REPORT TITLE: TRAP - PARTY APPLICATION

PREPARED FOR: Creativity, Innovation and Entrepreneurship

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EXECUTIVE SUMMARY

The problem we see is mainly with young working people who want to go out at night. They often do not have the time to organize themselves properly and plan everything at the last minute. But it is difficult to get everyone in a group to agree and get ideas quickly. So, we thought for them, a mobile application that would organize their evenings as well as possible and as quickly as possible by being as close as possible to their expectations. The name of this application is TRAP.

Our idea seems feasible as long as we find the necessary funds and a competent developer. This seems possible as mobile applications have already been created thanks to crowdfunding and sponsoring. We are also counting on a premium option to generate funds.

STEP 1 : IDENTIFY A CONSUMER OR BUSINESS PROBLEM

As mentioned earlier, the problem we found is the difficulty for active youth to plan their evenings when they are already very busy.

1) *What brought this problem to our attention ?*

We tried to find what would make our daily lives easier. For this we based ourselves on our personal experience, testimonies of our entourage, word of mouth.

2) *Describe the problem the customer faces/nature of the problem ?*

➢ Facilitate the organization of the evenings according to a budget, time, location and mood beyond what people want for evening.

➢ Give tips about prices, best places to go in the town.

➢ Solve coordination problems between friends who wish to organize a party all together.

➢ We think about a mobile app : because majority of people use applications to manage their daily life and it is easier to use anywhere.

➢ Help with organization, homogeneous budget in a group and reduce organization time

3) *How large a problem is it?*

It is an annoying challenge because we can have a nice evening party even if this application doesn't exist for the moment. It is about making daily life easier.

4) *Who is serving this customer need at present?*

NAME, LOCATION AND BUSINESS SIZE	PRODUCT/SERVICE	PRICE	STRENGTHS	WEAKNESSES
TOOT SWEET PARIS	App to go out in Paris	Free	Lots of categories: Party, live, food, restaurants, experiences	Only in Paris
THE BAR CORNER	Help you to find THE BAR to go (+ 2 300 bars) Interface like TINDER (swipe to right, or to left)	Free	According to places, prices, atmosphere Give you all details about the place (hours, prices, address, consumer reviews…) Many partnerships, we talk about this app in many press reviews	Only in France
VIPSY	App to book free party passes in several cities	Free	Party (clubs, bars & events), Main Room (techno, electronic & house) Competitions (win concert tickets & more) = a lot of choices	Only in Dublin, Edinburgh, Leicester, Manchester & Southampton. Passes can be sold out very fast

NAME, LOCATION AND BUSINESS SIZE	PRODUCT/SERVICE	PRICE	STRENGTHS	WEAKNESSES
TRAKNAR	App to meet people with a musical style that suits us to make parties	Free	Search parties according to cities and musical style You can organize our own event and accept or refuse demands of other users Chat with all the participants	Only in Paris
EVENTBRITE	App to find event according to category (business, food & drink, health, music, etc.), date and price	Free	Lot of filters, in all the world, undated in live	You can only choose one mood and one activity per search
DRINK-GENIUS	Calculate the number of bottles that you will need according to your information (number of people, budget and the occasion)	Free	Can ask for a personalized quote for more details about the cost, the glasses quantity that your event will need	It offers just one service : calculate the quantity of alcohol
URBAN PULSE	Find for you, your itinerary by taking in account every way of transports Give you good recommendations for afterwork according to keyword that you give to the app Give you all the places where you can find free wifi access	Free	App who seems to be very complete with several useful services	Bad consumer reviews, they are not satisfied about the app, doesn't respond to the customer demand

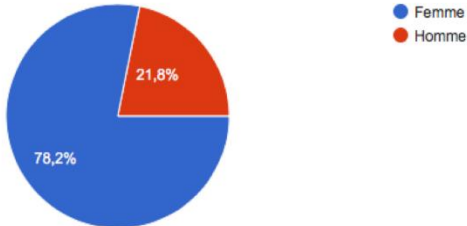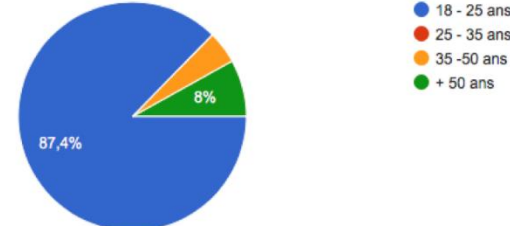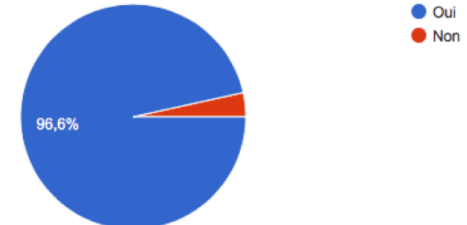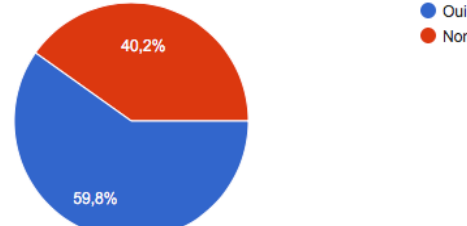| NAME, LOCATION AND BUSINESS SIZE	PRODUCT/SERVICE	PRICE	STRENGTHS	WEAKNESSES
EXCUSE MY PARTY	App to organize or participate at parties in privately owned	Free	Most of the parties proposed are free Available in different countries (France, Switzerland…)	Only in France

STEP 2 : BETTER UNDERSTAND THE PROBLEM & THE CUSTOMER

1) Key finding from field research
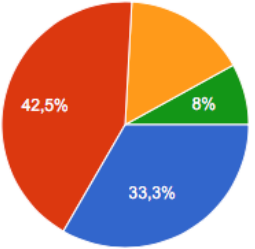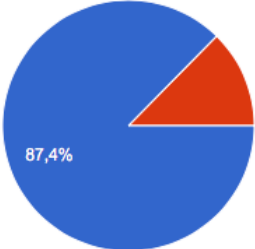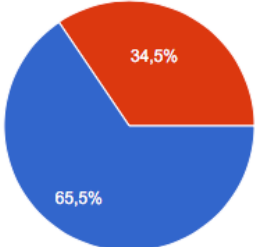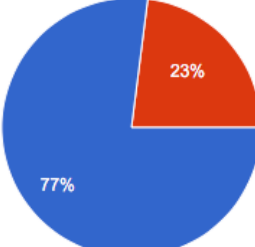
We did two surveys that we shared on our social media. We used Google Form. We did it in French because we didn't want people to be lazy by translating our survey, the majority of our social media network is French.
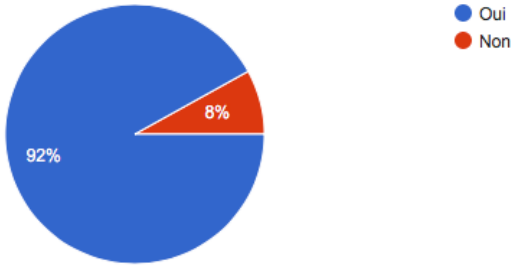
The aim was to identify the issue that people could meet when they decide to organize a party or just hang out with their friends.

So, our first survey was quite general. We had 87 participations.

This is the questions that we ask to these participants :

N°	QUESTION	POSSIBLE ANSWERS	SCREENSHOT	RESULTS
1	Gender?	Female or Male		**78,8%** of **Male** and **21,8%** of **Female**
2	Age?	18-25 25-35 35-50 +50		**87,4%** of **18-25**
3	Do you often use mobile applications?	Yes or No		**96,6%** of **Yes**
4	For you, organize a party, is it difficult?	Yes or No		**59,8%** of **Yes** **40,2%** of **No**

5	How much time does it take for plan your night?	Last minute Few days before One week before Several months before		**42,5%** of **few days before** **33,3%** of **last minute**
6	An application similar to our project might interest you?	Yes or No		**87,4%** of **Yes**
7	Do you know how to manage your budget during a party/night?	Yes or No		**65,5%** of **Yes**
8	Do you think it would be wise to block your credit card on the application above a certain amount?	Yes or No		**77%** of **Yes**
9	If No, why?	- I know how to be careful, but for young people it's very good. - Not useful because I know how to manage it. - Alcohol makes us pay for the extra drink. - I'm aware of the expenses I incur. - I don't trust the credit card management by the application. - No because you never know in advance how much you're going to spend, if the evening goes on longer than expected, it can be a problem (impossible to have another drink, so you can be lazy to stay longer). - I know how to manage my money. - If I'm drunk, it's going to piss me off and I might eat it.		

10	Would you like the application to have a "collective jackpot" option to organize your parties?	Yes or No		**91%** of **Yes**

To conclude with this survey we can say that the gender dominating the survey was female between 18-25 years old who are mobile application users. They agreed to say that a party organization is quite difficult and they often do it in the last few days before. They are interested by the service that we propose. Moreover, generally they know how to manage their budget during their parties BUT the majority thinks that blocking their credit card could be a great idea to avoid unnecessary expenses. finally , they are interested by creating a collective jackpot for organizing and financing their parties.

Then, our second survey was more detailed about our mobile application in order to refine our services. Here again, we have introduced our project and decided to do it in both languages (English and French). We have already made a first survey about this app to know what you think about it. Now, we have to ask more precise questions to affinate our project.

To remind you what is our project :

"We want to facilitate the party organizations through a mobile application.
There will be different criteria such as :
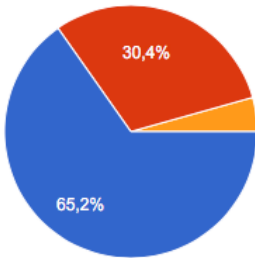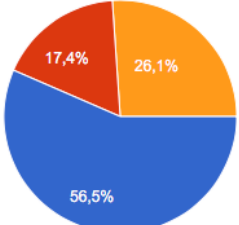
- *The town*
- *The budget*
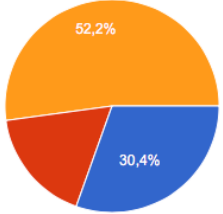- *According to hours (start/ end)*
- *The mood, the atmosphere (chill, big parties...)*
- *The number of steps during the night : restaurant, pubs, nightclub, after, where to sleep...)*
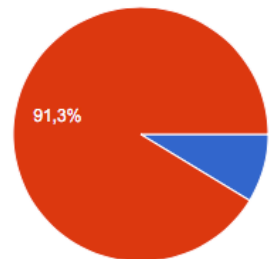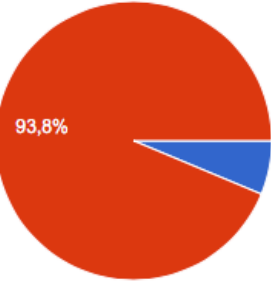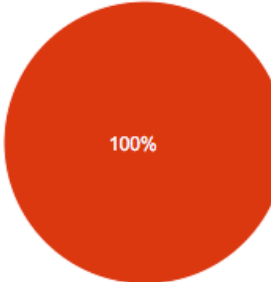
The application would have a complete database and update very often in the aim to give you the best service, share with you the best opportunities as possible.
Thanks for your help ! "

We had 23 participants.

Here are the following questions :

N°	QUESTION	POSSIBLE ANSWERS	SCREENSHOT	RESULTS
1	In the premium option, what is the most interesting for you ?	Discount Special Events VIP pass		**52,2% of VIP Pass**
2	The application is free, however a premium option will be available, how much are you ready to spend on it per month ?	1,99-3,99€ 4,99-7,99€ +9,99€		**65,5%** of **1,99-3,99€**
3	For you, the most important in this app is …	Propositions' quality Price Propositions' diversity		**56,6%** for **propositions' quality**
4	Why would you subscribe at this premium option ?	- Ease and promotions - Good value for money - Advantage for me - To finally save money and discover new events - Benefit from interesting advantages - Because it will be useful to me, I will be able to benefit from other functionalities - Added value to the basic application - To have advantages - To keep me loyal to the application if it's very interesting		

5	Do you know a similar application ?	Yes or No		**91,3%** of **No**
6	If you do, are you a consumer of it ?	Yes or No		**93,8%** of **No**
7	If you are, are you satisfied of it ?	Yes or No		**100%** of **No**
8	If you aren't, why ?	- I don't know any. - I just don't know any - I don't know of a similar application - There are not many offers and they are sometimes wrong in their descriptions.		

To conclude with this survey, it helps us to define a price range for our application. Moreover, people seem very interested about premium advantages such as VIP pass giving them the feeling to be special and privileged without spending lot of money for it. With this analyse of potential consumer thought, we can see that they give importance to the quality of propositions. Finally it permits us to have an eye on the potential existing competitors : only two people said that they know a similar application but they are not satisfied of it.

2) Key findings from desk research

a) How big is the market?

- Almost 30% of the total economic value of Ireland
- DIGI (drink industry group of Ireland) count 7,200 pubs and an increasing number of nights clubs and restaurant
- According to the MICE industry size was valued at 805 billion in 2018 and will be reaching 1,439 billion by 2025

b) Trends of the market? – Going up or Down

- Growth since 2018 according to CWT Meeting & Events
- + 3,5% between 2018 – 2019 according to GBTA

c) Important facts? – Stats/Event

- 4 million of annual attendees
- 3-7 million bed nights
- 20-34y attend the most
- 11,400 jobs created
- 50% of Ticketmaster in studied period
- Hosted high-profile events such as Ryder cup, special Olympics, CDD
- Dublin's GUINNESS storehouse one of the most famous attraction - up to 2000 guests
- Exhibit area, restaurant, atrium, renowned GRAVITY bar = 360 degree views of Dublin
- Aviva Stadium = events from 10 to 1,200 guests - major international sporting events and world class concert also for conference and events professional and unprofessional

d) *External factors? – Seasonal or Dependent*

- Market active all the year
- When summer is coming with the good weather the number of people going out increase
- Special events: Christmas, holidays, student events, new year…
- Always a good excuse to go out
- Knowing Dublin is a very attractive city for student

STEP 3 : POTENTIAL SOLUTIONS & RECOMMENDATION
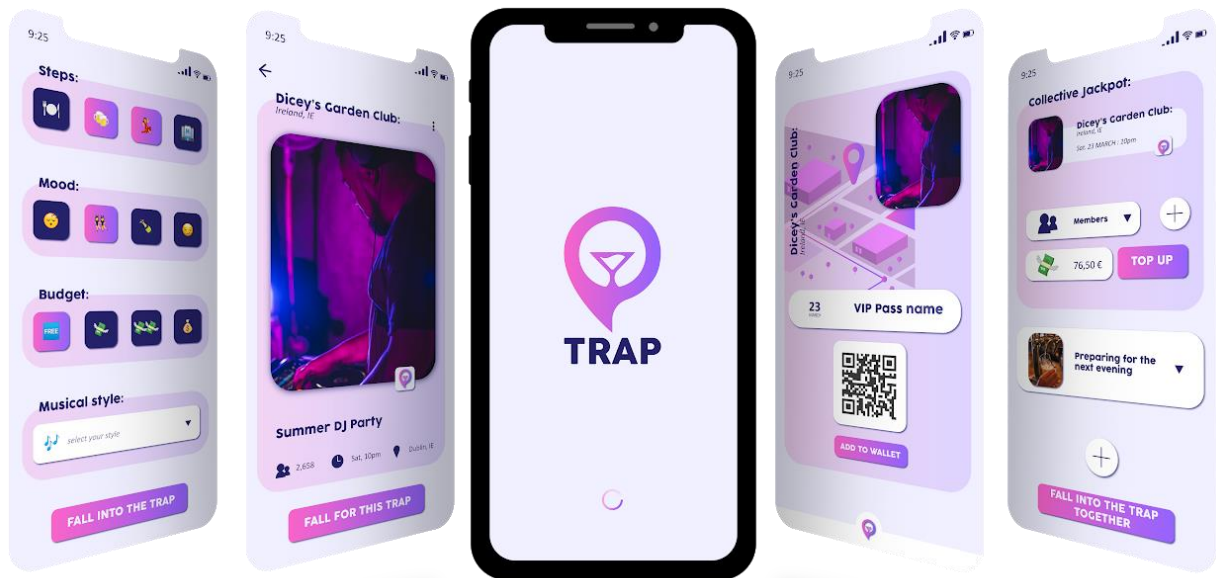
1) Our solution

Our solution is named TRAP, it is a mobile application allowing party's organization by one people or a group of people.

a) Our vision

Become the top of mind of mobile application for young people who want to organize a party according different steps and budget.

b) Our mission

Facilitate the party organization for people who want to enjoy the nightlife of a city.

c) SMART Objectives

We want to obtain a partnership with at least 40 pubs and night club who're classified as the most popular for our target with surveys and percentages. Noting that with our actual partnership and the trend of the city who's growing, we will achieve the goal for the first may 2022. That will be possible thanks to our marketing team and the advertising budget.

Also one of our objective is to purpose at least two new option on our application such as fidelity point or discount. In addition, this project has been thinking by our gestion team and the client services who're doing survey to our actual clients to listen to their needs and wishes. This methods will improve our customer service and our innovative team who're always working on developing our company. This objective will be attainable for the first November of 2023.

One other goal will be to reach a sales turnover multiplied by two for the first march of 2025. This objective can be achieved thanks to a business plan flexible and sponsors. Moreover, we asked to finance professional and an accounting team to work on this project.

d) Our target

People between 18 - 25, from all nationalities and party lovers

e) Our recommendation & Business Model

KEY PARTNER	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Nightclubs Restaurants Pubs Online banking Accomodations Activities Free licence shops	Maintenance of mobile app Marketing Management of events Contract negociations **KEY RESOURCES** Brand App Content Algorithms & data Prizes	Content event and activities, big database Organization of all your night Personaliation Localisation Freemium (with ads) Premium (VIP pass and no ads)	Self-service (Mobile app) Social media Self-control Recommandation system **CHANNELS** Mobile, tablet, App stores Social media	Subscribers Advertisers Free users Partners

COST STRUCTURE	REVENUES
Marketing Technology General & Admin	Cost of revenue: Content amortisation Payment processing fees Customer service Operation Costs	Subscription fees (Premium) Advertising revenue Partnership fees

f) Unique selling point for our solution

A variety of choice because organizes from A to Z (restaurant, pubs, nightclubs, festival…)

 = convenient easy to use

STEP 4 : FEASIBILITY ANALYSIS

1) *How will we market our solution ?*

WHAT ARE YOU GOING TO DO?	WHY HAVE YOU CHOSEN THIS MARKETING METHOD?	INDICATIVELY, HOW MUCH WILL IT COST? [€]
Social media : **Instagram** **Twitter** **Facebook**	Nowadays, social media are one of the most efficient methods for our target	Free But if you want to increase your visibility you have to pay : Instagram : 20 cents - 2$ per click on an Instagram campaign Twitter : promoted tweets cost $0.50 to $2.00 for each action Facebook : Facebook advertising costs on average about $0.27 per click
Social advertising	Target people specifically by demographics and interests	200$ - 300$ per day 6 000$ - 10 000$ per month, depending of the network used
The attractivity of our app design	We must have a landing page very attractive A logo very relevant	Free if you do it by yourself, if not, it depends of the service provider's price
SMS + email	Allow us to give special alert We have to ask these information when our consumer will sign up	Free, it's based on your data collect
Partnerships with influencers	Very trendy, young people trust influencers opinions	You have to pay the influencer for making your advertising. The cost depends of the influencer

		For an influencer having 25-50K followers : $800-$1500
		100-250K followers : $2000-$6000
Sponsoring events	GIve you a huge visibility during an event	Depends of the company. But you pay for having a visibility during the events of the company that you are sponsoring.

2) Payment & distribution

There are two options available for us :

- App store for IPhone
- Play store for Android

We are a free mobile application, but there is a premium option at 2,99€ per month. The method of payment will be a monthly direct debit.

3) Operations, permit & equipment

In order to build the application (which will work in tandem with an online website), we will need to call upon two web specialists: a web designer and a web developer specialized in mobile applications. We will also need to buy a domain name and have a hosting provider. As this is an application with a constantly updated database, there will also be a maintenance fee. The application will have to be available on iOS and Google Play. Obviously, there will also be a marketing strategy to implement around our application.

The average price of a marketing application is between 3,000 and 7,000 euros. For the web designer and front end developer it's about 500€/day.

Finally, promoting an application can be worth between 50 and 100,000 euros to emerge. The budget cannot be definitively fixed before. It will change as the project progresses.

4) *Legal*

According to the text of law in Ireland :

- *"The relevant Irish legislation relating to the serving of alcohol in licensed premises, the buying of alcoholic drinks in off-licences and drinking alcohol in public places is the [Intoxicating Liquor Act 2008](#), [Intoxicating Liquor Act 2003](#), [Intoxicating Liquor Act 2000](#), the [Licensing Act, 1872](#) and the [Criminal Justice (Public Order) Act 1994](#)."*
- *"Young people under the age of 18 are not allowed in licensed premises during extended hours (except in certain circumstances). It is the responsibility of the licence holder to make sure this does not happen. See the section below on 'Children' for more information."*
- *"Since August 2003, it is illegal in Ireland to sell alcohol at reduced prices for a limited period during any day. (In other words, 'happy hour' is now prohibited)."*
- *"The Gardai (Irish police force) operate the [National Age Card scheme](#). These cards are proof that the cardholder is 18 or over. They are not identity cards. The card shows the name of the holder, their date of birth, a photograph and a security feature, such as a hologram. You can order your card online at [age card.ie](#). It costs €10"*

Noting that you can't drink in the streets or public areas. It's important to notice it because with our application we proposed an itinerary so between two stop it's not possible to drink.

a) *For Nightclub:*

About the nightclub, the legal age to drink is 18 years old. So on our application we can precise that to reserve an entry ticket you've to be 18 and have you're ID register on the application because it will be asked for the entry.

Moreover, they are very conscientious about the security and violence. So if there is any suspicious interaction who can be nausive for the security of the night cub they've the right to ask you to leave without explication.

In addition, there isn't any maximum drink allowed but the barman can refuse to serve you because you are not in a position to be responsible for your actions. It's legal for a nightclub to deny you the entry because of your attitude or your clothing. About smoking, there are

some flexible laws for the nightclub. To be able to smoke you have to have a space open to the outdoor. Nightclub totally closed and especially underground cant allowed smoking people.

b) For Pub/bar :

To sell alcohol such as for nightclub you have to get a license. The Irish government decided to normalise this licence to become a "seven day ordinary on-licence". It's about the hours allowed to be open and sell alcohol.

If you want to sell alcohol and food at the same time you've to ask for a specific certificate from the government. You can't smoke inside the pub or the bar, you have to be outside, usually there is a terrace for this.

c) For Restaurant:

The licence to sell alcohol and food is the same than the other. But they are more flexible concerning the people under 18 years old drinking alcohol with people over 18 who're responsible for them. About smoking the same rules in applied, no smoking in a public space indoor. This rules as been taken by the government in 2004 because of security reasons and respect from other (not smoking person).

5) Pricing : How do we stack up against the competition ?

Basically, the application is free and gives access to everything that is most important. Thus, being free it is on the same level as the competition. However, thanks to our paid premium offer, we have an added value. Of course, we are entering into a paid offer but, compared to the answers to our survey, it remains more than reasonable to ensure a good quality and the veracity of the proposals.

6) Money & finding requirement

As we said earlier, there are several costs to consider when designing and promoting our application. In order to finance our project we have several options. We can call upon crowdfunding via dedicated and reliable platforms where Internet users can finance our project. Indeed, why not raise awareness of the future users of the application. This way, you

can also see the excitement around the project. Then we can think about sponsorship. Indeed, we can ask for help from nightclubs, pubs, restaurants and hotels. In exchange, their business will be promoted in our application. Finally and obviously we will have a return on investment thanks to the funds generated by our premium option.

7) IP, Patents, copyrights, brands, Design Rights

A mobile application is made up of several elements that must themselves benefit from intellectual property protection. In our TRAP project, there is software, databases, a graphical interface, a logo and a name.

First of all, the software can be considered a work of the mind. In order to claim copyright protection, it must be sufficiently developed and formalized. It cannot be a simple intention, but the software must have a material existence and it must be marked by an intellectual contribution, i.e. it must be original.

For the database, there is a sui generis right that protects the producer, i.e. the person who invested in the database. This right makes it possible to protect the investment made to obtain the data, even though the data could not benefit from copyright protection.

Finally, for the protection of the graphical internet, name and logo, copyright may apply if the creation is original. However, it is preferable to register the name of the application and/or the logo associated with it as a brand to secure commercial exploitation.

8) Legal structure

About our legal structure, we thought on our flexibility, complexity, liability, taxes, control and capital investment. We will develop all these points to explain to you why we chose our legal structure to be a general partnership.

So first, we all have an equal and legal access to the benefits and losses. That's mean we all have 25% of the company so we are sharing the decision making. It's a real relation as partner with confidence and professionalism. It's very flexible because at any time it can be modify. Moreover, about the capital investment we'll all put the same money in the company because there's no sense of having the same percentage without the same money invest on it.

Others advantages will be to pay less taxes than others legal structure such as limited liability company. According to the federal taxes form 1065. And if we follow this type of structure our company will have more opportunity to growth because the chance to obtain a business loan when we are four owner are higher and with the bank credit it's more reliable than only one. Furthermore, the partnership structure it's the most easy to create. The only thing needed is a certificate of conducting business as partners and a write a partnership agreement co-sign by our lower. In addition, we will generate more capital invest than only two person at the beginning.

STEP 5: CONCLUSION

In conclusion, our application idea seems to us to be a good and feasible opportunity. According to the feedback from our survey, this is a problem we all face. Of course, it is not a vital problem and the solution is not essential for our survival either. Nevertheless, in a world where everything goes fast, it can be a real opportunity for our project's investors, as it can easily become a daily habit. Typically with: "Oh I don't know what to do tonight." We can have an answer in three clicks. The TRAP application offers us a wide selection of things to do near us. We want to make the minimum possible effort and make life easier for ourselves for anything and everything.

About the magic dust, the one that would give us unlimited money but also allow us to manage the database of all the events, restaurants, bars and hotels in all the cities of the world with ease.

We think this is a real business opportunity because generalizing this information within a single application would be good for us, in order to save time, but also for the partner companies who would become the number 1 reference in the cities for each user.

We have identified a problem (evening organization) with a target group (young and young active people who are overbooked) and we have found a real business opportunity that would be as favourable to the users as to the partner companies (our TRAP app).

Honestly, on a personal level, if an application such as this one existed for all the cities in the world, it would be a real revolution for us young people.

APPENDICES

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