BUISNESSPLAN Yugglr

Summary of corporate venture

We have developed a web service and an iPhone app to be used by families for coordinating activities with each other and with friends. With a calendar, a function for check in and communication you will be able to plan and communicate with the family, with relatives and with groups of persons with whom you need to coordinate activities, dinners, vacation or whatever it can be.

The development started in December 2013 and test and roll out of the services will be in May – July 2014. In August the service will be launched. We have so far financed the work with own funding and funding from Vinnova and Tillväxtverket.

During this period we have also investigated conditions to go forward with Yugglr as a service and a company. And our conclusion is that it is possible and an extremely good idea to continue developing. We have the following corporate goals:

- August 2015 – we have established Yugglr in three Nordic countries and we have a global spread. All together 100 000 users.
- August 2016 – we are established as a family planning app with 500 000 users.
- During 2017 we will reach one million users. Yugglr will be distributed together with a big company in some way.

We build our business on charging a safe and cost effective storage service. We sell the possibility to save and store photos, films and documents in a secure way. And with a possibility to share photos with relatives and friends. We have more ideas of how to charge for services within Yugglr, as for buy/sell from each other.

Investmentneed for three years is 240 000 Euro, a year in three years.

Trademark, company and team

Yugglr is registered as a trademark in Sweden and we have applied for registration in EU.

Yugglr is family company run by Sofia Uddeholt and Mikael Eriksson. Right now Yugglr is a firm within Capesand International AB 556675-6317. Yugglr will be moved to SodCom AB, 556839-4661, Sofia Uddeholts consultant company where Mikael Eriksson och Sofia Uddeholt from 1 juli will own half each. Placed in Stockholm.

We have long experience and competence within:
- strategic communication and trademark, management and organization
- technical architecture, azure, Microsoft technology and business development, sales.

We have got a large contact net in communications and It-businesses and we have big possibilities in finding good collaboration and qualified partners and employees. We also have good contacts within Microsoft. Right now we are members of BizSpark, Microsoft.

The technical development is today done with a Swedish developer, together with Mikael and we also have offshore developers connected to us since many years back.

Business idea

Families today have a large and growing need of handling logistics and coordinate activities within the family and together with other families. We mostly do things together with others and today we coordinate these activities via different channels. It can for instance be an awful lot of sms to coordinate rides to a basketball tournament.

So the need on the market for a tool to facilitate all communication and planning we have within family and with the nearest frieands and relatives of the family is big. Now there are many ideas of how this can be done, but not so many tools that actually does all this in one app or web service.

Yugglr is a webb- and mobile service that helps especially familymembers in different age to plan activities and organize daily life in a fun way together with others. We offer a service that makes it possible to:
:
- create and share calendar for you and your family,
- plan activities together with others – family and friends – what to bring, where, when, who,etc.
- communicate directly round activities and such things that affects daily life,
- locate others in the family and check in,
- create "to do lists", and shoppinglists and share with someone,
- document – share and save documents and photos,
- contact book for needed numbers and friends,
- and some more.

We also have the possibility to create a market place for families as for instance to buy and sell cloths, toys, equipment or else, within this service. And you can choose if you want to take part of that or not.

You can read more about the service on www.yugglr.com. We still need to develop the service for Android and even for platforms in different forms. Technically the service is developed on Microsoft based technology and we have big experience in optimizing our solutions for azure.

Customers

The customer is families with children in different ages where all uses and have access to mobile or webb on their spare time. It is also persons who are close to the families such as grand parents and other relatives, besides neighbors or other parents and kids in the network around the family. Every family member also has their groups of friends, or others who we want to talk to or plan with.

Competition and our position

There are some corresponding services – however on a limited geographic market. One is established in USA and another one in a smaller part of Europe. Not in the north of Europe and not in the rest of the Anglo-Saxon world. We have not found anyone covering other continents either. We define competition as tools targeted on families to increase their possibilities in daily life.

We have seen many of them developed only for families where the parents are married but not part of two families after separation. We have developed our service so that parents who are remarried or have two families can be part of both. We have also considered all other groups of people that family members collaborate och communicate with and have developed the possibility to be part of groups as part of organizing family life.

We have also developed the service from the fact that you are first a person, than part of a group. This is not the case with the other family services. And we will get possibilities to develop the service from this perspective much more than if you are only identified as a family member.

Another comparison is with services that are developed as facebook where the purpose is to talk to everyone you know and not a group of persons as the starting point of the communication. We are turning this to the other end. We start in the group and can extend to "everyone".

We are also developing from the kids need to communicate and collaborate. A kid is also a person and may create friens group and use Yugglr from their needs – like doing homeworks with friends, keeping track of their parents or telling parents where they are in real time. The other services are often built for the parents to start with.

So we have created a web and mobile service that sees each of us as part of a family or two, or a group and with friends and we can share and communicate within and between these areas of our life.

Another competitive part of the service will be storage of quality pictures. None of the other actors within family services, are offering the possibility to store quality pictures and to share these with others. Photos and film is a central part of our communication today. And especially for our kids. We will create possibilities for people to store their photos/films in good quality and that can work as the old-fashioned photo albums. But you will also easily be able to share it with relatives and friends who are alredy in Yugglr.

Marketing

One of our coming challenges is to as soon as possible get uses in the service, which would generate possibilities to make money. We need about 100 000 users to be able to market the service as new, upcoming start up on the market and to be able to continue integrating productdevelopment. We thing that we can and should create "offers" created by the users and charge them for this as part of our business – as now first storage, later on buy/sell or else.

To grow in users we will work with product development and of course "growth" and with distribution.

To build a good user base we will work in a close dialogue with users and even study how they use the service to see what works and what does not work. We need to look at conversions and from experience improve the product/service from user behavior.

To involve users in contributing with ideas and experience we also hope that they will spread the word and the use in their networks. We will alsondevelop a strategy for content marketing and viral spread. We will also use Facebook and Google where we also will buy ads – after studying messages and target groups closely.

To get a large spread of the service fast we will also look for partners to co-package Yugglr t with and to offer to their market, which would stimulate growth for both parts.

Payment model

From the idea of how this service sould be used we thik that it should be free. Someone who gathers families in a basketball group eller else, wants to be alble to invite users to be able to use the service. If it then costs the risk will be big that the service cannot be used because other persons do not want to join a service they need to pay for.

We will charge for a premium version of the service and the model is that services on top of what is the main features will be charged on a monthly basis. To start with we will charge for the possibility to store photos/films from 500 mb.

The premium version will cost 1 Euro/user a month. A possible calculation would be:

5 % of 100 000 users = 5000 x 12 = 60 000 Euro
5% of 1 000 000 users = 50 000 x 12 = 600 000 Euro

It will be possible to charge for more sub-services, but this is the one we now know will work and it would be a logical part of Yugglr. We can add printing of photos or else to the service as well.

With other sub-services within Yugglr – such as buy/sell we can charge 1 Euro extra for this one. That would give us one more revenue stream – so the calculation would double up: 5% of the users would pay 2 Euro/month.

Economic development

We are now in the phase where the service will be introduced to the market – this summer. We will launch Yugglr the 1st of August and during the automn we will test the service and the willingness to pay for real. We will follow the development with statistics and user dialogues – real once and in the service. We think that the user base to a certain extent will grow by itself.

For an optimum market introduction the first 12 months would need 240 000 Euro. And probably the same amount for two more years to generate a steady and fast growth of users. We would then also be able to develop the business and the possibility to earn money.

By increasing the user base we see that the valut of the company increases. Of course also the more we can create willingness to pay for subservices in Yugglr. And the possibilities are big.

Objectives – users and income
- Year 1: 100 000 users: 5% premium (1 Euro/month) = 60 000 Euro
- Year 2: 500 000 users: 5 % premium + one more service = 500 000 x 0.05 x 24 Euro = 600 000 Euro
- Year 3: 1 million users: 5% premium + two more services = 1,8 million Euro

Capital need
- Year 1: capital need: 240 000 Euro – market introduction + building for more platforms
- Year 2: capital need: 240 000 Euro – marketing, product development + business develpment (what to add as payment services)
- Year 3: capital need: 240 000 Euro to do the above + adjust to co-packaging