

The Hoopla Business Plan

Team: The Quintets



Executive Summary

The Quintets is a team that is located in Los Angeles, California that designed a phone application to service their community and beyond. The Quintets' premier app, Hoopla, focuses on assisting students in their extracurricular activities to be more organized. Our team is currently made up of five members: Carolina Menjivar, Catherine Perez, Odalis Perez, Joselin Rivas, and Jessenia Trinidad.

Market

The Quintets' plan is to target three distinct market segments, high school students, after-school clubs, and school districts. In the future, we will expand our market to include other users that are interested in better organization, scheduling time, and prioritizing activities.

Product

Hoopla is an Android app that is designed with organizational aspects to improve teen team participation in all aspects of extracurricular activities. So that being a part of an extracurricular activity will be made easier. Students will have the opportunity to check in to meetings, get reminders, have essential information about their team members, share documents and media, grow their fan base and the list goes on. Having the app will improve attendance of all the group members. Users will also have valuable information about a lost member whom they may need to get in contact with for information.

Competitive Edge

Some apps exist on the Android Market that offer project management tools but none focus on the youth market. The plans for Hoopla is to advertise it among students and then expand to be used by larger organizations. By advertising our features, students and teens will see the importance of being organized and on time. Our app will be their solution. Hoopla is good for people that don't have the advantage of having someone constantly remind them what to do and what is due.

Mission

Our Mission is to unite, motivate, and encourage our users to pursue happiness through the use of Hoopla!

Keys to Success

Hoopla is interesting and is eye catching with a new format that other apps do not offer. Other apps offer sections of our app but we have all the essentials needed so that our young customers will not have to rely on other applications.

Objectives

- Help teams meet their goals
- Revenue from premium feature upgrade
- Revenue from targeted advertising
- Customer reach from partnerships with group organizations

Product Description

Hoopla is designed for students who are actively part of extracurricular activities and need a place where all the essential information for his/her team/club is stored. Hoopla focuses on helping students and his/her mentors to share information via the app. Hoopla incorporates many aspects with which members of the group will be able to keep organized and well informed about the happenings of his/her club. While traveling members will be able to keep track of each other by turning on the GPS locator while they are separate from one another.

Hoopla emphasizes time management, communication, and scheduling to keep teams/clubs united. The mobile operating system that Hoopla operates on also allows members to chat at anytime if there is any confusion about any events or meeting topics that have been recently discussed. Hoopla is designed for members to use at any time as long as they have access to his/her mobile device. Hoopla offers note taking and attendance for the individuals that were at the meeting to note all the key points of the discussion. In this way Hoopla offers an easier way to keep communication with absent members of the team/club. Hoopla is divided into four components: Group Communication, Calendar, Team Goals, and Profile Screen.

Users will be first given the option to make an account or sign in with an existing one. After signing in they will be given the choice to choose where they will like to go in the four different components.

The First component of the application is Group Communication which offers users

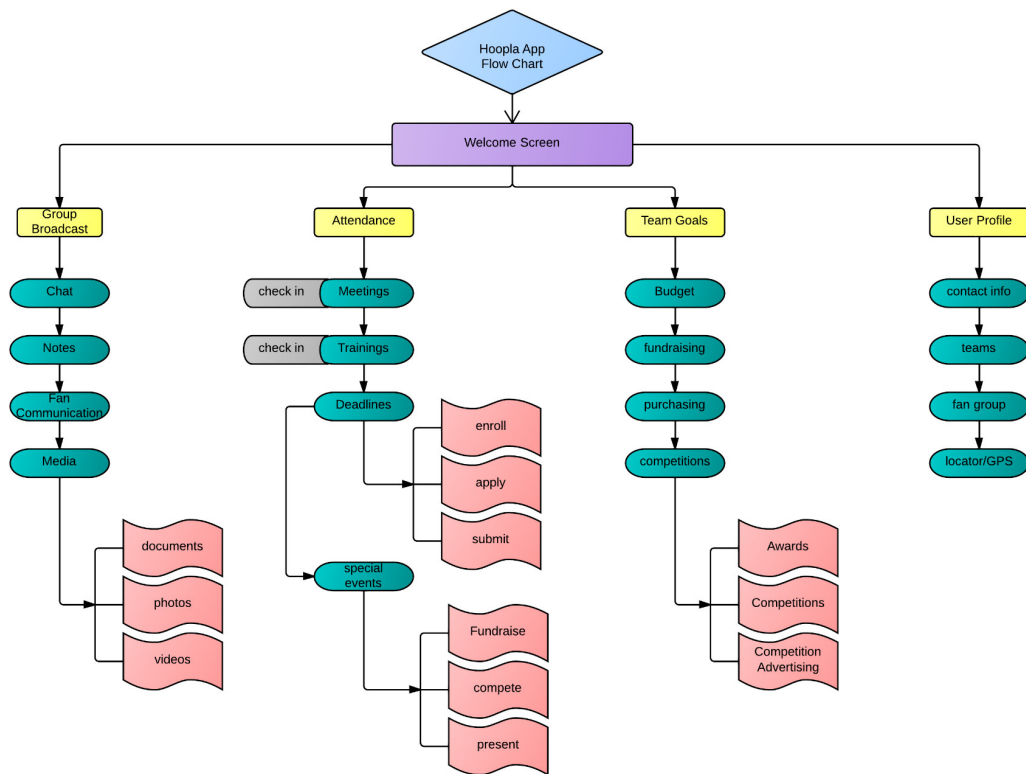
chatting, note taking, media, fan communication, and check in. After choosing one he/she will be able to complete the task that he/she is aiming for. Chatting allows the users to speak to one another via the camera, as well as, messaging. Note taking will give the user an opportunity to note all the information being talked about during his/her meeting; fan communication will enable the fans or followers of the team/club to know when and where special events will take place; while check in will make it easier for the captains or presidents to take attendance by allowing members to GPS check-in to events when they are present.

The second component is the Calendar. As users continue to explore their options in the app and want to get organized, they can. The virtual calendar, attendance, deadlines and special events inside the Calendar component will allow he/she to do it. The next time he/she has a special event or specific deadline to meet he/she will be able to type it in on the day that he/she finds out and type it in the appropriate section. For the attendance section, he/she will be able to mark off every event as being present, as a reminder to themselves. With a personalized focus on the individual in the Calendar component, it will make it easier for the user to remember the event that he/she will have to attend.

The third component is Team Goals. Team Goals offers a realistic amount in the budget that the team that he/she is a member of, as well as, competition awards. Users will be able to see the total amount of money earned, as well as, the amount being used and what it is being used for. Parents or fans will also be given the opportunity to donate money. When the user clicks on the competition button, they will be able to search for awards, get notified about upcoming competitions, and view the awards and badges that the team has won and be able to add more as they are earned.

The fourth component is the Profile Screen. This screen gives the users a personalized area where he/she will be able to view the information regarding his/her teams/clubs. Users can view the contacts that are part of the teams/clubs that they have signed up. Fan group will allow the user to sign up to any team/club that they want to follow as a supporter. If in any case a team member gets lost on a trip that the team/club takes, either for competition or just bonding time, the GPS/Locator will help members to locate each other.

Ultimately, users will have the opportunity to finally unite as a team/club. All the miscommunication will end and the misinformation as well. With all the essential needs that a team/club needs to run as a whole, Hoopla will make it digitally easier. Having all the main aspects in one single app will help users to remember the username and password much quicker as opposed to having many accounts on different apps or websites and forget them.



Company Summary

The Quintets is an organization founded in Los Angeles, California. The company's founders are: Carolina Menjivar, Catherine Perez, Odalis Perez, Joselin Rivas and Jessenia Trinidad.

Start-Up Summary

In order to start-up The Quintets the following assets and services will have to be provided for the success of the company:

- Promotions of the Hoopla Application
- Money to set up the application on the Android market
- Six computer workstations for each member in the Quintets and one for our mentor, Ms.Brand. They are going to be used for business planning, market strategies, application

design, application programming, a financial plan and for several research.

-Legal services for the Quintets company

-Five committed and responsible students

-Economic stability

-Continuously improve our business processes: to become more efficient, productive, and to respond to market changes faster while providing better service to customers

-Have a good understanding of the troubles our customers are experiencing and how our Hoopla application and services can alleviate those troubles

-Build referral partnerships and strategic alliances

Market Analysis

Hoopla is for those in social groups that need to stay connected. Hoopla is going to be a premium version free-trial for two months so the user can be able to explore and get comfortable with the app. After the two months trial is over, the user will get an alert, and they will be downgraded to the free normal version unless they pay for the premium version. There will also be a group discount for large groups or organizations and organizations can sponsor free apps for their members that can even have customized components of Hoopla to meet their specific needs.

From our experience as participants in extracurricular activities and after listening to fellow team colleagues, we found a big need for the features that Hoopla offers. That is why Hoopla is the perfect tool for those who are in extracurricular activities and need time management and organization.

Marketing Segmentation

The Quintets have classified two different market categories for the Hoopla application.

- **High School students** will use Hoopla to manage school work and deadlines.
- **After School clubs and teams** will use Hoopla to be organized and stay in touch with their team members.
- **Colleagues** will use Hoopla to be able to connect with each other, know how business is going and know what is going on around them.

Competition and Buying Patterns

There is a lot of event managing applications, but none really focus on what Hoopla is trying to focus on students, colleagues, as well as organizations like Girl Scouts and Little League. There are three major apps that focus on what we are trying to focus on, Double Dutch, Base Camp, Pocket Informant, they are more of event managers. Two of these apps mostly focus on big companies.

- **Double Dutch** mobile app help companies and trade shows to create interactive digital guides and schedules for the price of \$15.00 per month. However Double Dutch is not offered to students or colleagues, it is going toward big companies. While Hoopla is much cheaper and easier to use, it is offered to students, colleagues and even companies.
- **Base Camp** mobile app lets you catch up on progress, check off your to-do lists, view discussions and stay connected. It has a 60-day trial, when the trial is over you will pay \$20.00 per month. On the other hand, it doesn't let you share media, have notes, and it doesn't have a GPS.
- **Pocket Informant** is a fully integrated calendaring and GTD-based tasks solution for Android for the price of \$6.99. In any case, it is only for use by one person, it isn't a social group app, where everyone can contact each other.

Features	Hoopla	DoubleDutch	Base Camp	Pocket Informant
Designed for youth	X			X
Less than \$7.00	X			
Group management	X	X	X	
Free trial	X		X	
GPS Check-in	X			

Strategy and Implementation Plan

The Quintets plan to leverage our competitive edge by focusing on the needs of youth teams. Previous competitors provide photo galleries, ability to give feedback and task

managers focusing more on an extensive set of companies and teams. In order to reach out to a certain set of teams, The Quintets will provide an app that allows them to more carefully analyze and manage extracurricular activities and bring back the fun despite their rigorous schedules.

Competitive Edge

Hoopla's most important competitive edge is our ability to provide team members with an app that keeps them up to date despite of their rigorous schedules. Our task manager, photo gallery and chat room are based on wildly successful apps such as Double Dutch and Pocket Informant . The Quintets' hope to keep members interested and committed to both their extra-curricular activities and using our application. Members will also want to continue using Hoopla in order to keep up to date with their team. Many apps offer similar features as Hoopla , however most apps do not offer the ability to take roll through a GPS function. By allowing removing the management headaches of group events and activities, members will have more time to focus on changing the future for the 21st century!

Marketing Strategy

The Quintets' marketing strategy is based upon the belief that poor overall awareness leads to few sales for the apps currently available. Therefore The Quintets' plans to use an aggressive marketing strategy in order to raise awareness for the Hoopla product among our target market of extracurricular activities and clubs. Our extracurricular customized profiles and themes will also keep members engaged and having fun, an often too lacking factor when it comes to clubs and activities. The Quintets' plans to advertise Hoopla on social networking sites such as Facebook and Twitter, due to the fact that a large majority of teens are available on social networking sites. Both of these websites have advertising programs, which will work well on low budgets. In addition, we plan on launching Hoopla at a International world wide competition and extra-curricular program known as FIRST (a program mainly focusing on STEM education and the sport for the mind) where roughly about 1,000 international teams attend each year.

Sales Strategy

The Quintets' plan to enforce an aggressive sales campaign focused on appealing to clubs and extracurricular activities through conferences and important decision makers. By attending and holding conferences focused on sports, and clubs such as debate, theatre,

MESA among others, plans to create further awareness for our product and form business deals between colleagues. By keeping in contact with key players in the world of team sports, The Quintets' hope to remain up to date and knowledgeable about the best ways to effectively execute and deliver weekly updates and newsletters to every individual out there.

Milestones

The Quintets' have several milestones it hopes to complete in time for commercial launch.

Test version complete	April 2013 and onwards
Hiring and planning	July 2013
Establish Marketing Partnerships	August 2013
Website Development	June 2013
Launching of App at FIRST	April 2014

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