

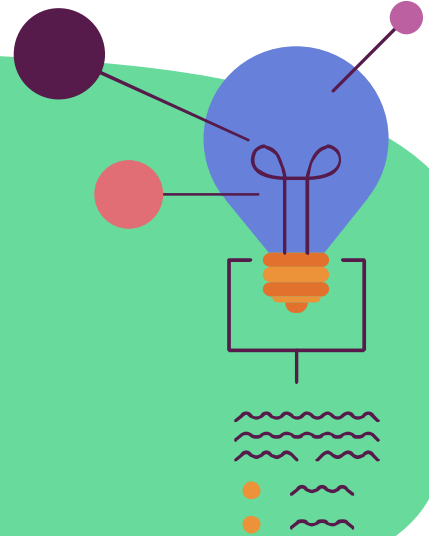


Soar[🦋]
March
Pitch



9 in 10

side projects go unfinished

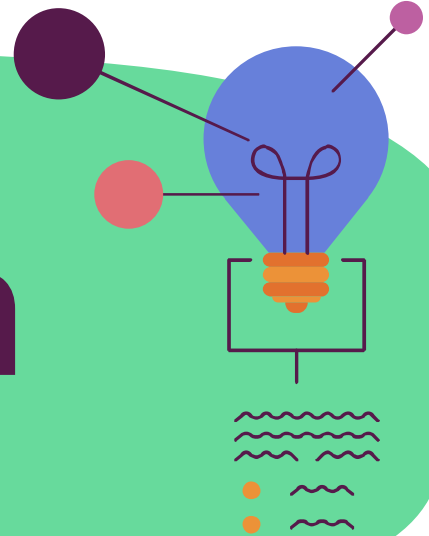


Source: dev.to



54 million

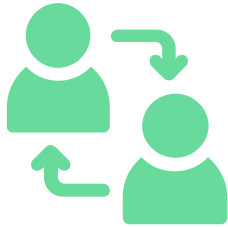
side projects are currently sitting idle



Source: dev.to

Why do projects remain idle?

**No
Accountability**



**No
Motivation**



**No
Help**



Why do people give up?

**Coding
Problems**

**Team
Problems**

**Completion
Issues**

**Business
Problems**

**Project
Management
Problems**

**Personal
Problems**

Research Insights

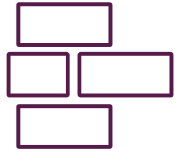
Problems

“Motivation is my #1 problem with side projects”

73% survey respondents

Successful Projects

- Setting milestones and scheduling time to work on it
- Telling other people about the project
- Having someone to report to



Side-Project Hurdles Research



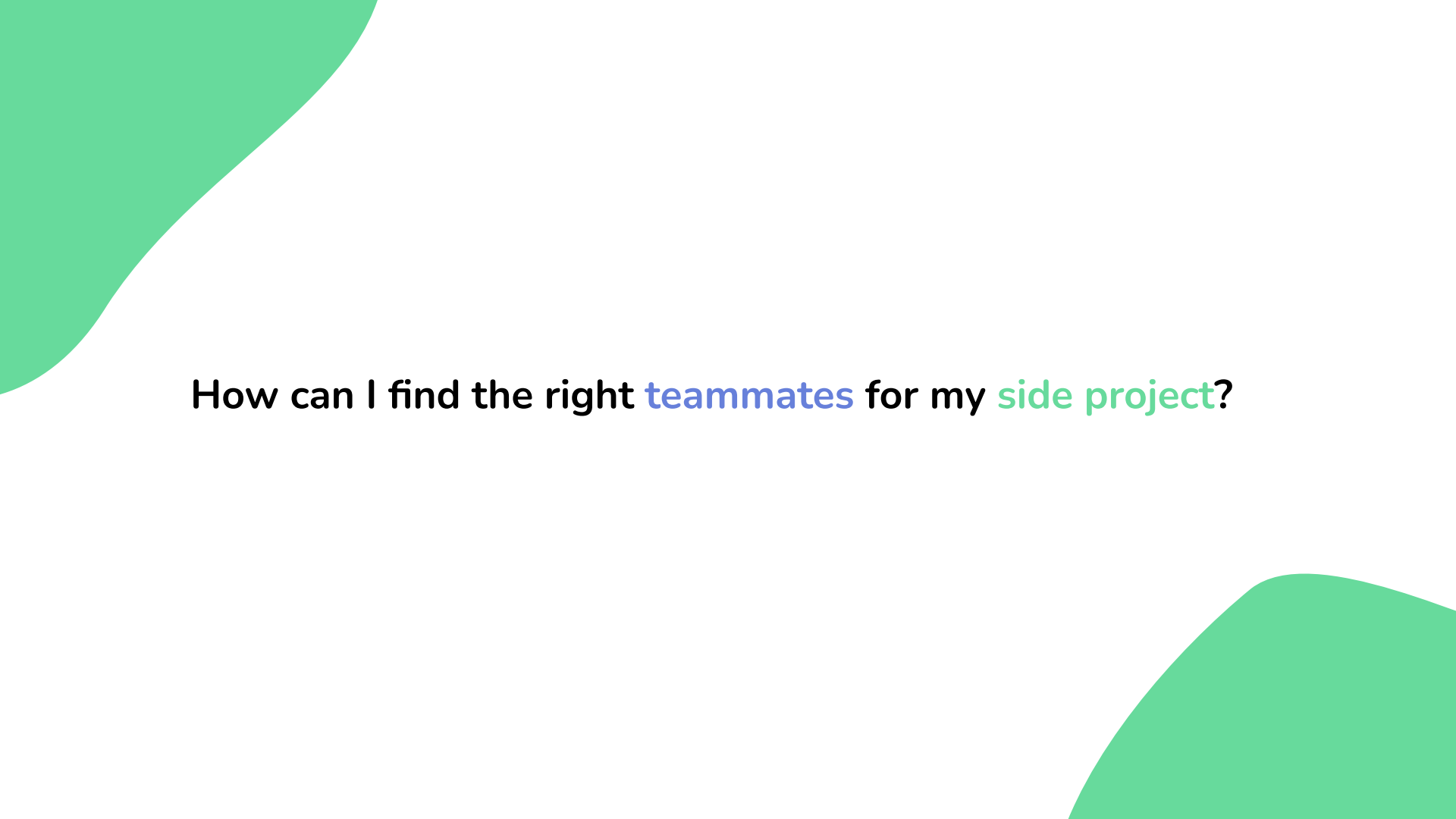
**Setting
Milestones**



**Social
Accountability**



Collaboration



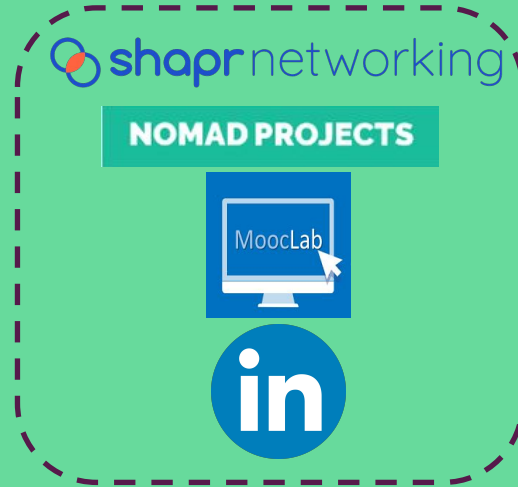
How can I find the right teammates for my side project?

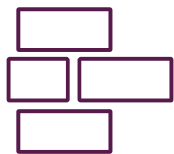
Soar 

SoarUp.io

Competitive Analysis (Part I)

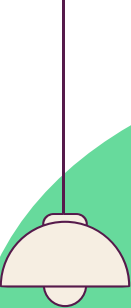
Networking





Competitive Analysis (Part II)

						
Must Have Features						
	Messaging					
	Categorized User Search					
Performance Benefits						
	Project Showcasing					
	Project Inspiration					
Competitive Advantage						
	Skill-Based Searching					
	Social Accountability					



Competitive Advantages



Technical

Skill-based matchmaking
in response to 100% of interviewed users stating they wanted to work with those at or above their skill level



Social

By harnessing the power of social accountability, our product will use the principles of psychology to encourage more users to finish their projects



Application

Soar will be the platform where users can find other like minded individuals working on the same projects and skills



Budget Allocation

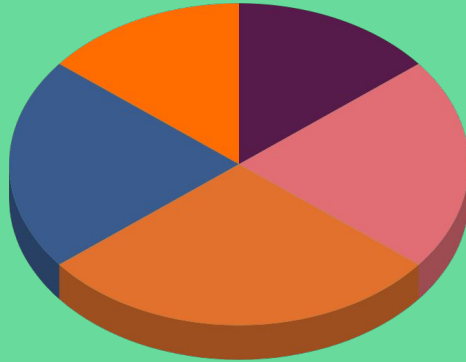
Giveaways
\$100

Domain Name
\$100

Paid Advertising
\$150

Future Marketing
Spend \$150

Float \$
200



Free Marketing

4 Main Channels

- ① Reddit
 - Community Posts
- ② **Launch on Product Hunt**
- ③ LinkedIn & Instagram
 - General Posts
 - GIVEAWAY!!!



Giveaway!

Marketing Channels



Soar Giveaway

Win a \$50 Uber Eats Voucher



Enter our giveaway by creating a project
on [Soarup.io](https://soarup.io)

(Limit 1 Entry per user)

Paid Advertising

3 Main Channels

- 1 Reddit
 - Feed Promotions
- 2 YouTube
 - Video Banners
- 3 Google AdWords
 - Link Ads

What is Soar?



Find a team for you next side project



Share your idea and create the team
to build it with you

Start your next project on [Soarup.io](https://soarup.io) today!

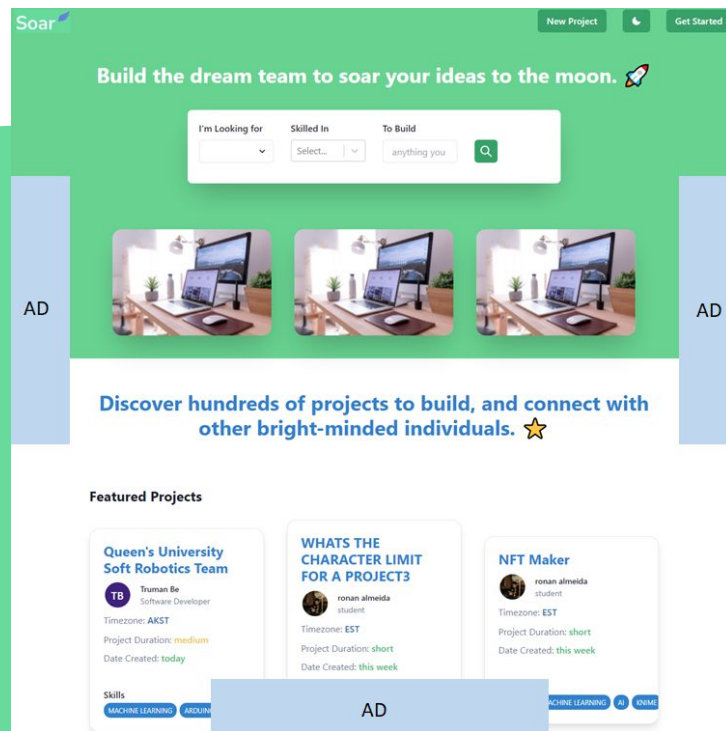
Soar 

Find teammates to build your next side project

Monetization

Provide targeted advertising
on our platform

- 1 Cost per click \$2
- 2 Know what skills people have
- 3 Market courses/products based on those skills



Monetization

[FUTURE]: Gamification

- Match people up to complete projects based on their rank
- Rank is increased when project or milestone is completed

Recruiter candidate sourcing

- 1 Soar Internal search
- 2 In depth analysis of skills & Collaborative rating



The Future

Today

Testing in Production
User-Testing

August 30

Release Gamification
Features & Ads

April 8

Full Launch
Paid Marketing Begins

December 1

Release Internal Search
Feature



Potential Outcomes

Best-Case Scenario

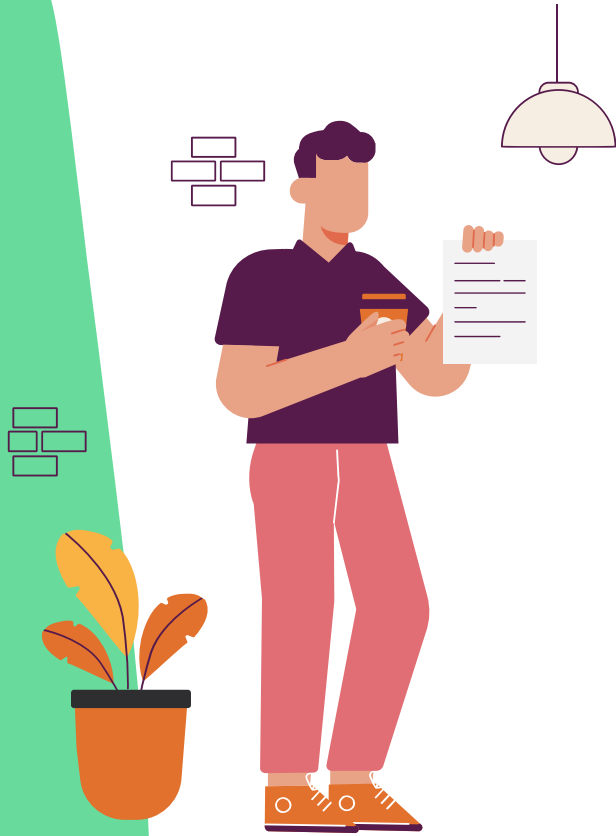
Soar diversifies its user base beyond developers and becomes a hub for all side projects, 2M MAU

Realistic Success Scenario

Soar becomes necessity for developers starting side projects and recruiters sourcing talent, 200k MAU

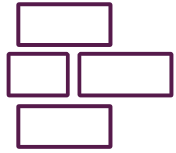
Worst-Case Scenario

Soar is a tool used by undergraduate software developers to find teammates to complete side projects, 10k MAU



**Thanks For
Listening!**

Soar 



Side-Project Hurdles Research



Skill

Technical skill
required to finish



Management

Time and team
management



Motivation

Powering through
the clutter in life

Solutions Explored

Skill Building

The YouTube logo, consisting of the word "You" in black and "Tube" in white on a red rounded rectangle background.The stackoverflow logo, featuring an orange sun-like icon to the left of the text "stackoverflow" in a sans-serif font.The codecademy logo, with the word "code" in a blue box followed by "cademy" in a grey box.

Reasons for not pursuing skill building software tools in our solution:

- 1 Free services already widely adopted by users
- 2 The learning space would add clutter to the solution
- 3 Learning needs vary greatly by user

The Team



Ethan Bonnardeaux | Product Manager



Randy Shao | UI/UX Designer



Chris Power | Business Analyst



Eesha Kohli | Product Marketing Manager



Dylan Ratti | Business Analyst



Ronan Almeida | Developer



Jessica Li | Developer



Kevin Subagaran | Developer



Manush Patel | First-year representative

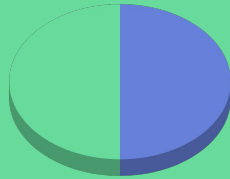


Truman Be | Sr. Developer

Solution Validation

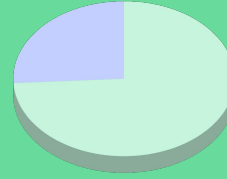
Assumption: people would work with strangers on their side projects

**50% Prefer
Independent Work**



50% Prefer Collaborative
Work

**74% Willing to work
with online companion**



26% Not willing to work with
someone they'd met online

Caveat: "I don't want to have to teach someone"

[1] 14 Survey + Interview Respondents

|

[2] 27 Poll Respondents

Solutions Explored

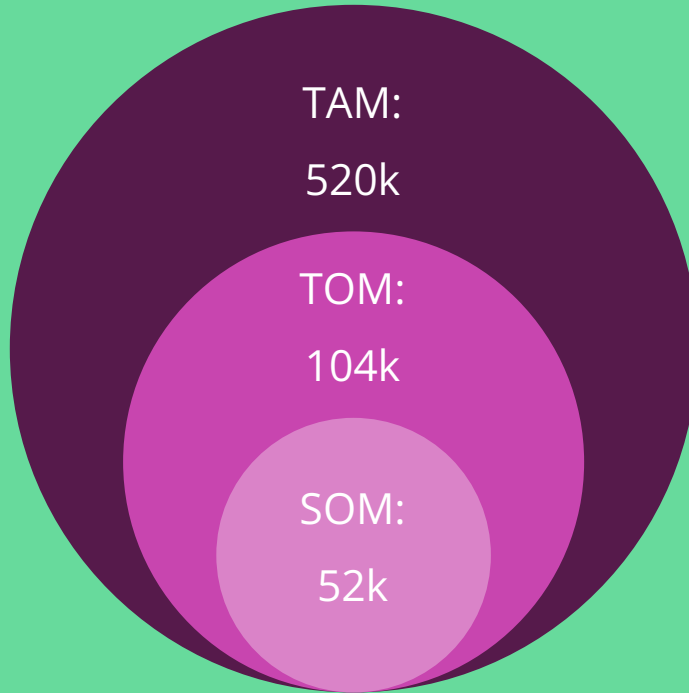
Project Management



Reasons for not pursuing project management software tools in our solution:

- 1 Free services already widely adopted by users
- 2 Limited team resources requires prioritizing our unique features
- 3 If MVP user feedback changes, the team could integrate with pre-existing service

Market Size



Total Addressable Market (TAM):

- Mathematics and Computer Science students in Canada (100k)
- Mathematics and Computer Science students in USA (420k)

Total Obtainable Market (TOM):

- Percentage of students who apply for FAANG+ (20%)

Smaller Obtainable Market (SOM):

- Percentage of students who want to work on side projects with other people (50%)

A website where you can...

**Post project
ideas**

**Search
existing
projects**

**Find
Teammates**

**Create
group chats**

**Promote
your
personal
brand**

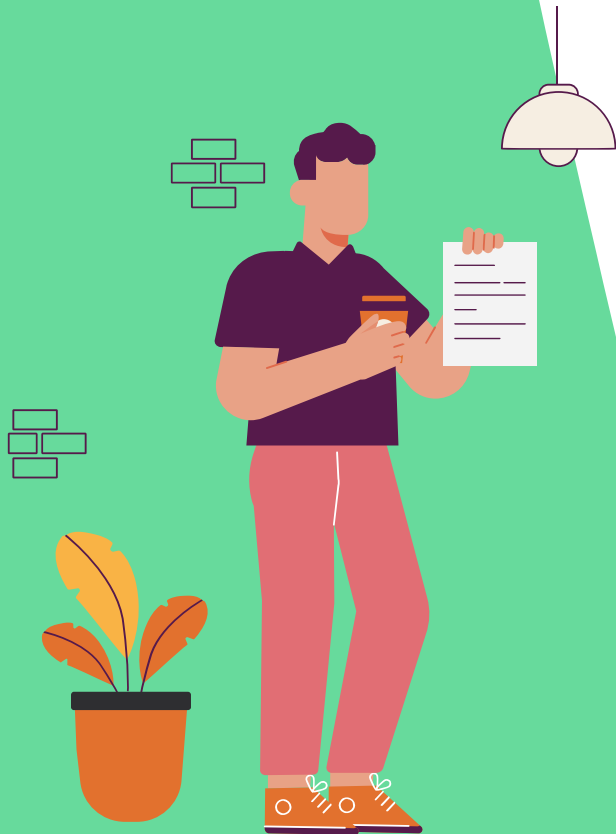
**Connect
with
recruiters**

Problem Validation



My dear lord, Give me strength
to successfully complete at
least one ...





Thanks!

Do you have any questions?

SoarUp.io



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Competitive Analysis (Part III)

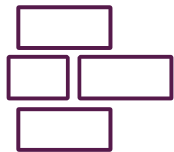
Largest Competitor:

NOMAD PROJECTS

**Targets
Digital
Nomads**

**Project
Search
Engine**

**Connects
Diverse
Skill Sets**



Reviews

Laura Patterson

"Neptune is the farthest planet from the Sun and the fourth-largest in the Solar System!"

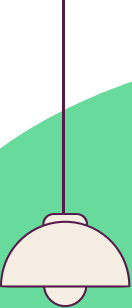
Jenna Smith

"Mercury is the closest planet to the Sun and also the smallest one in the Solar System"

John James

"Mars is a cold place. It's full of iron oxide dust, which gives the planet its reddish cast"





Product overview



Jupiter

Jupiter is a gas giant and the biggest planet in the entire Solar System



Venus

Venus has a beautiful name and is the second planet from the Sun

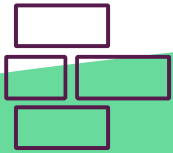
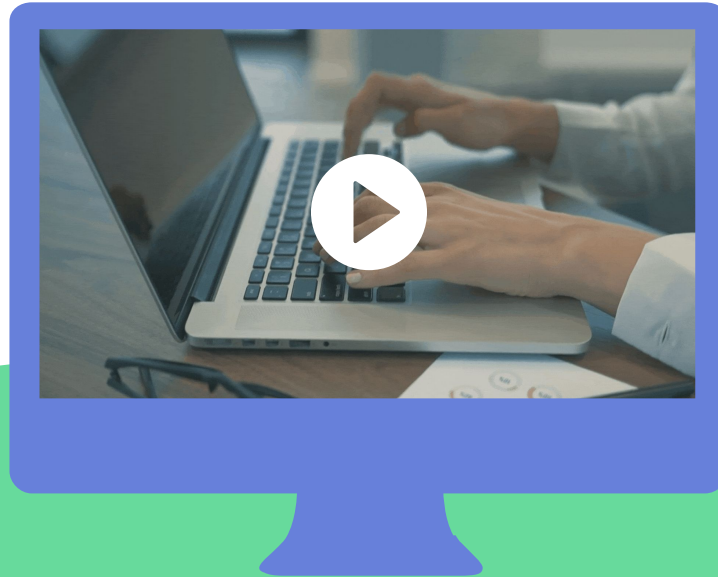
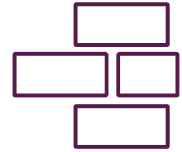


Our plans



Basic	Pro	Premium
0.06	0.38	0.38
0.11	0.53	0.38
95.2	9.4	1.16

Product demo



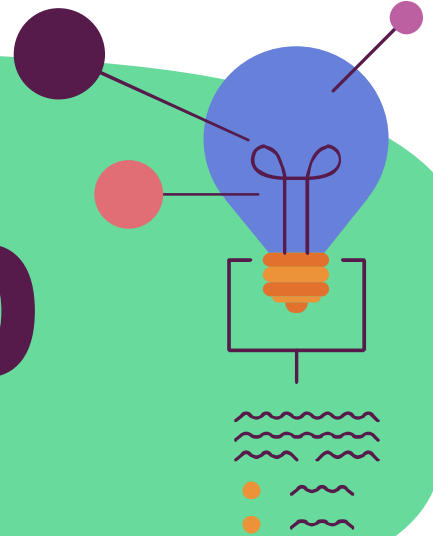
You can change the image on the screen with your own work. Just delete this one, add yours and center it



10,000,000

The illustration features a man with dark hair, wearing an orange long-sleeved shirt and dark purple trousers, standing on the left side of the frame. He is pointing his right index finger towards the large number '10,000,000'. Below him is a small, stylized trash can with a white body and orange bands. The background is a light green oval shape.

Big numbers catch your audience's attention





Private Offices # 6–8
Lounge / Kitchen
Meeting Rooms # 3–4
Skype Rooms # 1–3



**A picture is worth
a thousand words**

Case study



Challenge

Despite being red,
Mars is actually a
cold place



Results

It's a gas giant and
the biggest planet in
the Solar System



Solution

It's composed
mostly of hydrogen
and helium

Market size

10%



Earth

It's the third planet
from the Sun

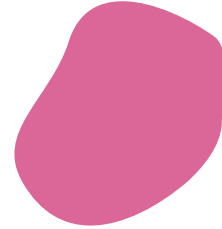
15%



Neptune

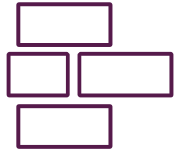
It's the farthest
planet from the Sun

20%



Mars

Despite being red,
Mars is a cold place



Competitors



Mars

Despite being red,
Mars is a cold place



Venus

Venus is the second
planet from the Sun



Saturn

Saturn is a gas giant
and has several
rings

Awards

01

Mercury

Mercury is the closest planet to the Sun

02

Venus

Venus has a beautiful name

03

Mars

Despite being red, Mars is a cold place

04

Jupiter

It's the biggest planet in the Solar System

05

Saturn

Saturn is the ringed one and a gas giant

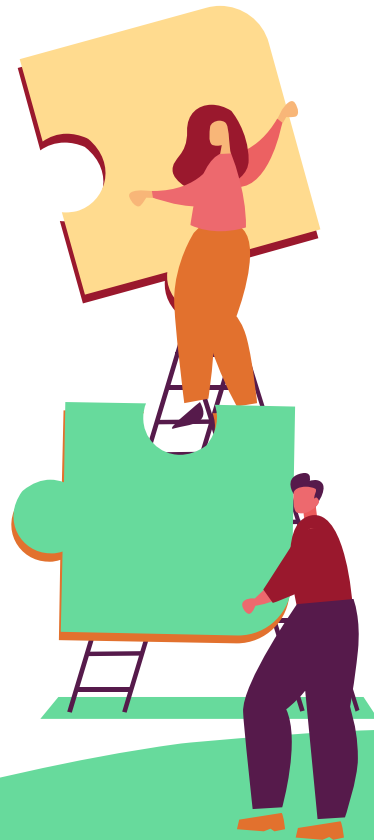
06

Neptune

It's the farthest planet from the Sun

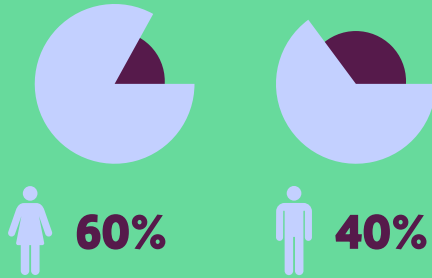
Awesome words

Because key words are great for catching
your audience's attention



Target

Gender



Age



Interests



It's the closest planet to the Sun



Venus has a beautiful name



Despite being red, Mars is a cold place



It's the farthest planet from the Sun



Business model

Marketing

It's the farthest planet from the Sun

01

02

03

04

Assessment

Despite being red, Mars is a cold place

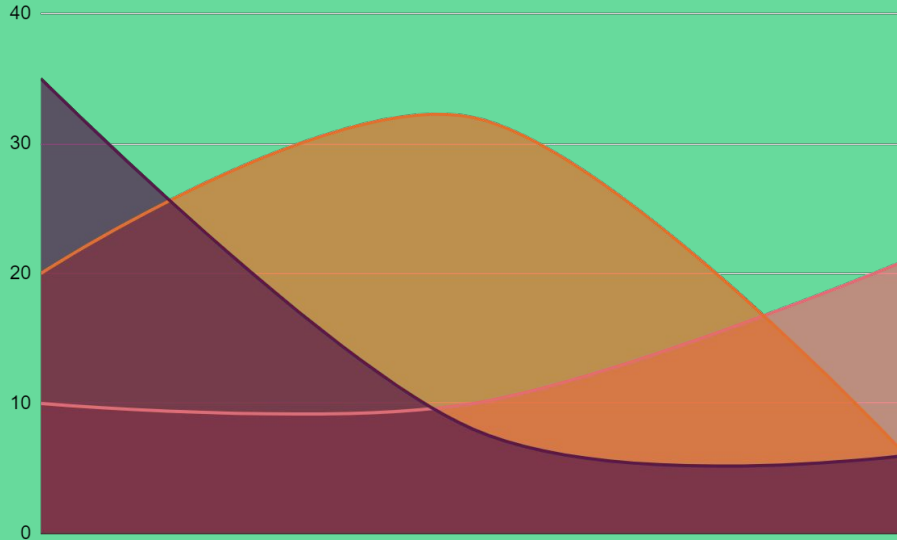
Training

It's composed of hydrogen and helium

Technology

Mercury is the closest object to the Sun

Predicted growth



Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**

100

New employees next year

\$200k

Expected income for 2021

\$45k

Gross revenue in 2021

This is a map

Mercury

Mercury is the closest planet to the Sun

Saturn

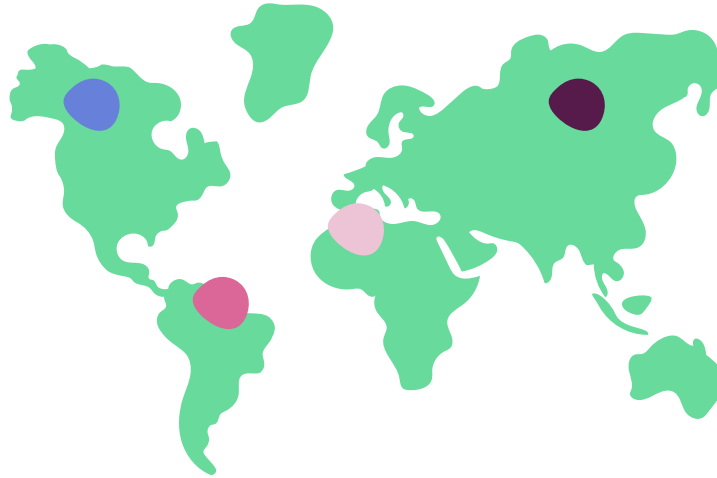
It is composed of hydrogen and helium

Jupiter

It's the biggest object in the Solar System

Mars

Despite being red, Mars is a cold place

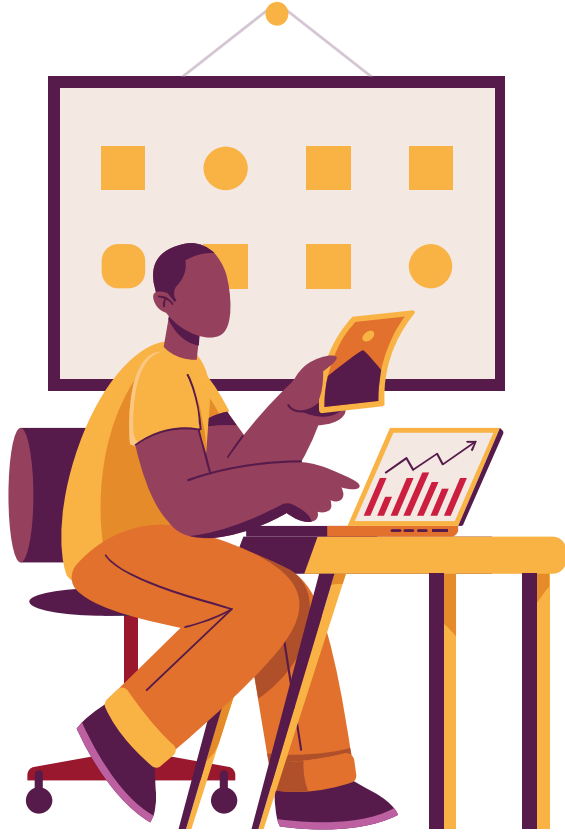




A picture always reinforces the concept

Images reveal large amounts of data, so
remember: use an image instead of a long text





333,000.00

Earth's mass is the Sun's mass

9h 55m 23s

Is Jupiter's rotation period

386,000 km

Distance between the Earth and the Moon

Table of contents

01

Problem vs. Solution

You can describe the
topic of the section here

02

Product

You can describe the
topic of the section here

03

Market & Competition

You can describe the
topic of the section here

04

Business Model

You can describe the
topic of the section here

**“This is a quote,
words full of wisdom
that someone
important said and
can make the reader
get inspired.”**

—SOMEONE FAMOUS





Introduction

Here you can give a brief description of the topic you want to talk about. For example, if you want to talk about Mercury, you can say that it's the smallest planet in the entire Solar System



Our company

You can replace the image on
the screen with your own work





01

Problem vs. Solution

You can enter a subtitle here if you need it



Problem

Do you know what helps you make your point clear? Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk again!

And the most important thing: the audience won't miss the point of your presentation



Them

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's larger than the Moon



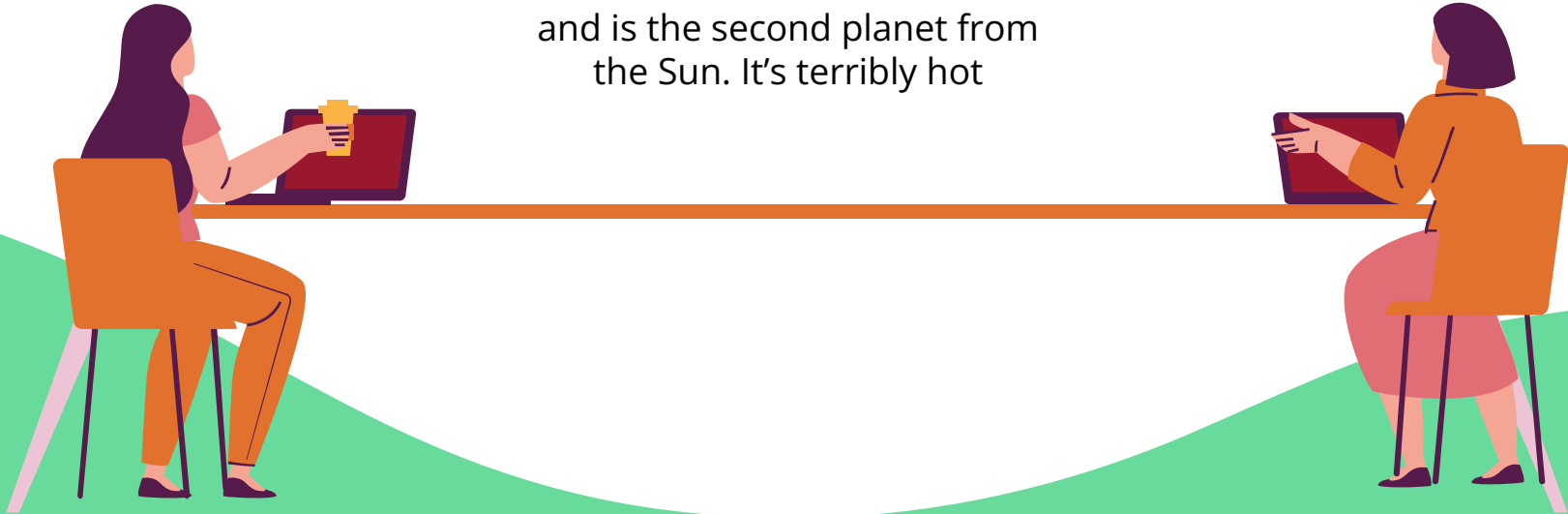
Us

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury



Solution

Venus has a beautiful name
and is the second planet from
the Sun. It's terribly hot





SWOT analysis

Strengths

Mercury is the closest planet to the Sun

Weaknesses

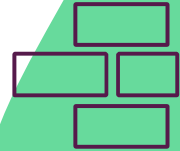
It is composed of hydrogen and helium

Opportunities

It's the biggest object in the Solar System

Threats

Despite being red, Mars is a very cold place



Maybe you need an infographic

Venus

It has a beautiful name,
but it's terribly hot

Jupiter

It's the biggest planet in
the Solar System

Mars

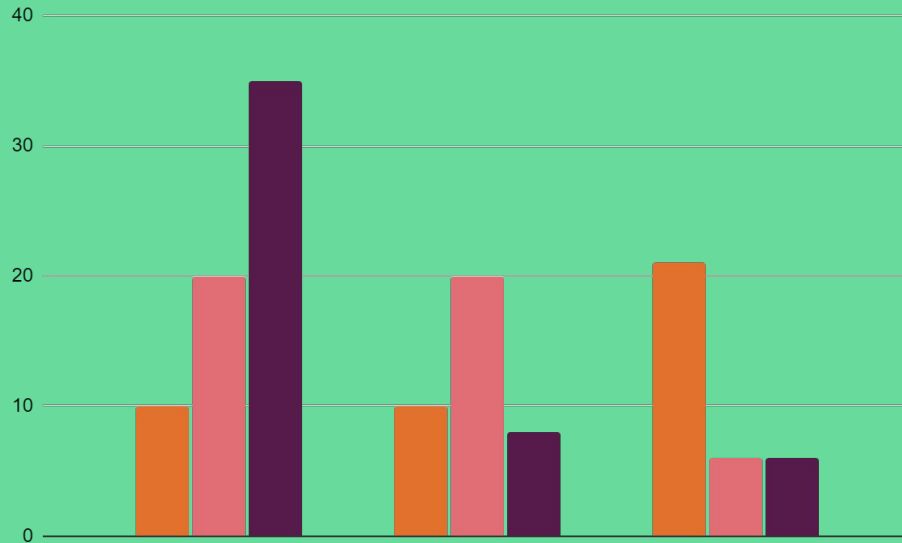
Despite being red, Mars
is a cold place

Saturn

Saturn is the ringed one
and a gas giant



Investments



Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**

Mercury

Mercury is the closest object to the Sun

Mars

Despite being red, Mars is a cold place

Saturn

Saturn is composed of hydrogen and helium

Alternative resources



Resources

Vectors

- Business people working together
- Flat hand drawn dual team coworking space
- People analyzing growth charts together
- People connecting puzzle pieces background
- Illustration with people and different goal achieving essentials
- People analyzing growth charts illustrated
- Flat people on business training illustration

Resources

Photos

- Business man working on laptop
- Business people at office break
- Front view of woman holding clipboard at the workplace
- Front view of smiling businessman standing in front of desk
- Front view of woman posing at her office next to laptop

Video

- Female hands typing on laptop telecommuting

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Open Sans

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#e2712e

#e16e74

#9a182d

#bd60a1

#561a4b

Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [How it Works](#).



Pana



Amico



Bro



Rafiki



Cuate

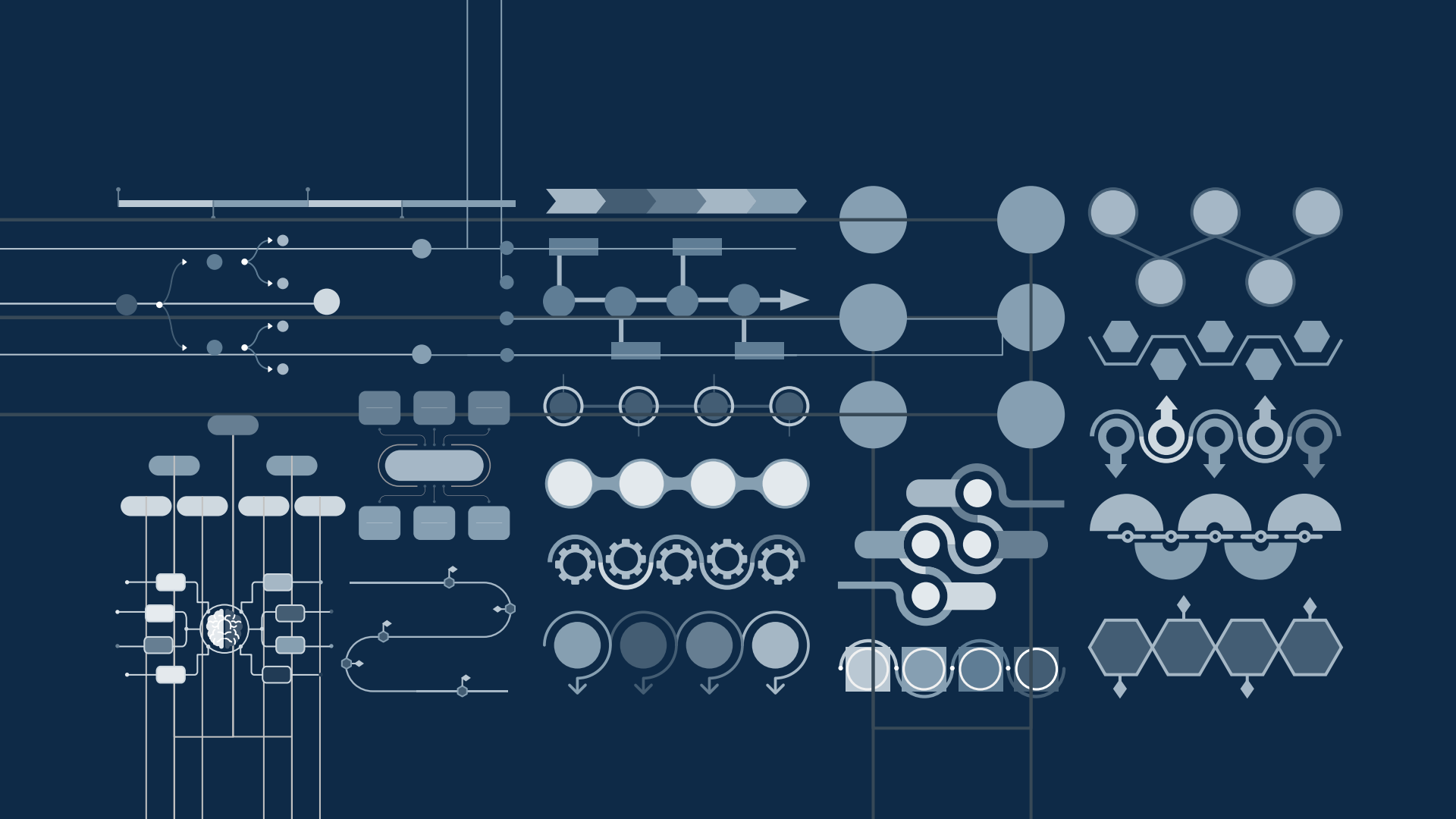
Use our editable graphic resources...

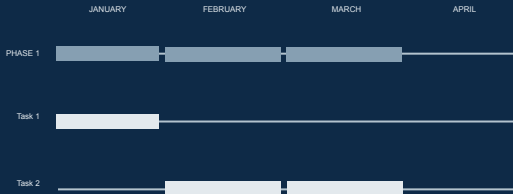
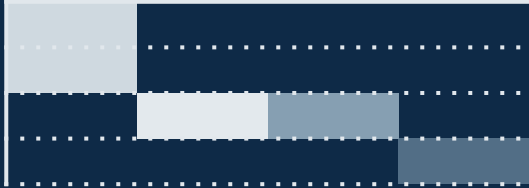
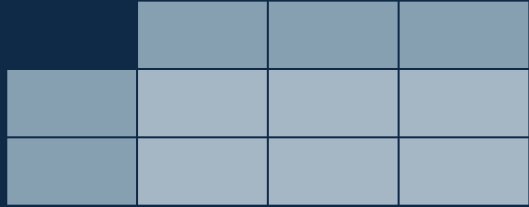
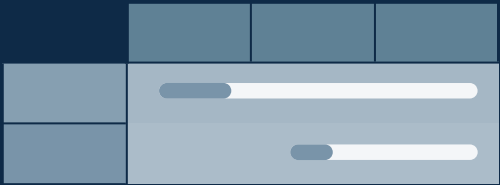
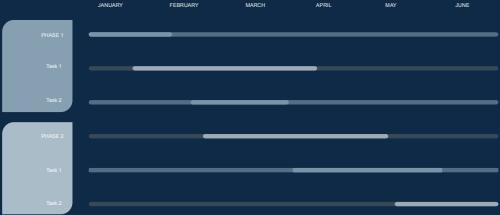
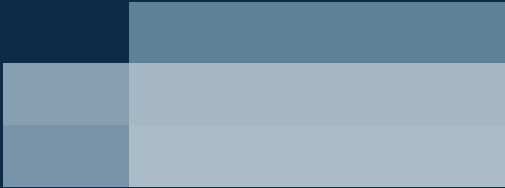
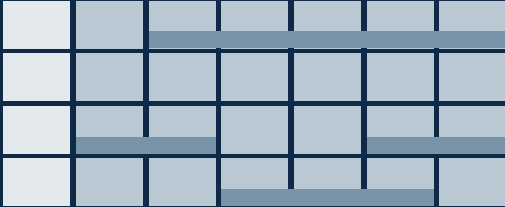
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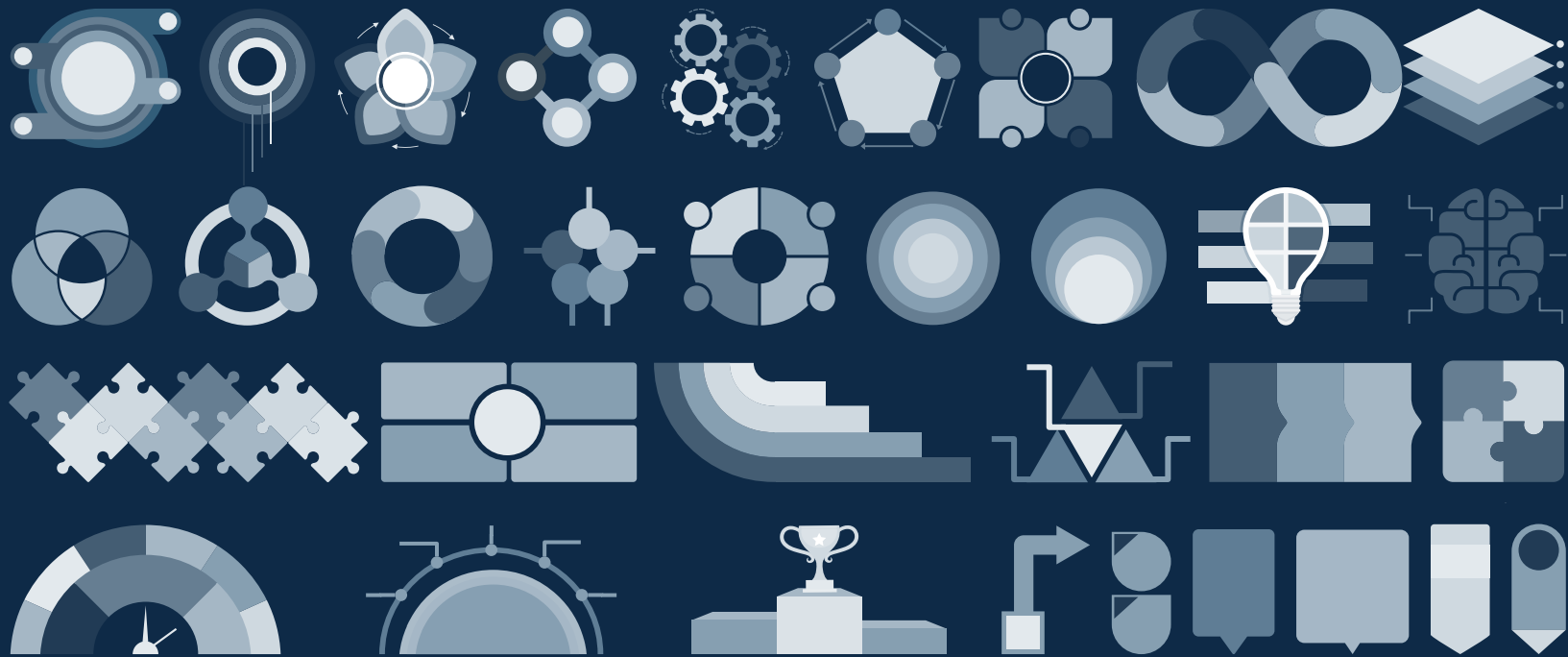
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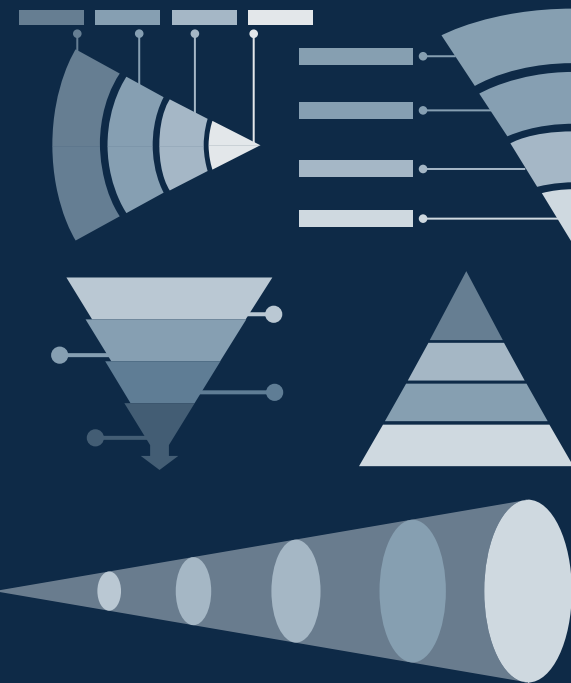
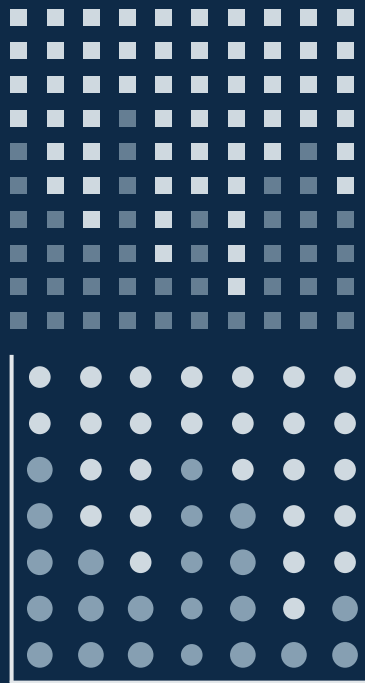












...and our sets of editable icons

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You can **change the stroke and fill color**; **just select the icon and click on the paint bucket/pen.**

In Google Slides, you can also use **Flaticon's extension**, allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Business Icons



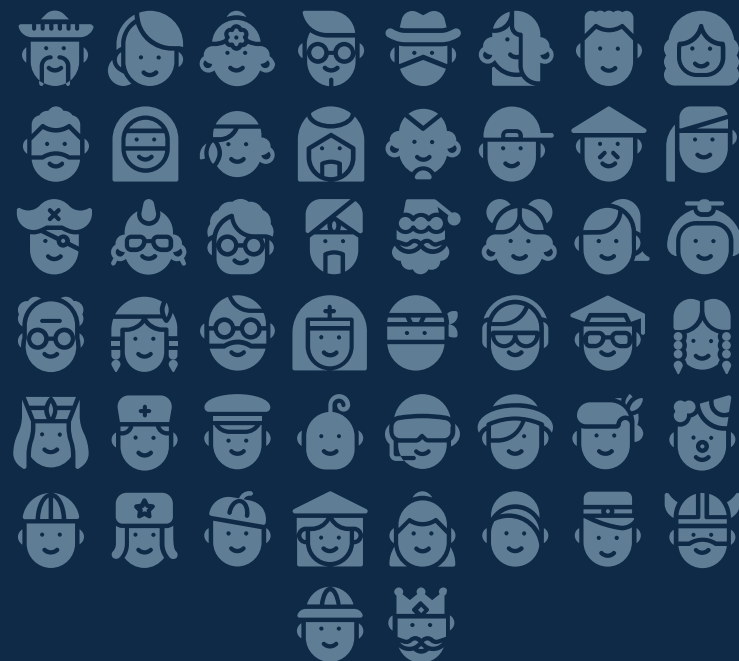
Teamwork Icons



Help & Support Icons



Avatar Icons



[illegible][illegible]

Nature Icons



SEO & Marketing Icons



