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SugoPH

BEEHIVE ACCELERATOR PROGRAM 2019
UNIVERSITY OF CEBU, PHILIPPINES



Team Profile

Startup Team	SugoPH
The Pitch:	SugoPH is an online job marketplace for errands which aims to help people who have a problem on running their errands find people who will do their errands on their behalf.
Lastname:	Retuya
Firstname:	Jolrey Nino
Middlename:	Cantila
Team Role:	Assistant Project Manager
Course & Year:	BSIT-4
Lastname:	Diongzon
Firstname:	Van Allen
Middlename:	May
Team Role:	Hacker/Programmer
Course & Year:	BSIT-4
Lastname:	Jose
Firstname:	Peter Ellias
Middlename:	Lopez
Team Role:	Hacker/Programmer
Course & Year:	BSIT-4



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BEEHIVE



Lastname:	Gulles
Firstname:	Mc James
Middlename:	Remellete
Team Role:	UI/UX Designer/Hipster
Course & Year:	BSIT - 4
Lastname:	Pedrola
Firstname:	Jessa Marie
Middlename:	Torre
Team Role:	Project Manager
Course & Year:	BSIT - 4



Team Milestones

Time (month & year)	Milestone
June 2018	SugoPH Conceptualization
October 2018	SugoPH Manuscript Defense
January 2019	Sugo PH Version 1 Development
February 2019	SugoPH Defended & Passed
March 2019	James Gulles was recruited as a Designer
March 2019	Jessa Pedrola was recruited as a Front-End Developer
March 2019	First team meeting with Jessa. Talked about the revisions to the business concept.
March 2019	Design Sprint Workshop with mentors from Symph
March 2019	Created Facebook Page and reached 60+ likes.
April 2019	Publicly launched Facebook page and reached 150+ likes on April 1
April 2019	First Meeting with Albert Padin. We talked about his expectations from the group and the fee for our start-up. Decided to have Php60 as booking fee and Service fee will depend on the distance + type of task. Also decided that it runners will have the chance to pick what sugo they will do instead of auto-matchig
April 2019	Rebranding. Changed the logo to make it balanced and changed the color to make it more appealing to users.
April 2019	Group decided to have penalties in case of absences or being late during meetings, not checking Trello board, not being able to achieve something before the deadline, and etc.
April 2019	First Meeting with Bastian Lauer. We talked about how investing in advertisements is worth it. Also talked about having investors and partnerships.
April 2019	First Meeting with Moma Ortega. We talked about how big our market is and how important it is to justify that are errands is limited. Also talked about our need to validate and analyze the market and how we should establish that there is a need.
April 2019	Bought Google Play Developer Account with the help of Albert Padin. We gave our payment to him and his card was used to pay since we had difficulties using Jessa's card.
April 2019	First Check-in with Ms. Sheryl. Talked about team composition, portfolio, journal, milestones.
April 2019	First Meeting with Doc Ily. Team decided to expand nature of errands. Realized that if a what we will do is more difficult, it will be more promising.
April 2019	Team decided to redo app from scratch since current app still have so many bugs and is only available for Android. Decided to use React Native so we can also cater iOS users.
April 2019	Second Meeting with Albert. Talked about our top priority and he gave us ways on how to validate. We also asked his opinion if it would be okay if we create 2 apps: one for seekers, one for runners. He told us to write down the pros and cons. He also challenged us to validate with money.



April 2019	We asked solicitation from people we know for our planned concierge. Was able to raise enough money for a tarp, brochures, and some shirts.
April 2019	Printed tarpaulins, brochures and shirts for the fieldwork we are planning to do.
April 2019	Did fieldwork in Cebu City and posted an image with a caption that says we are accepting sugos. Was able to find our first customer in MCWD and we were able to interview interested people. Made the seekers decide the service fee they want to pay.
April 2019	Decided to have PHP100 as a minimum service fee for any task since having seekers pay any amount is not worth it for the effort of the runners.
April 2019	Our concierge service continued and we were able to have seekers that asked us to buy groceries, milktea, process documents and etc.
April 2019	Decided to raise service fee to PHP300 since the team felt that PHP100 is too small for the sacrifice of the runners regarding time, fare, and effort.
April 2019	We had a Digital Marketing workshop with Ms. Sheryl's sister, Kareen. Learned how to create personas, content marketing, SEOs, Advertisements, and many more.
April 2019	First Meeting with Frederic Joye. We talked about how important it is to analyze our data and produce statistics. Also talked about our pitch deck and he told us he'll send a guide.
April 2019	Looked for interested people that we know. Got more than 10 interested runners.
April 2019	Met with Albert. Caught up with the things we have done. Told us that we should figure our algorithm for pricing and that we should learn from our competitors.
April 2019	Met with Bastian through Skype. He told us that we should figure out what we really need and told us about the importance of knowing the cost of Basic Operations.
April 2019	James talked with a potential angel investor for SugoPH but we need a bank account for him to transfer funds.
April 2019	Facebook page reached 650+ likes
May 2019	Still continued with our concierge service. We now have a regular customer who asks us to do groceries for her.
May 2019	Deployed the app for beta testing.
May 2019	First runner that is not part of the core team was able to finish a grocery sugo. Communication channel was through a messenger group chat with 1 core team, the runner and the seeker.



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June 2019	Got 5,000 php from our angel investor
June 2019	A seeker cancelled her sugo since the item she wants to be brought is difficult to find and she has a deadline.
June 2019	An unordinary sugo was accepted: A seeker wanted us to find a new home for her kittens.
June 2019	A sugo which involves going to BIR was not accepted because of unavailability of runners.
June 2019	Looked for more runners who is willing to commit for sugo.
June 2019	Had a team photoshoot and video shoot
June 2019	Canvassed prices of tshirt, bag, and other materials needed for runners
June 2019	Talked with a our developer friend, Sean. He said he is willing to help in developing the app.
June 2019	Startup Roadmapping Day 1 was attended by James and Van. No one was able to attend for the 2nd day so we weren't able to present our Startup Roadmap too.
June 2019	Start of Pitching workshop for James and Jolrey.
June 2019	We did the required deliverables for the accelerator program.
June 2019	New branding