Midterm Report
Innovative Technology & App Development

Ty Yiu

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Contents

Adid

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MANAGEMENT TEAM
Ty Yiu C.E.O, C.T.O, Founder
Deniz Baran C.O.O, C.M.O Co-Founder

INDUSTRY
Category: Networking
Sub-category: Communication

CURRENT INVESTORS
Otto Group

FUNDING TO DATE
Total previously invested
>$10,000

FINANCING SOUGHT
$100,000,000

USE OF PROCEEDS
- Research & Development
- Marketing
- Hiring of staff

BANK
- Goldman & Sachs

LAW FIRM
- Kirkland & Ellis LLP

ACCOUNTING FIRM
- KPMG

Company description

Adid is a communications company with its core values centered around safety, privacy and speed. In its current form it is represented as an offline / decentralised networking app, powered by QR codes. The app enables users to share their contact details, chosen to include business or personal information. Thus, *adid* is a business networking as well as a social association service, not a social network or platform. *Adid*'s further intentions are to progress on its values by incorporating different technologies for varying circumstances, such as near-field-communication as well as broadening the means of using the values and technologies, to not only communicate contact details. A specific example would be the proposed sharing of nearby, local events. This vision would encompass offline chatting and other sorts of functional data transfer for a less centralized future of sharing information.

Target markets

Potential customers to the service are to be segmented into few primary and several secondary markets. Primary markets have been identified through UX research and user persona analysis and are the business networking sector and the nightlife/entertainment-social sphere. Main marketing efforts are focused on growth in the primaries via representation on networking and business summits as well as social events. Secondary markets are thus music and other cultural events for the personal segment. Collaborations with event management firms and professional networking businesses as well as associations is a vital resource for marketing and growing the service to projections.

Competition

No active competition has been directly identified. A few inactive firms have been found with issues for their closure different in nature to any potential issue currently to be thought of for "*adid*". The lack of competition and in-existence of a similar service or products indicate the innovation present and barriers to entry that have been posed and overcome. Firms projected to become competitors in the future progression of the firm are much greater of a potential thread. Traditional communications companies would become one of the projected main competitors, opposing a decentralized communication service over their traditional systems, although the potential of collaboration and integration is to be possible just as much as potential opposition.

Milestones

A few major milestones have been set out to be achieved for the coming five-year period. Within the first year, the company's team should be optimized and broadened to primarily and effectively market the service and promote growth. Secondly, the development focus should also be directed towards a "progressive web app" to be completed before the first one-and-a-half-years in order to include all mobile operating systems. Also, Expansion is planned to take place internationally, fueled by the collaboration with networking associations already in contact with, representing business' as well as personal / entertainment' collectives. The development of the current app in terms of additional features should also be increased in count and improved upon in quality by the second year, in which major feature additions outside of current scope and a UI re-design are scheduled. A gamification approach to the current business model could be introduced in this stage of the development phase, as well as other sources of revenue from related markets. The second year is comprised of major expansion schedules and additional collaborations executed with peripheral networking associations, which would include secondary market targets such as music event networking. The third year should introduce the formation of a board and the attraction of bigger firms for collaboration, assuming rising awareness in prior years. Furthermore, the business case should dramatically be broadened in this time period, to drive annual revenue.

Five year financial projection

What	**2019**	**2020**	**2021**	**2022**	**2023**
Revenue	0	50,000	100,000	200,000	200,000
Cost	<10,000	200,000	100,000	100,000	75,000
Profit	<(-10,000)	(-160,000)	(-160,000)	(-60,000)	85,000

Business model canvas

Key partners

Key partners are networking associations and event management firms for the business sectors as well as entertainment/social sector. Both segments respectively represent the primary and secondary markets mainly pursued for potential customers. The aim is to utilize relationships with key partners to increase awareness and drive growth. Later, these partnerships will create stability for a robust barrier to entry and limitation to competition.

Key resources

The key resources are already partially present in the current team in terms of required skillsets. Materialistic key resources will be comprised of development equipment and infrastructure. Since the service is supposed to be decentralized and offline, the costs for serving and computing is much lower than traditionally. Less materialistic but much more relevant and essential are the mentioned relationships, as it is the major planned driver for growth.

Key activities

Besides further development and marketing, which should be taking place regularly, the search for further collaborative entities is planned. Less frequently, UX research should be carried out within the first two years to perform necessary adaptions.

Cost structure

In opposition to traditionally run digital services, *adid* works decentralized and offline, thus there is no need for any servers or infrastructure other than the website and the planned "progressive web app". The most expensive projects would be such as the inclusion of a blockchain powered, offline, decentralised chat/messaging service.

Value proposition

The value that *adid* proposes, based on the personas identified in UX research about the target markets, is not brand new and thus expensive technology, but rather the aggregation of existing technologies in innovative, new ways. *Adid* helps people connect and network effectively in a quick, private and simple way.

For individuals at an event, *adid* allows them to quickly share their details with like-minded people.

> *"Take no longer than 10 seconds to exchange contact details!"*

> *"With adid, you don't have to spend time or thoughts on how to exchange your details the best way."*

Revenue streams

Currently in development, is the premium version of *Adid*, which will become one of the major revenue streams. Affiliate marketing with other firms using *Adid*'s technology for decentralized information distribution is another stream of revenue, as well as the licensing of the service to enterprise. In contrast to B2C measures, the premium version targets consumers directly.

Customer relationships

Acquisition and retention are driven by relations formed with key partners, whereas maintenance and stability are to be done in-house as well as through promotion through events.

Channels

Promotional advertisements on digital platforms like "the app store" or websites/blogs will complement offline advertising via mentioned partnerships and events.

Customer segments

The business networking, primary market comprises the major part of segments present for potential customers. The entertainment/social-event complements the business target with personal consumers. Furthermore, these segments can be broken down and specified further to market the service even more effectively. Thus, more specialized events and associations can be approached to utilize a by *adid* provided networking service.