Industry
   2. Event and Show Booking Industry
2. **What is the product in one line statement?**
   1. The product helps to connect users with hall room owner who can directly rent their hall / rooms for events in a competitive and affordable pricing strategies
3. **What is the target audience of the product?**
   1. The TG is people in the age category of 25-45
   2. People looking for wedding venues
   3. People looking for venues to host corporate events
   4. People looking to host small informal/ formal gatherings → mehfil. Parties, conferences etc.
4. **What value does the product serve?**
   1. Helps people find out the most suitable venue among an array of options
   2. Helps get the best deals on the venue
   3. Helps the hall/venue owners get the best deal and the most effective use of their halls
   4. Ensures security and audited hall booking for the hall owners
   5. Ensures and facilitate catering and decor services for the booking parties in platform
5. **What is the business model of the product?**
   1. Platform charge a **flat fee per booking** through the platform’s application,
   2. Platform makes money through **ad revenue**s through the platform
   3. Platform charges Platform **inclusion fee** for the hall/venue owners

**Assignment 3a Create your own business model canvas**

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**Assignment 3b. Create your own PMF hypothesis**

**What will you innovate in?**

* I will innovate in the event booking space industry in Bangladesh by making it simple for people who are searching for venus to find the venues easily via using our mobile application and get the best deals on the venues.

**Target Audience**

* The target audience will be people in the age range of 25-45, both men and women. Our target audience will also be corporate employees looking for booking halls for corporate events and people looking for booking wedding halls and other social events.

**Problem You’re Solving**

* We are solving the problem of hectic hall finding and venue booking where the booking process is often very tiresome as people have to look out for halls by individually visiting each venue and looking for contact details of the venues. This increases the searching time and mostly presents users with bad deals which charge them higher and does not ensure proper standardized and insured venues for the bookings.

**Value Propositions**

* We provide value to our users via ensuring the best deals for the same venues while ensuring the search and waiting times are low and guarantee a smooth booking experience by allowing for standardized venues and ensuring the venues to increase security.

**Strategic Differentiation**

* Our strategic differentiation lies in the fact that the system we developed is not only one that allows booking venus but we provide the cheapest and most affordable deals for the same venues while at the same time providing user feedback through a peer to peer venue reviewing system and fully insured venue booking system.

**Competition**

* alpha360.co

**Acquisition Strategy**

* Content marketing
* Social Media Marketing
* Paid Ads
* Referral Programs
* Partnerships and Collabs
* Events and Networking
* Influencer Marketing
* Promotional Offers

**Monetization Strategy**

* Pay per use or Pay per transaction or booking
* Platform presence fee per booking charged from the venue owners
* Data Monetization Fees.

**KPIs**

* **Daily Active Users**
* **Monthly Active Users**
* **Monthly Recurring Revenue Per User**
* **Customer Satisfaction Score (CSAT)**
* **Net Promoter Score (NPS)**
* **Conversion Rate**
* **Activation Rate for the first Booking**
* **Referral rate**

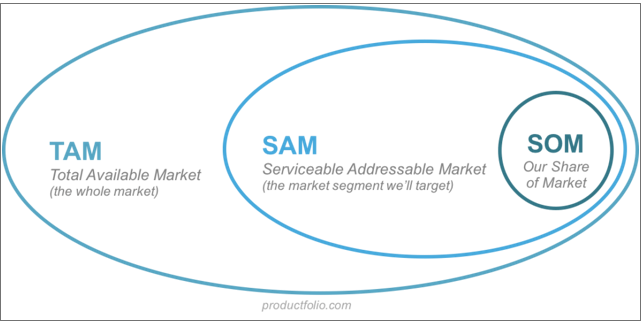
##### **Assignment 4 (a)**

What’s your product’s SAM? What is the growth rate of the SAM?

TAM = Total Addressable Market is the revenue opportunity that a company has if it has a full 100% of the market share, and there is no competition.

SAM = Serviceable Addressable Market is the “slice” of the TAM “pie” that can be served by a company’s products and services.

SOM = Serviceable Obtainable Market is the actual amount of the market that is being served by the company’s products and services.



##### **Assignment 4 (b)**

Who will be your competitors? Categorize them. Why will they pick you?

1. Direct competitors:

Company 1, Company 2, Company 3 because they sell the same product.

2. Indirect competitors:

Company 4, Company 5, Company 6 because they sell similar products but to a different customer segment.

3. Replacement competitors:

Company 7, Company 8, Company 9 because they are trying to solve the same problem of customers but with different products.

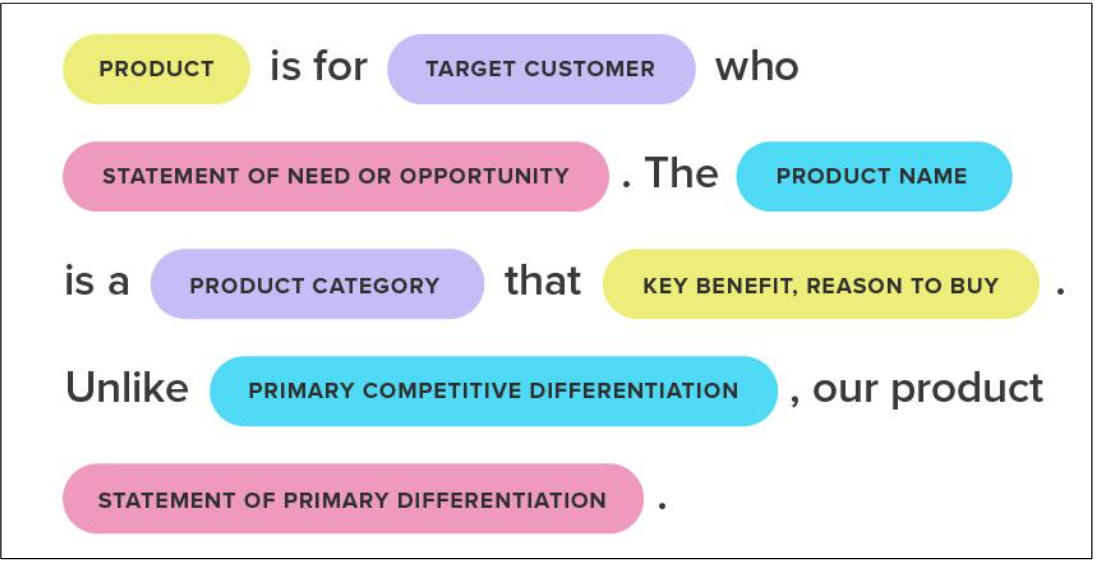
Why will customers pick you over another direct competitor?

You can use the Kano analysis to find out what features are must-haves/performance that you have that your competitors don’t have.

You can say how you will serve a more targeted customer segment. Or how you have a different acquisition strategy or monetization strategy that will help you win.

##### **Assignment 5(a)**

What’s your product vision statement?



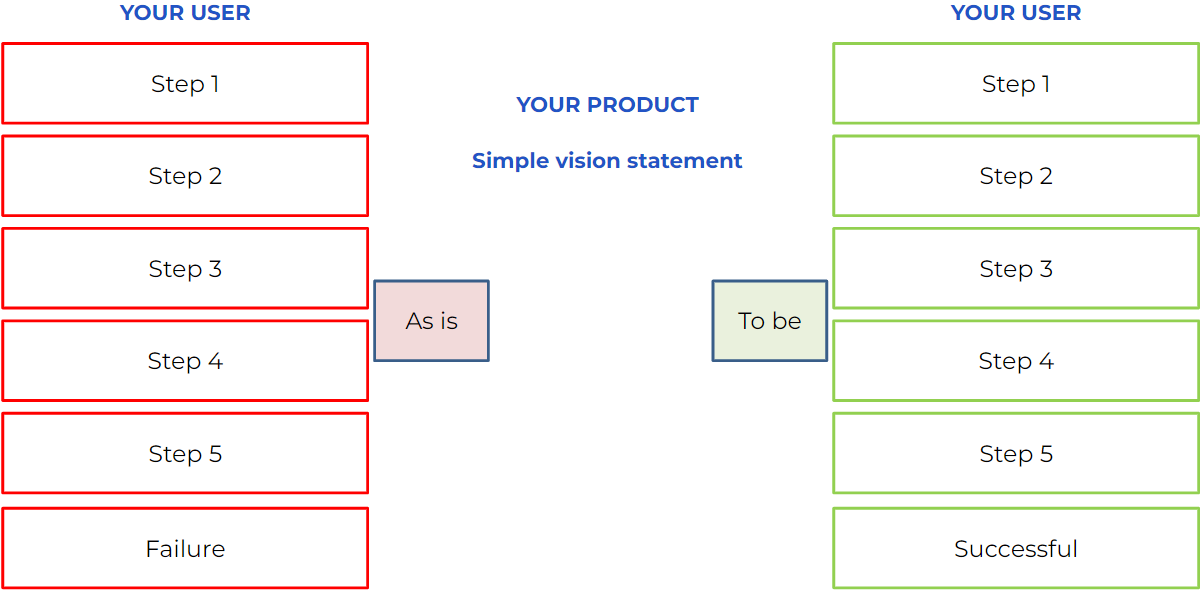
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**My Product VIsion Statement**

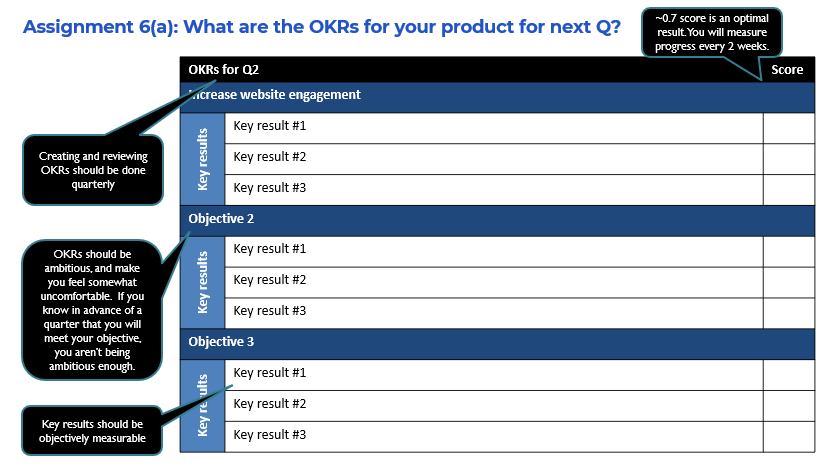
The Product is for people in the age range of 25-45 who are looking for available venues for wedding corporate events etc. The EventWise Platform is a Venue Booking Application that helps the users by providing them with the most affordable deals for security ensured venue bookings. Unlike our competition alpha360.co and Jaygaa, our product actually provides a comprehensive peer reviewed venue to choose from at the most flexible and affordable costs while building loyalty with our customers/users.

##### **Assignment 5(b)**

Create a product vision using as-is to-be framework

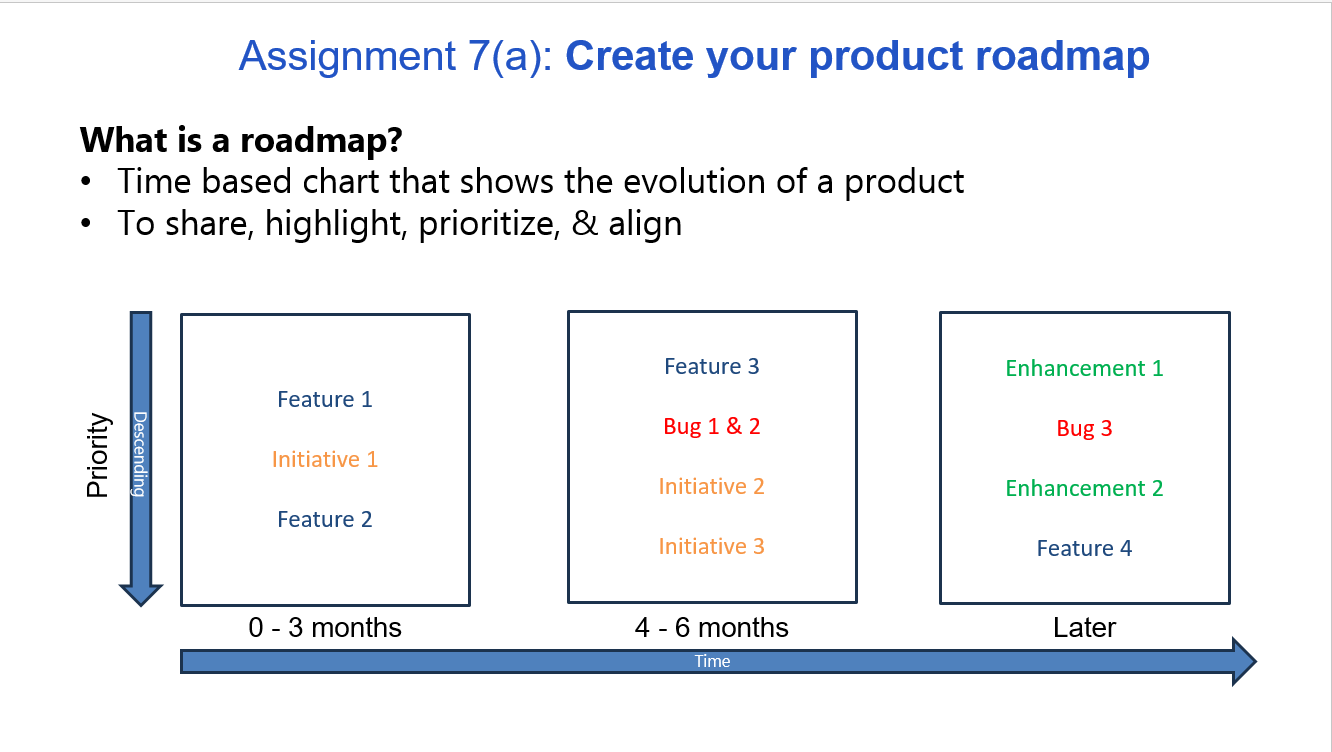


**Assignment 6(a)**



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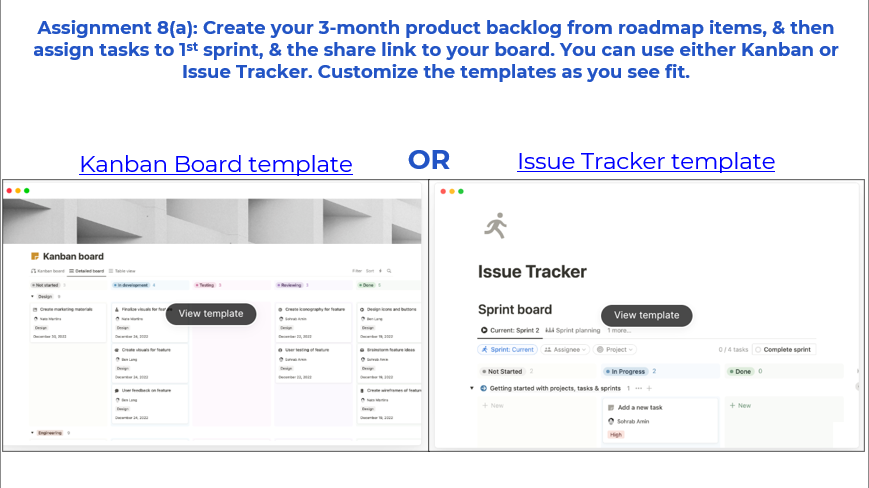
##### **Assignment 7(a)**



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##### **Assignment 8(a)**

Create your 3-month product backlog from roadmap items, & then assign tasks to 1st sprint, & the share link to your board. You can use either Kanban or Issue Tracker. Customize the templates as you see fit.



##### **Assignment Exam Week 1**

Assignment:

Complete the below steps for a platform that buys, sells, and manages cryptocurrency-

1. Create an empathy map   
2. Create KANO Model and prioritize features   
3. Create PMF Hypothesis and what PMF hypothesis to work on first and why   
4. Generate and analyze Market size for South Asia Market (Use TAM, SAM, SOM)  
5. Create a vision statement

##### **Assignment 9(a)**

Build the sitemap & wireframe for your product.

You can use PPT or Figma for the wireframe.

##### **Assignment 10(a)**

Create a landing page (website) for product launch.

Use the checklists for guidelines.

##### **Assignment 11 (a)**

What will be your product funnel?

What are the predicted numbers?

Note: Every number might change as data comes in but it’s a good exercise to design a funnel so we can improve on it.

##### **Assignment 12 (a)**

Make a list of the metrics you will be measuring

**Last Assignment**

Imagine a technology company that connects local consumers and local restaurants with delivery (Doordash, food panda etc.).

What will be your product funnel for this company’s product?

What are the predicted numbers?