

HoneyDew

Your "Honey-to-do" List

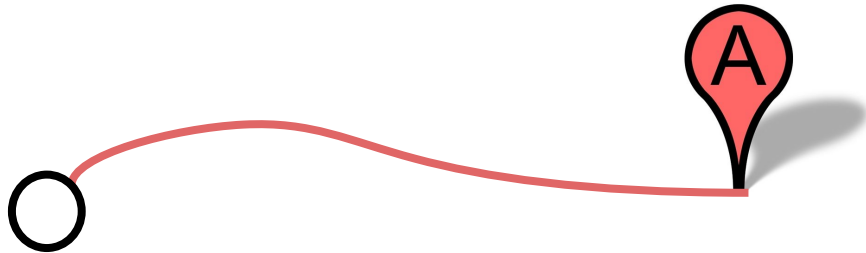
Kevin Blankenship, Joseph Henry, Arif
Hossain & Amanda Krauth

Agenda


- The Problem / Our Solution
- Competitive Analysis
- HoneyDew in Action!
 - Persona & Prototype
- Financial Plan
- Implementation Plan
- Questions

The Problem

Mobile applications within the map-service industry limit users to input **one** starting address & ending address, without the capability to track multiple tasks



How boring...



What if there was an application that provided map-
service features, and further expanded on
development to allow users to input **multiple tasks**
rather than single addresses?



And provided coupons, ratings & reviews?

Sustainable Innovations

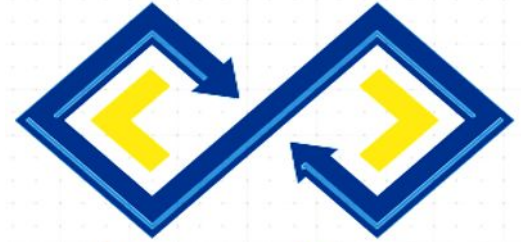


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New Market Disruption

VS.



HoneyDew



GROUPON™





How HoneyDew comes to action



Persona & Main Age Demographic

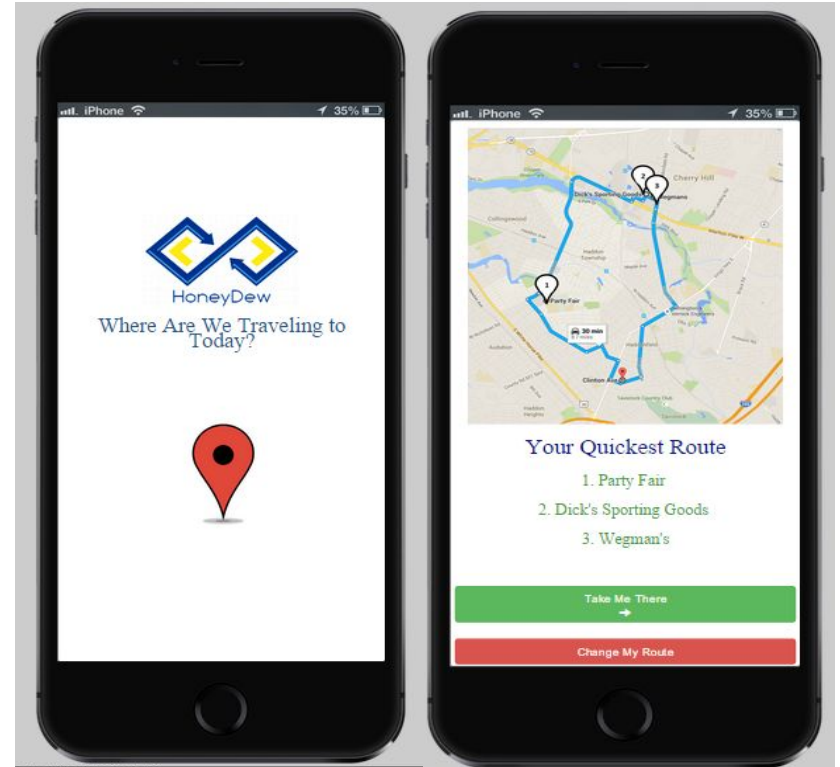
Mary Sue is a mother of 3 boys - it is the youngest son's birthday today! Mary is out to get four things by **5 pm** (4 hours from now!)

- Cake
- Party Favors
- Birthday gift - new cleats!
- Snacks

How is this possible?

Prototype

- Intel XDK software tool
 - jQuery, JSON & Javascript
 - HTML & CSS
 - PHP database interaction





Financials

Year 1

- Investment
 - \$501,540
- Income
 - \$710,000
- ROI
 - 42%

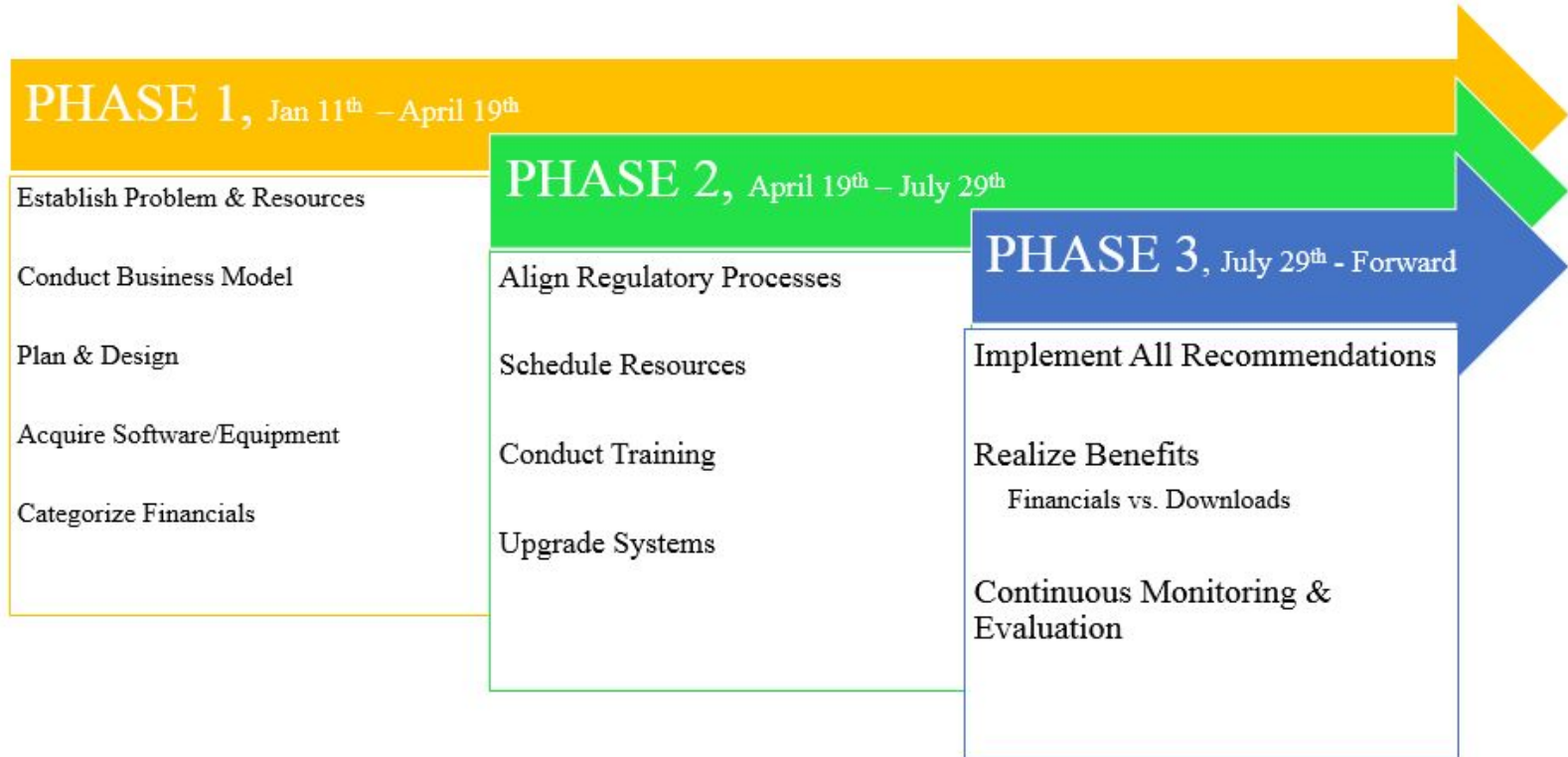
Year 2

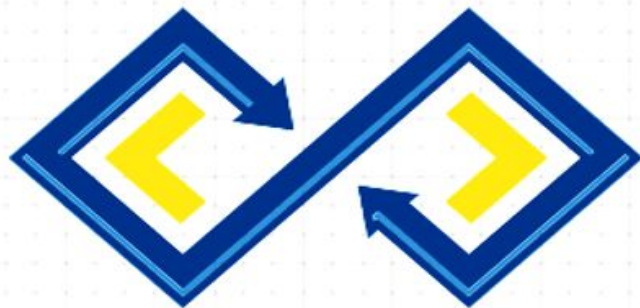
- Investment
 - \$504,540
- Income
 - \$807,000
- ROI
 - 60%

Year 3

- Investment
 - \$522,540
- Income
 - \$972,000
- ROI
 - 79%

Implementation Plan



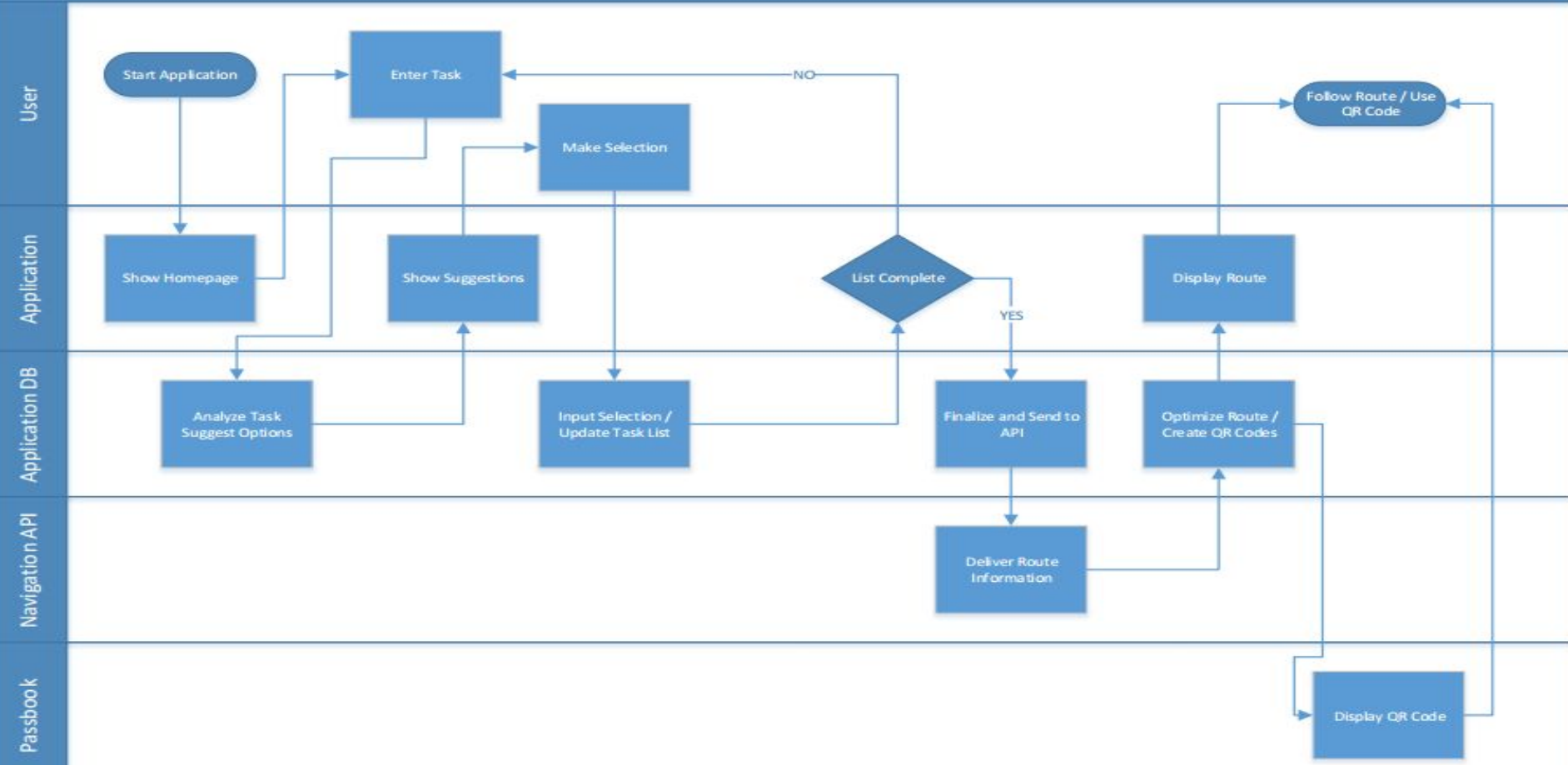


HoneyDew

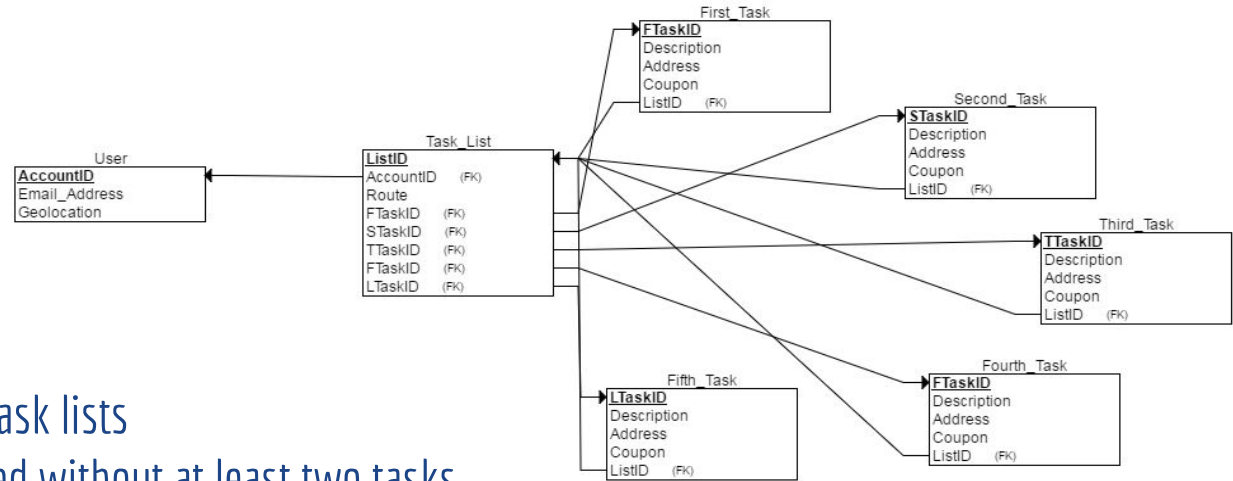
Thank you!

Questions/Inputs?

HoneyDew Process Flow

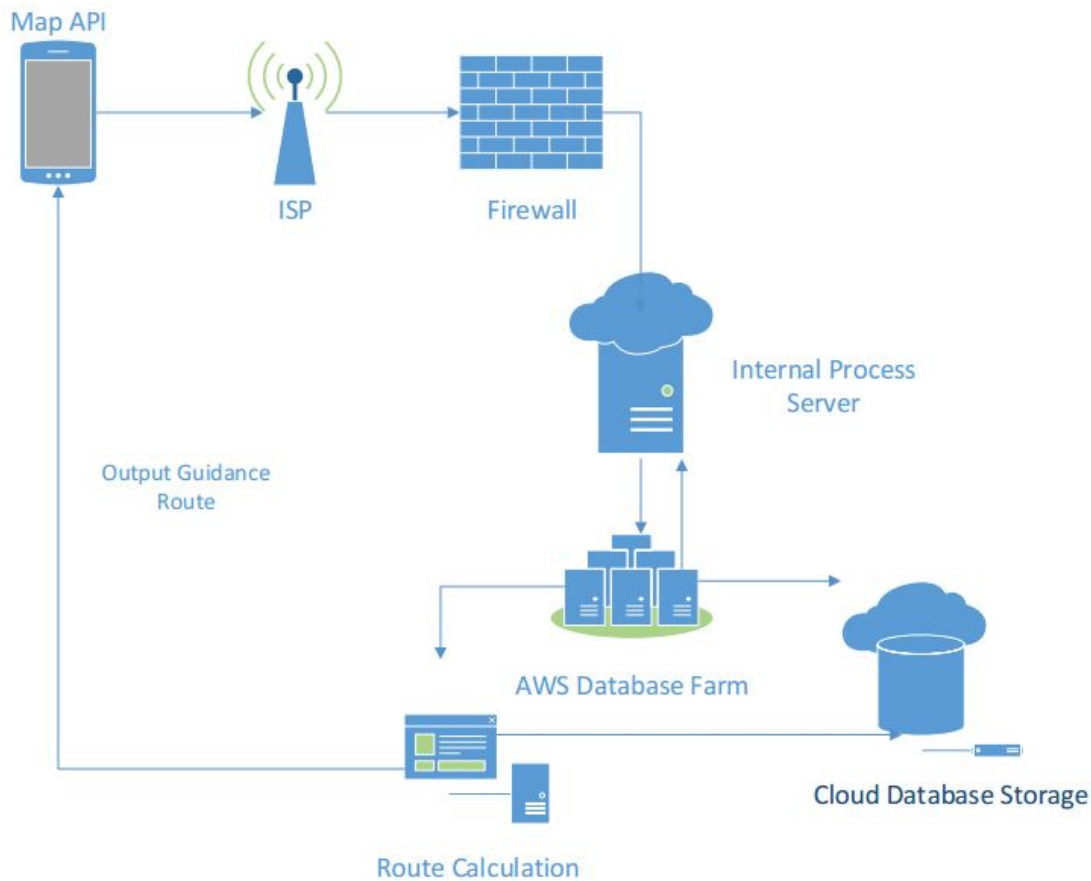


Data Model



- Users may create multiple task lists
- A task list may not be created without at least two tasks
- Users can only input five tasks at a time
- Description includes task specification & reviews/ratings
- Assume the user's location is turned on their device
- Only top five suggestions displayed
- Users restricted of location within 50 mile radius of current location

Systems Architecture



Detailed Financials

	Year 1	Year 2	Year 3	Notes				
Gross Income								
Ad revenue	\$300,000	\$350,000	\$397,000	Ads on basic app / not pro				
Verified Ad Sales	\$100,000	\$120,000	\$150,000	When customer uses coupon				
Linking fee	\$75,000	\$85,000	\$110,000	Customers link to 3rd party site				
Featured Listing Fees	\$175,000	\$197,000	\$250,000	Top of the list				
Other income sources	\$60,000	\$55,000	\$65,000	Misc				
Total Income	\$710,000	\$807,000	\$972,000					
Expenses					Salaries, Wages & Taxes			
Sales	\$35,000	\$40,000	\$40,000	Demos	Job description	Hourly Rate	Estimated Hours	Yearly compensation
Marketing	\$100,000	\$110,000	\$127,000	Promotions				
Advertising	\$50,000	\$55,000	\$50,000	Ads	General developer	\$60.00	900	\$54,000.00
Salaries, wages & taxes	\$275,000	\$260,000	\$300,000	Right table	Mobile application developer	\$65.00	900	\$58,500.00
Hosting & Maintenance	\$5,540	\$5,540	\$5,540	Amazon RDS db.r3.2xl	Project Manager	\$75.00	900	\$67,500.00
Development Hardware & Software	\$11,000	\$7,000	\$6,000	Office / DevIT equipment	Infrastructure Engineer	\$65.00	500	\$32,500.00
Rent & Utilities	\$14,000	\$14,000	\$14,000	Office	Security Consultant	\$70.00	150	\$10,500.00
Other expenses	\$11,000	\$13,000	\$10,000	Misc	Marketing Analyst	\$60.00	500	\$30,000.00
Total Expenses	\$501,540	\$504,540	\$552,540		Business Analyst	\$55.00	400	\$22,000.00
Net Income	\$208,460	\$302,460	\$419,460		Total Annual Wages			\$275,000.00
ROI	41.56%	59.95%	75.91%					