



GET TOGETHER BUSINESS PLAN

About the Business:

Time is precious and relationships are invaluable. Now more than ever, society has realized the value of human interactions, but planning these meet-ups can be cumbersome. **Get Together** rose from the frustrations of a friend group that could not efficiently prepare plans to meet. The company's vision is to seamlessly and effortlessly connect us in our communities, whether over a game of basketball or friends bonding over a cup of coffee. **Get Together's** goal is to provide users with the most simplistic and streamlined way to coordinate and schedule time with friends.

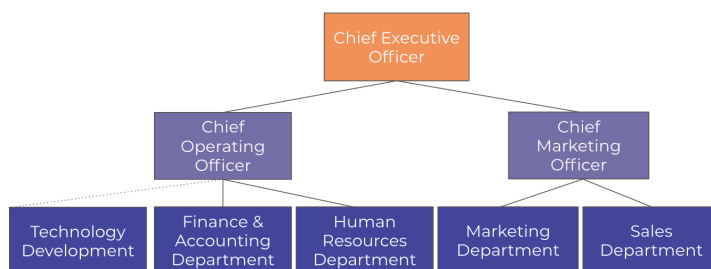
Founded in September 2020 and located in Denville, New Jersey, **Get Together** is a mobile application (app) that helps users through every step of the plan-making process. The app shows mutual free times of the group of friends that have been selected for a particular activity, analyzes each user's schedule and recommends a multitude of activities that can be filtered down to the users' taste with a quick survey. **Get Together** targets both VE firms and individuals with packages that are customized for pricing and features to meet users' needs.

As a B-Corporation, **Get Together** strives to be socially responsible by encouraging students to take an interest in STEM careers. As a technology company, **Get Together** is passionate about supporting programs that empower underrepresented communities. **Get Together** sees value in supporting programs that empower others to be innovative and create change as well. As an example, **Get Together** offers a free interactive technology curriculum for fifth through eighth grade students at school, and partners with Girls Who Code, a nonprofit organization that supports teenage girls who have an interest in technology.

Organizational Structure:

As a leadership team, **Get Together** aspires to create a culture of innovativeness, inclusiveness, and collaboration, with a primary focus on a superlative customer experience. (The COO is responsible for technology development and maintenance that is outsourced.)

Organization Chart



Mission Statement:

"In an age where almost everything is a click away, everyone deserves high-quality technology to communicate with loved ones. **Get Together** aims to provide an efficient and streamlined way to connect with family and friends, and also encourages younger generations to participate in the STEM field."



Business Rationale:

Customer Empathy:

Get Together conducted consumer research through interviews and focus groups with individuals in the 12-18 age group, parents, and educators, to gauge consumer needs. As per the results from this survey, over 60% of the respondents found it difficult to organize their plans and communicate effectively with their current method of plan-making. This problem is further augmented by the current pandemic. It has become even harder to plan for in-person social interactions. Through **Get Together's** brand new SmartScheduler feature, users can match up the specific times friends are free and plan to meet during that time. This feature is intuitive, user-friendly and is easy to navigate for all ages. Moreover, **Get Together's** top priority is ensuring the privacy of its users and providing a safe and secure platform for all. For certain groups, parents can also have access to their children's plans and schedules. This way, parents can have peace of mind knowing where their children are and ensure their safety.

Get Together is committed to connecting you with your loved ones and peers in the easiest and safest way possible.

Problem Statement:

Get Together seeks to solve the common everyday problem of making plans. There are various instances of plans falling through, including friends not responding to text messages, unavailable dates for each person to meet up, and/or inability to decide what to do and when to hang out. Many people tend to either not respond to messages they receive or forget about previous commitments they have made, which limits their availability. There are also many situations where people can agree on a time and date to meet, but they are unable to decide what they would like to do. **Get Together** strives to tackle these common obstacles, to provide a faster, more efficient, and successful solution to the hassle of making plans.

Ideal State:

Get Together's primary aspiration is to create an easier process for individuals and companies to make plans. **Get Together** allows individuals to sync their schedules with the app as well as share their calendars with their friends while maintaining the users' privacies. This gives friends the ability to view each other's schedules and find mutual free times. A messaging system, as well as a map, is available to ease the process of making plans. Local businesses such as minigolf courses, movie theaters, and restaurants are recommended to users through the app. Using **Get Together** makes planning easier, helps in juggling commitments, and reduces the stress and effort required to coordinate plans as compared to how they are done today. The app can also improve both workplace and classroom productivity; it allows employees to schedule meetings and assignments so teams can see and manage their workload and deadlines. The app can also be utilized by teachers to provide their students a way to balance their school work and social life while helping them develop time management skills.

Company Goals:

Currently **Get Together** has three major goals that it is currently working towards. One goal is to build a large consumer base and customer loyalty. Our long term package is the annual package and **Get Together's** goal is to make our app a way of life for the user and his or her friends so they continue to purchase



it every year. Along with this goal, our company aims to break even by April 1st of our first year of operation so that profits made thereafter can be allocated to promoting and updating the app. [Get Together's](#) third goal as a B-corp is to provide an engaging curriculum to schools by May 1st of this year. This curriculum would provide students with up to date information and help boost their interest in technology driven careers.

Market Plan:

Primary Market -

[Get Together's](#) primary target market is Generation Z males and females (ages 12-18). Based on our research findings, 93% of Gen. Z plan their events on iMessage and usually have difficulty with the shortcomings of the current options. 73% of Gen. Z members agree that they cannot create plans in the first attempt and a smarter option is a need of the hour. [Get Together](#) knows Gen. Z cares about improving their lives and this is a huge reason why [Get Together](#) wants to tap into one of the biggest market segments in the world. Authentic and meaningful interactions are valued by Gen. Z and, so [Get Together](#) is focussed on connecting members of Gen. Z together and communicating with them in a personal way. [Get Together](#) understands how technologically oriented Gen. Z members are, and we plan to reach out to them by using a variety of online platforms like social networking, a personalized shopping experience, and by partnering with digital creators.

Secondary/Tertiary Markets -

Our secondary market is millennial teachers (ages 25-40), and the heads of out of network companies. This market includes teachers around the nation who want to connect with their younger students and value these connections. They are actively involved with school and community activities. They would want to have meetings regularly with their students to build personal bonds and prepare them for the real world. They are technologically advanced and could use [Get Together](#) to plan all their activities with their students virtually. [Get Together](#) is also targeted towards teachers who like to be organized and prefer to visualize planning for upcoming events. In addition, the firms will want the [Get Together](#) app as a benefit to give their employees to improve the quality of work. Based on the information from a survey we conducted, the majority of millennials say they do not have any strict, efficient ways to plan meetings with peers and workers.

To recap, [Get Together](#) will specifically focus on individuals who prioritize their friends and are willing to spend a little money to eliminate the hassle of the planning process. [Get Together](#) will also target teachers and businesses that prefer and value ease in both classrooms and offices.

Company Risks

Since [Get Together](#) is a startup, it has limited advertising budgets and lacks brand awareness. The company needs to allocate resources strategically to ensure an effective marketing plan to drive sales. [Get Together](#) has positioned itself as a modern, innovative way for people to plan gatherings and we continue to embrace this at our tradeshow and in our marketing efforts.

Questions and risks about liabilities regarding information security may arise. To combat this, [Get Together](#) has a data scrambler feature that protects against data mining from external sources. This will prevent any of our users' data from being sold or leaked to third-party websites or sellers. To further minimize the risk, [Get Together](#) has the most recent security perimeter encrypted with code only our software



developers know, which allows for safe use within the app. **Get Together** understands how crucial it is to keep user information private and it is committed to protecting their data. Additionally, parents may have concerns about the safety of the app and their teenager's well-being. **Get Together** has implemented a feature that provides parents the ability to track their children and be alerted of their location at all times. This way parents have peace of mind while their kids can enjoy their experiences with friends.

The COVID-19 pandemic has presented itself as a risk due to CDC's emphasis on limiting the number of social gatherings. To comply with guidelines and continue with our mission, **Get Together** will work to provide more virtual events. Additionally, **Get Together** will emphasize how connecting with friends and family virtually is one of the best and safest ways to reduce stress and build strong bonds during this time.

SWOT Analysis:

Strengths:

As a leader in the smart scheduling industry, **Get Together's** main strength is the unique, innovative solution to making plans, while providing convenience for its users. The application combines your favorite features from other planning apps into one interface. **Get Together** is available on both the Apple Play Store and Google Play Store. **Get Together** offers a revolutionary, one of a kind SmartScheduler feature, which computes all the scheduling data to organize events in an instant. **Get Together** uses a shared calendar, while maintaining user privacy, and includes many new different options like sorting software to find nearby places to meet. **Get Together** also possesses a strong target market whose lives center around technology and will be loyal to our technology-based product offering.. Our company's use of an attractive, bright-colored, modern logo draws users to our product. An additional strength of **Get Together** includes a skilled, knowledgeable staff who will help its users in every step of the plan-making process with easy access to technology that has become so prevalent in daily life.

Weaknesses:

Lack of brand recognition is a weakness **Get Together** faces as it is a new startup company and the number of current users is currently quite small. It may be difficult to develop brand recognition for **Get Together** as there are many other calendar apps in the market. However, through distinct brand positioning and targeting along with creative marketing techniques, **Get Together** will strengthen brand recognition by highlighting our unique features. Another weakness is a limited staff of 15 employees. **Get Together** combats this weakness by ensuring that these 15 employees work in the best, most efficient way possible.

Opportunities:

One main opportunity for **Get Together** is creating a partnership with a ridesharing company such as Uber or Lyft. This will aid **Get Together** users in coordinating rides directly on the app. The partnership would also allow for an additional stream of revenue. Within **Get Together's** app, local businesses like restaurants, bowling alleys, movie theatres, etc. are offered as recommendations. This is a revenue generating opportunity for **Get Together**. The company can charge for these priority recommendations of local businesses that want to be featured on the app. When this is implemented, we will ensure that customers know that these businesses are sponsors. Another opportunity for **Get Together** is adding a new package within the app that targets families. This way parents will be able to make plans with children, or vice versa.



Threats:

The biggest threat **Get Together** faces is the COVID-19 pandemic which limits opportunities and the amount of time people can spend with their families and friends in person. The app has updates on COVID-19 regulations in the area where the user is located to make sure all plans abide by the law and keep individuals safe. Competitors such as Google Calendar, Microsoft Teams, and lesser-known family calendar apps, such as Cozi, also serve as a potential threat to Get Together. Our unique selling proposition is our convenience factor which ensures that users do not need to communicate on more than one application to make a plan. Get Together includes a texting feature, a smart scheduler, questionnaires, and shared calendar features, which makes the app an all-in-one convenience.

Financial Highlights and Projections:

In its balance sheet as of October 31st, 2020, **Get Together's** total assets amounted to \$2,500 and its combined liabilities and stockholders equity equaled \$2,500. To break even in its first year of operations, **Get Together** needs to generate \$306,804 in revenue which equals 3836 units of our \$79.90 annual package. **Get Together's** expenses consist of a fixed cost of \$306,804. This number was generated from **Get Together's** various expenses including the expense of attending trade shows (\$44,000), app-building costs (\$11,900), payroll (\$186,000), payroll tax (\$48,304), advertising (\$6,600/\$800 per month and \$1000 in March), and app security/maintenance spending (\$10,000). **Get Together** has made \$139,500 through the completion of out-of-network sales and \$130,282.55 in trade shows so far. **Get Together** aims to turn profitable by April 1st, 2021, its first year of operations, and generate \$345,658 worth of sales in its first year of business itself.

