

DECISION DAY



INTRODUCTION

- Some of you may be wondering...I thought you we're doing Grocery Delivery?
- Good point, I was. I got 2 customer sign ups before I realized that it was an actual thing that needed the legal aspect to be implemented before launch, I pulled the site and was planning to relaunch but I was met with heavy course work that prompted me to focus on school.
- You see, I learned a couple of things through this class, one being that just because you have a good idea doesn't mean you're the right person to do it, or maybe it's just the case that you're too busy. Whatever the case may be, I decided to pivot as it was getting out of hand.

HOWEVER

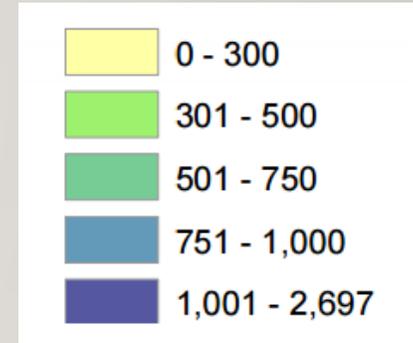
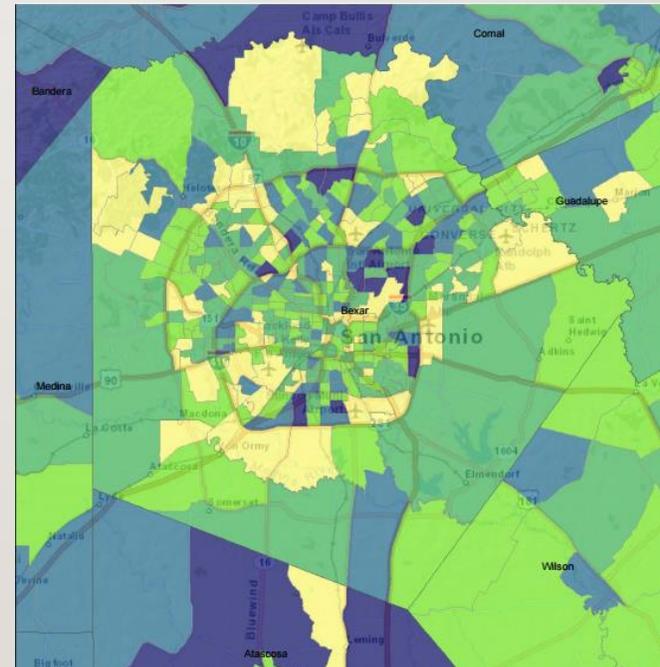
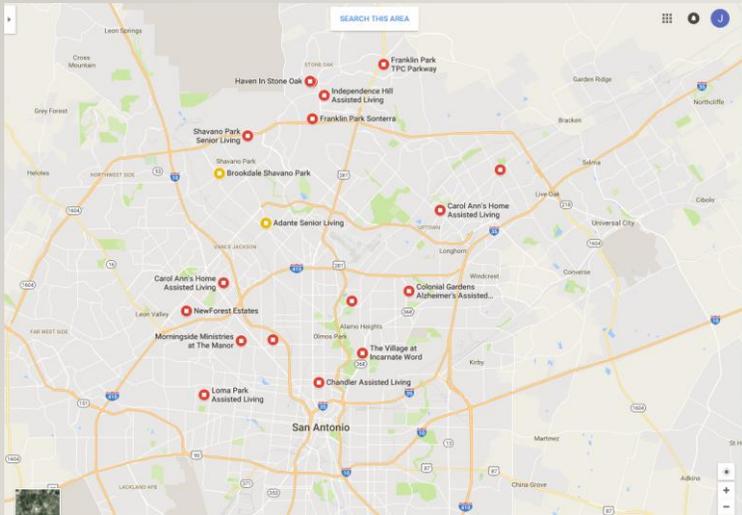
- I decided to pivot to another idea, one that my cousin pitched to me. She's a Registered Nurse and wanted to start her own assisted care living facility. However, she has no time or business skills for this so she basically hired me to do it for her. So here I am with my best attempt at Market Research and Idea Feasibility testing.

MARKET SEGMENTATION

Industry	Assisted Care Living	Industry	Nursing Homes
<i>End User</i>	People aged over 55 that can take care of themselves	<i>End User</i>	People aged over 55 that aren't able to take care of themselves
<i>Benefits</i>	Community of Elderly, Assist with Living, Comfortable life	<i>Benefits</i>	Long term facility care, Convalescent care, Skilled Nursing
<i>Market Characteristics</i>	Steady Growth, High Demand, High Returns, Medicare	<i>Market Characteristics</i>	Steady Growth, High Demand, High Returns, Independent Pay
<i>Size of Market</i>	45,000	<i>Size of Market</i>	300,000
<i>Competition</i>	161 Companies	<i>Competition</i>	98 Companies
<i>Location</i>	Northeast San Antonio	<i>Location</i>	Northeast San Antonio
<i>Complementary Assets Required</i>	Skilled Nurses, Facility	<i>Complementary Assets Required</i>	Skilled Nurses, 24 hour care, Established Facility
Industry	Alzheimer's Care		
<i>End User</i>	People aged over 55 that have Alzheimer's Disease		
<i>Benefits</i>	Skilled staff, Better care, Worry free		
<i>Market Characteristics</i>	Slow Growth, Low Demand, High Returns		
<i>Size of Market</i>	15,000		
<i>Competition</i>	50 Companies		
<i>Location</i>	Northeast San Antonio		
<i>Complementary Assets Required</i>	Skilled Nurses, Facility, Trained Staff, Doctors on Duty		

BEACHHEAD MARKET

Our beachhead market is located in San Antonio, more particularly in the North Eastern part of Bexar County. It is 45,000 people strong.



END USER PROFILE

- The individual is an old person, ages approximately 55 and above. What is their gender? They are typically male or female, living on retired income and social security. They are found everywhere on the globe, particularly prominent in the United States, where they're the baby boomer generation that's retiring. They're motivated by their grandkids and their family. They fear death and pain and suffering, as well as dying alone. Their hero is Ronald Reagan. They don't go on vacation anymore as they're of old age. They eat good food for dinner as they're wealthy enough to afford it. They haven't adapted to new technology and still use newspapers to get their news. They're buying this product because of the fact that either their family is too busy to take care of them or they don't have anyone to take care of them.

PERSONA

- Mary Stewart, was an 86 year-old woman who was a native Texan. She was interviewed in her home in a quiet mixed-age, well-kept, suburban neighborhood of Central Texas. No other persons were present at the time of the interview and the radio played softly in the kitchen. Mary stated she had been widowed for over 25 years and had two grown children who lived in another Texas city, at least three hours driving distance from her home. She had no other relatives living nearby, however, she had an extensive social network of friends and neighbors. She reported being very healthy for her age, with no reported chronic illnesses. She had lived in the same house for over 50 years.

TOTAL ADRESSABLE MARKET

	San Antonio
Primary Market Research	
Food	88,000.00
Rent	120,000.00
Utilities	24,000.00
Labor	410,000.00
Licenses/Permits	5,000.00
TAM Calculation:	
Elderly Enrollee	3,500
Total TAM for Beachhead(\$/year)	157,500,000

GO OR NO?

Based on the current evidence of the Baby Boomer generation's exponential retirement, and San Antonio's projected 1 million population increase in the next 10 years, we will go ahead and proceed with the idea.

The company isn't not a technology start up, but more of a traditional business where there's a fixed cost involved, and the profit is a linear curve, instead of an exponential one that we experience in a technology start up.

Nevertheless, these entrepreneurial steps fit perfectly into the business idea.

