GoalKick

TiE TYE PRESENTATION

PROBLEMS

Challenges faced by potential customers

- Every day, countless number of people set goals for themselves, however most are unable to complete their set targets

- When looking back on their day, lots of people realise how unproductive their day has been. Some get a feeling of regret.

- People are not motivated to complete their own goals, and often feel quite lazy

- Lack of incentive for completion of goals

EXECUTIVE SUMMARY

This Application helps you in achieving your goals and also provides you an incentive to do them. This is a platform on which you can register yourself for free, get rewards to do your work and not experience a chore as one anymore(essentially making every mundane task interesting). A place where you can compete with your friends for completion of goals, share your daily goals with friends and family, earn badges and do a lot more in a day…

The Solution

This app will help people to achieve their goals by providing an incentive to do work and reward them on completing the goal

Each completion of goal will be checked and verified by a certified app judge through various verification methods

Incentives will be in the form of discounts, coupons, money, etc. and will be helpful in motivating users to complete their goals

Platform for displaying achievements, claiming higher rewards, competing with others for better rewards, all in order to motivate user to achieve goals.

Choice between different rewards depending on vendor/ retailer in partnership with us. Provides variety to the user for suitable rewards

APP FEATURES

Registration on App

Registration on App (Make New accounts)- User Database.
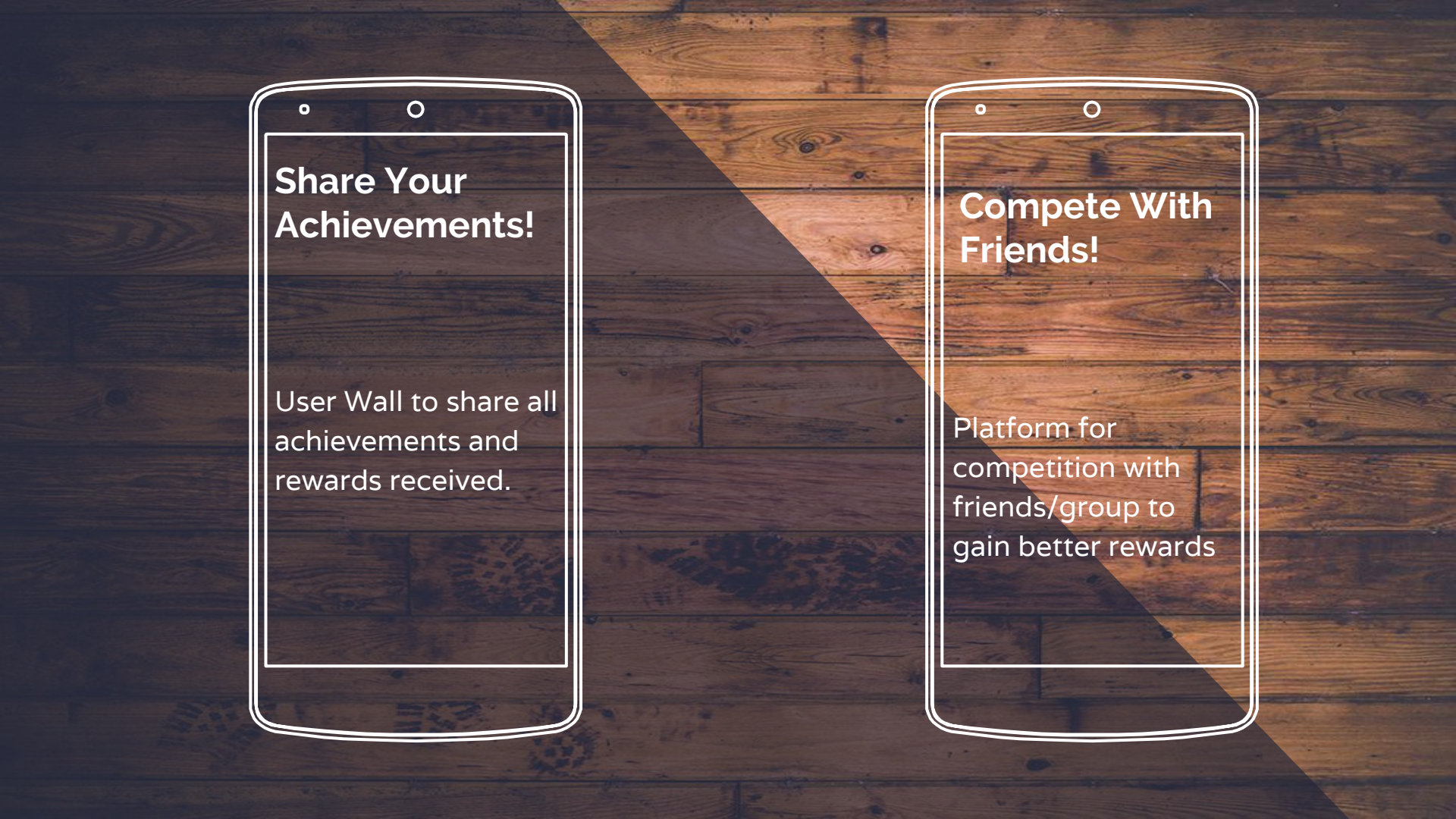
Exciting Rewards

Platform for Rewards (Coupons, discount, money) for completion of task

Variety of Choices

Option to pick from different rewards based on vendor/ retailer / partner chosen for goal

Share Your Achievements!

User Wall to share all achievements and rewards received.

Compete With Friends!

Platform for competition with friends/group to gain better rewards

COMPETITION	Achievemint	Higi	Pact	Bounts	Stickk	**GoalKick**
Android App	✗	✓	✓	✓	✓	✓
NewsFeed	✗	✓	✗	✓	✗	✓
Automated Verification	✓	✗	✗	✗	✗	✓
Free Reward	✓	✓	✗	✗	✗	✓
Individual Goals	✓	✗	✓	✗	✓	✓
Group Challenge (self)	✗	✗	✗	✗	✗	✓
Group Challenge (co)	✗	✓	✗	✓	✗	✓
User's Wall	✓	✓	✓	✓	✓	✓

FINANCIAL STRATEGIES

Targeted Advertising

We will take a nominal fee from local and known eating joints .

(After proving the concept)

Why will they pay us?

1. Free advertisement among targeted audience.

2. Increasing the no. Of people visiting their outlet.

3.Giving them an edge over other similar competitors.

Group Objectives

For students of schools and colleges.

The students in the group will pay Rs.15 or Rs. 20 per person.

We will get 20% of the total amount submitted by the group.

Rest of the money will distributed among the group of students as per the rank in which they complete their objective.

Consumers

Customers will be given free trial of 3 months.

After that subscription revenue system will be start.

We will charge them a nominal fee of Rs. 20 per month.

These people will be awarded with rewards and incentives for long term objectives

STRATEGY

Regional Eating Joints

Advertise among school, colleges and students who go to tuition, through facebook, Instagram, quora etc. "Targeted Advertising" students will go and eat at these joints after or before classes as these will start to get famous and will have an edge over other competitors. Thus, footfall will be increased.

Grocery Shops

Advertise among general office going people or any other category. When this people do fitness in the morning we can give them incentives by vendor at grocery shop this will increase the traffic at these shops increase their profits and objectives of the consumer will be completed.