The Soshow

A Social hub for adults

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2020

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# Executive Summary

Our mission is to mitigate or reduce the loneliness epidemic in the U.S.[1-3] Current physical social institutions such as bars, restaurants, and special interest activities (SIAs) either do not promote or are ineffective at incentivizing deep and meaningful social interactions or the formation of personal connections within one’s local community. To this end, we have determined that a new physical institution is needed; one that promotes local community formation through three universal languages: dancing, cooking, and PCs and gaming. Offering a variety of shared activities reverts the current model of friend-finding through SIAs, back to the old model of friend-finding: a central place for people to visit regularly, while harboring no social stigmas. An example of the old model is church and other religious gatherings. The innovation that sets this endeavor apart from a local community center is that we will be a platform for local businesses and professionals. Local professionals such as dance groups, chefs, tech developers, and entrepreneurs will be invited to hold classes where they earn 100% of their teaching fees (at least in the beginning). The instructor chooses what they will charge students, while our business profits from entry fees and membership fees. It’s a win-win situation. The professional or business profits from teaching fees, receives access to our marketing channels, and engages in networking opportunities. Our business benefits similarly: profits from entry fees or membership fees, access to the professional’s marketing channels, and networking opportunities with that business and other local businesses. Perhaps we come out on top: regular win-win interactions increase our leverage within the local business community similar to how Yelp, the restaurant review web-app, held businesses hostage through their ratings system. The difference is that we will abide by rules that allow local businesses to have a chance at marketing to locals because competition works in our favor. A virtual app has no stake in the well-being of local people, while a physical location does.

## Opportunity

The year 2020 is not an idyllic year for many businesses. Economists have predicted that as many as 30% of businesses might be closed forever due to the COVID-19 pandemic, if not due to the looming economic recession.[4] During this time of crises, people may be open to new ideas. Post-vaccine distribution, Generation Z Americans (20-24) are likely living with their parents, trying to save money, but have little reason to go out and try to meet people at bars and restaurants. Similarly, older Americans around retirement age regularly experience similar existentialism and loneliness. A physical location could direct the first four hours to appeal to elderly people, while the last four hours could appeal to young people who are just getting out of work.

### Problem Summary

Does the loneliness epidemic exist? First-page internet searches for articles about the loneliness epidemic cite Cigna's survey, which is one of only a few publicly available articles.[2] A reputable public figure that supports this issue is former U.S. surgeon general, Vivek H. Murthy, who emphasizes the unseen, but catastrophic effects of the loneliness epidemic.[1] The academic articles cited by these first-page articles are usually used to reinforce the idea that loneliness is a serious public health issue, rather than as a source to support the existence of a loneliness epidemic. Trends in at-home activities like gaming, streaming services, and sex among young people suggest that adults (particularly young heterosexual men) are spending more time at home.[5] These trends have been occurring before the pandemic. Trends and survey data support the existence of a loneliness epidemic in America.

A meta-analytic review from 2015, however, projects that loneliness will reach epidemic proportions by 2030, which does not account for recent advances in technology and the global coronavirus pandemic, which may have increased the rate of loneliness.[3]

### Solution Summary

Create an entirely new social institution for adults that relies on old communal methods of socialization through universal languages and shared activities such as dancing, cooking, and PCs and gaming. Social leverage and relevancy is ensured by actively inviting businesses to teach classes and swap marketing channels. The idea is like a community center for adults, but unlike a community center, the tone will be a place of high quality and have an emphasis on aesthetic appeal.

### Market Summary

Marketing will be achieved by incentivizing businesses and professionals to hold classes at our location where they earn 100% of their student-teaching fees. Local professionals such as dance groups, chefs, entrepreneurs, and tech developers will be invited to hold classes, swap marketing channels, and engage in networking opportunities. Several B2B businesses and governmental training programs hold offsite training for employees and customers as to not disturb their local work office. It would be economically more convenient to rent out our space to hold such trainings than to rent out or buy a building for this space.

### Competition

While other community centers do exist, the ones that do are likely not targeted to or reserved for adults nor has a flexible business model, therefore we have no direct competition.

As for indirect competition, any competitors who are even remotely related to the range of activities and incentives that we offer, could become an ally. Shared workspaces could be considered indirect competition but to a lesser extent because these communities are usually too exclusive for normal people to engage in them.

The greatest indirect competitor are SIAs. SIAs are usually concerned only about managing their own SIA factions and do not usually engage in direct competition with other SIAs. Umbrella organizations that connect SIAs typically exist for sports. We do not offer sports outside of dance and possibly theater, therefore umbrella sports organizations pose serious direct competition.

### Overview

Our mission is to mitigate or reduce the loneliness epidemic in the U.S. by offering the old model of socialization through universal languages in the form of shared activities, specifically dancing, cooking, and PCs and gaming. We will maintain relevancy and bolster marketing channels by engaging in win-win situations with businesses and professionals by inviting them to use our space for classes.

### Why Us?

I have not created a team yet. I am going to need a team.

## Expectations

I’m not sure what the expectations part is.

### Forecast

I will need help from someone who is better at finances than me to look over my financial calculations before I fill out the financial part.

### Financial Highlights by Year [chart]

### Financing Needed

# Opportunity

easy

## Problem & Solution

Loneliness epidemic

### Problem Worth Solving

Loneliness is a public health problem.

### Our Solution

Restates, but probably explains more in-depth

## Target Market

18-30 year-olds and 50-80 year-olds

## Competition

No direct competition because there are no physical spaces that act as a platform quite like us.

SIAs, specifically, an umbrella organization for sports are our indirect competition.

### Current Alternatives

Bars, restaurants, SIAs

### Our Advantages

Flexibility

Long-term relevancy

Win-win community situation

# Execution

## Marketing & Sales

Front desk person’s roles: interacting with potential members. Interacting with potential business partners.

### Marketing Plan

Invite local businesses. Chicken or egg situation: do the professionals come first or do the consumers come first. To get past the chicken or egg situation, inviting dance groups to practice for free or reduced fees will be key.

### Sales Plan

Who will I contact specifically.

Which businesses I will convince specifically to come over and make this a thing.

## Operations

Daily checklist

Weekly Checklist

Biweekly checklist

Monthly checklist

Annual checklist

### Locations & Facilities

One brick-and-mortar location in the heart of the community or city. It must be at the heart of the community.

### Technology

List of technologies used and what they will be used for

### Equipment & Tools

List of equipment and tools for each area

## Milestones & Metrics

List of milestones and metrics

### Milestones Table

Milestones

* Securing Funding
* Create team.
* Train Team
* First business agrees to teach a class.
* First dance group agrees to practice at our location
* First entry fee customer
* First member
* 50th member
* 100th member
* 200th member
* 300th member
* 400th member
* Breakeven point

### Key Metrics

Metrics

* Typical number of hours people typically hang out
* Frequency of members
* Volume of people on certain days
* Entry fees vs. Membership ratio

# Company

## Overview

Might be restated from the beginning

## Team

Ah yes, the team that I will need to build.

### Management Team

Storefront side: going to two people, myself included.

### Advisors

Tonino Mavuli

Toni Mavuli

Gena Mavuli

Family business men and women

# Financial Plan

## Forecast

Copy and paste from the forecast in the beginning.

### Key Assumptions

80/20 rule

Formula creation

### Revenue by Month [chart]

Expected revenue

### Expenses by Month [chart]

Expenses

### Net Profit (or Loss) by Year [chart]

## Financing

### Use of Funds

### Sources of Funds

### Personal, Fundraising, Grants, Loans, Angel Investor

## Statements

### Projected Profit & Loss

### Projected Balance Sheet

### Projected Cash Flow Statement

# Appendix

## Resume and Bios

I will need to tailor my current resume and bios.

## Product Pricing Projections

If membership becomes a popular option, I might pull a planet fitness and do overhead cost with a $10 monthly fee.

## Monthly Financial Forecasts

This is just operating costs and amortization of debt.

## Permits/Licensure/Lease Agreements

I won’t have any of these.

## Insurance Quotes or Contacts

Insurance from companies

Workmans Compensation insurance

Contacts don’t exist yet.

## Additional Documentation

None, except for the references.

# References

1. McGregor, J. *This former surgeon general says there’s a ‘loneliness epidemic’ and work is partly to blame*. 2017 [cited 2020 6/30/2020]; Available from: <https://www.washingtonpost.com/news/on-leadership/wp/2017/10/04/this-former-surgeon-general-says-theres-a-loneliness-epidemic-and-work-is-partly-to-blame/>.

2. Polack, E. *NEW CIGNA STUDY REVEALS LONELINESS AT EPIDEMIC LEVELS IN AMERICA*. 2018 [cited 2020 6/30/2020]; Available from: <https://www.cigna.com/newsroom/news-releases/2018/new-cigna-study-reveals-loneliness-at-epidemic-levels-in-america>.

3. Holt-Lunstad, J., et al., *Loneliness and social isolation as risk factors for mortality: a meta-analytic review.* Perspectives on psychological science, 2015. **10**(2): p. 227-237.

4. Crutsinger, M. *IMF head says global economy now in recession*. 2020 [cited 2020 6/30/2020]; Available from: <https://www.pbs.org/newshour/economy/imf-head-says-global-economy-now-in-recession>.

5. Saumya Joseph, A.B. *Young U.S. men having a lot less sex in the 21st century, study shows*. 2020 [cited 2020 6/30/2020]; Available from: <https://www.reuters.com/article/us-usa-health-sex/young-u-s-men-having-a-lot-less-sex-in-the-21st-century-study-shows-idUSKBN23J2LI>.