INLIST Berkshires

InList Berkshires is a private, member-only club for discovering and gaining promotions at local venues

Luke Joseph Bartini - Early 2016

EXECUTIVE SUMMARY

1.1 Objectives and Summary

InList Berkshires is designed to be an annually renewed service which will provide members with exclusive deals and promotions throughout Berkshire County. Not only will the membership-based club serve to provide users with posh and private deals, but also will provide users with a calendar planning system. Venues and businesses users chose to follow will automatically send out time and location based notifications, allowing users to see all upcoming events. This will not only offer a useful service to members of the club, but also will serve as an impetus to provide advanced metrics and data to businesses and venues participating. Through gathering more hype and larger customer bases through the club, both the individual and business will drastically prosper.

In essence, through a vast array of features, InList Berkshires will provide users and businesses with a perfect mix of handpicked and curated events alongside fabulous deals and exclusive promotions. InList Berkshires will feature full customization options, making every users experience different. User generated content along with regular maintenance and updates will ensure that the club service experience never becomes dull. Our main priority, above all else, is to provide the user with a fun and beneficial experience that will make them want to come back for more. Functionality, therefore, is extremely important to the makeup of the application, and will play largely into effect when securing club members.

THE BUSINESS

2.1 Description of Business

InList Berkshires is a private, membership based club which will provide subscribers local deals and promotions. The app will feature local venues and businesses throughout Berkshire County. Through the app, advertisements and user traffic will provide incentive to prospective business participants of giving users special promotions. Location services and location beacons will notify users of nearby deals and special promotions. Aside from such monetary benefits and enticements, the application will also feature a calendar based event planner, with preformed event descriptions and notifications. Not only will this benefit the members of the club, but will also build hype for upcoming events, and spread awareness. To see an in depth enumeration of all features and facets of the application, refer to section __.

2.2 Structure of Business

InList Berkshires will be an LLC. Luke Joseph Bartini will be the CEO and President. Although the business will only exist digitally, it will be necessary to form a for profit LLC legal structure. Although this includes intellectual property, a patent will not be necessary. The creator of the application be filed as a limited liability corporation (LLC) to be protected in legal matters and to have a bank account for start up funds and user subscription profits.

2.3 Target Market

The subscription based services will be targeted at all consumers and customers of local venues and businesses. Although there is a very broad target market, the exact target will be determined upon seeing which companies and services in the Berkshires agree to be part of the app promotion system. However, as of now the target market will be customers and prospective attendees of venues such as Tanglewood, Jacob's Pillow, Shakespeare and Co., etc. This is mainly due to the initial go to market strategy of gathering and cultivating businesses to offer promotions within the club.

In essence, there are two target markets, users of the application and businesses/ organizations who want to list and promote events.

2.4 Sales Literature and Strategy

To initially spark interest and gain downloads, the app relies on quick spread of word through social media. Advertisements on FaceBook are a must, as well as InList Berkshires social media pages (FaceBook, Twitter, Instagram, Behance.) Reaching out to individuals will be a must, and we plan on doing so through innovative advertising techniques geared towards the age group of maximum potential. Things like online ads and banners, emails, and SMS will work to spread our brand. A website is also a core part of our direct marketing strategy that will serve well as direct communication with potential users.

DIRECT MARKETING: This is a method that we will be using more towards existing users rather than in reaching out to a group we haven't gotten to yet. Direct marketing will be used to strengthen relationships and communications with existing users. This "channel" will promote the app, keep users up to date on what we are doing, and be a direct pipeline for users to share their concerns, improvement recommendations, etc. with us directly.

WORD OF MOUTH MARKETING: Like every social media site, InList Berkshires will rely heavily on its user count. A compounding like effect is put into play, in which a user will recommend the app to others, who then recommend it to their friends and so on and so forth.

InList Berkshires hopes to go viral through word of mouth, as it will thrive in close knit communities such as colleges, and high schools where we plan on it creating a buzz.

2.5 Technology

Initially, the application will be designed to be on the iOS "The App Store" due to a lack of funds. However, once popularity is gained, the application will be expanded to Microsoft's Window's Phone market, and Android's "Google Play Store." For iOS, there will be an application for the iPhone 5, iPhone 5s, iPhone 5c, iPhone 6, iPhone 6 Plus, iPod 4th Generation and above, Apple Watch, and iPad 2nd Generation and above.

2.6 Future Services

In the future, InList Berkshires will be developed for both Microsoft's "Window's Store," and Android's "Google Play Store."

2.7 Market Competition

As of 2016, there are no member-only subscription services that are offered to Berkshire County specific services and businesses.

FINANCIAL DATA

3.1 Startup Expenses

Startup expenses will be broken into three phases: market research, development, and lastly, legal services.

MARKET RESEARCH: to gain the trust and backing of local businesses and venues, it will be necessary to speak individually to every target. Thus, intangible resources such as time and travel will be utilized in order to complete the goal. (refer to sections 2.3 + 2.4)

DEVELOPMENT: upon receiving local venues and businesses agreeing to take part in the service, it will be necessary to develop the application. To source and fulfill the previous, startup expenses will be broken into several categories.

LEGAL SERVICES: to see an in depth enumeration of legal services refer to section 2.2.

Developing and coding application:
Personal venture through Shoutem Inc.

Branding:
Personal venture - Luke Bartini (free)

Website:
Personal venture through Squarespace Inc.

Servers and Cloud Space:
Personal venture through Mixpanel Analytics

STARTUP EXPENSES

Description	Anticipated Cost of Completion
Market research	≈ $150
Development of iOS application	$650
Website and branding	$150
LLC + legal services	$250
TOTAL	$1,200

3.2 Budget (Future Expenses)

Although the majority of the cost to start and sustain InList Berkshires will be consumed through startup expenses, there are some necessary services that will be repeatedly charged each year. Refer to the table below.

ANNUAL BUDGET

Description (all prices are annual amounts)	Anticipated Cost of Completion
Renewal of hosting website (domain name)	$150
Apple iOS Developers Account	$99
Advertising	$100
TOTAL	≈ $350