



2017

NAMEFUL



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DWIGHT HIGH SCHOOL



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OPPORTUNITY

Students are having problems finding the right event due to time and place constraints.

Club leaders are struggling to organize, publicize, and manage activities.



Both students and club leaders are in search of a suitable community-wide channel to find activities they are interested in and to publicize their club events.

We provide an online platform where students can directly find and join activities they are interested in and where club leaders can post and advertise club events on a community-wide basis, rent fields, and professional seek advice for event organizing.

CUSTOMER SEGMENTATION

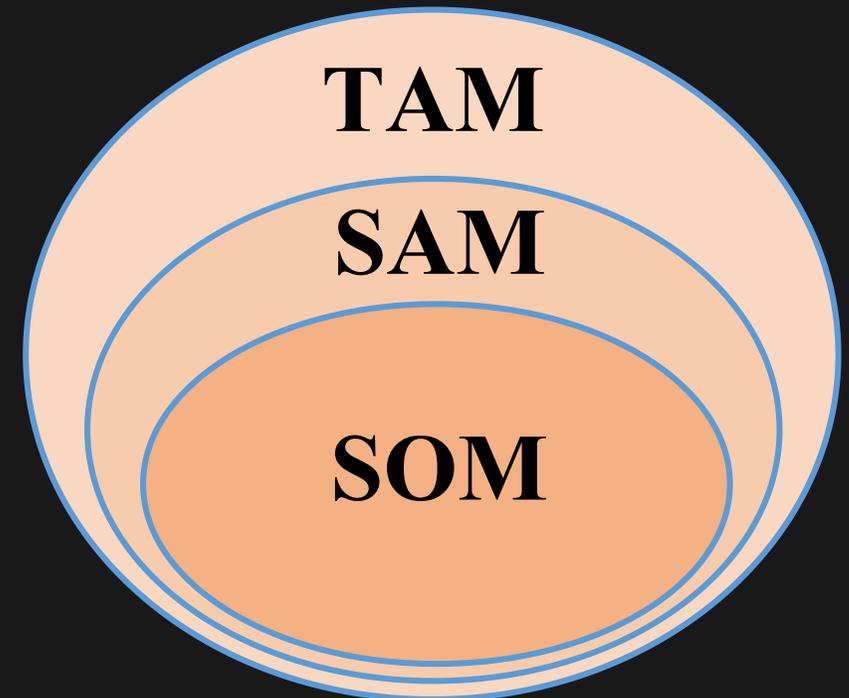
-Users of our product: Students and Club leaders in shanghai that are now in middle school, high school, and colleges.

-Buyers of our system will be the schools that our users are in. And we expect to expand to the area surrounding shanghai in the next few years.

1 Total Addressable Market
 $2,153 * 5,000 = \text{¥} 10,765,000$

2 Serviceable Available Market
 $10,765,000 * 73\% = \text{¥} 7,858,350$

3 Share Of Market
 $7,858,350 * 69.23\% = \text{¥} 5,440,405$



MVP

The screenshot displays a Wix website editor interface. The browser address bar shows the URL: `editor.wix.com/html/editor/web/renderer/edit/2a82afa1-5570-4e25-8f8c-99f5c182d8ab?metaSiteId=...`. The page is in preview mode, as indicated by the text "You are currently in preview mode" and the "Back to Editor" button. The website header includes navigation links: HOME, Club Interface, Events, Clubs, Login, Sign Up, My Info, and Blog. A prominent "Create a Wix site!" button is visible in the top right corner. The main content area features the "Nameful" logo and the tagline "Club Platform Meant to make School Life better". Below this, there are three sign-up forms: "Signing Up as a Student", "Signing Up As a Club Leader", and "Signing Up As a School Authority". Each form contains input fields for personal and school-related information, along with a "Send" button. The "Signing Up as a Student" form includes fields for Name, Email, School Name, and Preferences. The "Signing Up As a Club Leader" form includes fields for Name, Email, Subject, Phone, School Name, and Club Information. The "Signing Up As a School Authority" form includes fields for Name, School's Contact, Monitoring Teacher's Contacts, Monitor's Phone, Address, and School Information. The footer of the page contains the Wix logo and the text: "This site was created using WIX.com. Create your own for FREE >>".

Wix Website Editor

editor.wix.com/html/editor/web/renderer/edit/2a82afa1-5570-4e25-8f8c-99f5c182d8ab?metaSiteId=...

You are currently in preview mode

Wix

HOME Club Interface Events Clubs Login Sign Up My Info Blog

Save Back to Editor

Create a Wix site!

Nameful

Club Platform Meant to make School Life better

Signing Up as a Student

Name Preferences
Email
School Name

Send

Signing Up As a Club Leader

Name Email
Subject
Phone
School Name
Club Information:

Send

Signing Up As a School Authority

Name School's Contact
Monitoring Teacher's Contacts:
Monitor's Phone:
Address
School Information

Send

This site was created using WIX.com. Create your own for FREE >>

REVENUE MODEL

COST STRUCTURE

- Cost to establish and maintain the website
- Labor cost– Cost to find field owners and negotiate
 - Cost of recruiting technicians, research, and development



- Payment from schools for using our system
- A small sum of per month maintenance payment from schools
- Field owners pay us an advertisement fee for getting customers for them

REVENUE STREAM

COMPETITOR ANALYSIS

	Monitor system for schools	Field rental	Club events publicizing	Community-wide data-base	Consulting service for club event planing	Keep Record of all activities a student attended
社团家			√		√	
社团宝			√			√
Tempus	√	√	√	√	√	√
O-club	√				√	

STRENGTH

1. Provide community-wide club and events info.
2. Provide fields at a low and affordable price.
3. Have advisers online to help with organizing events.

WEAKNESS

1. TEPMUS Might not appeal to local schools that much. Local schools have less inter-community-wide clubs and value club events and student activities less.

S W O T

ANALYSIS

OPPORTUNITY

1. The market in shanghai is not yet occupied.
2. Strong competitors focus on other regions while other competitors only take up a small portion of Shanghai.

THREAT

1. Hard to advance into the market and might gain little market share at first.
2. 社团家/社团宝 might march into the Shanghai market.

FINANCIAL FORECAST

Year	Cash on Hand	Total Cost	Sales Revenue	Net Profit
Start up	¥ 250,000	¥ 182,000	/	¥ -182,000
Year 1	¥ 68,000	¥ 554,000	¥ 430,000	¥ -155,750
Year 2	¥ 94,250	¥ 764,000	¥ 1,848,000	¥ 613,000
Year 3	¥ 907,250	¥ 1,260,000	¥ 3,900,000	¥ 1,798,000

-Startup investment needed: ¥160,000

-Breakeven: SECOND YEAR

-By Year 3 We can have a total profit of ¥1,798,000

TEAM PROFILES



Tony
Chief Technology Officer

Tony has been familiar with computer technology and coding since he was seven due to family influences. His own experience of this problem inspired him to join us. With his professional skill set and passion, we are able to make our product come to life.

Afra excels at eloquent communication and close relationship-building with people. Holding a keen business sense for product pricing and market research, along with a delicate taste, Afra is capable of upholding our positive brand image and designing advertising strategies.



Afra
Chief Marketing Officer



Yvonne
Chief Financial Officer

Yvonne has always been the most diligent and earnest member in our team. She treats everything with a serious attitude and makes sure things are perfect before she moves on. That's why she's our Financial Officer who checks our numbers and ensures that we are still on track.

Raymond personally experienced this problem we're solving himself. He came up with this idea and formed the team. Raymond is always passionate about our work, sensitive about the market, and has many admirable ideas. He also greatly value the opinions of his teammates and has guild us through many difficulties.



Raymond
Chief Executive Officer

FUTURE PLANS



- In three years expand to the surrounding region of the shanghai area
- In five years we will have over 1000 schools using our system
- In seven years we are going to expand our system to non-student-run clubs
- In nine years a great expansion to the Bei-Jing regional market will take place

