

# East5ide Unified Communications (Phase 1)

Simplify Community Based Connection (Making East5ide Unified)

## 3 Most Important Actions

### **Uplift Local**

-Uplift Local Businesses, Non Profits, Organizations, Initiatives, Institutions, Residents

### **Neighbors Connecting**

-Neighbors aware of connecting opportunities such external events, etc

### **Storytelling**

-Telling Stories and sustaining historical values of the East5ide (iamdenver partnership?)

## App Creations and Development

(\$25,000 is the lowest to build an app so we must dodge developers due to budget restrictions. Internships might be a great idea in regards to finding support but a budget will need to be allotted for marketing and design.)

- Glide (App made via google sheet) Easy but not visually appealing
- Adobe XD & Xcode - Learn code or people that know how to code
- Adalo- Best No Code Option

## Monetisation Strategy (For App or Other Tech Platforms)

- Free + Premium (Freemium)
- One time or recurring (Examples - Dropbox, Spotify, type form)
- In App Purchases (Examples - Uber, SNKRS, iTunes)
- Ads (Community Based and/or Company that are looking for Community Engagement)
- Partnership Model (Example - Reward in app behavior like if you do this survey you will get a discount at...)
- Selling Users Data for Money (Horrible idea and would only be executed if fully transparent and in partnership with our Anchors)
- Sponsorships
- Donations (GoFundMe, Givelify)
- Patreon
- Membership for organizations, anchors, businesses to connect with community (This can tie in with the Patreon)

White Label Route (EU can be an example for many other communities, this could also give incentives for interns to be involved in the creation.)

## 3 Tiers (Pros/Cons) (More specification will be added)

1. Enhance our outreach via the current platforms. More connection via social media and enhance website (Also possibly creating a new account such as instagram instagram)

2. Use a totally different form of communication and outreach such as automated phone service or television outlet

3. App Idea

Have EU Vote for the Tier