



# BeThere



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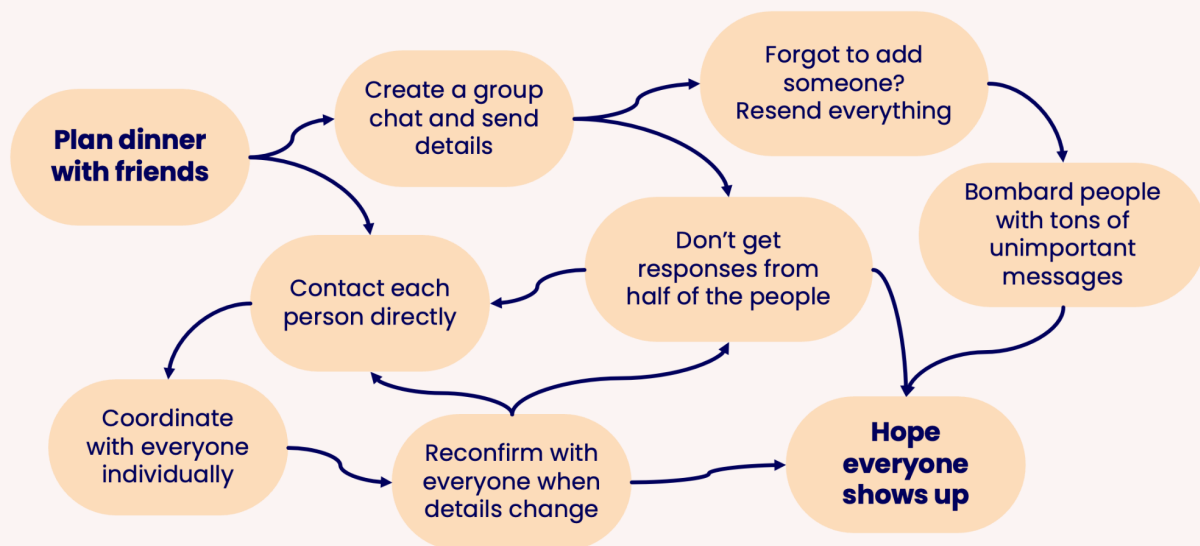
## Executive Summary

- It is difficult for young people to constantly plan smaller/informal events with friends (ex. Get dinner with 6 people, go to the gym with 3 friends, etc.)
- Current platforms like iMessage, WhatsApp, Google Calendar, and Facebook events do not solve this problem well because they are either too formal or lack the necessary event-planning functionality
- BeThere is a social event-planning platform that is a simple, quick, and casual place to plan every aspect of your informal gathering
- BeThere plans to generate revenue by offering sponsored events on a dedicated discovery screen. These ads aim to solve user problems and not obstruct their experience. Private events linked to public events provide a casual experience and a high cost per click for sponsored events.
- The launch plan for BeThere includes getting initial feedback from a small group of friends, launching at the University of Pennsylvania, gathering user feedback, and expanding to other college campuses and cities.
- We currently have an MVP in Beta testing with 150 total testers. The Beta can be downloaded through the following link: <https://testflight.apple.com/join/WmoChWYU>

# The Problem

Young people today struggle with the time-consuming and often stressful process of planning smaller, informal events with friends. Existing platforms such as iMessage, WhatsApp, Google Calendar, and Facebook events do not effectively solve this problem, as they are either too formal or lack the necessary event planning functionality. As a result, there is a need for a simple, quick, and casual solution that makes it easy to plan every aspect of informal gatherings with friends. BeThere is designed to address this problem and provide young people with a solution that is as fast and easy as sending or responding to a text message.

Below is a visual representation of how planning a dinner with friends might work today:



# Our Solution

## Value Proposition

BeThere is a simple, quick, and casual place to plan every aspect of your informal gathering.

*Simple:* A single place for everything, with nothing more than you need

*Quick:* As fast as sending or responding to a text message

*Casual:* No emails, calendar invites, or reservations


## High-Concept Pitch

- Facebook events for smaller, more casual gatherings
- Replacement for disappearing group chats
- Snapchat for events

## Screenshots

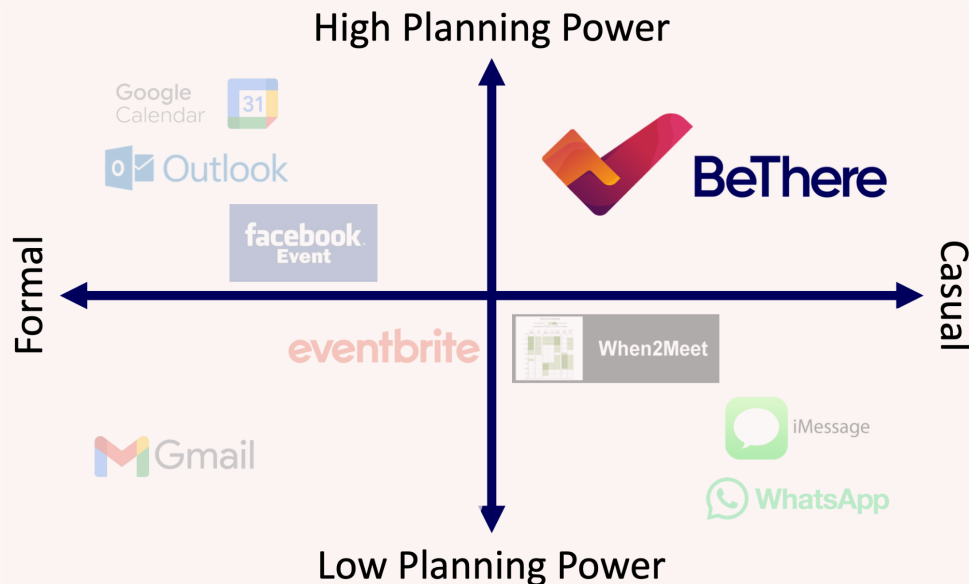


## Our Users

<p><b>Ethan</b> - <i>The Planner</i></p> 	<p><b>Anika</b> - <i>The Attendee</i></p> 
<p>"I am the one who takes charge of planning things among my friends"</p> <p>"I regularly plan events with &gt;6 people"</p> <p>"Every once in a while, I plan a larger event that is &gt;10 people"</p> <p>"I usually do things with the same set of people"</p>	<p>"I let my friends handle the planning, and I just show up"</p> <p>"I regularly do activities with different groups of people"</p>
<p>Pain Points:</p> <ul style="list-style-type: none"> <li>- Organizing an event with 3-N people is time-consuming</li> <li>- It is hard to find a time that works for all people invited</li> <li>- It is hard to plan the rest of the event when you do not know how many people are coming yet. For example, make a reservation</li> <li>- It is stressful to plan and keep track of everything and get people to respond</li> </ul>	<p>Pain Points:</p> <ul style="list-style-type: none"> <li>- It is difficult to keep track of constantly changing details about an event</li> <li>- If an event gets moved I have to check if I am free again</li> <li>- I do not want to have to read through a bunch of unimportant messages</li> </ul>
<p>Current Solutions:</p> <p>Mainly use iMessage or WhatsApp group chat and FB events for very large events</p>	

# Competition & Market Analysis

There are several apps used to plan events, however, they are either too formal or don't have enough planning features to facilitate communication and coordination. BeThere is the only app that positions itself as a powerful planning solution with a casual feel.



## Competition Breakdown:

### iMessage/WhatsApp

*How they solve the problem:*

- Everyone has it.
- Used for almost all communication.
- Extremely simple and easy to send a message to a group of people.
- Is casual/informal.

*Why they don't solve the problem well:*

- Difficult to keep track of changing details.
- When you add new people, they can't see previous messages.
- People who aren't coming to an event are still in the chat and get annoying messages until they leave.
- Difficult to vote on changes.
- Once an event is over, the group chat sits dead.

*How BeThere is better*

- Our platform is event-focused.
- Current status of details is clearly displayed at the top.
- Users have the ability to propose and vote on changes. Those changes are reflected at the top.
- Users get notified when the details change.

## **Facebook Events**

*How they solve the problem:*

- (Almost) Everyone has it.
- Widely used for large events (>20 people).
- Lots of features related to event management.

*Why they don't solve the problem well:*

- No one uses it for small events.
- It adds a level of formality to the event that people do not want unless it is a larger public gathering.
- People don't like Facebook.

*How BeThere is better*

- Our platform is designed for more casual events.
- We will create a brand that is more trusted and more casual.
- It will more closely resemble the ways in which people already communicate with their friends.

## **Google Calendar**

*How they solve the problem:*

- People can be invited to an event that easily appears on their calendar, allowing them to see how it conflicts with other items in their schedule.
- Many customizability options for creating different types of events.

*Why they don't solve the problem well:*

- Feels too formal.
- Requires email addresses for attendees.
- Complicated & has many unnecessary features not relevant to the problem.
- Either a single person has to coordinate everything, or everyone has access to make changes (which causes confusion).
- An attendee can opt to ignore the invite, leaving ambiguity on whether they saw & ignored it or just missed the email. This necessitates another point of contact from the organizer.
- No built-in way to communicate about the event.

*How BeThere is better*

- Not as formal as creating a Google Calendar event.
- Adapt gathering info dynamically based on group needs/wants.
- Clear distinguishment between an attendee not seeing the invite vs not responding.
- Communicate about the event in the same location as event information.

### **Small Event Specific Apps (goplanit, hyve, bubbl, Cove, etc)**

*How they solve the problem:*

- People can create events and invite their friends
- Most have some kind of chat functionality built-in
- Each app has different features built around events (payment systems, ways to find events).

*Why they don't solve the problem well:*

- Not a large enough user base
- Onboarding into the apps is normally long and tedious, which drives away new users
- Sending an event isn't quick and easy
- Most focus on big parties and gatherings
- No features that create incentives for attendees to respond

*How BeThere is better*

- Will be focused on small events, such as lunches.
- Designed so that attendees can give quick and easy responses, with clear signals to the organizers
- Removes ambiguity out of event organizing
- Clear distinguishment between an attendee not seeing the invite vs not responding.
- Simple phone number onboarding that is done in seconds
- Text messaging invite means friends don't need to be on the app to be invited

# User Research

We conducted various user interviews in order to gain more insight into our users and the problems they face. Below are the most relevant points that were raised.

- Difficulty in getting responses and commitments from friends for events
- Struggle with organizing events for larger groups
- Challenge in finding a time that works for everyone
- Keeping track of changing event details and attendees
- Events not happening due to lack of organization or commitment
- Unwanted notifications from events not attended
- Desire for a one-click event planning solution
- Difficulty in branching out to friends who are not close
- Inefficiency in organizing casual events
- Multiple platforms are used for planning, causing confusion
- Trial and error method in event planning
- Interest in a universally used event planning platform with essential information and integration with Google Calendar

See the Appendix for the specific notes from each interview.



# Cost

There are no direct costs associated with the app. However, there are many indirect costs that must be taken into account.

Here is a breakdown of possible costs for the BeThere app during its first years of operation.

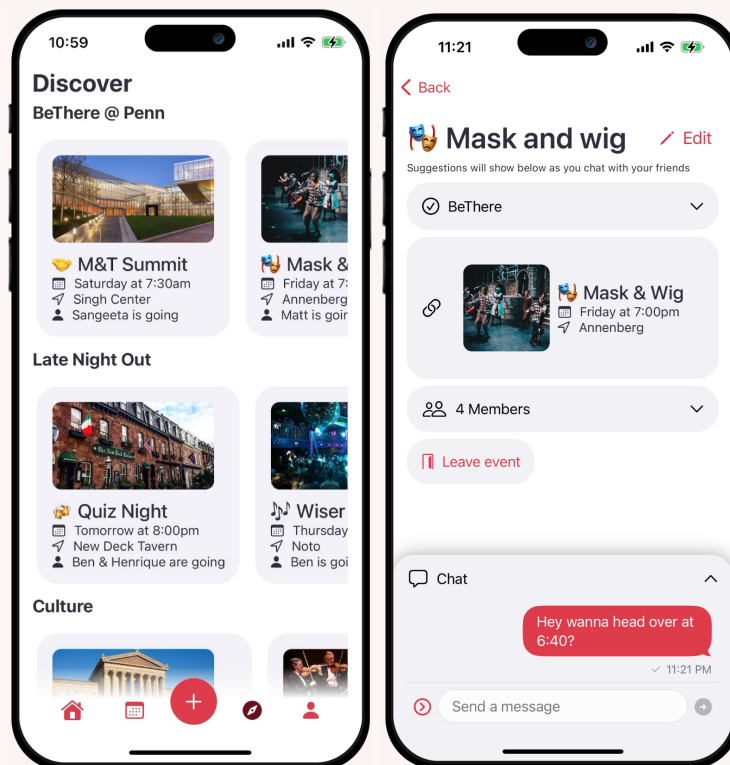
1. Personnel Costs:
  - a. App developers (2): \$80,000 - \$120,000 each, totaling \$160,000 - \$240,000
  - b. UX/UI designer (1): \$60,000 - \$90,000
  - c. Tools and software licenses: \$5,000 - \$10,000
  - d. Total Development Costs: \$225,000 - \$340,000**
2. Maintenance Costs:
  - a. Server costs: \$12,000 - \$24,000
  - b. Software licenses and updates: \$2,000 - \$5,000
  - c. Total Maintenance Costs: \$14,000 - \$29,000**
3. Marketing and Advertising:
  - a. Social media ads: \$10,000 - \$20,000
  - b. Search engine marketing: \$10,000 - \$20,000
  - c. Content marketing and SEO: \$5,000 - \$15,000
  - d. Total Marketing and Advertising Costs: \$25,000 - \$55,000**
4. Customer Support:
  - a. Support tools and systems: \$2,000 - \$5,000
  - b. Total Customer Support Costs: \$2,000 - \$5,000**
5. Legal and Compliance:
  - a. Legal counsel and consulting fees: \$5,000 - \$15,000
  - b. Insurance: \$2,000 - \$5,000
  - c. Total Legal and Compliance Costs: \$7,000 - \$20,000**
6. Third-Party Integrations:
  - a. Chat APIs: \$1,000 - \$5,000
  - b. SMS messaging systems: \$500 - \$2,000
  - c. Total Third-Party Integration Costs: \$1,500 - \$7,000**

# Revenue Model

To generate revenue with BeThere, we plan to offer sponsored events, on a screen dedicated to discovering things to do. As can be observed in the user interviews, many users are interested in being able to easily find things to do with their friends. Thus, our "ads" will actually be working to solve a user problem instead of just being in the way.

Moreover, users will be able to create their own private BeThere events linked to the big public events. This will give them the same casual experience the app excels at, even with large events. It also means that users are directly inviting other users to these bigger events, which means that a single click on a sponsored event on BeThere represents the purchase intent of multiple users. This would allow us to charge a high cost per click for each sponsored event.

Below are screenshots of how this feature would look.



# Launch Plan

## **Step 1: Get Initial Feedback from MVP (*Completed*)**

BeThere currently has an MVP in Beta testing with 150 users.

## **Step 2: Refine the Product Based on Feedback (*Current stage*)**

Based on the feedback received from testers, the team will refine the product, fixing any bugs and making any necessary improvements to ensure that the product is ready for launch.

## **Step 3: Launch at Penn (*Target Date: Start of Fall 2023 Semester*)**

The first version of BeThere will be launched at the University of Pennsylvania, with a focus on reaching students and young people in the area. The launch will be marketed through social media and on-campus events, with the goal of building initial traction and user engagement.

## **Step 4: Gather User Feedback and Refine the Product**

After the launch at Penn, the team will gather feedback from users and continue to refine the product based on their feedback. This will help to ensure that the product is meeting the needs and expectations of its target market and that it continues to improve over time.

## **Step 5: Expand to Other College Campuses**

Once the product is well established at Penn, the team will expand the product to other college campuses, using a similar marketing and launch strategy as used at Penn. This will help to build a large user base and increase the visibility of the product.

## **Step 6: Expand to Other Cities**

Once the product has been successfully launched on college campuses, the team will expand the product to other cities, targeting young people and social groups in those areas. The goal of this expansion will be to build a large user base and increase the visibility of the product.

# Appendix

## User Interviews

### Ethan

#### Demographics:

- Senior
- Planner
- Parties, go with around 5 friends
- Dinners
  - Avg 4 other people
  - Twice a week
  - Subset of same 10 people 80% of time
- Bars
  - 2-3 people
  - 1-2 per week
- Lunches
- 75% of time is the planner / motivator of the plan

#### Worldview:

- Parties
- Frequent Dinners
  - Send text in a gc that says new deck tn?
  - People respond yes or no
  - Leave it at that for a while
  - At 4 says 7:30
  - 7:15 says meet somewhere in 5 min
  - If people are late say get ass over here
  - Walk over
- Pains
  - Getting people to respond in a timely manner
- Other dinner
  - Talk to people see what they are up to for dinner
  - Lets try and do something
  - Who else is around
  - Text in a gc
  - Some say yes some say no
  - Once reach a minimum number he makes a gc
  - Let's do dinner tn

- Bounce ideas off each other for details
- Can we get a res
- Usually 7:30 or 8, time not an issue
- An hour before say lets meet here at this time
- Pain points
  - 1. Getting people to respond in a timely manner
  - 2. Choosing a place that everyone likes
    - b/c of location, type of food, etc.
- Does Not plan any 10+ people events any more

## Hannah

### Demographics:

- Hannah Kaufman
- Female
- Sophomore
- Getting coffee to do work together
- Going out to dinner
- 8 person, 6 person reservations
- Go to a concert
- Mostly immediate close friends
- Things not with close friends planned by sorority
- Planning pre games - extended friends

### Worldview:

- Pregame
  - Text a giant group at once
  - Call separate Ubers
- Dinner reservation
  - What type of food
  - How far
  - Is it walkable or uber
  - What time
  - What reservations are we able to get
  - Send in a big chat who wants to go to dinner and then make smaller chat with people who want to go
  - Everyone in the small chat ends up going to the dinner
  - Usually one person takes charge
  - Send out idea at beginning of the day and book last minute
  - She very rarely is the one planning
  - Usually the same people who plan things

- People who plans: Andy, Maya, and Jordan
- Getting coffee / doing work with people
  - Just text in their big chat
- Go to a concert
  - Talk about it for a while
  - Hear X was playing and was sent link to buy tickets
  - Committed because her other friends were going
- When no one takes charge then it doesn't happen
- Text in the chat anyone wanna get food
  - When no one responds have to text everyone individually
  - Gets really annoying to manage
  - Waiting for people to respond and by the time they do its too late

IDEA: auto scheduling lunch with friends

- Rarely get meals with friends who aren't close friends
  - Freshman year branching out more important but not after
- Uses google calendar for big events not small ones

Ranking:

1. People take too long to respond/commit
2. It is hard to find a time everyone has free
3. Organizing a casual event is too time consuming
4. It is hard to keep track of changing details
5. I try to organize an event and it doesn't end up happening
6. receiving messages for an event you are not going to (e.g. you get put in a group but are not going, and still are notified for every message)
7. It is hard to keep track of who can come and who cannot

Leads:

- Andy: 9179922701
- Jordan: 7327355334

Notes:

- Times people wanna get lunch
- Planning done in advance
- One click planning
- This would work for sophomores +
- Click one button - invite friends to lunch and a quick yes or no
- Would change the time to go together

## **Anushkah**

Demographics:

- Anushkah Agrawal

- Senior
- Female
- Usually remain in same circles
- Planner

#### Worldview:

- How do i plan an event for 20 people
  - Have chill event not too big
  - No idea how to make event page or chat
  - Facebook feels outdated and works for weeks notice or more, also think like 60 people
  - Maybe make group chats but that is messy and limited
  - Don't want to do redundant work
  - Send details today but will be lost in the conversation
  - Saw partyful but don't like cuz it is a random website
  - Don't wanna send something that's not used at penn because doesn't want friends to roast her
  - Can't use gcal because a little weird and doesn't have everyone's email
  - Opting for group chat and is more draining and time than it should
- Group 10 or less
  - Much easier
  - But still some trial and error with dinner
  - Availability is still hard
- Other examples
  - Even things as simple as want to do work with someone
  - Not too bad -> use find my and text
  - lunches
- Would be helpful to know when my friends have breaks in classes
- Negotiations group had to meet outside class and was annoying
- When2meet clunky
- Even understanding your own availability can be an issue

#### Problem Ranking:

1. Not an agreed way to plan things
  - a. Events are planned on 3 different platforms

#### Ideal platform:

1. Universally used
2. Loose understanding of people's availability
3. Event essential info
  - a. Who is going
  - b. How many people

- c. Location
- d. Etc
- 4. Who has responded
- 5. Host to notify people like a chat
- 6. Post photos from after
- 7. Oh I can see ben is free now, maybe we can get lunch
- 8. Want to import google calendar

BeReal:

- Super easy to sign up

## **Caleb**

Demographics:

- Caleb
- Male
- Junior
- Planner in some groups but will happily take back seat

Worldview:

- Have lunch with friend 5 times a week
- Social groups 4-5 plan once a week
- Lunch
  - Take too long to respond
  - Text someone else
  - Then other person responds and already committed to someone else
  - Variable amount of time
    - Is lunch an hour or 1.5 hrs
- Group 4-5
  - Usually same group of people
  - Events on campus that have been advertised
  - Things in the city
  - Going out to bars or restaurants for dinner
  - Hardest part finding something everyone would want to do
  - People only want to commit once other people have committed so no one commits

## **Eric**

Demographics:

- College Student
  - Freshmen
- Types of activities



- Lunch
- Dinner
- Library/Study
- Meet in a dorm
- Go to center city
- Types of friends
  - Close friends
  - Friends
  - People he just met
  - Don't change very much
- 3x a week
- Normally organize himself
  - Normally just messages the group

#### Problems:

- No responses
  - People don't say anything but show up
    - Or vice versa
    - Say they are going to come but don't
  - Each person suggests something and a small vote takes place through messages
    - Eventually reaches an agreement
1. It is hard to find a time everyone has free
    - a. Becomes exponentially more difficult with more people
    - b. Change because of 1 person then another can't
    - c. Solves by trial and error
  2. I try to organize an event and it doesn't end up happening
  3. It is hard to keep track of who can come and who cannot
  4. People take too long to respond/commit
  5. It is hard to keep track of changing details
  6. Organizing a casual event is too time consuming
  7. receiving messages for an event you are not going to (e.g. you get put in a group but are not going, and still are notified for every message)
- Uses whatsapp, whenToMeet