ConvoApp by Savvato Software

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How do you find the people interested in your niche interest, so you can hang out and build with them? The people interested, how do they know you are worth their time and effort? How do we connect people safely? **Our app directly addresses this by letting people propose conversations, and letting other people join them. Using 'categories', we allow users to create communities, which enhance the relevancy of connections and discussions. Categories also form the basis of our reputation system, which uses recommendations from other users to establish a user's legitimacy.** We are a platform to help users easily find willing conversation partners, to share knowledge, establish themselves as thought leaders, and forge new friendships. Our business model capitalizes on **premium in-app features** and **exclusive in-person events**, tailored to the interests and demands of our users. This strategy is designed to inspire brand loyalty and serve as a catalyst for our user's success, helping them transition from seeking to engaging. **Join us** as we build a brand that celebrates the transformative power of a good conversation—or two.

Target Market

Professionals, 23-65, in urban/suburban areas. Motivations: personal development, community-building, and intellectual growth.

Traction

We have an app in production, available in both the Apple and Android app stores. Search for "Savvato Convo App". Next, expand the user base.

How will we make money?

Charge for premium features such as an instant conversation: Let people in your immediate time and space know you're up for a chat. Imagine using this in an airport, or at lunchtime at a convention.

We will build a brand around the concept and value of conversation, part of which will be premium in-person events that folks pay ~$20 to attend. Within four years, doing these events several times a month in different cities, this business will earn ~$120,000 in revenue.

We will discover additional avenues for monetization as we gain user feedback.

Financials and Funding

	Need: ~$32,500
	Runway: 6 months
Development	$5,500 - $10,000
implement user feedback	
polishing	
internet hosting costs	$400
Marketing	
hiring a professional	$15,000
website	$1,500
fund a street team	$3,500
logo design, signage, swag	$1,750
Hosting Events	tbd

1st Goal: In the first six months, 1000 users, 20% of whom have attended or created a conversation in the last 30 days. 10 in-person events, 1 requiring that people pay to attend.

Growth in Cities, Total Events per Month, and Annual Revenue Over Time

Assuming a breakeven revenue of $80,000 / year, our premium events business would be profitable before Year 4. In-app premium features would be additional revenue.
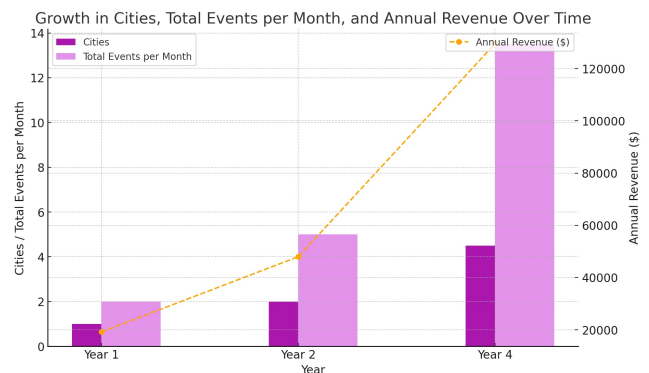
Competitors

Meetup

Competitive Advantage

Creating groups is free on our app. Our focus is on meaningful conversations, in various formats. Tools like the user rating system, and rules. Also, our brand.