# Business Concept

## Business Idea

An accountability platform that people can use for starting/maintaining habits. Users get paired with a partner and then agree on the frequency they are in contact and what their goals are. This platform would start by targeting people who are learning a language and want to develop a strong daily habit of doing something for their language. An option would be to require a user to upload an image of them doing their task by a certain time each day and for that to be sent to their partner. This would meet the need for people to have outside accountability.

## Business model

The base account would be free, but a premium option would offer more in-depth options such as different partners for different habits, eg. One partner for weekly workouts and another for daily language learning goals. The platform would also be monetized with ads. The option for partnerships with other services such a Babble for language learning is possible, companies related to popular hobbies.

## Market Research

**Market for Product/Service**

The initial target market will be people in the online language learning community who are mostly studying independently. This market of people already has a strong community with more and more joining each day. They will use the service because it offers a better thought out and more user-friendly way of staying accountable, which is something many people already practice. A starting focus on language learners will eventually make way for a wider variety of activities the platform could be used for, e.g. exercise, learning an instrument, school work, business building and much more.

**Customers - Demographics, Profile**

The average customer would be between 18 and 35, this being the range in the current community. Either students or young working people who are establishing their careers. A large portion also have interests in science and technology, many involved in development themselves. This leads to a large portion being quite tech savvy. Another section is the slightly older, working professional group who are interested in learning a language but, unlike the young people, don’t have as much time per day to commit. This group are looking for easy and clear methods to get started with and are willing to pay for it.

## Marketing/Advertising

Initial advertising would be word of mouth around the established discord and YouTube communities. There are also possibilities of asking prominent YouTube creators (Days of French n’ Swedish channel for example) to promote the platform since it’d be non-profit and for the benefit of the community.

## Suppliers

The platform would be web hosting and a domain. There’s no physical product to be produced.

## Competitors

Many competitors have the same idea of offering a mostly free service as part of a non-profit want to help further education and self improvement.

1. Studygang.app (female only option, focus on specific exams)
2. Studytogether.com (stats, leaderboards, competitions, very nice looking)
3. FocusMate (not everyone is comfortable with video, only 3 free sessions but reasonably priced subscription)
4. Various reddit subs for finding partners (potentially harder to find serious people)
5. Discord servers

## Employees

At least two developers would be needed with experience in both front and back-end, and a UX designer.

## Environmental Impact

If employees choose to remote work, the environmental impact would be even lower than a standard tech start-up. Electricity consumption would be the major factor with at least three employees working on computers throughout the day and then servers running to host the website. To reduce carbon emissions the website could use green hosting.

Using an online calculator(https://www.websitecarbon.com/website/studytogether-com/) on an equivalent competitors website, the carbon emissions came to 206.32kg of CO2 per year.