**Who we are the company**

Singular - a SaaS, Software as a Service, development company, focusing on innovative solutions.

**What we’ve discovered** **the problems**

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| **Market Insight** | **Business Insight** |
| According to the FES research 70% of Georgian youngsters live with parents. (53% of 25-29 year people) Going out for even a quiet evening after 10 PM is highly stigmatized in Georgian families. Parents think negatively of evening entertainment and keep pestering their 18+ youngers to stay in. | Singular is doing business globally, and we have our hands full with clients. We are **not** in need of new ones. What we **DO** need is attracting talented young people to work for us. Sadly, for now our local brand awareness is low and we don’t receive many applications for our job openings. |

**What’s the reason** **the idea**

As years go by, we forget who we used to be. Parents, as they get older, forget how it feels to be young. They spend their excessive spare time at home asking their children why they are not at home. This is the root of a lot of misunderstanding between the youth and adults. If we could remind them of nights of their youth, they would warm up to the idea of younger generation going out at night as well. We should help them to relax and have fun too.

**What’s the product the solution**

**ReuNight – an Augmented Reality App**

Imagine walking down the main streets of Tbilisi and seeing the reconstructed versions of the city streets from 60s, 70s and 80s. Via our app this is exactly what our parents will see – reconstructed 3D versions of their favorite hang-out spots. For 40+ the app will show what places used to be open there, instead of what they are seeing now, based on which decade they indicate. For 18-40, the app will show basic info of the establishment they are standing in front of, in AR (imagine pointing your phone at a restaurant and the app displays work hours, price range, etc).

The app will push parents to remember their youth and to go out more, that will help youngsters to have more freedom.

**What we’re aiming at the objective**

Parents going out at night. Young people going out at Night. Everyone is going out at night. And as a bonus, everyone knows Singular is that cool company that created this cool app. ;)

**Who is it for the target audience**

18-35 medium income, living with parents, but are building their careers, young professionals

40-65 parents, low-high income

**What’s our CTA** **the key messages**

**Youngsters** - “Make a Night of It” **Parents** - “You are much younger, than you think..”

**How we talk** **the tone of voice**

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| --- | --- |
| **To young folks** | **To parents** |
| Friendly, humorous, straightforward, informal | Nostalgic, emotional, romantic, respectful |

**What, when, how** **the deliverables, timeline and budget**

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| Branding identity and visual assets for ReuNight App. | 5 000 $ | Start here. |
| ReuNight.me - Web portal where parents can submit places and photos from their past. Virtual memorabilia collection. This will serve as app’s launch page. | 8 000 $ | Phase 2. |
| Social Media campaign to promote web platform and engage users to submit content. Create hype for the app-to-come. | 8 000 $ | Phase 3. Before app launch. |
| Short Video Commercial for TV channels targeted at parents | 20 000 $ | Phase 4. launch |
| Viral campaign to turn younger people our brand ambassadors who will convince their parents to use the app. | 15 000 $ | Phase 5. During and after launch |

**What’s the checkmark?** **The KPIs**

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| --- | --- | --- | --- |
| **First Month** | 15 K downloads | 1.5 K active users | Singular social mentions up by 40% |
| **1-8 Months** | 50 K downloads | 15 K active users | Job applications submitted up by 30% |