



NewKid

Tyler Nelson, Dom Sambucci, Maggie  
Scanlon, Lauren Sirianni

# Problem Statement



- Average of 7.5 million people move to a different state each year
- No succinct and simple way to compare potential destinations for people looking to move
- Many cities have drastic cultural differences
- Varied costs of living can make transitioning from one city to another difficult

# Our Solution



# NewKid

Providing a Streamlined Moving Experience for Users



Allow Users to  
Compare  
Various  
Dimensions of a  
City

Include a Match  
Feature

How Do We  
Accomplish  
This?

Provide a  
Community  
Environment

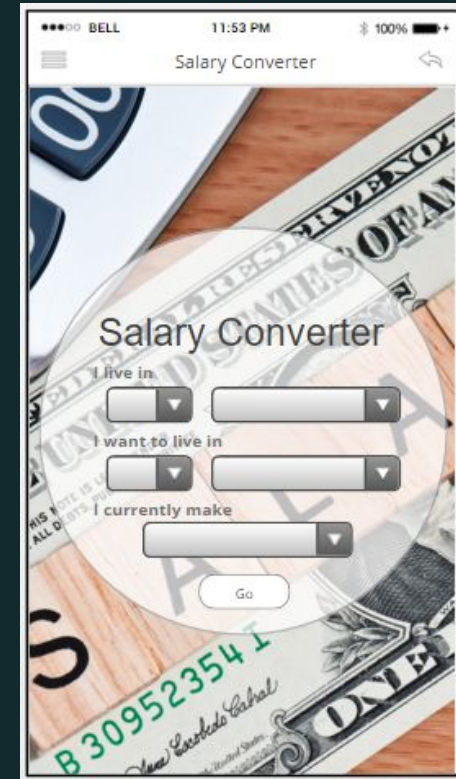
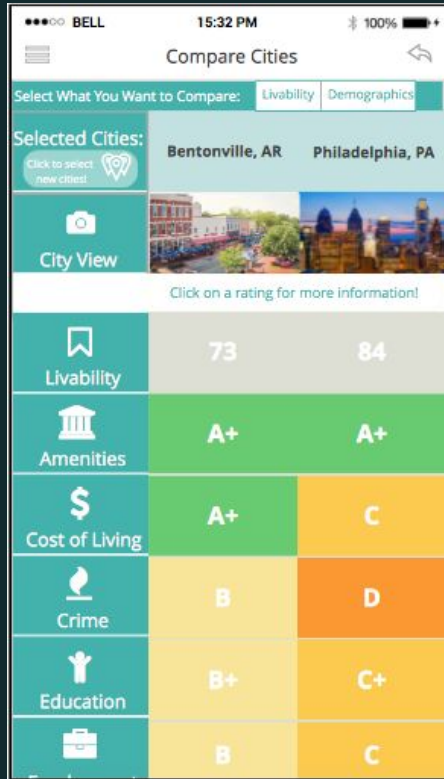
Offer Exclusive  
Promotions

# John Smith



- Recent Temple University graduate
- Accepted a full-time job offer in Bentonville, Arkansas
- Looking for a roommate in his new city
- Looking for an apartment in his new city
- Enjoys nightlife and going out on weekends

# Prototype Demo



# Competitor and Market Analysis



## ApartmentFinder

- Provides information to users looking for apartments in new areas
- Competitor due to NewKid's housing search
- **Weakness:** No information other than apartment specific and area schools



## Groupon

- Provides users with access to coupons/specials for local businesses
- Competitor due to NewKid's "City Packs"
- **Weakness:** Does not take cost of living into account or provide anything other than coupons



## Craigslist

- Provides users with a buy/sell platform
- Includes rental postings and meet-ups
- **Weakness:** Safety concerns due to lack of profiles/prescreening

# Business Case



- New Kid will be available on both Apple App Store and Android Market
- Will have 50 available cities in year one, with 25 additional cities added each year
- Application will be free to download
  - There will be a one time \$5.00 charge for matchmaking services
- Coupon packages called “City Packs” will be available in three sizes
  - Standard - \$5.00
  - Deluxe - \$10.00
  - Premium - \$20.00
- Revenue also generated through in app advertising



# Financial Analysis

	Year 1	Year 2	Year 3
<b>Gross Income</b>			
Matchmaking (Cost X Users)	\$62,500.00	\$37,500.00	\$41,250.00
Standard City Pack (Cost X Users)	\$62,500.00	\$100,000.00	\$141,250.00
Deluxe City Pack (Cost X Users)	\$50,000.00	\$80,000.00	\$113,000.00
Premium City Pack (Cost X Users)	\$20,000.00	\$32,000.00	\$45,200.00
Ad Revenue (Users*APS*1/1000)	\$2,281.25	\$3,650.00	\$5,155.63
<b>Total Income</b>	<b>\$197,281.25</b>	<b>\$253,150.00</b>	<b>\$345,855.63</b>
<b>Expenses</b>			
Maintenance	\$20,000.00	\$20,000.00	\$20,000.00
Marketing	\$30,000.00	\$20,000.00	\$20,000.00
Salaries, wages & taxes	\$121,500.00	\$25,500.00	\$25,500.00
Other expenses			
<b>Total Expenses</b>	<b>\$171,500.00</b>	<b>\$65,500.00</b>	<b>\$65,500.00</b>
<b>Net Income</b>	<b>\$25,781.25</b>	<b>\$187,650.00</b>	<b>\$280,355.63</b>

# Implementation Plan



- Finding the problem
- Creating a Solution
- App Aesthetics
- UI
- App Features

- Mock Up
- Cost of Living Calculator
- City Comparison
- Local Stores/Locations
- Services

- Released on Apple App Store and Android Market
- Marketing
- Advertising

- Regularly scheduled updates
- Reviews/User Feedback

# Thank You!

Any comments or questions?