



GOALQUEST
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YOUR PERSONAL, POCKET-SIZED SECRETARY

BY SEAN LIAO AND JOSH TSAI



WHAT THE NUMBERS SAY WHAT THE NUMBERS SAY WHAT THE NUMBERS SAY



How many people give up
on their New Year's
Resolution?

WHAT THE NUMBERS SAY WHAT THE NUMBERS SAY WHAT THE NUMBERS SAY



HOW MANY
PEOPLE GIVE
UP ON THEIR
NEW YEAR'S
RESOLUTIONS?

More than 92%
More than 92%
More than 92%
More than 92%

BY THE END OF JANUARY

(RESEARCH BY UNIVERSITY OF SCRANTON)



“

Good habits formed at
youth make all the
difference.

ARISTOTLE



RESPONSIBILITY & INDEPENDENCE
RESPONSIBILITY & INDEPENDENCE
RESPONSIBILITY & INDEPENDENCE
RESPONSIBILITY & INDEPENDENCE

**ENABLING THE YOUNG
TO LEARN WHAT SCHOOLS
DON'T TEACH**



OUR TEAM OUR TEAM OUR TEAM OUR TEAM
OUR TE OUR TE
OUR TE
OUR TE



JOSH TSAI

Founder
CEO



SEAN LIAO

Founder
CEO



SOLUTION SOLUTION SOLUTION SOLUTION
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GoalQuest

Your Personal, Pocket-Sized Secretary



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Your Personal, Pocket-Sized Secretary



VALUE PROPOSITION VALUE

VALUE PROPOSITION VALUE

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VALUE PROPOSITION VALUE

BY STUDENTS,
FOR STUDENTS



CHARITY
DONATIONS



MENTORS

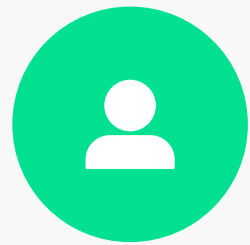


NOTIFICATIONS



AI ASSISTANCE





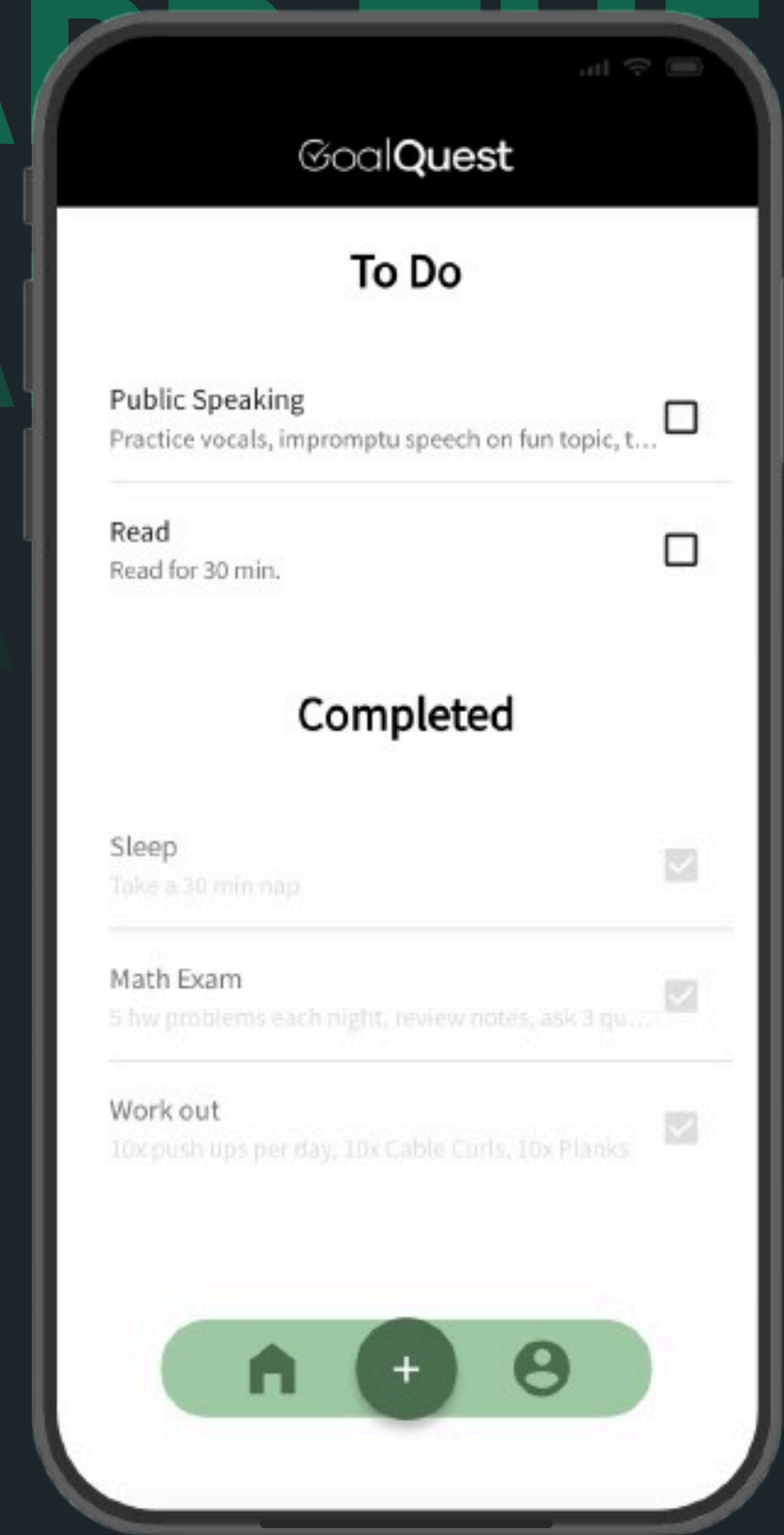
Personalized Tracking

Track your progress effortlessly with personalized goal tracking. Set, monitor, and achieve your unique goals with expert insights and tailored reminders



Complete goals, Change lives

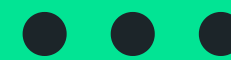
For every goal you achieve, a donation is made to a charity, turning your personal success into a positive impact on the world.



Prototype Demo
Prototype Demo
Prototype Demo
Prototype Demo



Scan to Install



WELCOME TO GOALQUEST

Say hello to your
personal, pocket-sized
secretary!

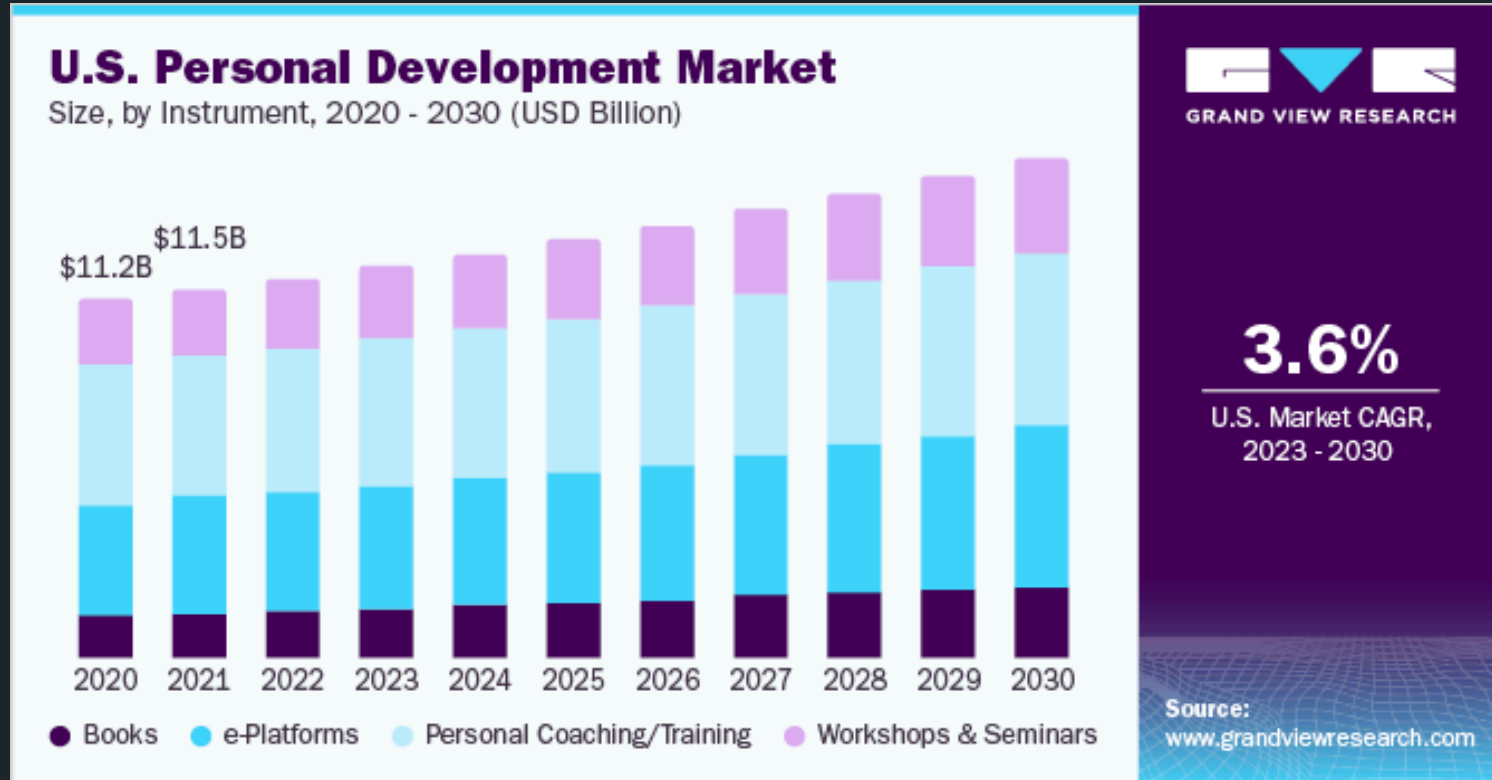




COMPETITORS



OUR IDEAL CUSTOMER



FORBES > UNDER 30

Millennials, Here's Why You Are Addicted To Self-Improvement

AGES 10-30, SCHOOL PARTNERSHIPS AND
AMBITIOUS INDIVIDUALS



BUSINESS STRATEGY BUSINESS MODEL CANVAS

KEY PARTNERS



App devs, charities,
sponsors, mentors
and tutors

KEY ACTIVITIES



Goal setting, mentor
communication.

VALUE PROPOSITIONS



A system that motivates
and pushes people
towards achieving their
goals effectively through
meaningful and fun ways.

CUSTOMER RELATIONSHIPS



Customer support
with payments, app
difficulties, and other
issues
Mentor help
Free trial

CUSTOMER SEGMENTS



Middle to upper class
Anywhere around
the world
Ambitious people

KEY RESOURCES



Mentor tutor network, Goal
setting help
Regular motivational
notifications

CHANNELS



Social Media advertising
School Partnerships

COST STRUCTURE

yearly app store fee
testing agency fee (for updates)
ad payments



REVENUE STREAMS

subscription revenue
banner ad revenue
kickstarter campaign



● **FREEMIUM SERVICE**

Users are incentivised to purchase subscriptions with premium only features.

● **FREE TRIAL**

Providing a free trial further pushes users to keep premium features by subscribing

● **BANNER ADS**

Banner ads will be used to generate profit without greatly affecting user experience.

● **PARTNERSHIPS**

Partnerships with schools brings in both exposure and profit.



Subscription Pricing

Subscription Pricing

Subscription Pricing

Subscription Pricing

REGULAR PRICE
\$15/MONTH

SCHOOL
DISCOUNT
\$10/MONTH*

*DEPENDS ON # OF STUDENTS

MONTHLY
PLAN

REGULAR PRICE
\$10/MONTH
\$60/6 MONTHS

SCHOOL
DISCOUNT
\$7/MONTH*
\$42 BIANNUALLY*

*DEPENDS ON # OF STUDENTS

BIANNUAL
PLAN

REGULAR PRICE
\$7/MONTH
\$84/YEAR

SCHOOL
DISCOUNT
\$5/MONTH*
\$60/YEAR*

*DEPENDS ON # OF STUDENTS

YEARLY
PLAN



Project Roadmap



FIRST PITCH: APRIL 2024

Our first ever presentation at AscendNOW Hong Kong. Ever since then, we've been working to polish up our idea more and more.

FINALIZING APP LAYOUT: FEBRUARY 2025

GoalQuest's app layout and prototype functionality will be finalized, ready to be sent out to app developers

FRONTEND DEVELOPMENT: MAY 2025

App development starts, and our marketing campaign begins with school outreach.

MONTH 1

5 Monthly Members
2 Biannual Members
1 Annual Members
12 Basic Users
\$279

MONTH 2

11 Monthly Members
4 Biannual Members
2 Annual Members
40 Basic Users
\$369

MONTH 3

15 Monthly Members
6 Biannual Members
3 Annual Members
75 Basic Users
\$429

MONTH 4

19 Monthly Members
9 Biannual Members
5 Annual Members
90 Basic Users
\$633

MONTH 5

27 Monthly Members
12 Biannual Members
6 Annual Members
120 Basic Users
\$669

MONTH 6

34 Monthly Members
15 Biannual Members
7 Annual Members
155 Basic Users
\$774



