Product 1 - RSVP Business Model

PROBLEM

Problem 1- Absence of sustainable process to match volunteers with ideal initiatives.

Problem 2- Unable to drive volunteer engagement.

Problem 3- Volunteers are unaware of current initiatives.

Problem 4: Current Volunteer forums are unsustainable.

EXISTING ALTERNATIVES

Volgistics- Module which gives volunteers online access.

VolunteerHub- Software for Non-Profits

SOLUTION

VolunteerNet will develop a web-based portal emphasizing the implementation of an exclusive, matching algorithm that will connect organizations with qualified, desired volunteers. VolunteerNet will permit organizations to place their initiatives online, compile a list of requirements they seek in an ideal volunteer, and review the tailored list of potential candidates the solution will present to them. Our solution's features will enable volunteers to consider various initiatives that they may have been previously oblivious to and interact freely through forums and newsletters. Additionally, our solution will enable organizations to find passionate and inspired volunteers that meet their criteria.

KEY METRICS

1) Number of Volunteers who secure opportunities through our site.

2) Number of Initiatives Placed on the site

3) Number of volunteer posts/comments/shared links in addition to avg. time spent on site - intended to gauge volunteer interaction.

UNIQUE VALUE PROPOSITION

We are focusing on differentiating ourselves from competitors by providing an innovative, unique matching algorithm intended solely for volunteer engagement. VolunteerNet is a "one stop shop" for finding volunteer initiatives, keeping the process centralized.

HIGH-LEVEL CONCEPT

VolunteerNet- Our solution will feature a "Facebook meets Match.com" concept for non-profit organizations seeking volunteers.

UNFAIR ADVANTAGE

1) First mover in the concept of using a matching algorithm for volunteer activities

CHANNELS

1) Cloud-Based Accessibility

CUSTOMER SEGMENTS

Small, Non-Profit Organizations- Customers

Volunteers- Users

Employees of Non-Profit Organizations- Users

EARLY ADOPTERS

1) Small to mid-size organizations.

2) Geared towards non-profit organizations and academic institutions.

3) Court Mandated Community Service

4) Overall Market Growth- ability to expand market by introducing new matching concept.

5) Company market share relative to direct competitors.

COST STRUCTURE	REVENUE STREAMS
Web Host- Fixed	
Employee Salaries- Fixed	License technology to existing alternatives.
Solution Development- Fixed	Sell services to interested customers on a subscription fee basis
Advertising- Variable	