

BAM- The ultimate party app

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Your Name
Your Company
123 Your Street
Your City, ST 12345

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I. Executive Summary

A. Our Mission

B. Our App

BAM is an app that connects party and club hosts to members in a personalized and intuitive way. In essence, it's a more efficient way for people to keep up with new parties, events, or nightclubs. This is done through real time tracking on availability, participants, prices, location, etc.

C. Who are we

II. Analysis of Business Situation

A. Lorem Ipsum

III. Problem

A. Lorem Ipsum

IV. Solution

A. BAM



Functions

Overview

The mobile app BAM provides users with the opportunity to join or create parties.

MAP

Users can use the map feature which provides users with a visual representation of the parties in the area; parties' location is shown on the map. User's will be able to move around on the map through zoom in, zooming out, or swiping in the preferred direction.

Search Bar

To find parties users can use the search bar and find parties within their area (determined by their set location and radius). They can type in the specific party they want, or they can use filters which narrow down the search result based on party type, age range, and time.

Featured parties

This section allows the users to view the most popular parties. This feature is shown as a section of the home page. It also has its own page where the user can swipe/skid through different popular party ads.

1. Verification (Backend)
2. App Security (Backend)

V. Customer Segments

A. User Experience

Host Capabilities

Host's can create parties, sell on the marketplace(specifics discussed in Revenue streams: Market Place), and party store((specifics discussed in Revenue streams: Market Place)

Member Capabilities



All members can join an unlimited number of parties and purchase items on the marketplace. All members can also join normal parties for a flat fee.

Subscription members have a discount on special and paid parties. They are also allowed to attend events.

Non-subscription members can join special and paid parties, but they have to pay full price. Non-subscription members are not allowed to join events.

B. Target Market

Age

Young adult, 18-25

Location

Populated areas in the United States

Corporation

Bars, pubs, event planners, karaoke businesses, and concerts.

VI. Unique Value Proposition

A. What makes BAM different

VII. Revenue Streams

A. Commissions

B. Market Place

BAM's Official Marketplace

BAM's official marketplace can be accessed 24/7. This marketplace is free to use for corporations, but individuals need to upgrade their subscription to utilize and sell items on the official marketplace. Their individual stores are also customizable (details need to be determined)

Only legal non-alive and non-edible items are allowed to be sold on the marketplace.

Party store

The party store will only be active for up to 72 hours before and after a party. These stores are specialized stores that sell items for a specific party. These stores can **not** be accessed after the 144 hour period. Those with a subscription can use this feature, but non-subscription members are not permitted to utilize the party store.

Only legal non-alive and non-edible items are allowed to be sold on the party store.

C. Monetization

Hosts

Corporations

Corporations will only be able to create parties.

The corporation's parties will all be marked as special parties, and they will have a 2% commission fee for all money generated from members with a subscription, and will be charged a 5% commission fee for all money generated from non-subscription members—this is the base commission fee. However, the commission fees can change depending on the number of people attending; greater the number of attendees that attend a special party greater the commission will be. Corporations will also be able to advertise their establishments through the app, the price will depend on the number of advertisements, frequency, and their target market size. So, a greater number of advertisements will cause the marketing fee to increase. This same principle also applies to the frequency, and target market size. Corporations will also be able to promote and sell their products on both BAM's official marketplace and their own personal party store.

Individuals

Free

The "host" is the title for a party creator which any user can become. Individuals can host either free or paid parties, but the money generated from parties with a joining fee will have a 10% commission (the commission percentage is up to the board's discretion). Also, those with the

free version of the app will have a creating party limit of 3 public parties a month. Those with the free version of the app can choose whether they want to charge a higher fee for those who don't have a subscription. If they do this then the money generated from attendees who have a subscription will have a 5% commission and money generated from those with the free version will have a 5% commission. Lastly, those without a subscription are not allowed to use the marketplace feature to sell party merchandise.

Subscription

Users will be allowed to create an unlimited number of parties. Those with a subscription will also be able to charge a joining fee for their attendees, and they can choose to change the joining fee prices for those with a subscription and for those without a subscription, these parties will be marked with an P(paid party). If they choose to have differing prices then the money they generate from those with a subscription will have a 1.5% commission fee and for all others there will be a 1.5% commission fee. Furthermore, hosts with a subscription will also be able to sell merchandise for their party on the app. There will be a 5% commission for all merchandise sold through the app.

To be clear, hosts are not required to have a joining fee. Also, hosts can choose whether they want to host a public or private party.

Members/Attendees

Free

Those who have the free version of the app will be able to join an unlimited number of parties. However, they will be limited to parties marked with an N (normal party), this means that the user can join parties created by individuals for either a flat fee or for free (depends on the host). However, if they want to join paid parties (marked with an P) or special parties (marked with a S) then they will need to pay a higher fee than those with a subscription. Members who use the free version of the app will be able to purchase merchandise from the host's party store.

Subscription

Members with a subscription will be able to join an unlimited number of parties. They will be able to join normal parties for either a flat fee or for free (depends on the host). Additionally, these members will be able to join both special parties and paid parties for a discounted price (the price difference will be decided by the host). Subscription members will also be able to purchase products from the host's party store. Furthermore, there will also be special events that occur throughout the year that's reserved for subscription members only (these events will be based off of celebrations, influencers, or holidays)

VIII. Cost Structure

A. Lorem Ipsum

IX. Competitive Advantage

A. Our Main Features

X. App Release Strategy

XI. Terminology

BAM- party app

Members- those who use the app to join parties

Hosts-those who use the app to create and host parties

Normal parties- parties marked with an N. These parties charge the same fee for both subscribers and free users. These parties typically have a low or free joining fee.

Paid parties- parties marked with an P. These parties are created by individuals and have a price difference for subscribers and non-subscribers. Subscribers have a discounted joining fee.

Special parties- parties marked with an S. These parties are created by corporations and have a price difference for subscribers and non-subscribers. Subscribers have a discounted joining fee.

Events- parties marked with an E. These parties are reserved for subscribers only, and occur a few times a year. Created by BAM's team and partners.