AFRA LU —— QIBAO DWIGHT HIGH SCHOOL

RAYMOND CHEN —— SHANGHAI HIGH SCHOOL INTERNATIONAL DIVISION

TONY HUANG —— SHANGHAI HIGH SCHOOL INTERNATIONAL DIVISION

YVONNE YU —— SHANGHAI HIGH SCHOOL INTERNATIONAL DIVISION
Students are having problems finding the right event due to time and place constrains.

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 their 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 advise 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
   \[ 2,153 \times 5,000 = ¥10,765,000 \]

2. Serviceable Available Market
   \[ 10,765,000 \times 73\% = ¥7,858,350 \]

3. Share Of Market
   \[ 7,858,350 \times 69.23\% = ¥5,440,405 \]
MVP

signing up as a student

Name
Email
School Name

preferences

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

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**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 STEAM**
## Competitor Analysis

<table>
<thead>
<tr>
<th></th>
<th>Monitor system for schools</th>
<th>Field rental</th>
<th>Club events publicizing</th>
<th>Community-wide data-base</th>
<th>Consulting service for club event planning</th>
<th>Keep Record of all activities a student attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>社团家</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>社团宝</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tempus</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>O-club</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
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.

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

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

- Startup investment needed: ¥160,000
- Breakeven: SECOND YEAR
- By Year 3 We can have a total profit of ¥1,798,000
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
Chief Marketing Officer

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.

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
Chief Executive Officer

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.
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 Beijing regional market will take place