

# Team Logo/Graphics

## IS480 Project Proposal

### Eventually

## Hatch'Id

Version 1.3  
21 March 2016

#### Team Members:

- Brian Tan Le Meau ([brian.tan.2013@sis.smu.edu.sg](mailto:brian.tan.2013@sis.smu.edu.sg))  
*Systems Architect + Back-end Developer*
- Lai Li Jun Mavis ([mavis.lai.2013@sis.smu.edu.sg](mailto:mavis.lai.2013@sis.smu.edu.sg))  
*Quality Assurance + Front-end Developer*
- Lew Yee Chen Louis ([louis.lew.2013@sis.smu.edu.sg](mailto:louis.lew.2013@sis.smu.edu.sg))  
*Front-end Developer + Business Analyst*
- Pearline Manoranjitha Vijayakumar ([pearlinemv.2013@sis.smu.edu.sg](mailto:pearlinemv.2013@sis.smu.edu.sg))  
*Project Manager + Business Analyst*
- Tan Yan Ling Jacinta ([jacinta.tan.2013@sis.smu.edu.sg](mailto:jacinta.tan.2013@sis.smu.edu.sg))  
*Front-end Designer + Quality Assurance*

#### Faculty Supervisor:

Name :

**Venture Catalyst or Mentor (Select an option: IIE, approved catalyst or recommend a catalyst):**

Organization :

Department :

Contact (email address) :

# Idea Overview

Eventually is a platform that connects event organisers to all the service providers (e.g. photographers, bakers, decorators etc.) related to events and parties. It enables users to source for services which are required for events more efficiently and assist them in budgeting the costs for the event without having to engage an event planner. Through a to-do list and scheduling function, users ensure that they take the steps required for a successful event.

## 1.1 Background and Research

Today, if we want to plan an event, we would usually hire an event planner to do it. However, this would mean incurring extra costs as an event planner would charge their clients around 10%-20% of the total cost of the event, which can be a huge sum especially for big events like weddings<sup>1</sup>.

Another option would be to manually search for various service providers. Several of our team members have used DIY options when organising events and have experienced lots of frustration due to the tedious process of sourcing for contacts for the various services required. It is very time consuming as we would need to sift through websites and social media profiles to gather contacts for the various services. While some companies do provide packages which includes a variety of services, these packages often lack flexibility as they may not include certain services that we require, or may bundle services that we do not need. Moreover, we are also unable to check if the service providers within the package will be up to standard<sup>2</sup>.

| Similar Product   | Description  | Difference   |
|---|--|--|
| Planning Pod<br><a href="https://www.planningpod.com/">https://www.planningpod.com/</a>                   | Online event management software for professionals and businesses to manage their events' budget, venue and calendars. | Only meant for businesses and professionals who plan a lot of events. Does not link up with the different service providers. |
| Easy! Event Planning<br><a href="http://www.easyeventplanning.com/">http://www.easyeventplanning.com/</a> | Online invitations, checklist, budgets, address book for various types of events.                                      | Does not link up directly with service providers.  |

## 1.2 Your users

Our target market consists of two major groups - **Event Organisers**: individuals who plan to organize events or celebrations, and the corresponding **Service Providers**. The former will be potential app users, while the latter will be partners who wish to list their services in our application. Both types of users will need to register for an account in order to use the application.

### 1.2.1 Event Organisers

Individuals planning and organizing events will be able to browse the application for the categories of service providers specific to their events, and properly budget their expenses. They will be able to view online schedules of the service providers and engage one who is available during the time of their event to arrange deliveries, schedule venue recce, book photographer's timeslots and so on. As a result, they will be able to easily gather all the goods and services required for the event.

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<sup>1</sup> <http://www.entrepreneur.com/article/233684>

<sup>2</sup> <https://sg.finance.yahoo.com/news/true-cost-wedding-singapore-231417009.html>

Apart from that, Eventually features a rating system which helps users see which service providers are more reliable based on reviews and portfolios, and pick one that is best suited for them. Users will also be able to contact the vendor through the chat function to discuss any customization requirements or potential discount offerings.

### **1.2.2 Service Providers**

Eventually targets a range of service providers such as: Caterers, Bakers, Photographers/ Photobooth/ Videographers, Decorators, Venues, Sound Systems/DJs, and Emcees. Service providers register under their relevant category and set up their portfolio with their past works, so that event organisers understand their style and quality. Through our application, service providers are able to attract more customers, thus gaining higher revenues. They also have the option to input their schedule to allow customers to have a better idea of when they are free and make their bookings easily online. This reduces the hassle of both parties having to send messages back and forth just to find out that the service provider is fully booked on the date required.

## **1.3 Value proposition:**

### **1.3.1 Value Proposition**

Eventually takes on the role of a virtual event planner for event organisers as it provides access to a competitive market of service providers for all the logistics required for an event, and helps users better manage their budget. The app also creates greater transparency with the help of the scheduler, portfolio and reviews so that event organisers can make fast and informed decisions about the services that they engage, without the trouble of much back and forth communications. Convenience and speed are what Eventually aims to provide our users - Plan it now, plan it well, plan it fast!

### **1.3.2 Benefits**

Event organisers are able to access a list of providers for various services and the reviews of these service providers help them make quick informed decisions. Eventually also provides tools that enables them to save time and money when it comes to planning and budgeting. For the service providers, Eventually creates a large pool of potential customers for them, enabling them to tap into a new channel for greater revenue. Time taken to engage a customer and close a deal is also greatly reduced with the help of the scheduling tool, portfolio as well as reviews from other customers.

## **1.4 Factors for Success and Failure**

The first challenge for us is to find a mentor who supports our idea and is willing to mentor us through this journey. We are looking to pitch to IIE as well as to other potential venture catalysts when the opportunity arises.

In terms of skillsets and resources, we wish to start with an android application and only one team member has experience developing on the platform. For the other members, there will be a learning curve to overcome. To help us make our development process a less challenging one, we have begun experimenting with the platform and getting ourselves familiarised with the development environment.

Once the application is built, another challenge for us is to get sufficient service providers to come onboard and register with us, so as to build a strong base of suppliers before we reach out to potential event organisers to try out our platform.

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[2] To be assigned by course coordinator

[3] A team wiki will be provided once the team name is provided to the course coordinator