



FUNTOOSH

A HAPPY COMPANION FOREVER

Brought to you by SAVVY6

AGENDA

HERE FOR A GOOD TIME



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WORLD STATS

People who are bored easily are susceptible to depression, anxiety, anger, academic failure, poor work performance, loneliness, and isolation.

“30-90% of Americans report feeling bored at some point in a typical day.”

“Americans spend approximately \$303 a month on fun activities.”

Boredom is the 7th most commonly reported emotion. 63% of American Adults experience it at least once in 10 days.



PROBLEM STATEMENT

Have you ever experienced boredom, didn't know what to do or ran out of ideas?

The issue with boredom is that while it informs us that something is wrong, it does not tell us what to do about it.

Instead, when we are bored, the urge to aimlessly scroll through social media and our phones for hours on end has become a mental fast food that primarily gives empty calories and makes you regret the time you wasted.



TEAM MEMBERS



Phoebe
Jin



Anisha
Manvatkar



Priyanka
Sonawanne



Nobila
Anjum



Dhruv
Gupta



Sujaan
Shah

WE ARE SAVVY6.



INTRODUCTION

WHAT IS FUNTOOSH ?

Funtoosh offers dynamic, personalized activities to kill boredom based on your current mood, interests, and location.

All you have to do is input your hobbies, turn on your location services while using the app, and you will never experience another dull moment in your life.

Boredom? Never heard of it.



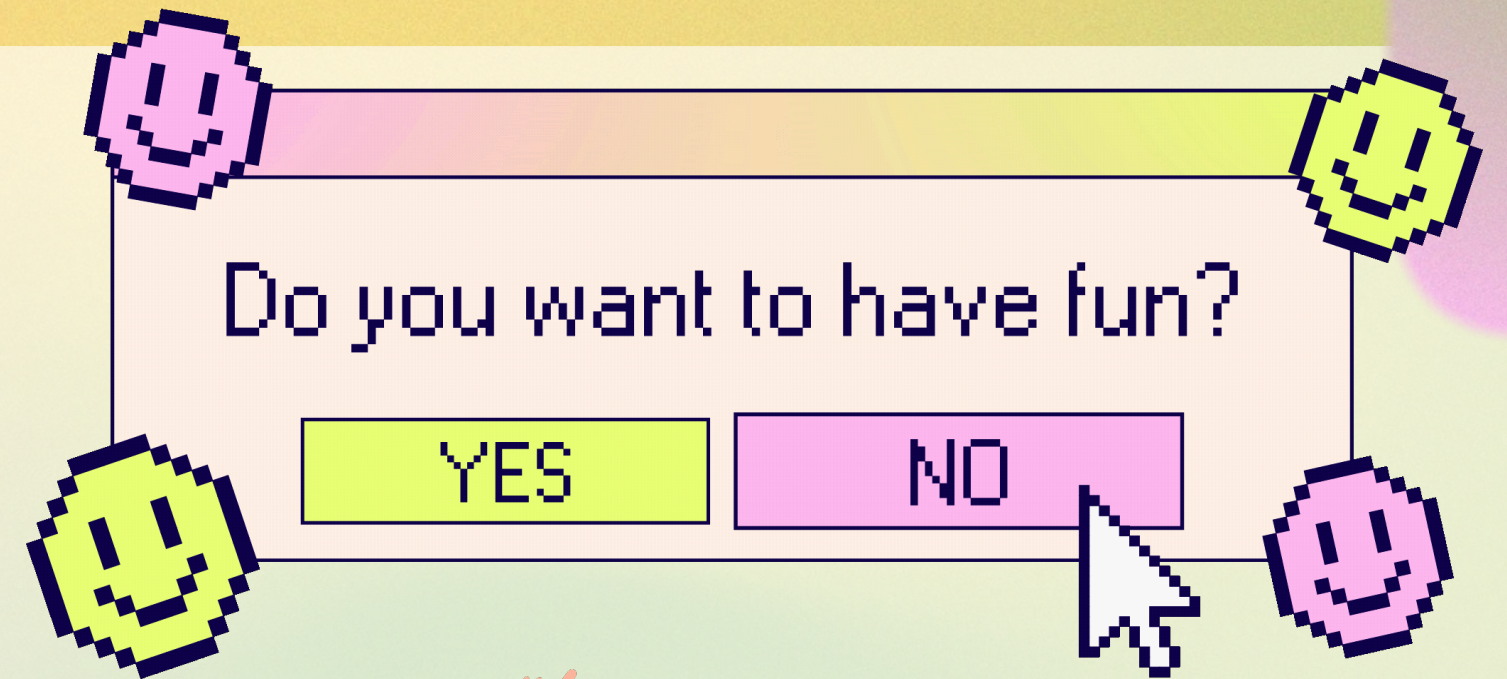
VISION & MISSION

VISION

To change the way people spend time and stay happy not today, not tomorrow, but forever.

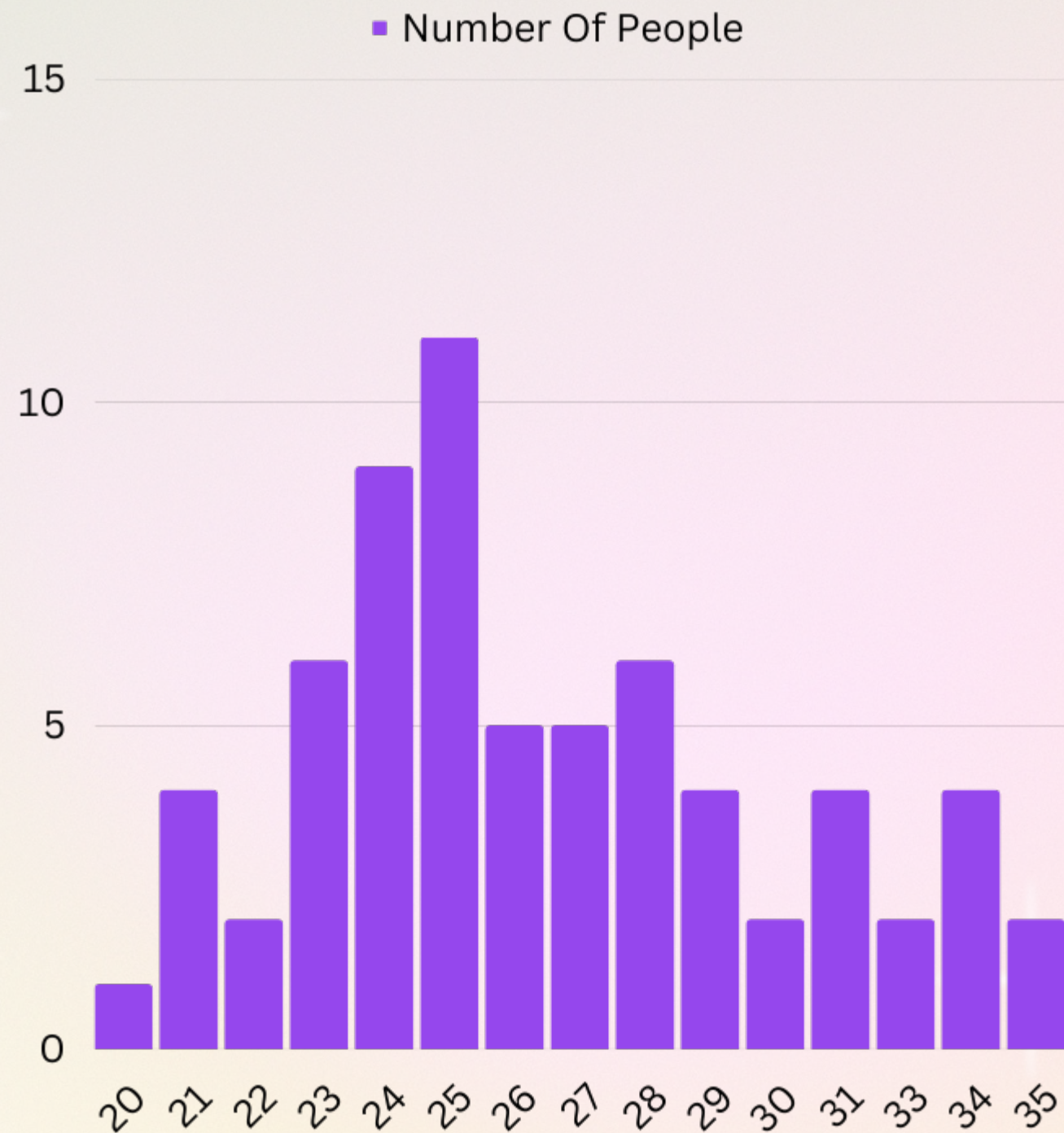
MISSION

To uplift people's moods and enhance productivity to convert any dull moment into happiness by encouraging them to explore and perform customized, creative activities based on their personalized choice.

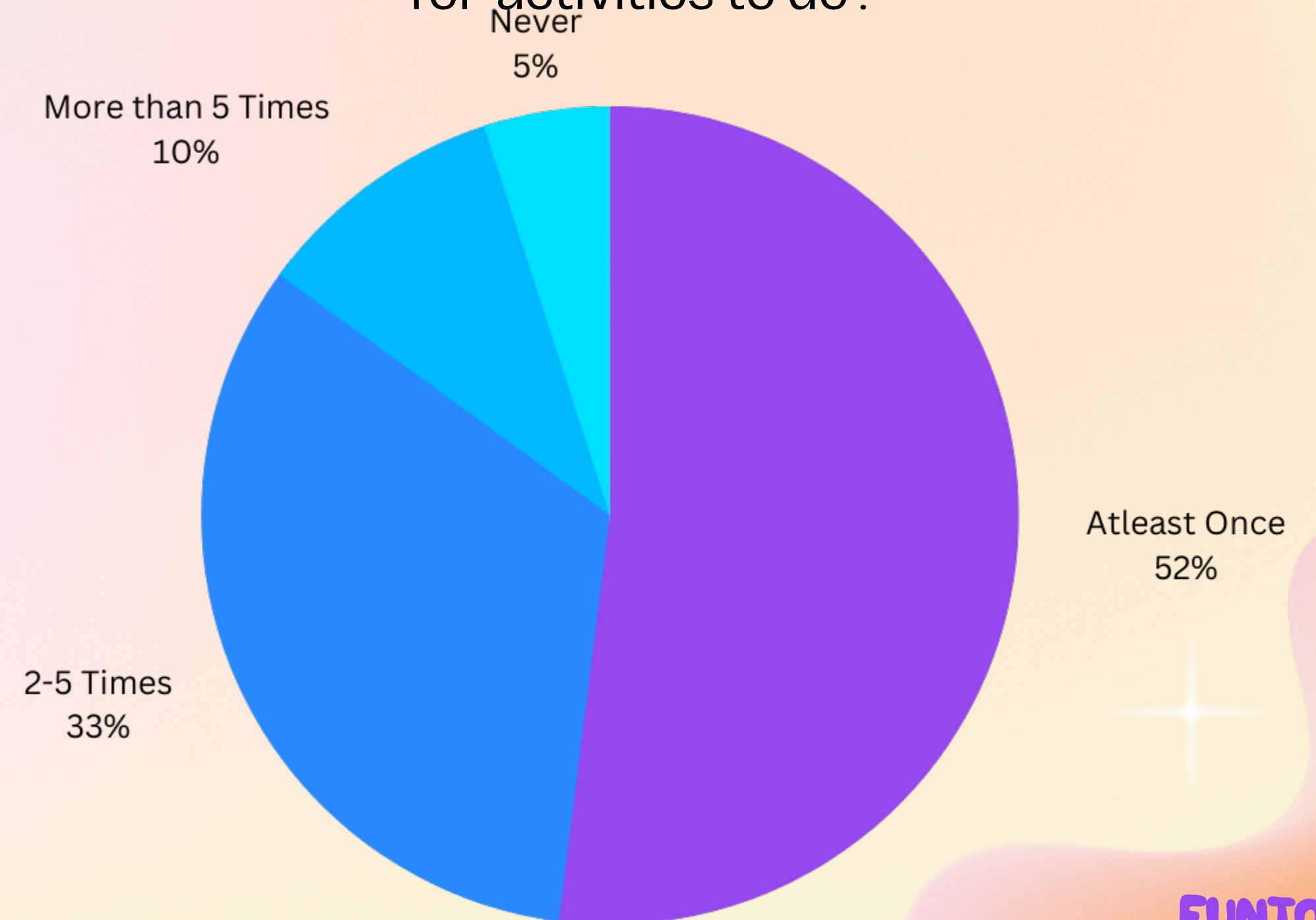


SURVEY ANALYSIS

Q1. Age of the Respondent

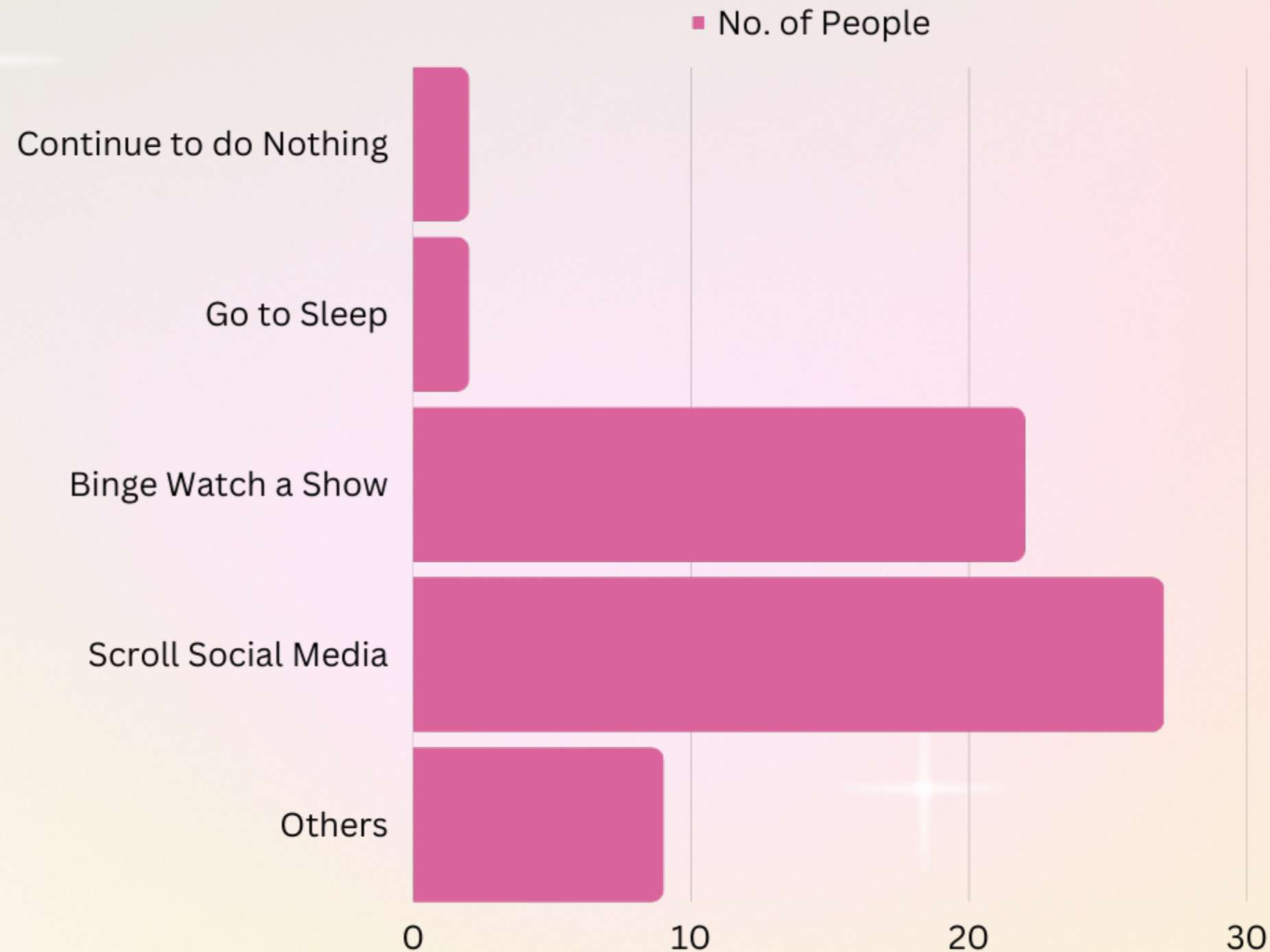


Q2. How often in a day do you feel bored/weary, dull, unproductive, lonely and run out of ideas for activities to do?



SURVEY ANALYSIS

Q3. What is your go to resort in such a situation?

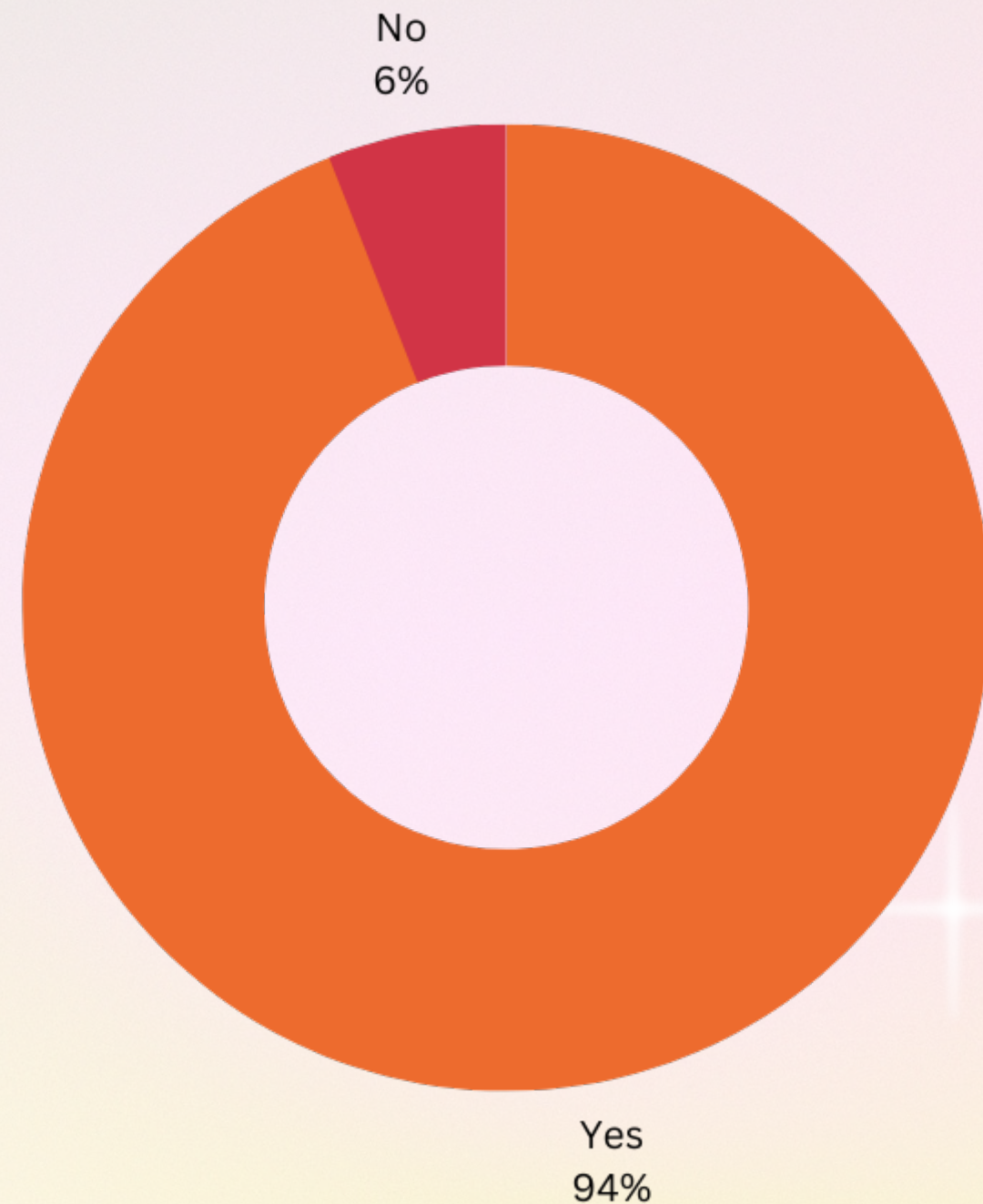


Q4. Do you feel unproductive after spending time as mentioned in Q3?

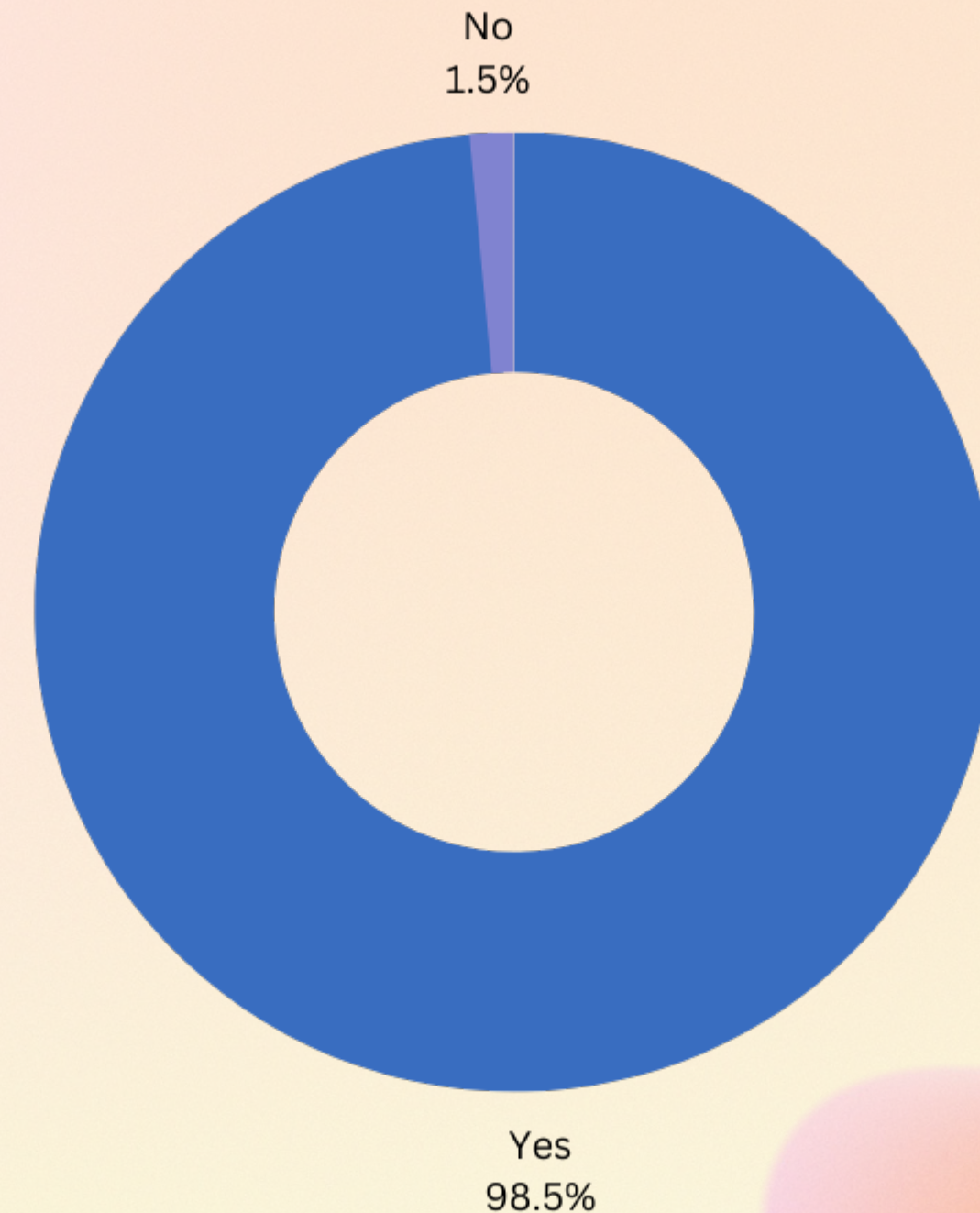


SURVEY ANALYSIS

Q5. When bored, would doing an activity of your interest/hobby lift up your mood?



Q6. If Funtoosh provides you with real time suggestions based on your mood, interest/hobbies and location will you use the app?



TARGET CUSTOMER

Hyperactive Individual

An individual who constantly wants to stay occupied and do something but will soon run out of ideas to keep himself busy and feel burnt out.



Productivity Driven Personality

Those who want to achieve the maximum level of productivity can quickly find themselves in a spot with nothing to do, which affects their energy.



Clueless Enthusiast

People who are always ready to try new things but lack the resources can feel helpless and demotivated when caught in such situations.

USER PERSONA



Daisy Banes

Profile

Age: 16 years
High School Student

Hobbies:

Shopping, Music,
Cooking

Situation:

She just went through a breakup. She is heartbroken and very sad and upset, but she wants to get her mind off her ex and feel happy again...

Profile

Age: 29 years
Married
Has a 5-year-old kid
IT consultant

Hobbies:

Reading, Sports, Travel

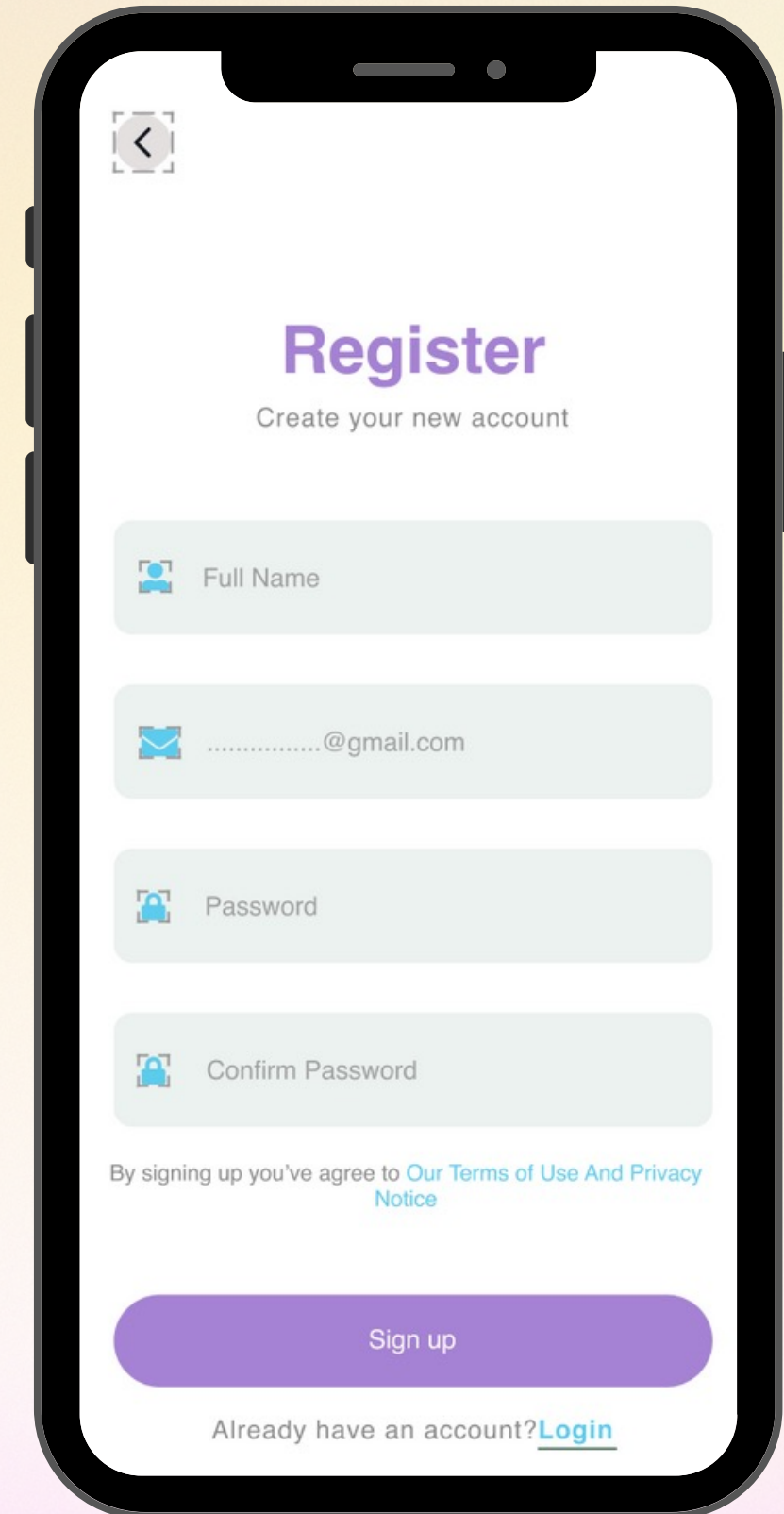
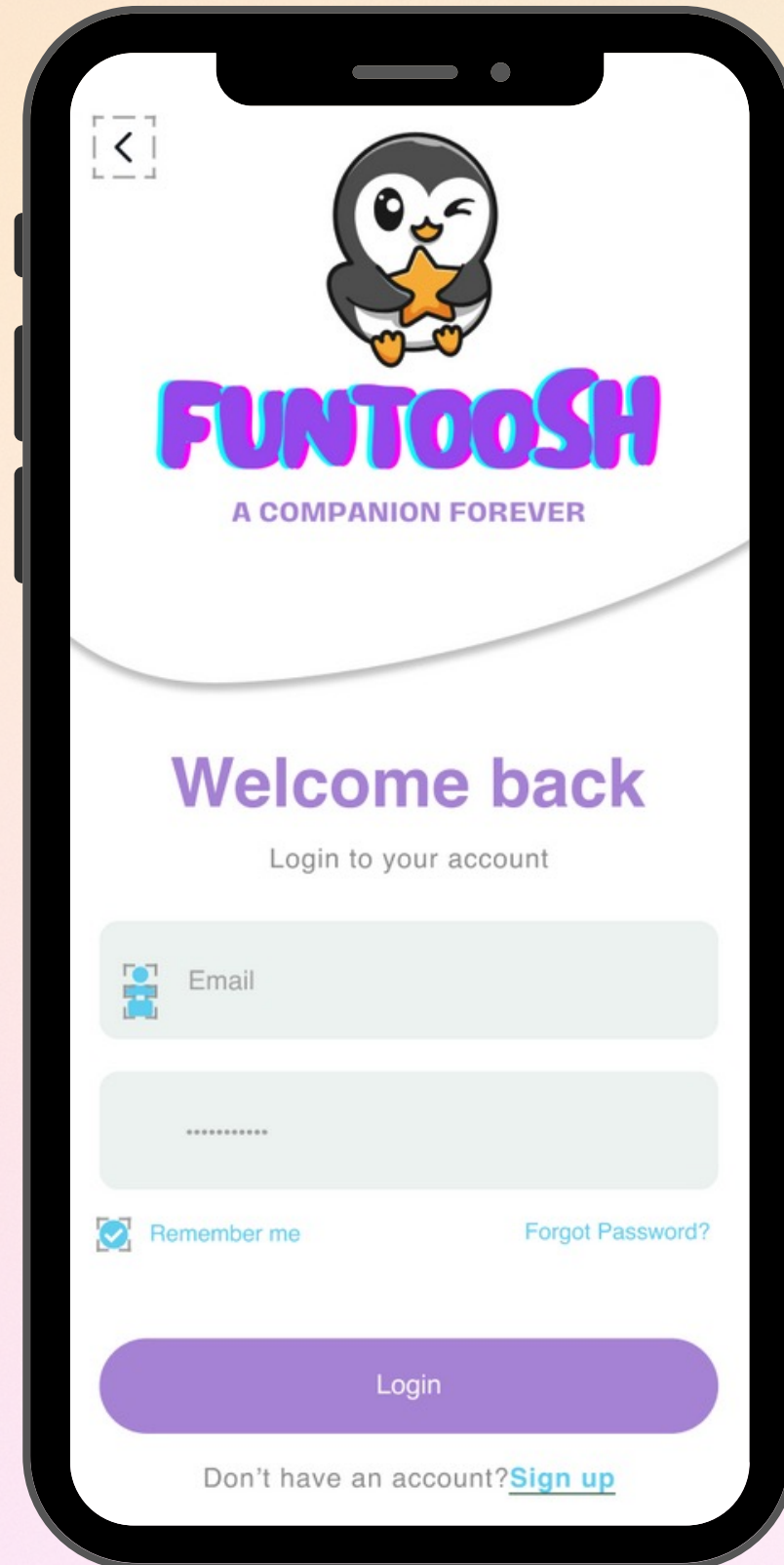
Situation:

He is in the car near his kid's school, ready to pick him up and decide what they can do around here until mom gets done from work but he is running out of ideas....

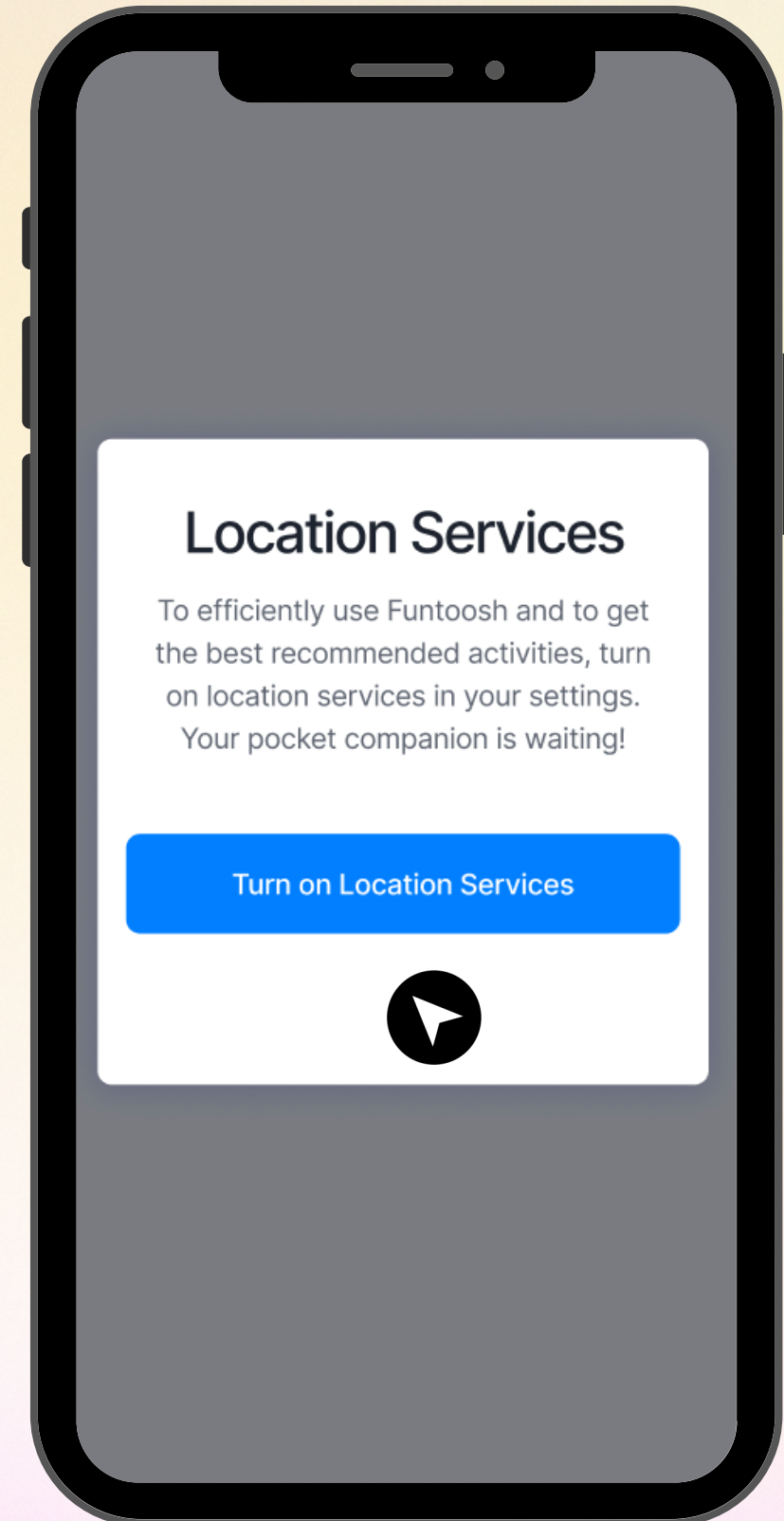
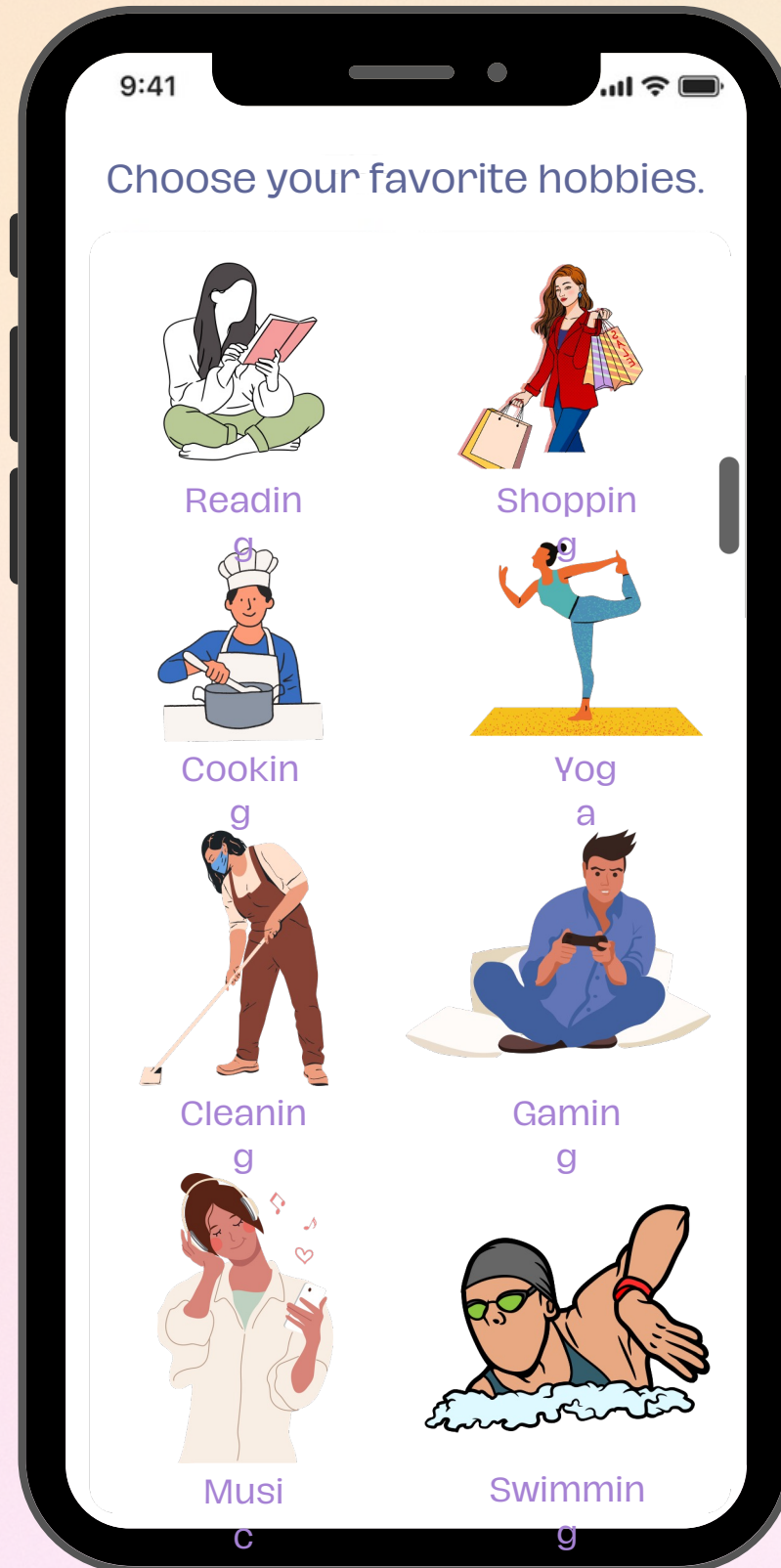
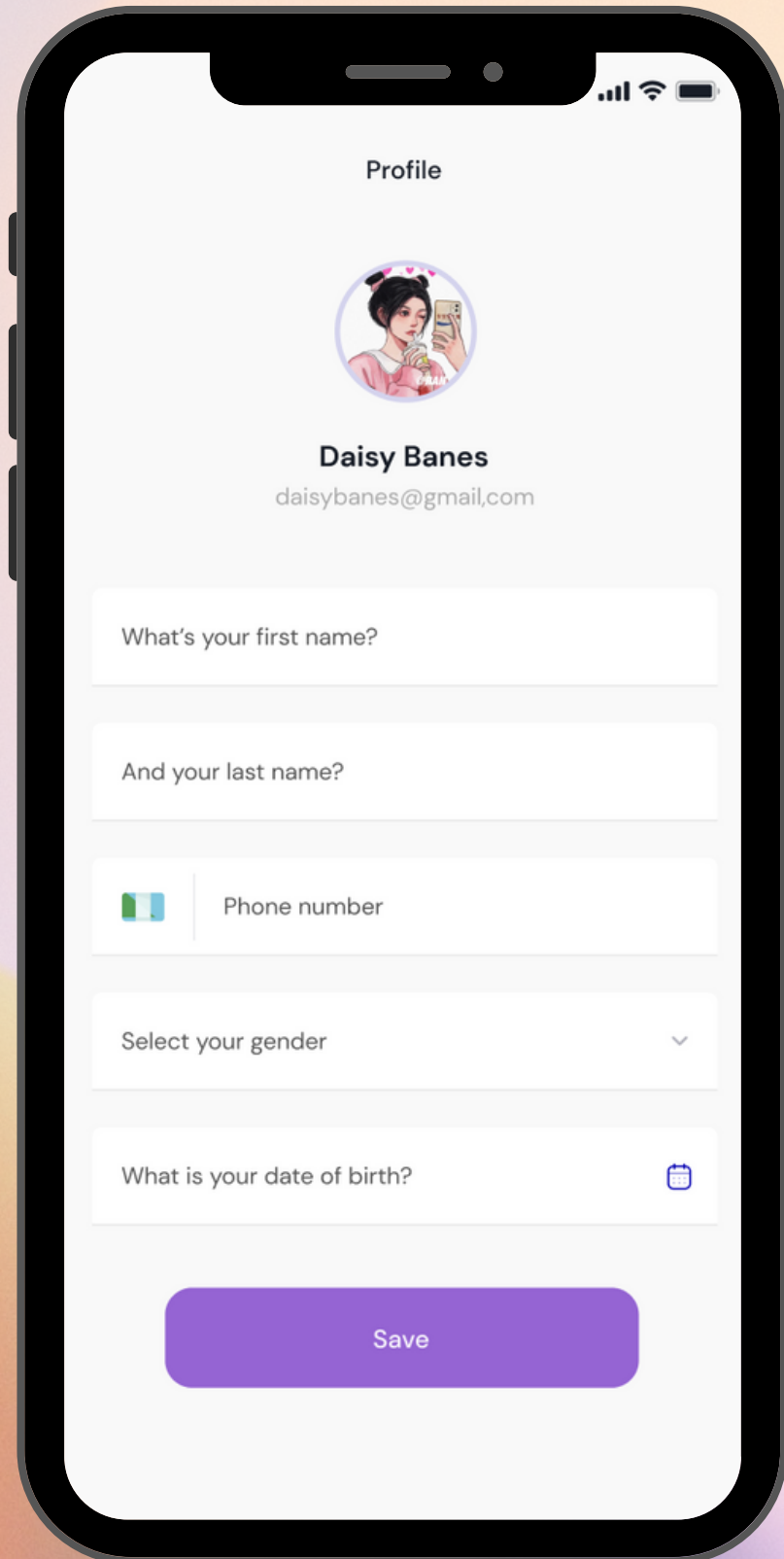


Cody Wilson

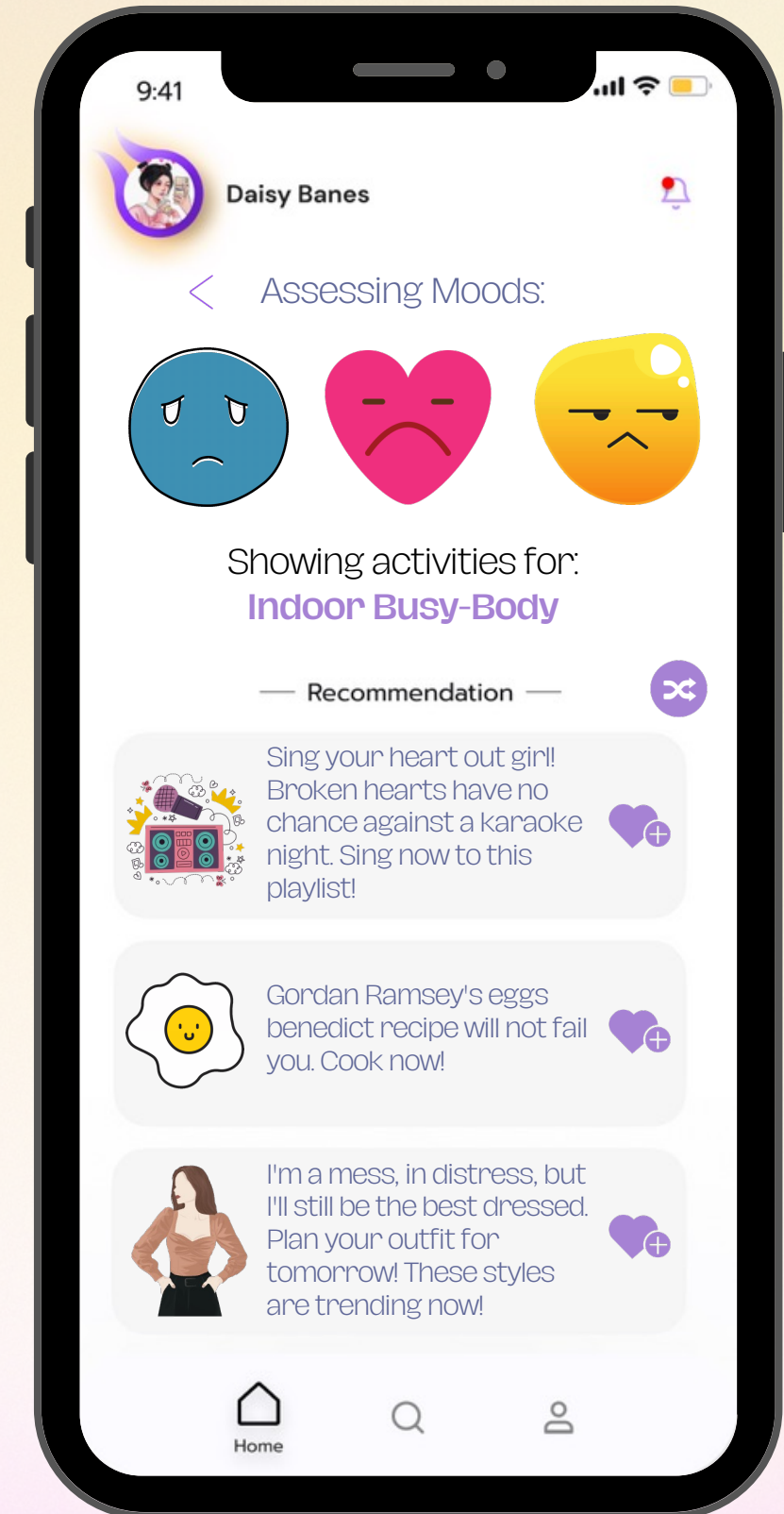
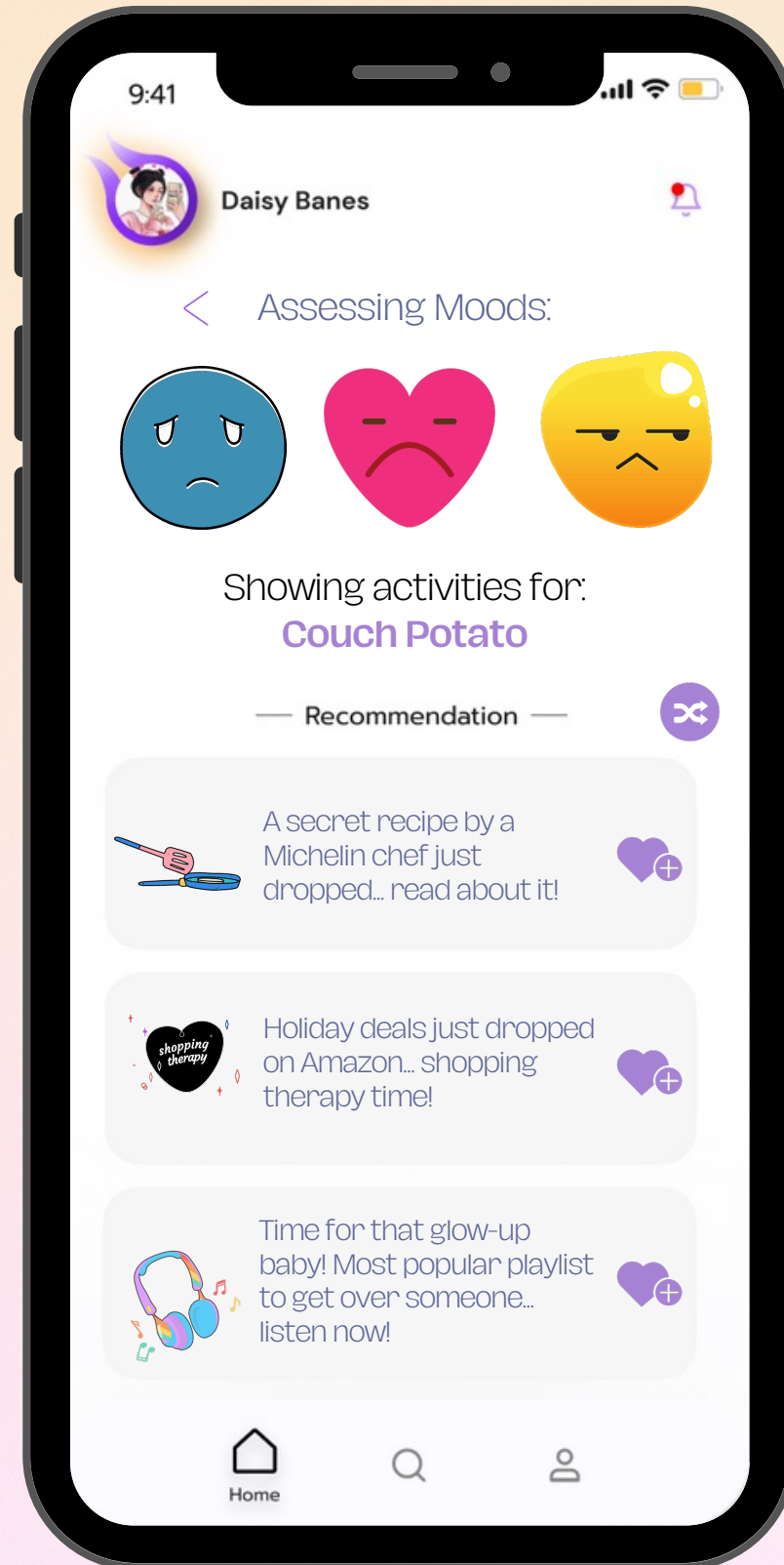
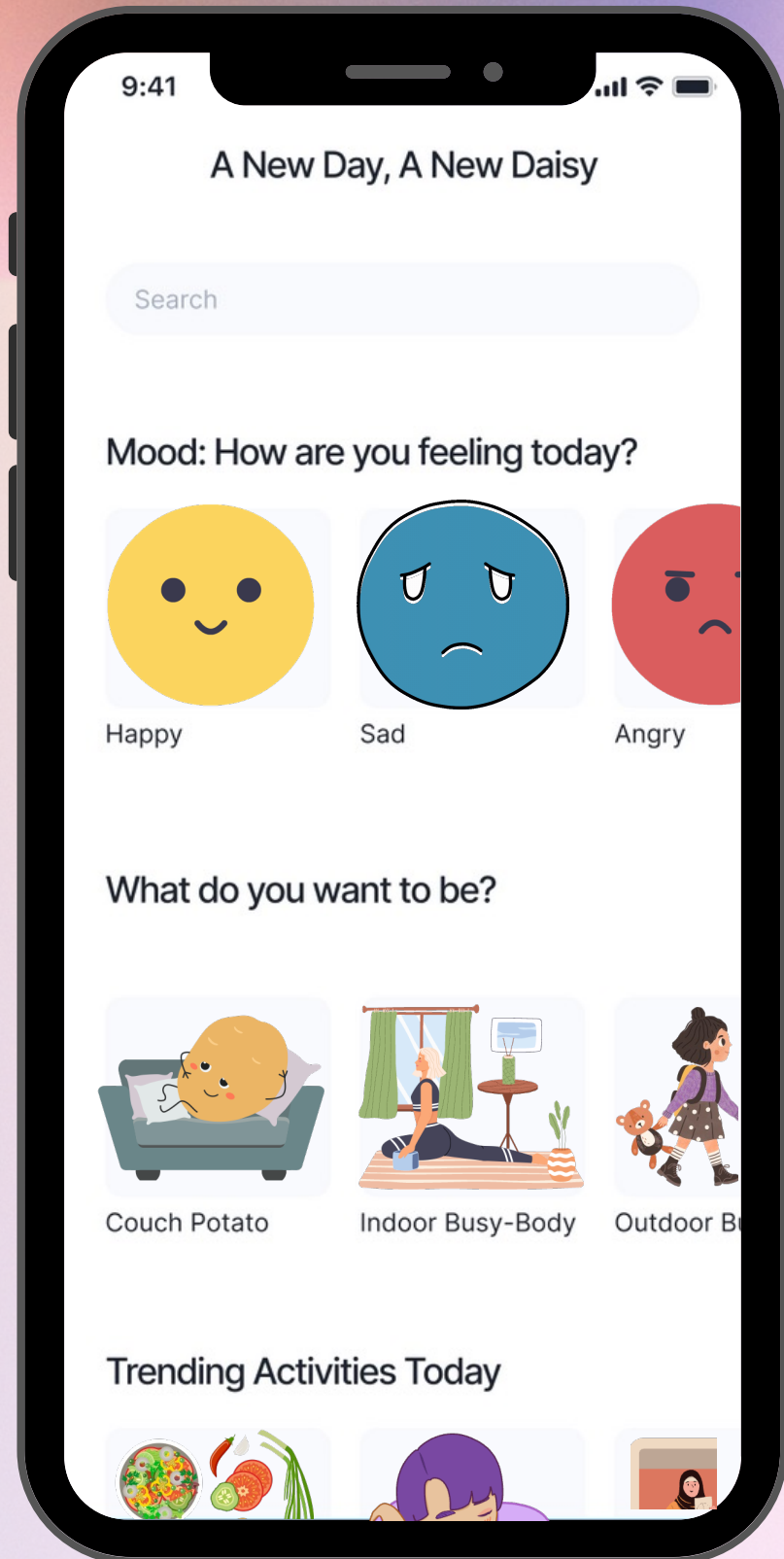
UI/UX



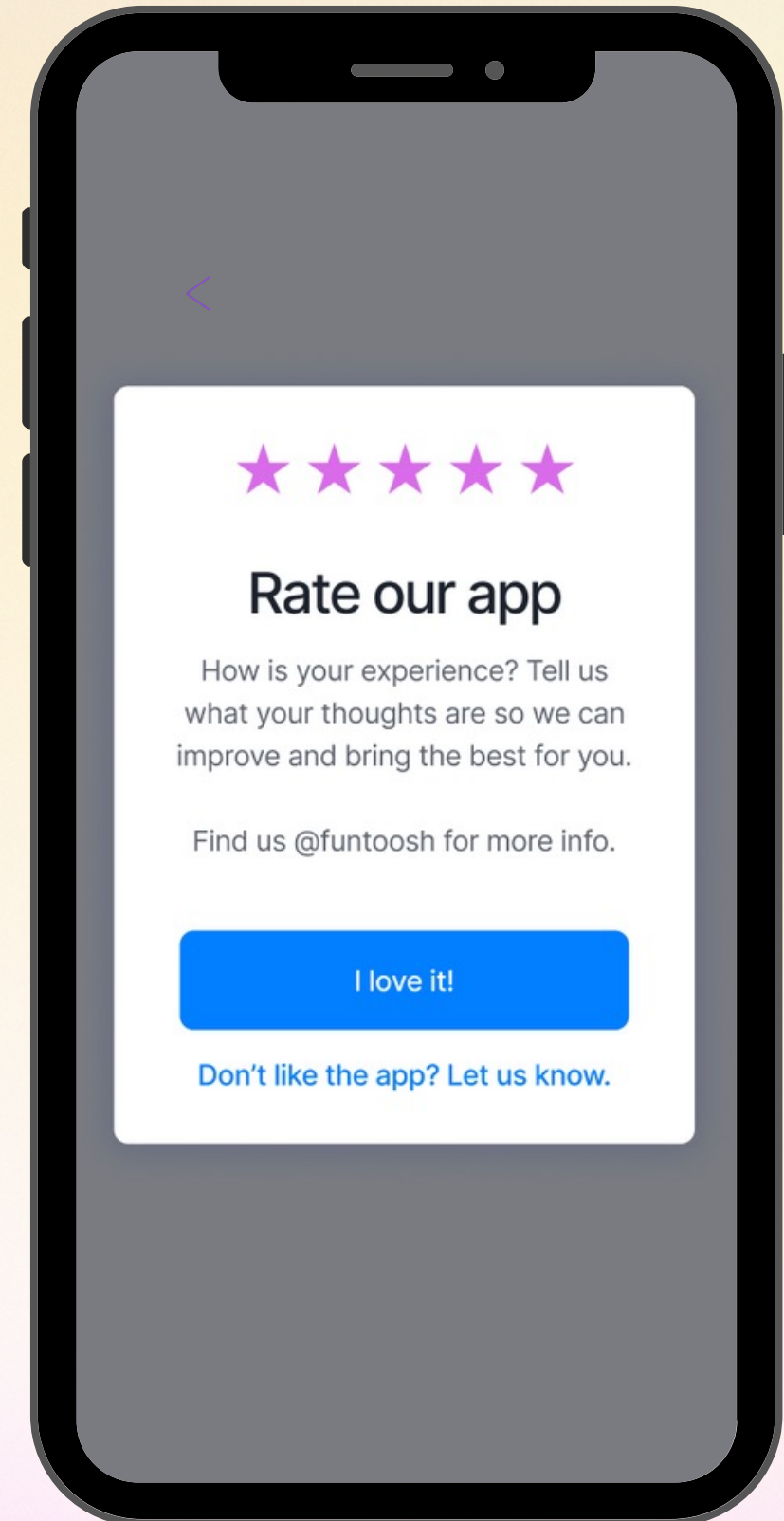
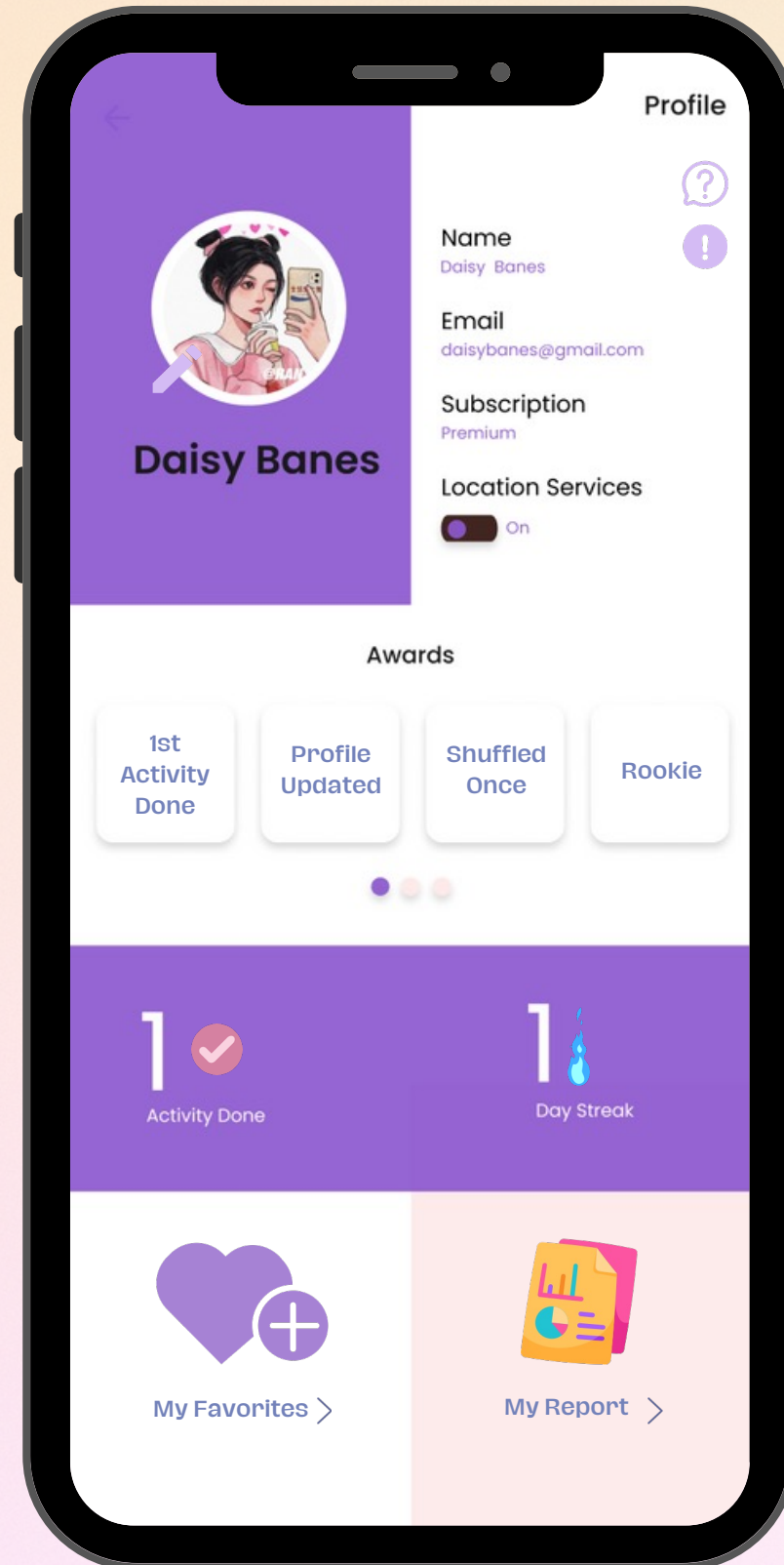
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UI/UX



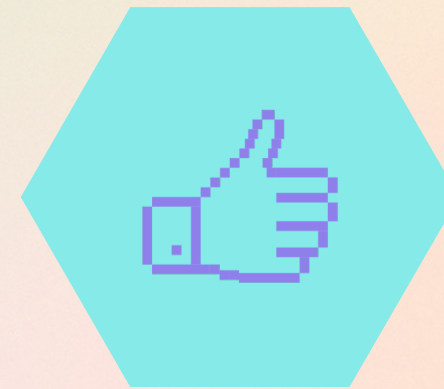
UI/UX



SWOT ANALYSIS

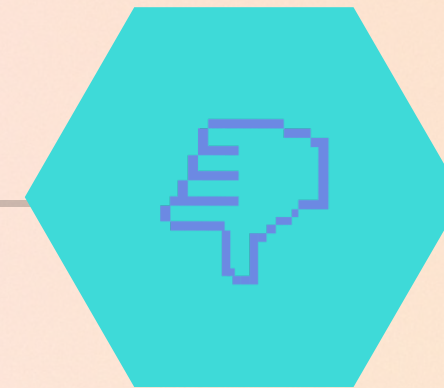
STRENGTHS

- Dynamic Recommendation
- Values user's preferences Alliances
- Uniqueness



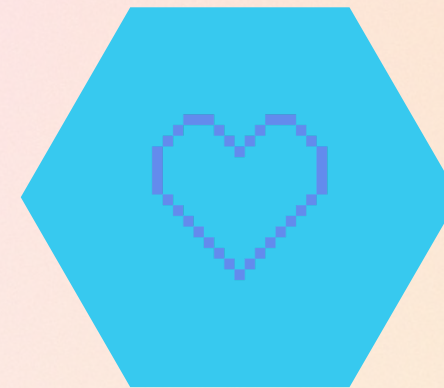
WEAKNESSES

- Insufficient revenue
- Third Party Dependency



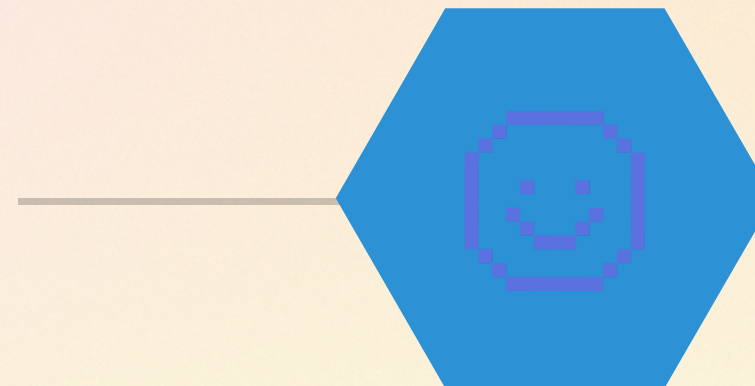
OPPORTUNITIES

- Upgrade to website
- Expand business to Enterprises
- Expand Global Customer Base



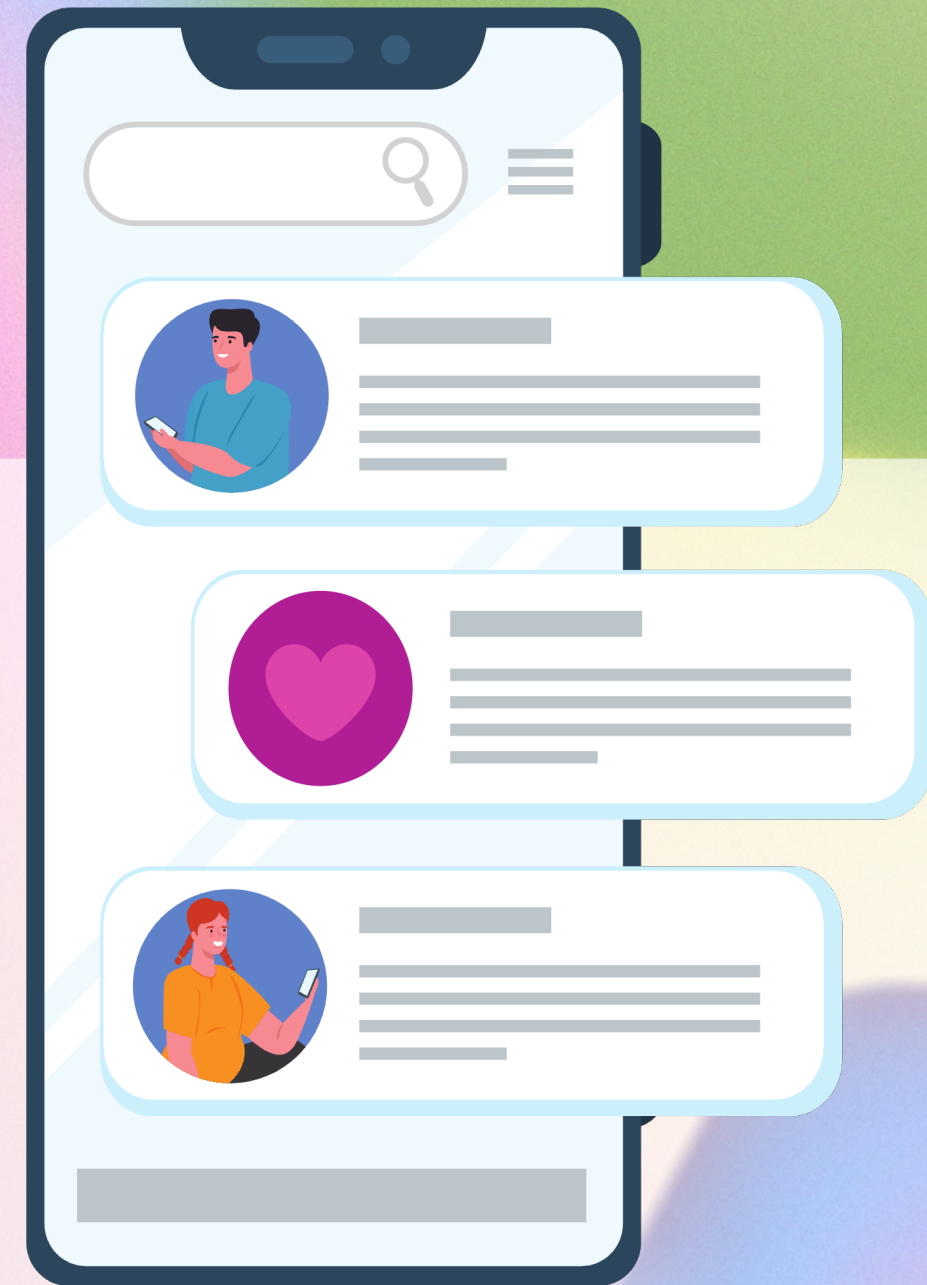
THREATS

- Competitive Pressure
- Easily imitable business model



POSITIONING STATEMENT

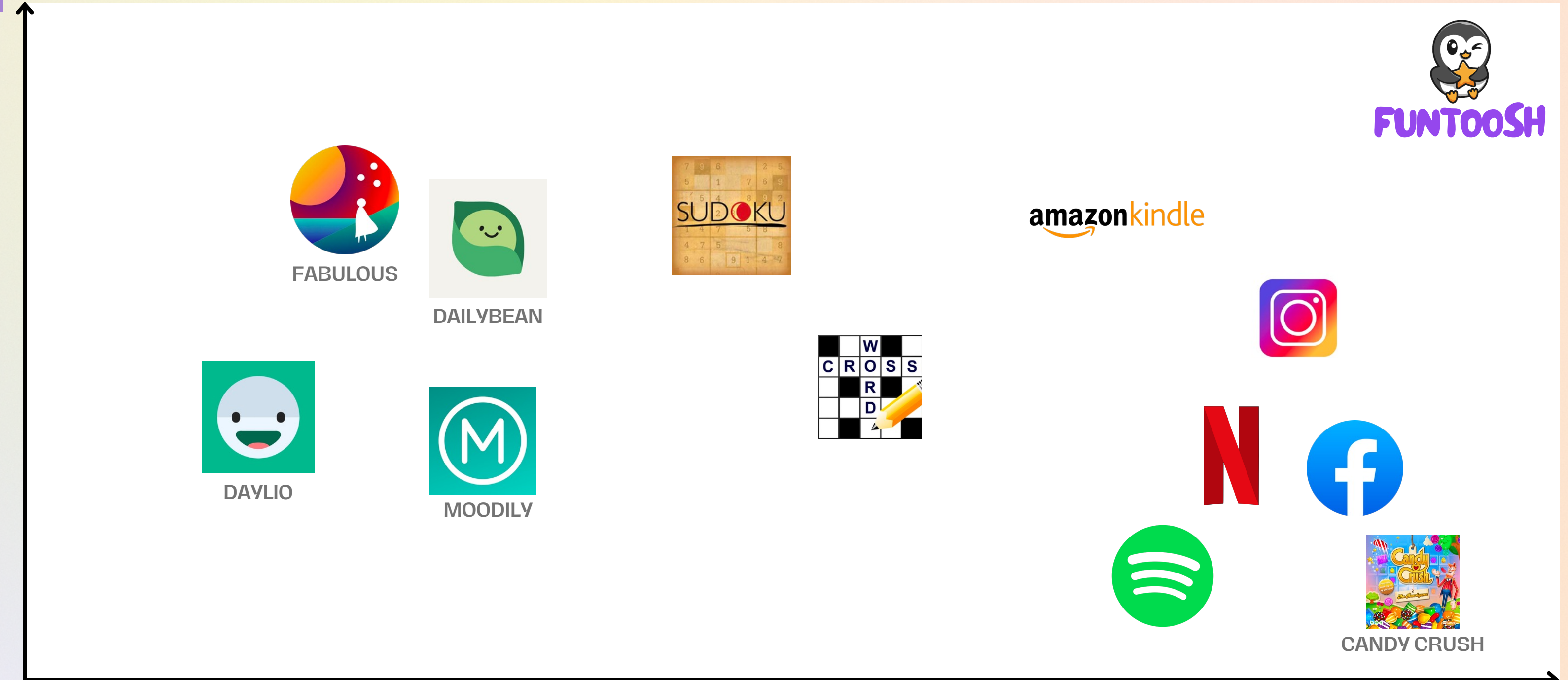
For every time you feel spiritless, Funtoosh is an application that offers personalized best-suited activity options so users can get back their happiness and feel productive because every moment of your life is essential to Funtoosh.



COMPETITOR ANALYSIS

HIGH

FUFILLMENT



LOW

LEISURE

HIGH

DIFFERENTIATOR

	Funtoosh	Moodily	Daylio
Mood	✓	✓	✓
Activities	✓		
Personalization	✓		
Real-Time Interaction	✓		✓
Daily Tracker	✓	✓	✓

BUSINESS CASE

Year 1

Product Building Cost - \$500,000

Approx Downloads expected - 3.402,000 (average of all mood, productivity, and boredom apps)

Approx conversion rate - 1% 34,020

Approx Revenue earned - \$1,020,260

Profit - \$520,260

Profit Percent - 50.99%

Year 2

Spend more on Marketing and User survey, App Expansion/scaling, and improvement

Earn more from Ads and from apps that want be featured on Funtoosh



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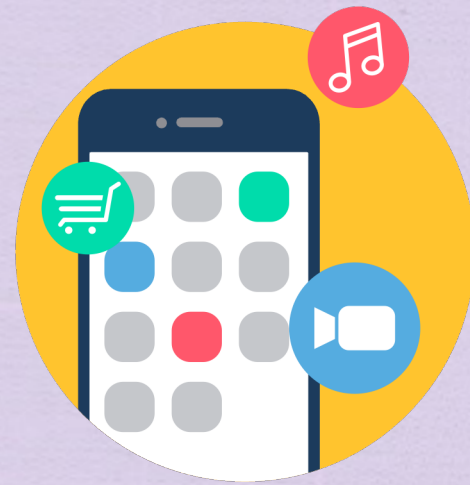
PRICING

The Free trial is planned for 14 days, and the Premium is priced at \$2.99/month with additional features.

FEATURES	FREE	PREMIUM
TOP 3 SUGGESTED ACTIVITIES	●	●
FIRST ACTIVITY REPORT	●	●
ACTIVITY SHUFFLE	○	●
AWARDS BADGES	○	●
ACTIVITY PERSONALISED REPORTS	○	●
ONLINE SESSIONS WITH PROFESSIONAL MENTORS	○	●
SHARING REWARDS WITH FRIENDS & FAMILY	○	●

PROMOTION & PLACE

Place



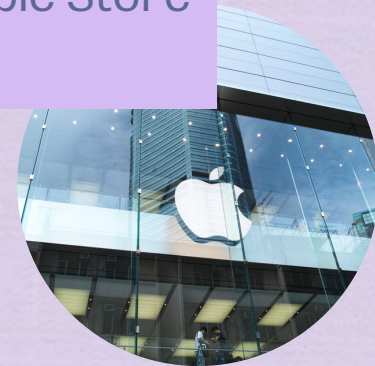
Android App Store



Video Promotions & Influencers



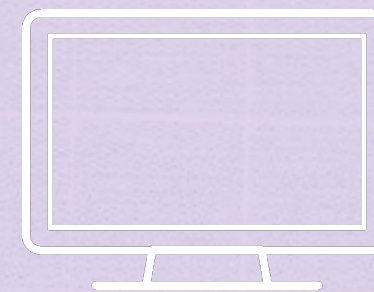
Apple Store



In-Person Campaigns at Public Events



Promotions



Digital Ads on Google and Social Media



ROADMAP PT. 1

Research on mood tracking and Productivity apps

Idea Development for Funtoosh

Conduct user survey for adaptability

Create user login ability

Create UI for Profile Creation

Select the list of hobbies/interests to be listed

Design UI for Mobility Options

Design UI for Activity Options

Release Apple version of Funtoosh

Release Android version of Funtoosh

Market Gap Analysis

Analyzing user need metrics

Design profile building

Data Security mechanism

Curate the list of Activities to be added

Design UI for Hobbies selection

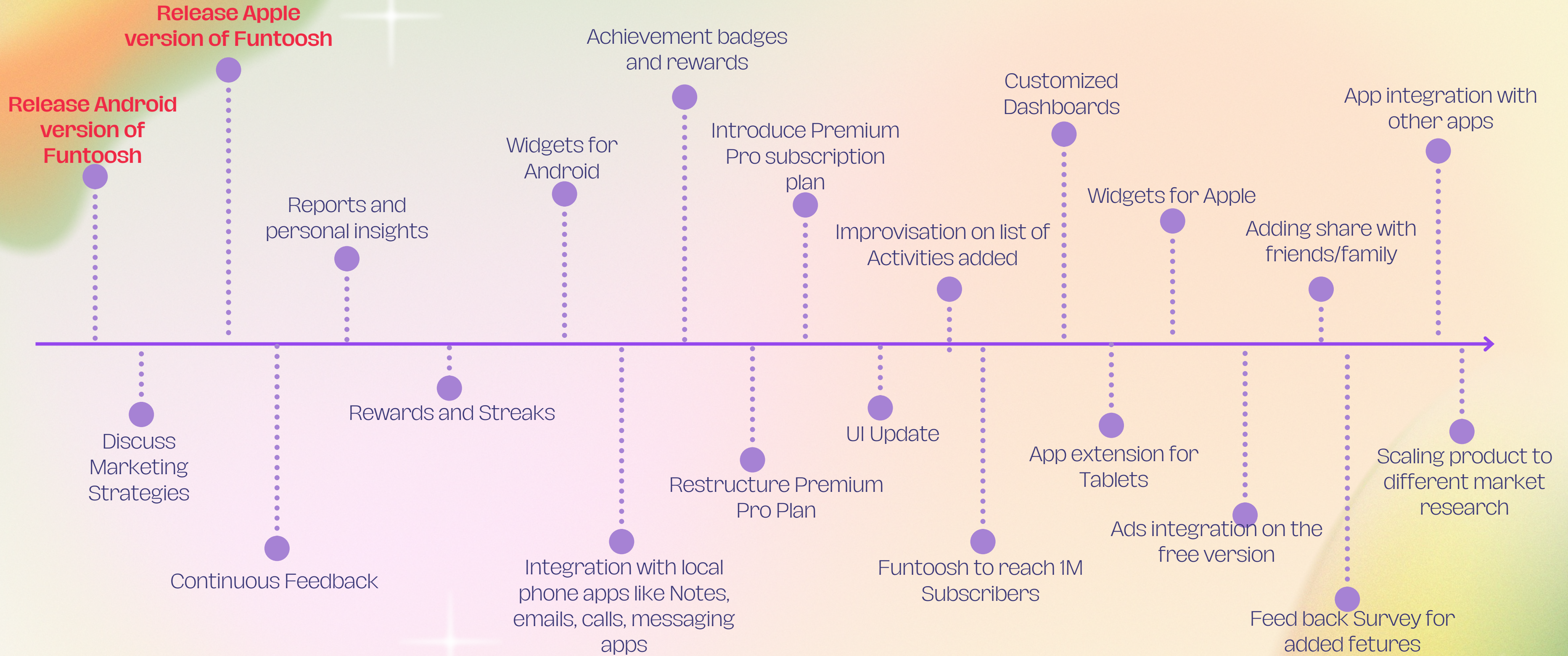
Decide the hosting platform

Continuous feedback

Design the tiles for mobility choices

Authorize API

Discuss the marketing strategies



ROADMAP PT.2

**THANK YOU
FOR LISTENING**



ANY QUESTIONS?