

Training Guide for Sales and Customer Support

Background:

Today, there are a lot of solutions for people to invite people to their parties and manage RSVPs. That said, when you are trying to organize a party, there is no clear all in one solution today.

Problem:

When a parent decided to throw a party for their child or any person starts organizing a party, it gets overwhelming. So many partial solutions are on the market. Parents today are already overloaded and are dealing with tremendous mental load. The idea is to lessen their mental load and make parties fun again.

Goals of the Product

We decided to create a Master Party app for exactly that: helping users create amazing parties, in one place. Where they can book a venue, find catering, manage guest lists, presents and more.

Our main advantages:

1. Ease of use
2. All in one solution
3. Full guide to what you need to organize a party
4. Wish list incorporated with the party invite

Our app will take the frustration out of party organizing and help our users enjoy their parties without all the headaches which come with organizing it.

“Master Party is your personal party organizer in your pocket!”

Market background:

Most of RSVP managing apps have a share of 0.xx%. We should expect to start with a similar market share.

Our target market:

We are not looking to get into the Wedding organization space, which is way too crowded. Our main audience will be parents with kids (mostly females, ages 25-45, upper-middle-class) or people who just enjoy great parties.

If we take a quick look:

- There are 73m kids in the US
- We will be targeting the upper-middle class initially which is 19% of the US.

So, let's assume that 10% of the children are in the upper-middle class. So that makes about 7m parties we can organize. That is our way in, but we should look beyond that number. That is an assumption, not based on research and needs more backup.

Note: we are looking at kids and not adults because our main case is to organize a party for a child. While the organization is done by the adult, the number of parties can be estimated by a number of children.

Our competitors:

Our main competitors are Evite and Paperless. Party invitation management is a pretty busy space. Here are some numbers on the industry:

<div><div><div><div><div><div></div><div>Datanyze</div></div></div><div><div><div>A ZOOMINFO COMPANY</div></div></div></div><div><div>PRODUCT</div><div>RESOURCES</div><div>FREE TOOLS</div><div>ABOUT</div></div><div><div>Q SEARCH</div><div>FREE DEMO</div></div></div></div>			
TOP COMPETITORS OF EVITE IN DATANYZE UNIVERSE			
Top Competitors	Websites	Market Share	Versus Page
Eventbrite	113,725	61.27%	Evite vs. Eventbrite
SignUpGenius	12,284	6.62%	Evite vs. SignUpGenius
Cvent	8,179	4.41%	Evite vs. Cvent
Event Espresso	4,718	2.54%	Evite vs. Event Espresso
RunSignUp	4,448	2.40%	Evite vs. RunSignUp
Active Network	3,650	1.97%	Evite vs. Active Network
Active Works	3,055	1.65%	Evite vs. Active Works
TryBooking	2,111	1.14%	Evite vs. TryBooking
RegFox	1,911	1.03%	Evite vs. RegFox
RegOnline	1,657	0.89%	Evite vs. RegOnline
1 2 3 4 5 >			

As we can see, Eventbrite is the leader in the space.

Source: <https://www.datanyze.com/market-share/event-management--57/evite-market-share>

Most of RSVP managing apps have a share of 0.xx%. We should expect to start with a similar market share.

Product Background:

Our vendor side:

It is crucial for us to bring vendors to our platform so we can provide a real one-in-all solution for our users.

Our platform will connect vendors with party organizers. That will bring more exposure to vendors and add more customers to their business.

Key Features are:

1. Vendor's onboarding process:
 - a. The vendor can easily sign up and set up an account
 - b. The vendor can establish a payments method to pay for the services provided by us
 - c. Vendors can decorate their placement cards and how their business will come up when users are searching on our app

Users will be able to rate vendors in the future, that part is under implementation right now.

We will do a revenue share with our vendors:

1. User books a venue/orders catering/etc: we get 1% of the order for our platform
2. It is free for vendors to join
3. Vendors who would like can buy promoted placements in our app for a fee

On our consumer side:

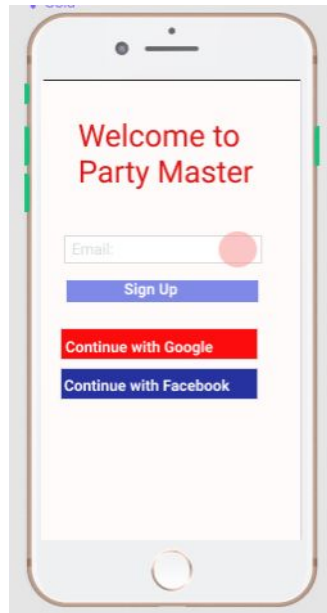
For our consumer side, our main features are:

1. User onboarding:
 - a. User can sign up and create an account
2. Party organizing: the user can start organizing parties with a click of one button.

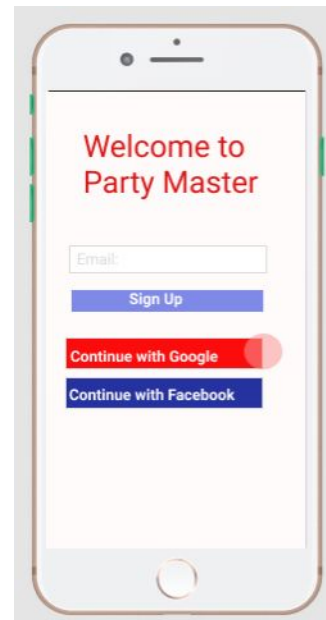
Details:

How to Sign Up for the product:

Open the app and you will see the Sign-Up screen of the app:



In order to sign up for our product, all we will need is your email!

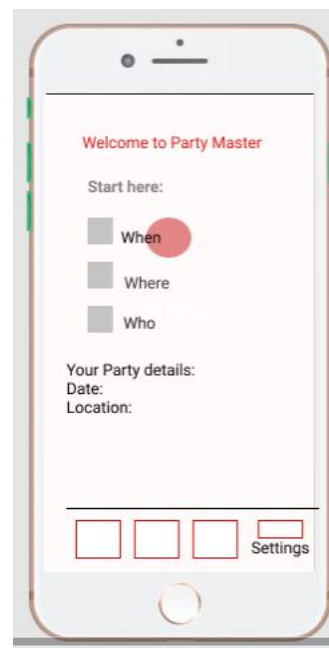
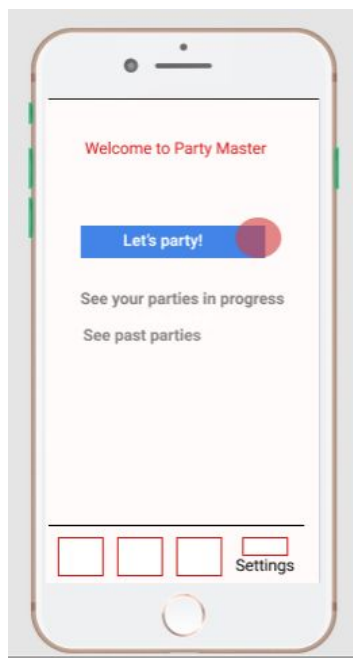


You can also sing up with Google or Facebook!

You can create the password later on, once you explored our app!

How to start on your first party:

Once you sign up for the app, one the main page choose: Let's party button:



Click on the "Let's party" button. That will create your party checklist. Now you can start adding items to each category.	In order to select a venue, go into the "Where" section of your party and add a venue. You can either add an address manually or sea
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Pricing:

Our app will be free for consumers to download and use.