

ACTIVEMEET

For commuters tired of having to travel long distances just to find a pick up game, ACTIVEMEET will make the process of meeting new people to play sports with easier. Through an interactive map, the user will be able to see other users on the map, where he will then be able to access their profile, chat, and ultimately meet up. The other main component of my app will include the ability to schedule an event for a later date, with other users having the option to RSVP.

Day	Monday - Wednesday	Tuesday - Thursday	Friday	Saturday	Sunday
Schedule	School & Work: 8 AM - 6 PM	School & Work: 11 AM - 4 PM	School & Work: 10 AM - 2 PM	Free	Sunday league soccer from 9 AM - 11 AM
Soccer?	On Mondays, he stays playing until 10, which he considers late	Either goes home right at 4 and comes back sometimes, or stays altogether	Goes home and studies. Doesn't usually stay because the Rec closes early.	Sometimes comes to the Rec, but it's usually empty	Goes to parks to look for pick up games, sometimes with no luck
Availability to play/use my app?	1 out of the 2 days after 6	Usually 1 out of the 2 days after 4	Yes, after 2 PM	Yes, all day	Yes, all day

NOTE: THIS IS A GENERAL OVERVIEW OF HIS SCHEDULE, IT'S SUBJECT TO CHANGE FROM TIME TO TIME DUE TO HAVING TO STUDY OR THINGS OF THE LIKE

LIFE CYCLE USE CASE

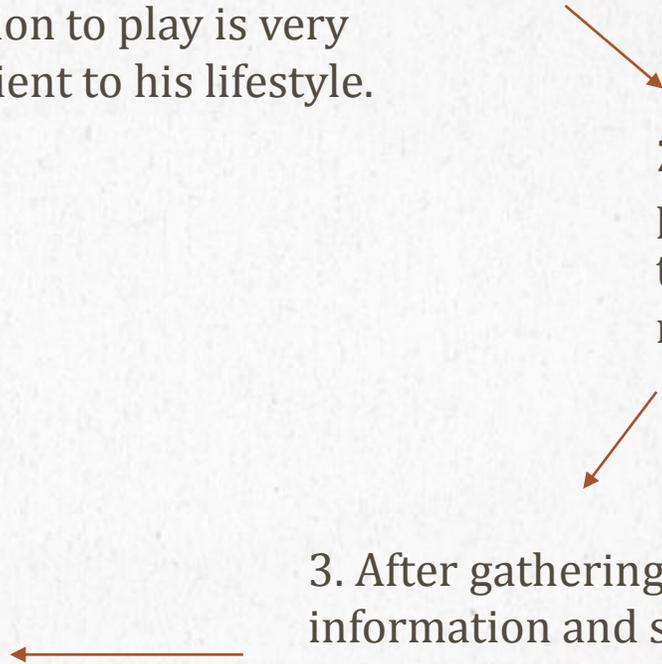
1. At this point, Mauricio has realized that only having the Rec as an option to play is very inconvenient to his lifestyle.

2. He sees a flyer or a sticker or a post on social media promoting this new app as a new way to meet people and play sports with.

3. After gathering a little more information and seeing what my app claims to offer, he sees this as a potential viable option to solve his problem, and decides to download my app.

4. He uses it once or twice on his free days, and finds that there are more people in his area who have similar problems, and are looking to my app to solve it. Through this approach, he avoids the commute to the Rec, and just finds people locally to play, effectively saving time and money.

5. If step 4 goes well, he will tell his friends about it, who will then fall into this cycle, and increase growth.



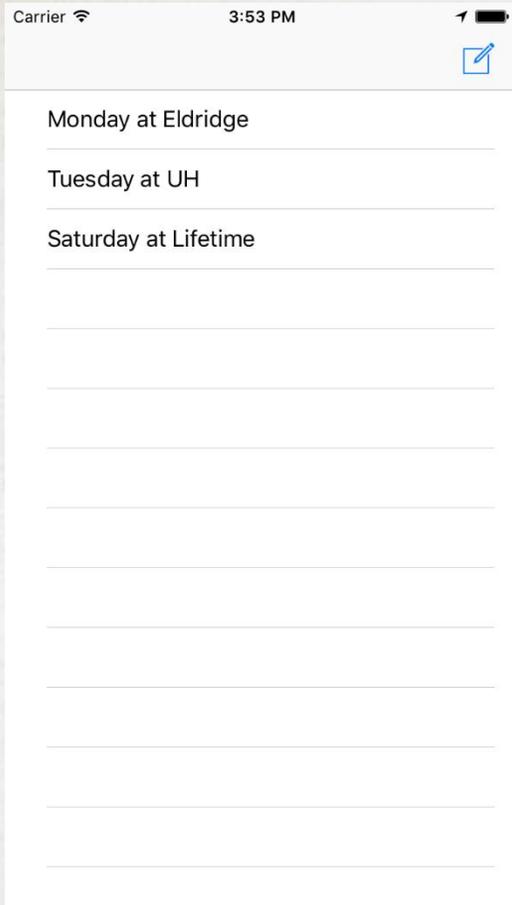


To the left is the actual home screen to my app. (The rest of the pictures are just rough drafts of what the interface for their respective landing pages will look like.)

The user will click on any of the sports, and will be led to the screen on my right, where they will have 2 options.

Upon clicking on a sport, their data will be filtered and sent to a differing database (depending on sport), where their data will be shared with other users who clicked on the same sport. This will ensure they only interact with people who are looking to play the same sport they are.

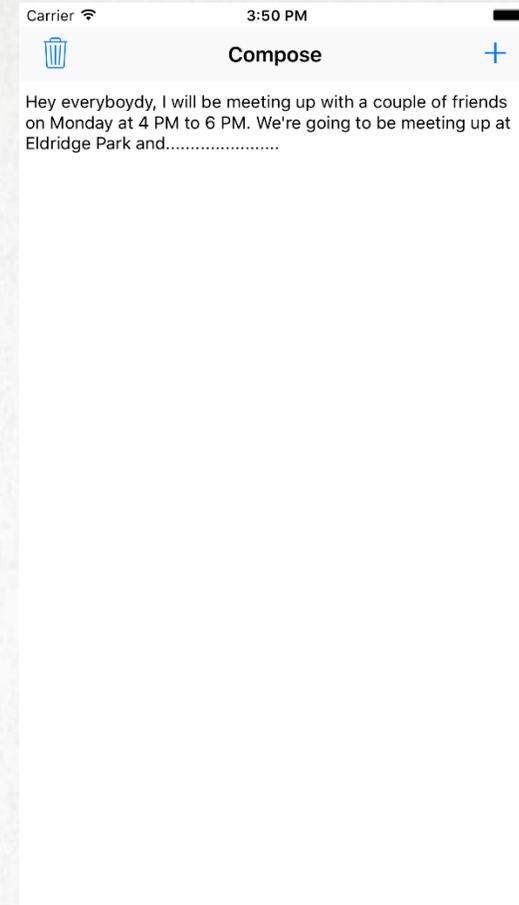


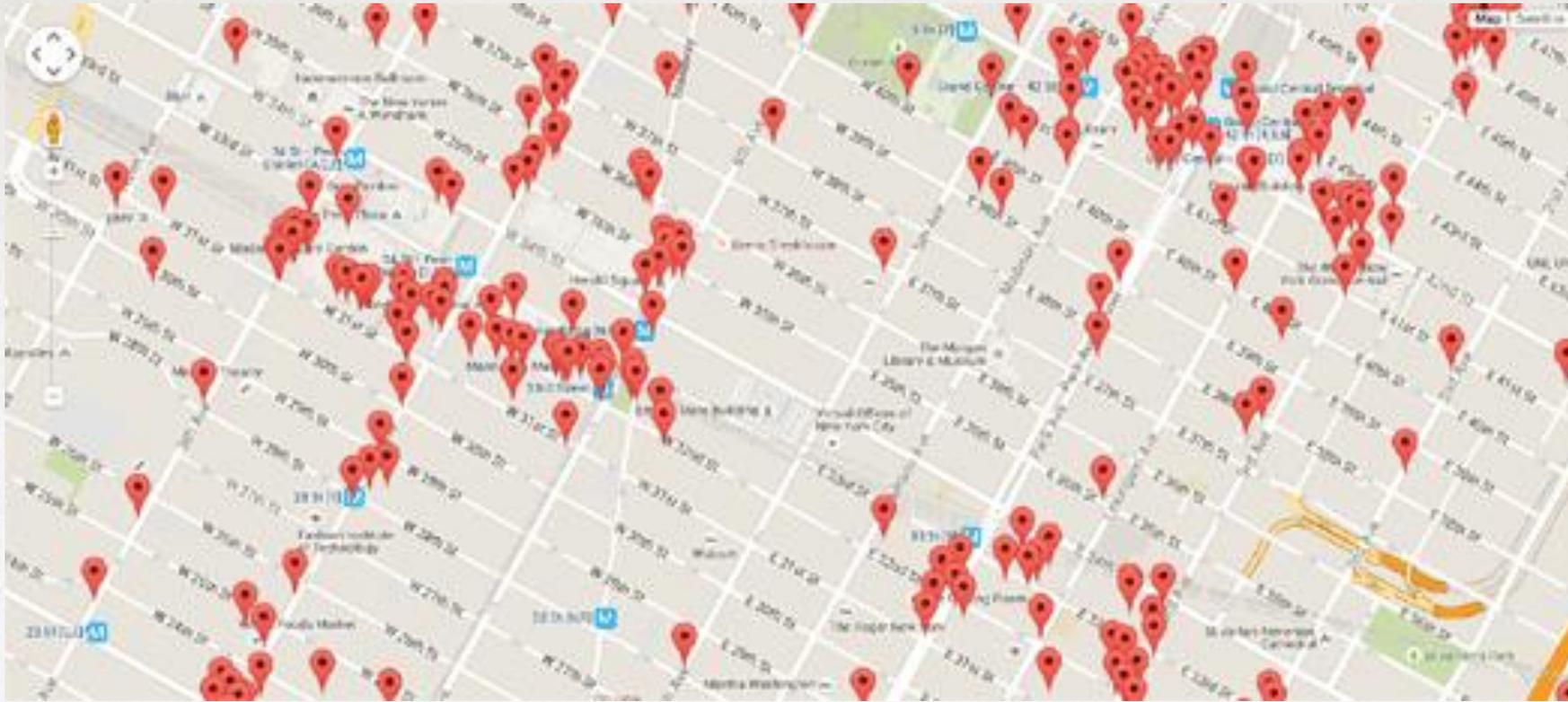


The “Scheduled Events” option is for those who aren’t necessarily looking for other people to play with at the moment, but are going to be free on another day, say Monday.

You can click this option to see what’s available, or you can schedule an event yourself. Underneath the event description (to the right), people will also have the ability to comment to confirm that they are going to be there.

(NOTE: I may add the option to also click on a button that says RSVP, as opposed to commenting, but I’m not quite sure yet.)





This is the main idea that my app revolves around. You will be able to see other people around your area who are also looking to play a specific sport with. Every map is filtered down so people who are looking for others to play soccer with will only see those like minded people on their map, and the same will apply for every sport/activity.

You will be able to click on a map marker, where a message bubble will pop up, and you can then chat with that person. You will also be able to drag other bubbles into one, thus creating a group chat.

Today's Process			
You have to drive to the Rec or go from park to park	Anywhere from 20-30 minutes	Drive to the UH Rec ~ 8\$ Drive from park to park ~ \$10	25 mins + 9 dollars
How do you go about finding pick up games?	How long does it take you find, or get to pick up games?	In terms of gas, how much does finding pick up games cost you?	Value Proposition average per day you play
Head to our app, look for players near you and head there	Anywhere from 10-20 minutes	Easy to find local games, so it can be ~ \$3-\$7	15 mins + 5 dollars
ACTIVEMEET's Process			

IF SAVING MONEY AND TIME ARE YOUR PRIORITIES, SURELY YOU'LL SEE WHAT'S A BETTER SALE!
THE NUMBERS ADD UP!!!

Today's Process			
20-30 miles			
Distance you travel?			
5-10 miles			
ACTIVEMEET's Process			

BY REDUCING THE DISTANCE YOU TRAVEL TO FIND YOUR PICKUP GAME, YOU WILL SAVE TIME AND MONEY

Customer Name	Demographics/ Psychographics	Use Case	Derived Value
Fernando	H	M	M
Aleem	M	H	M
Andres	H	H	H
Danny M	H	H	H
Jesse	H	H	M

Customer Name	Demographics/ Psychographics	Use Case	Derived Value
Christian	H	H	H
Lex	M	H	H
Josh	L	H	H

It was through this step that I realized that my value proposition wasn't necessarily money or time. While they both are things I'm hoping to help people save, I saw that the root of the problem was actually distance. The next few customers I found were all pretty uniform as far as demographics and use case go, but they had a differing priority, whether it was saving money or time. But what they did in fact have in common in that regard, was the issues they had with the distance they had to travel to get here.

DEFINE YOUR CORE

- **Network Effect:**

- While I would love for this to be part of my core, I don't think it's right to include this as my core at the moment, as I haven't even launched. However, if my product does what it's supposed to, I know this will be a part of my core in the future.

- **Lowest Cost:**

- I WILL NEVER CHARGE MY USERS A SINGLE PENNY! That said, this also can't be part of my core as I'm sure there COULD be other competitors that can do that same thing.
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- **Customer Service:**

- I originally thought this would be part of my core. My logic behind that was that I'd have a contact page set up to readily and quickly respond to my user's complaints/suggestions. However, after some deliberation, I realized I may not always be able to respond in a timely manner, and as the book said, many smaller companies may in the future be able to outpace me in that regard.

- **User Experience:**

- My app will be easy to navigate and the graphics/functions will be of top quality.
 - My partner and I will remain committed our app and will be constantly updating it/checking for bugs.
 - My app is for everybody and I hope I can bring people together for their common love of sports, staying fit, and staying active.
 - This app is going to be revolutionary in a sense that it's sort of like a social media, but for meeting up instead. Something that's not been done in this manner before.
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ACTIVEMEET VS HOOP MAPS

- I've done research on my competitors and, while it is a little daunting that they've launched and I haven't, I know my app will go the extra mile in actually bringing people together for pick-up games than any other alternative.
 - We offer messaging, this reduces the likelihood of miscommunication, thus not wasting any time on meeting with others.
 - Their app has lots of bugs, starting from the login page, which has shot their credibility.
 - My core is built on user experience, and my priorities will always lie in this. This is my product and I intend to take care of it, and constantly keep it at its best state.
 - This is only possible because I know how to program. And after seeing their app and their reviews, they're either not very good programmers, or not programmers at all.
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Details Reviews Related

Details Reviews Related

Details Reviews Related

Details Reviews Related

★★★★★ by Pleebus56
It's gotta work y'all... can't even create a profile. Someone is gonna come along do this better real soon. Don't lose your idea.

Doesnt Work Just Like Last One Apr 10
★★★★★ by Ryan Guam
I can never create a profile. Not with Facebook or manually. It just says joining after I give all my information but never works. Useless app, I hope it isn't just stealing my information.

Not sure if it works Apr 13
★★★★★ by Face Kicker 99
At first I could create a login but I eventually got it to work. But now that I'm in I'm not sure if there are any games going on around me. I can't set a home to town to find games in. As of right now it's only a good idea but poor execution.

putting in all my info it just shows the hoopmaps together for a second and says joining on the top.

Garbage Apr 10
★★★★★ by David7861
It doesn't even let you sign up! Worthless app!

Fix the app Apr 10
★★★★★ by PaulWeezy22
Apps useless if I can't create account manually or thru Facebook . Seems to just load but not go through . How am I suppose to ball with people around the neighborhood ??? Come on man !?!? Great concept but doesn't work . Fix!!!!!!!

Great idea. Terrible app. Apr 14
★★★★★ by FCA AK
Not only have I never been able to actually find a game listed on the app...anywhere in the world, but the functions rarely work. You cannot schedule a game, period. And the option does not even exist to schedule a game beyond the current day.
Great idea. Terrible app.

Crashes constantly Wed
★★★★★ by MaceProductionz
I REALLY want to use this app but it crashes every single time I use it on every single screen I click on. Incredibly frustrating.

Awful. Apr 10
★★★★★ by Max_moj0
Is this a scam to steal info? This app is God awful and does not even allow me to register.

Login still doesn't work Apr 10
★★★★★ by Chrs cummins12
I hope they fix this. No login works, Facebook or manual even after this update.

Can't make an account Apr 15
★★★★★ by 6969696969696969696
There's an issue with creating a password that makes it always say the passwords don't match. I love the idea of this app, but I haven't even been able to use it yet...

Does not let me create a profile Apr 10
★★★★★ by Darren Hatchett
I can't create a profile manually or on Facebook so basically a waste of time downloading... Cool idea if only it worked

Fix the app Apr 11
★★★★★ by Frito00
Come on men concept is great but gotta fix the app keep working on it

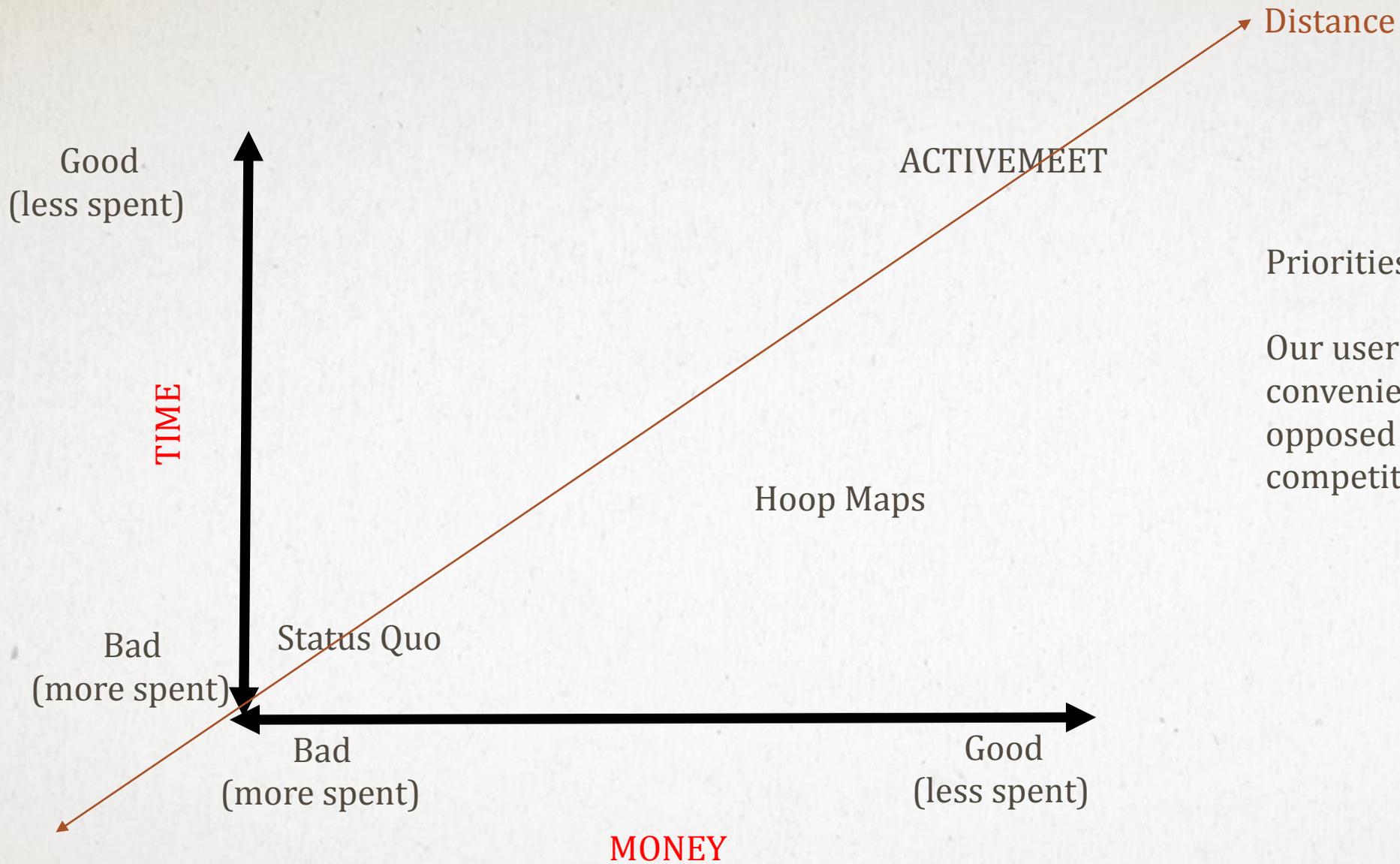
Can't join Apr 10
★★★★★ by FreshieTahini

Doesnt Work Just Like Last One Apr 10

HoopMaps Apr 12
★★★★★ by Pleebus56
It's gotta work y'all... can't even create a profile. Someone is gonna come along do this better real soon. Don't lose your idea.

Jknews sent me!! Sun
★★★★★ by Deemush...

Garbage Apr 10
★★★★★ by David7861



Priorities: Money & Time

Our user experience provides a convenient way to save on both, as opposed to the status quo, and my competitor, Hoop Maps.

GO

- Through all the data and interviews I've compiled throughout this Pre-Accelerator, I found many people similar to my persona have a similar problem, albeit for slightly differing reasons, who would find value in my app.
 - This isn't a problem that they have, but aren't aware of. Its one that they are very much aware of, but don't have many options in regards to how to alleviate it.
 - My app offers a value proposition that can't be matched by any other outlets.
 - The addressable market is fairly big, but nothing extraordinary. However, from interviews, its clear that these people do have social communities that they are part of, and that will increase the rate of growth.
 - I know it sounds crazy to want to build my own sort of social media, but this is an idea I've been kicking around since last summer, and this program showed me that there are people who will use it. This whole experience has given me more confidence and motivation to actually make this happen.
 - I have decided I will be launching before the end of June and, should time permit, maybe even earlier than that.
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