**JOINDER APP**

*Is technology actually connecting people or isolating them from their social nature?*

*If sociological research indicates that the natural maximum size of a group of humans, where people can intimately interact, is approximately 150 members”, why developing bigger social networks instead of a network where “our group” can create real time interactions?*

1. **Joinder Description:** A Mobile Application that is going to connect friends/friends of friends, with a common goal, in real time and in an innovative way, improving the use of time (waiting rooms, free time, activities, sports...) and using technology to create actual real interaction in specific situations.
2. **Joinder Concept:**

* **Necessity:** Have you ever lived the following situation: you want to do something, you call and invite your friends, all of them say no, and you end up doing nothing?

Or this situation: you tell a friend that you did something very nice a few days before, and that person tells you something like: Why didn’t you invite me? I would have done it with you, I love that activity.

* **Opportunity:** If People like to talk, ask for a favour, interact, share, enjoy a moment, practice sports, go to a show, teach, help…, why there isn’t a way to know if there is a friend (or a friend of a friend) available, near to them, with the same objective, at the same time and with the same interest?

**Cases Examples:**

* If someone wants to go on a ride on his bike, but he doesn’t have someone to join him, he could use Joinder to find someone (specific agreement ) who is going to do the same in the exact same moment.
* **Requirements:** GPS, location data base, situations and goals, status, personal info, conditions/filters, chat, photos, ratings, groups, favorites, videos, categories/activities, others …
* **Competitive Advantages:** Real exchange, different approach, variety of situations, improves use of time (metro, waiting rooms and lines…), real time, Lock in lock out, complementary services around the moment, use marketing in the right moment, positive impact, corporative opportunities, with known people.

1. **Industry Overview (Competition)**

* **Products:** Many applications connect people, but there isn’t an app that connects known people with a very specific objective, in real time, on daily activities.
* **Companies:** social networks, dating and other apps (meet up, foursquare) do something similar, but with a very different approach (sex, date, make friends, business contacts or just share).

1. **Marketing – Life before and after Joinder**

* **Message:** Have you ever wanted to do something in a specific moment, but you couldn’t find someone to join you?. Joinder will help find a “friend” who wants to do the same activity at the same moment.
* **Strategy:** Social Media, SEO, SEM, videos, blog, websites links, mailing, magazines, trade shows, stories. Marketing campaigns using the products, goals, activities or needs they are creating.

1. **Target Market**

* **Market:** people with smartphones between 18 and 54, other customers (commercial establishments, public places (malls, airports …), and specific companies and brands.
* **Market size:** Facebook has 1.3 billion users. Our Goal: Between 10 and 20 million users.

**How to achieve it:** On average, a person on Facebook has 230 friends. If we assume that 50% of them are in common, we could find a natural network (230 \* 115) of 26.450 people that in some way are “bonded”. And if the probability to be accepted by a friend of a friend on Facebook is higher than 65%, there is a huge chance of achieving it. My first customers are going to be all our friends!.

1. **Revenue Model**

* **Channels:** Apps stores, social media, digital ads, advertising in other apps, expert’s publications, website, events, public places (coffee shops, airports…), communities, market research, coupons, ecommerce.
* **Revenue types:** Free App, In-app purchases, Ad Network, partnerships (with public/private places, brands, events), sponsorships, Website, YouTube channel, Facebook Page, Market Research Database, events for brands, products, events…
* **Projections:** 100.000 users on the first year, 1.000.000 on the second year, and 5.000.000 at the end of the 3th year. Conversion rate: 1% - 2% .
* **Cost:** 50.000 dollars to create the launch the first phase (beta version and launching).

1. **Risks:** easy tocopy, “free” product, wrong perception (dating app), scarcity of resources, development bugs, design and usability errors, rapid growth without income, security, big competitors.
2. **Success Criteria:** Conversion rate greater than 1% and advertising revenue model, development of the product (bugs, usability, no security issues), sponsors.

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