

BIG Idea Finalists and Mentor Contact Information

Finalist Information

BIG Idea Business Name: **VaCay Check-In**

Name: Emily Tuschen

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Teacher's Name: Stephanie Kelley

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Presentation Time: 11:30 AM

School: **McCook Central High School**

Grade: 9

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Mentor

Name: Kelli Schaunaman

Company: Production Monkeys

Address: 2012 S Lincoln St., Aberdeen, SD 57401

Phone: 605-262-5075

Email: kelli@productionmonkeys.com

Mentor's Job Title: Account Manager

Company Description: Production Monkeys has been solving marketing challenges for over a decade. From a new business in need of logos and brand development to mature organizations looking for a new website, creative campaign ideas or a more robust online presence- we've effectively executed solutions in a wide variety of industries.

Company website: www.productionmonkeys.com

Facebook (optional): www.facebook.com/productionmonkeys

VaCay Check-In

Concept Overview:

Do you ever go on vacation but have no one to look after your pets, mow your lawn, or get your mail? Now you can hire VaCay Check-In. VaCay Check-In will go to your home up to three times a day to do services of your choice. VaCay Check-In will do anything from watering flowers to doing your pets chores. You will never have to worry about your home or pets while on vacation again!

Product or Service:

VaCay Check-In is a year round service for anyone who is going on vacation or needs someone to check in on their home. On the VaCay Check-In app, which is free to download, you can select the dates you need someone to visit your home. You can select how many times a day you want someone to go to your house and what services you want them to perform. There is a list of hundreds of different services available and if you can't find the service you want, you can customize a service to your needs. If you have specific instructions for a certain task, you can leave the instruction in the "information" box. Before submitting your dates and services, you must type in your phone number and address. A drawback to this service is that gas prices have risen, so it is more expensive to drive back and forth to the clients home. This service is better than others like it because it offers hundreds of services, it's less expensive, and a representative will go to your house up to three times a day. This service is unique because it customizes your needs to help you have a stress free vacation.

Marketing Opportunity:

The market size for pet care in 2020 was 232.3 billion US dollars and demand is quickly rising at about 6.1%. The projection for 2027 is 350.3 billion dollars. VaCay Check-In is targeting young families with pets in their twenties to fifties. VaCay Check-In will have lower priced costs because families are already having to pay for a vacation, so they shouldn't have to worry about paying for house and pet care on top of that. People can download the free VaCay Check-In app and or go to the VaCay Check-In website. You can book a service through either or these options. When you sign up on the app or website you will automatically receive 10% off your first service.

Competition:

VaCay Check-In doesn't have many competitors around the Salem/Sioux Falls area. Most other services related to VaCay Check-In are home health related. Most people looking for a service similar to this, would have to hire someone from farther away. VaCay Check-In is unique because they do more than pet chores. They will do hundreds of different things for you and your family. We have several employees ready and willing to come to your house and do anything type of service you need. Although the price is low, the price may rise if gas prices continue to rise, because we have to be able to pay our employees to drive to your home. It is hard for others to compete with us because we have such a wide variety of different services that will work for anyone, and you can customize your own service if you don't see one that is appropriate for your home and family.

Management and Operations:

VaCay Check-In would need to hire several employees to manage the business, go to people's homes and check in on them, and manage the digital side. You would need to be responsible and reliable if you want to be hired. Our customers have to trust that we won't do anything inappropriate or wrong at their homes. We need people who are experienced with technology and graphic design to design a website and app. Employees must also have a current, valid driver's license if they want to be eligible to go to customers home's. VaCay Check-In would have a physical location where employees can work together. This location would also allow customers to come in with any questions or concerns they may have. If you don't have access to technology you can also book a service at this location. Employees will have a business computer that they can use to work on. We will also have vehicles specifically designed to go to people's homes so that our employees don't have to drive their personal vehicles. VaCay Check-Ins biggest ongoing expense would be paying for gas and paying employees wages. Employees will have an hourly wage.