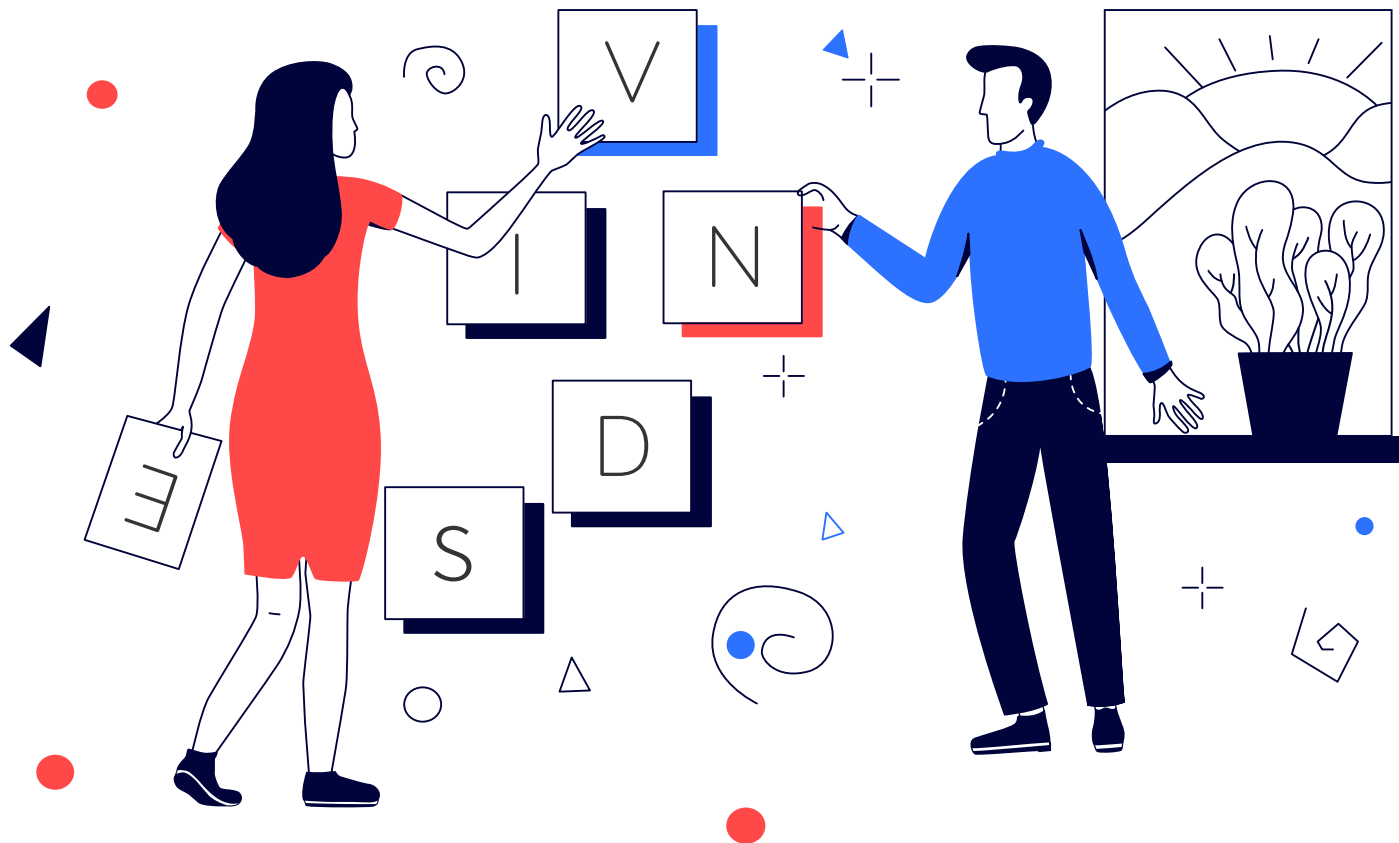


evinds - enigmatic invitation





Target

Diversify daily life from the monitor.



Uniqueness

The enigmatic entertainments and the simplicity of the invitation.

Description

First version of the application

You can invite friends/familiars to various entertainments in a couple of clicks, but your friend/familiar doesn't know where you are calling him – this is the main focus of the application and intrigue. In response to your invitation, your friend should invite you to somewhere else, if not – minus rating. Rating loss can be avoided, if invited to a non-mutual Events. This means that you do not need to invite someone in return.



Second version of the application

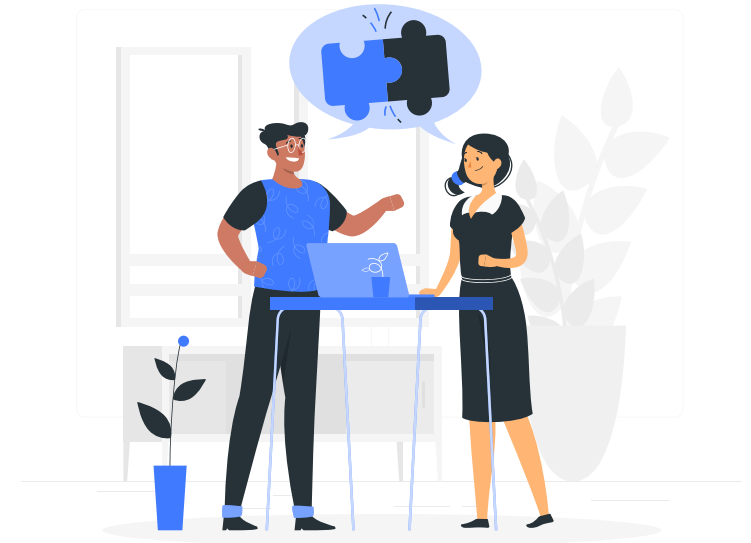
Add tinder features so to bring pair people. For example: The guy found the girl, talked, and the guy, without leaving the application, ordered a ticket to the cinema for the premiere, a visiting to the theater, a visiting to a restaurant, and so on. The guy creates a date in one click.



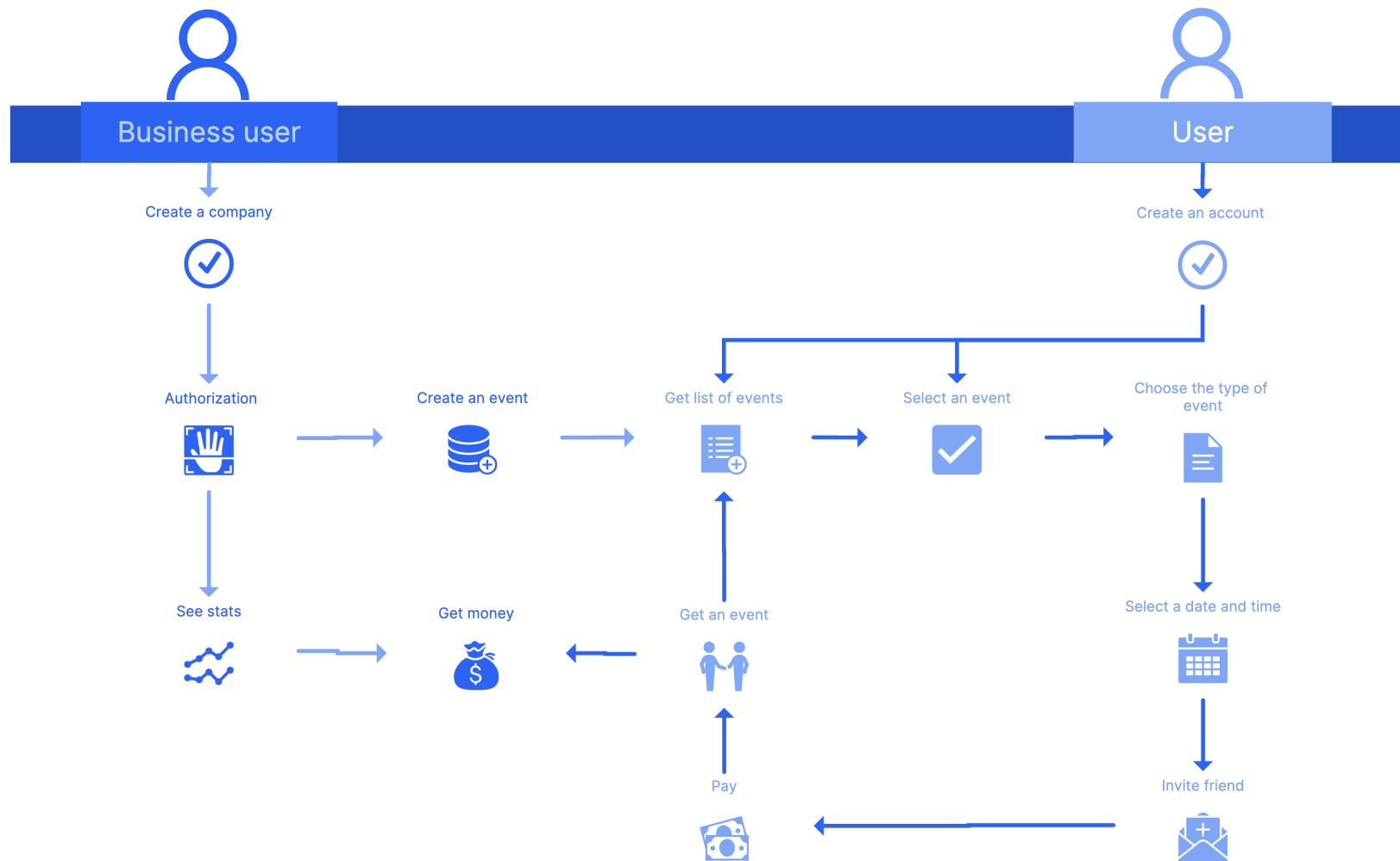


Idea

- The user downloads the application and goes through simple registration steps. In his personal account, he can also specify his interests and hobbies. This makes it easier to make a pleasant surprise!
- There are many services in the app. The user chooses the one he likes the most or the one that best suits his friend's interests. Then proceeds to create an event.
- The event can be reciprocal (when a friend invites you back) and non-reciprocal (when a friend doesn't have to invite you back), as well as open (with a known event location) and hidden (with an unknown event location).
- The user determines the date of the event and then sends the invitation to the friend. When the friend confirms the invitation, both users receive a confirmation notification.
- If the event was non-reciprocal, it is automatically terminated.
- If the event was reciprocal, one of the users invites to the event in return. If the event did not take place for some reason, it automatically becomes a failed event after 3 days. Then the rating of one of the users drops.



evinds - How it works





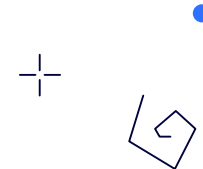
Our market

One of the important steps of the roadmap is to choose a region for the launch, as well as to expand the application market to many countries, and to enter other markets.

The region to launch the application has been selected. The launch is planned in Poland, because we are located in this country. But with our partners we can consider another launch country.

As for expanding the application's market, entering other markets, this is planned for other countries in Europe, as well as the United States.

Market expansion will contribute to the growth of the audience, which will increase earnings by times and open a lot of new opportunities.





Our competitors

To find points of growth for your own product, it is important to analyze your competitors. We found several potential competitors on the Internet, analyzed their audience, and this is what we got.

Competitor 1 – is an app that has a large number of programs with coupons. Various coupons for purchases, services.

These can be beauty salons, clothing stores, supermarkets, pharmacies or gas stations. Developers have made sure that users can find the right thing or service at an affordable price in one app. The audience of such an app usually saves not only money, but also time.

Competitor 2 – is an app that combines alternatives to Tinder. Users of the app can learn about social networking options for dating. The audience of such an app are usually users who have a desire to meet new people, socialize, find their soulmate and go on a date.

Having analyzed it, we thought it would be great if users had an opportunity not only to get acquainted with someone, but to make a date right away. It is possible and it is Evinds! We can safely say that we are ready to compete with similar apps. Evinds unites hundreds of thousands of users and a huge list of stores, establishments, services. All of this in one application, and this is what makes us unique. It turns out that with the help of one Evinds we can satisfy the needs of users of different applications.





Main pages

- main page with list of services
- page with search for friends
- profile (nickname, gender, age, first name, last name and a description about yourself)
- page with flow described in the functional in Figma
- chat where notifications will be displayed for events



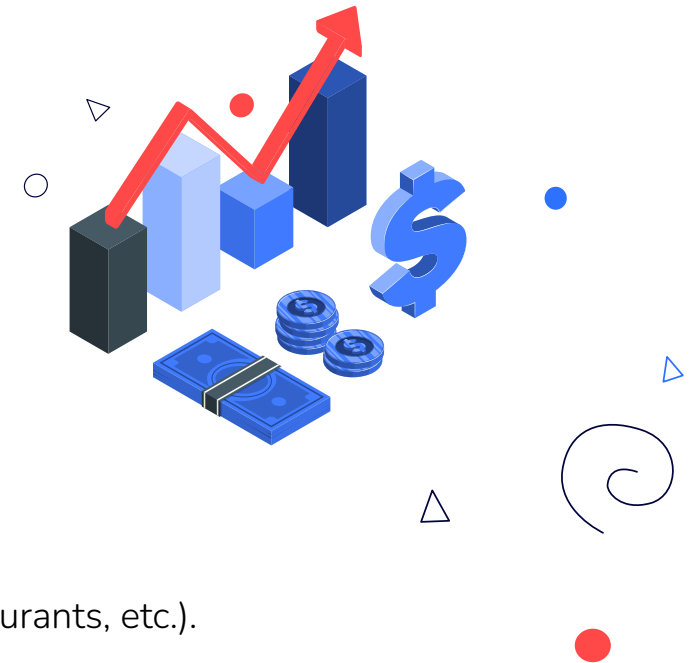
Audience

Our user

- young person;
- 16 to 35 years old;
- who likes to try new hobbies.

Our business user

- small business;
- entertainment sector(quests, carting, cinema, theaters, museums, restaurants, etc.).

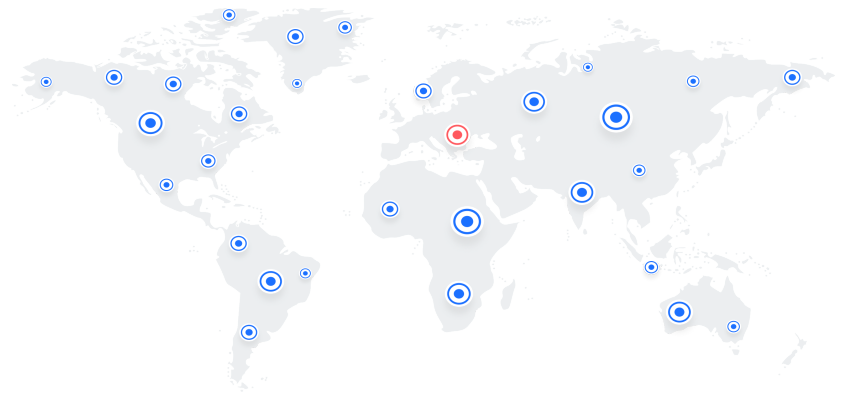


How will the app earn?

1. On a percentage of sales of services, for the first business clients it will be free, after 5% of the service.
2. On subscriptions, starting from the second version

Implementation stages

1. Detailed description of the idea.
2. Come up with a name for the idea.
3. Design a logo.
4. Develop an application design.
5. Assemble a team.
6. Develop a landing page.
7. Develop a mobile application.
8. Develop a web-application for business clients.
9. Choose a region to start (Estonia/USA).
10. Solve all bureaucratic problems.
11. Attract first business clients.
12. Attract first users.
13. Add a KPI to the project.
14. Collect feedback from users/business users.
15. Fix bugs in the app.
16. Add a Developer API for business users.
17. Look for investors according to the existing MVP and KPI.
18. Release the second version.
19. Expand the market.





What stage is the current project at?

- 5. Team search
- 6. Develop a landing page

What resources do we need to achieve goals?

- Experience in the service industry
- Experience in starting startups
- Team: 3 - developers, 2 - managers, 1 - jurist/analyst
- Advertising money

Objectives for the year

Implement 12 stages



Objectives for the 3 years

Implement 19 stages





Roadmap проекта

Jun 2021 - The emergence of the project idea

Jul 2021 - Detailed description of the idea

Aug 2021 - Develop a design logo

Sep-Feb 2021 Develop a design prototype of the application

Mar 2022 - Assemble a team, develop a landing page, choose a region to start (Estonia/USA)



Apr-Aug 2022 - Develop a mobile application and web-application for business clients,
solve all bureaucratic problems

Sep-Nov 2022 - Attract first users, add a KPI to the project

Nov-Dec 2022 - Collect feedback from users/business users

Jan-Apr 2023 - Add a Developer API for business users








May-Aug 2023 - Look for investors according to the existing MVP and KPI, review of processes in the company, improving the performance of team processes

Sep-Dec 2023 - Develop the second version, recruitment of new employees, project performance improvement, adding new services, review ui/ux

Jan 2024 - Expand the market, adding verification and other processes; collaboration with various services to increase the audience, adding A/B tests, hiring employees from the CIS countries.





by Vadim (Henb) Plaksitski
[linkedin.com/in/vadimhenb](https://www.linkedin.com/in/vadimhenb)