COMPETITIVE ANALYSIS

Evaluating the Market and Competitors for StatusQue

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VALUE PROPOSITION

Problem Statement: College students and young adults struggle to coordinate meetups and social activities without feeling pressured or repeatedly messaging friends, leading to missed opportunities and social friction.

Target Market: College students and young adults, who need low-friction ways to share availability and coordinate both spontaneous and planned social hangouts/ interactions.

INTRODUCTION

Two main segments exist today:

- Professional / structured scheduling: Doodle, Calendly, When2meet – primarily focused on meetings or formal planning.
- Casual / social-first apps: Holler, Ping, Friend Time, Howbout – focus on spontaneous coordination and social signaling.

Market Gap: Few apps successfully combine spontaneous status sharing + optional group event planning for young adults and college students.

Current trends:

- Mobile-first, location-aware features are increasingly important.
- Users seek low-friction, privacy-conscious coordination.
- Freemium monetization dominates, but network effects are critical for adoption

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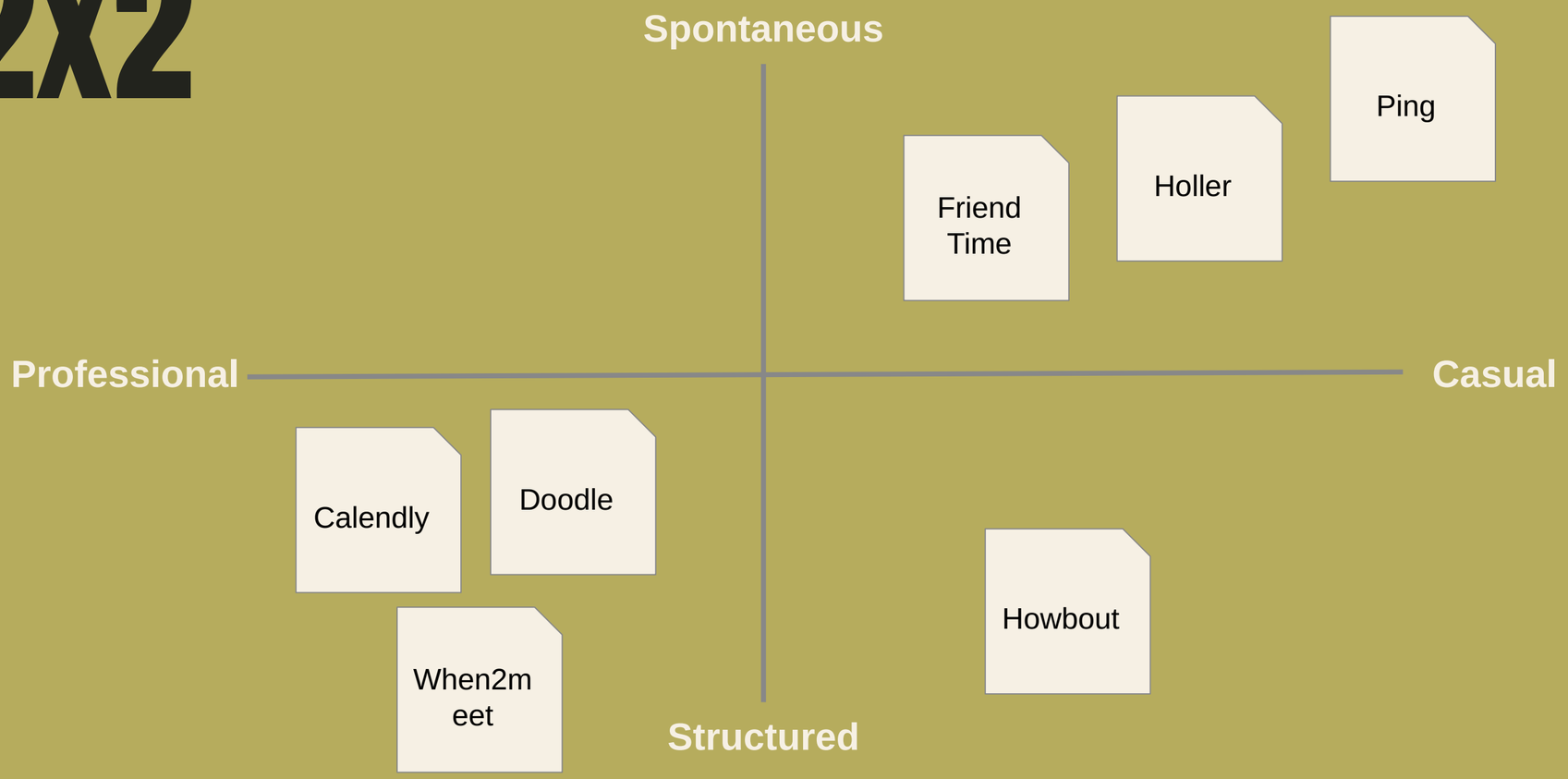

Spontaneous
Professional
Casual
Structured
Ping
Holler
Friend Time
Calendly
Doodle
When2meet
Howbout

MOST THREATENING COMPETITORS

Holler

Social signaling for spontaneous hangouts.

Ping: Social Map

Status updates + nearby friend notifications.

Friend Time

Voting on hangout time/place + beacon location sharing.

Howbout

Shared calendar for small social groups.

Why are they threatening?

- combining social signaling and group planning.
- actively targeting college students and young adults, which is your primary audience.

DIRECT COMPETITORS

HOLLER

Value Proposition: Quickly signal friends to hang out without social pressure.

Target Market: Gen Z / Millennials, college students, young adults.

Key Features:

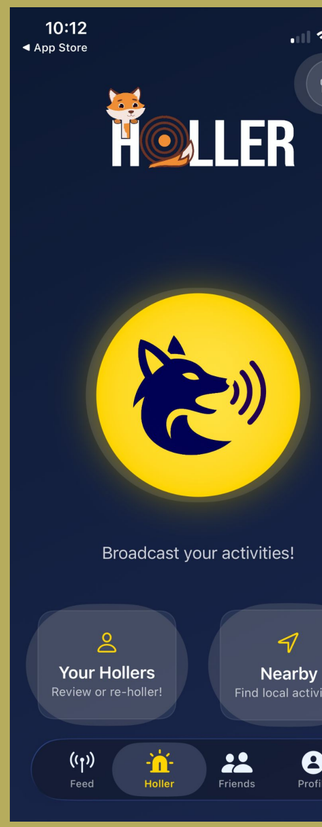
- Send a “Holler” to friends.
- Minimal social pressure, no likes/followers.
- Designed for spontaneous meetups.

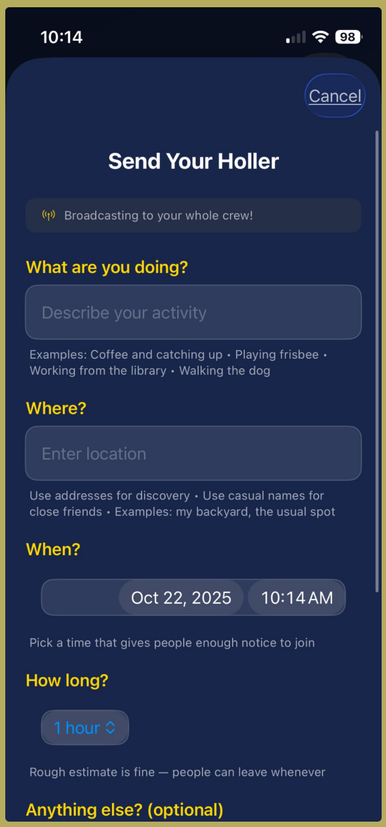
Weaknesses:

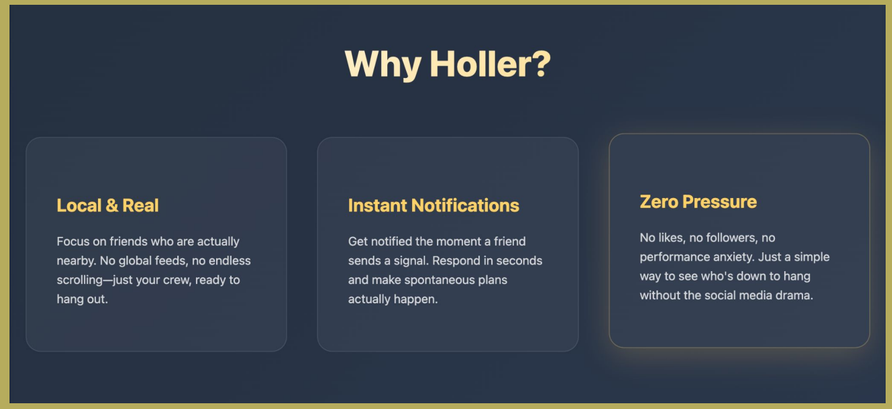
- Hard to convince large group of people to download another app
- takes time to send a holler

Business Model & Pricing:

- Freemium: free basic app; premium subscription unlocks expanded messaging and event capabilities.







PING: SOCIAL MAP

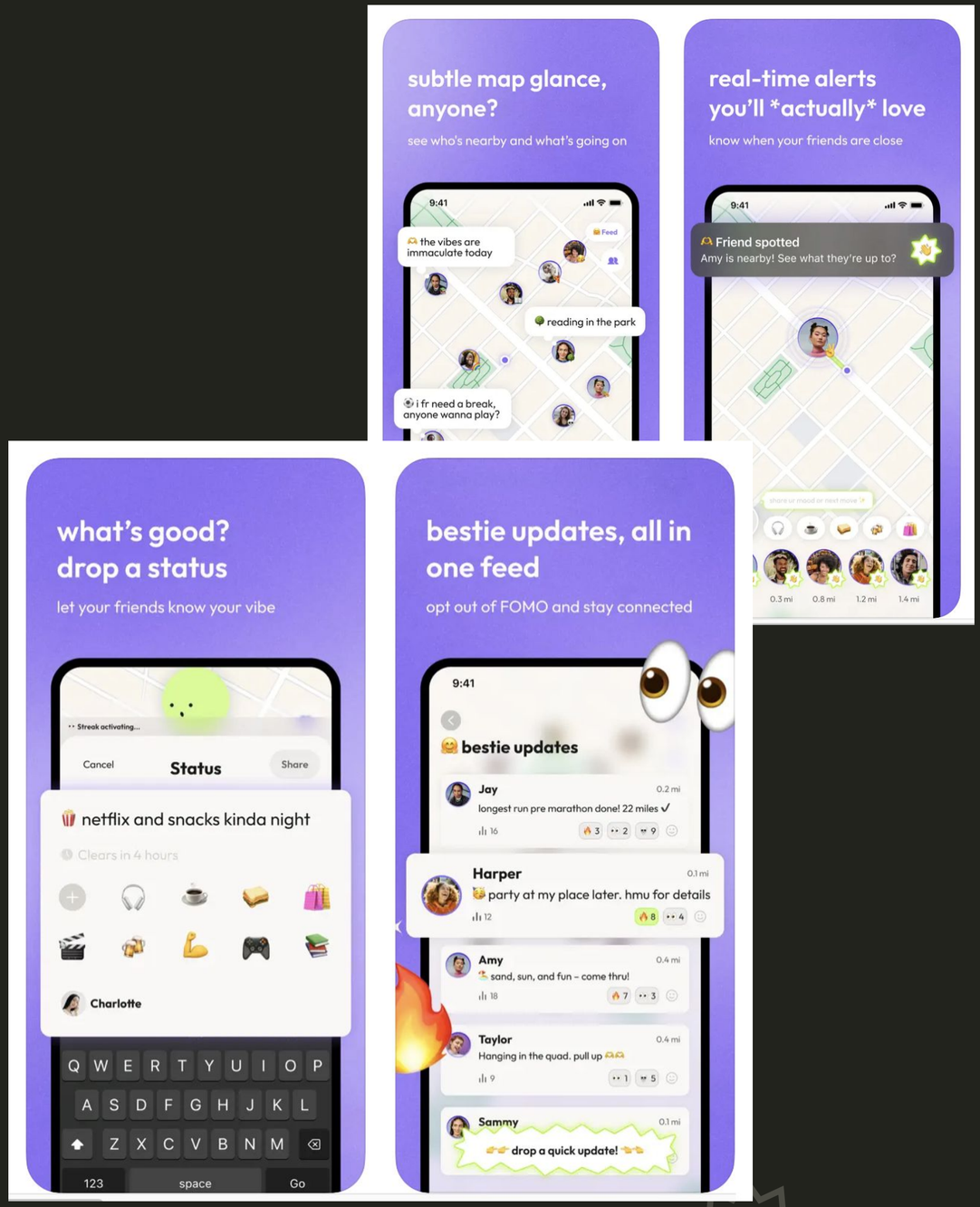
Value Proposition: Share status and location in real time to facilitate spontaneous meetups.

Target Market: Young adults, especially in urban areas.

Key Features:
- Real-time friend location mapping.
- Quick status updates and availability alerts
- Notifications when friends are nearby.

Weaknesses:
- privacy concerns with sharing location
- yet another app to download
- requires multiple people to download in order to be effective

Business Model & Pricing:
- Freemium: basic features free, premium for advanced notifications and status customization
- possible ads



FRIEND TIME

Value Proposition: Organize casual social events while maintaining simplicity.

Target Market: Friend groups and social circles seeking easy coordination.

Key Features:

- Beacon location sharing
- connecting by interests
- easily find things to do
- Shared albums and channels by interest.

Weaknesses:

- privacy concerns with sharing location
- another social channel download - people already share on instagram
- too many features (may be overwhelming)

Business Model & Pricing:

- Freemium: basic free features; premium subscription for extra beacons, voting, or event options.

Schedule Hangouts with Friends

No more endless group texting. Can't decide? Take a vote on the time and place for easy scheduling.

Post Photos and Videos to Shared Albums

Each album represents a time you spent with your friends.

Find Things To Do

Can't decide what to do with friends? Get local suggestions, from restaurants and bars to kid or dog-friendly activities outdoors.

Connect By Interests

Create a channel to chat, organize and hang out around an interest group. Choose anything from game nights and hiking groups to small groups and kid sports teams.

Join Friends Nearby

Send a "Beacon" to let friends know you're at a specific place, so they can join for a spontaneous hangout!

Stay Connected

Stay connected through group chats or video calls with a friend.

Create Friend Groups

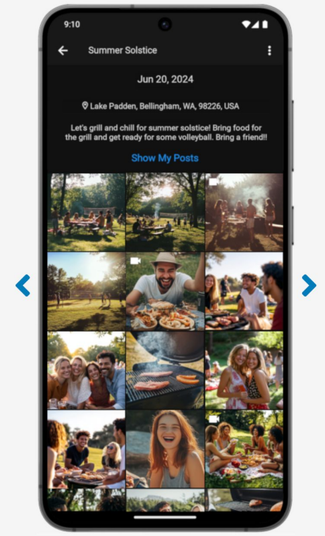
Easily select a group to start a hangout. No more selecting for a group text one by one and accidentally leaving someone out!

No More FOMO

Friends don't see hangouts they weren't invited to, and neither will you.

Private By Design

No unknown followers, and no more posts of what a stranger ate for breakfast. You're connected to your real-life friends, and no one else.



SOCIAL – NOT SOCIAL MEDIA

Welcome Back to Real Life

Tired of watching life go by on social media? The average teen spends **243 hours** per month on a screen[3], but only **18 hours** socializing[4].

Say goodbye to FOMO. Get out and live life!

- **No more** planning and sending pictures with group texts
- Choose a time and place or **take a vote** to see what works for everyone
- Build core memories with a **shared hangout album**. Easily see photos and videos everyone took during the hangout
- All hangouts are **private**. Friends who weren't invited to a specific hangout will never see it. We understand you don't always hang out with all your friends at once!

HOWBOUT

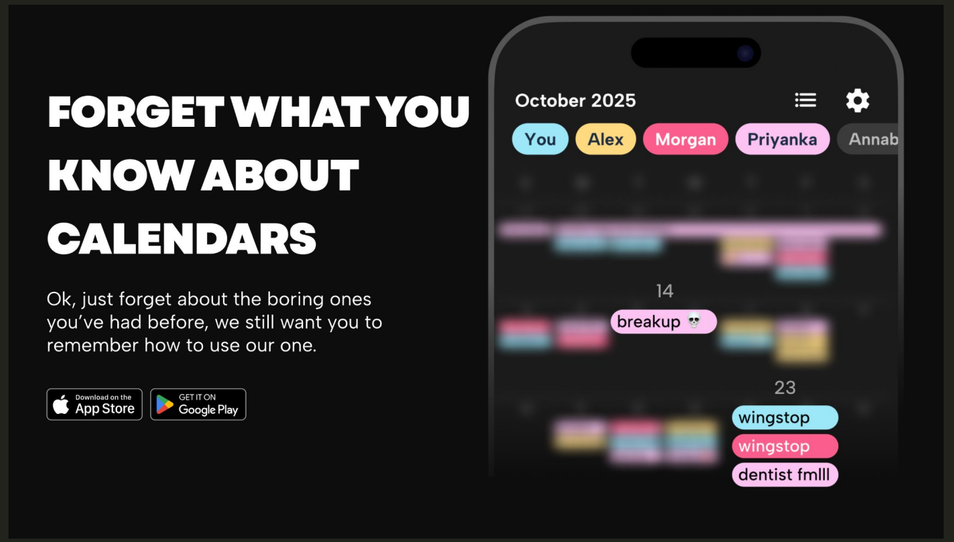
Value Proposition: Shared calendar for group coordination among friends.

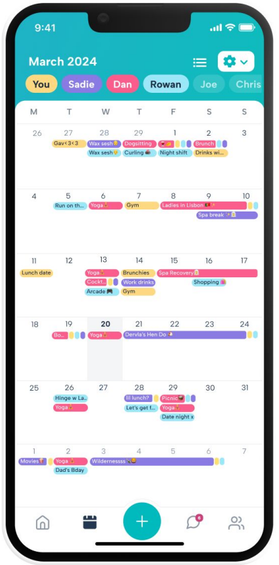
Target Market: College students and early career young adults.

Key Features:
- Color-coded calendar view.
- Statuses: busy / maybe / free.
- Integration with iPhone calendar and multiple event management.

Weaknesses:
- competes with established calendars (gCal + Apple Calendar)
- adoption may be slow without strong network effects

Business Model & Pricing:
- Freemium: basic free features; premium subscription for extra beacons, voting, or event options.





Best for friends

- 100% Free
- Share calendars with anyone
- Sync all your existing calendars
- Have full control over what other can see (sharing availability or your full calendar)
- Make plans and keep all the details together in one place
- Creates a built-in chat for every event

INDIRECT COMPETITORS

DOODLE

Value Proposition: Easily find meeting times for groups.

Target Market: Professionals and teams coordinating meetings.

Key Features:

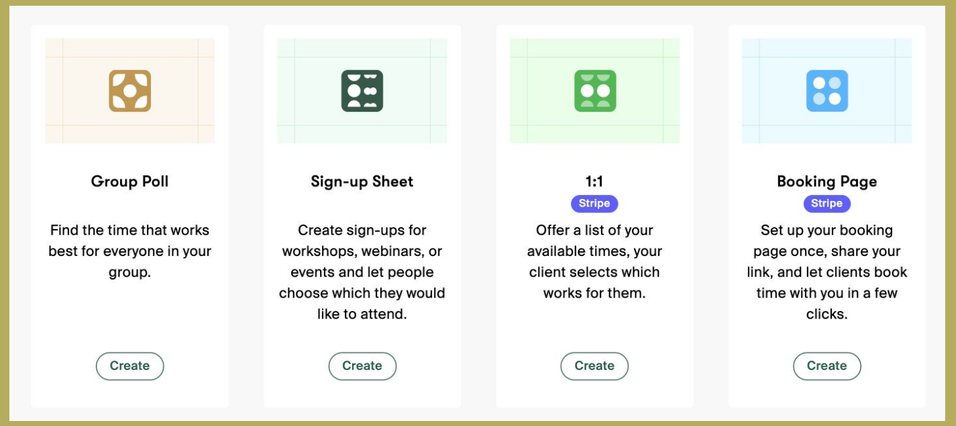
- Poll-based scheduling
- pick and choose what you are trying to plan
- calendar integration.

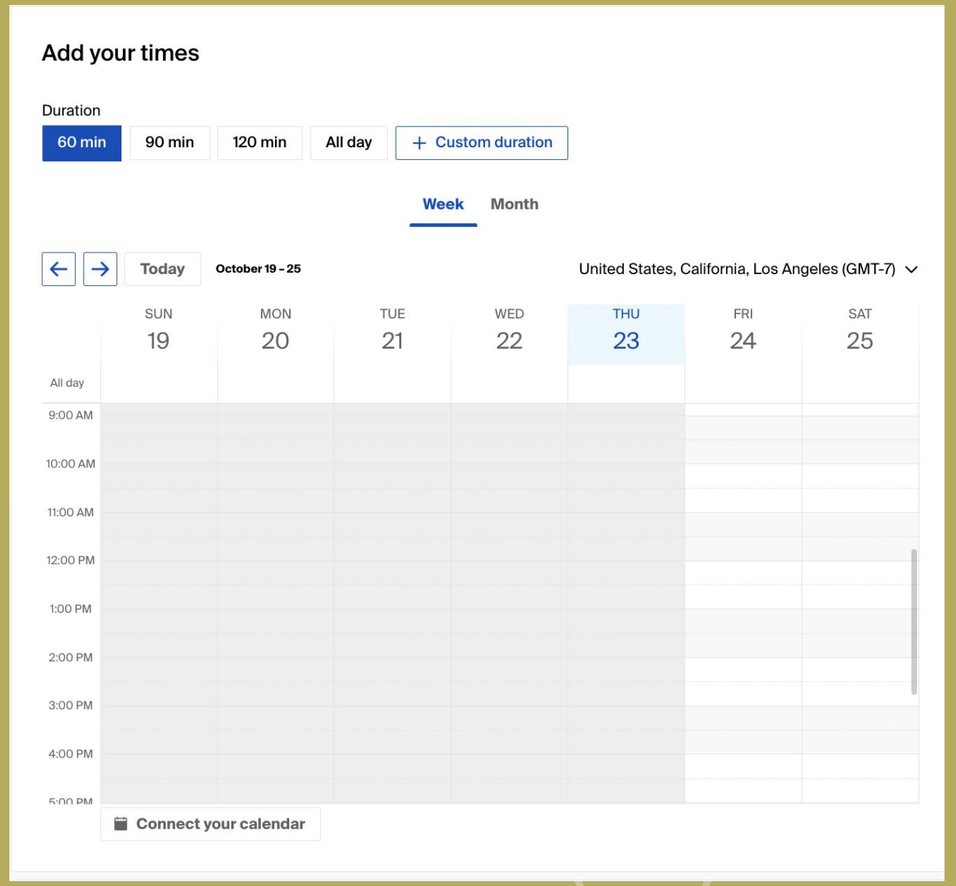
Weaknesses:

- too formal for casual social meetups
- competes with other calendars (google & apple)

Business Model & Pricing:

- Freemium & ads





CALENDLY

Value Proposition: Automate scheduling for professional meetings.

Target Market: Professionals and businesses.

Key Features:

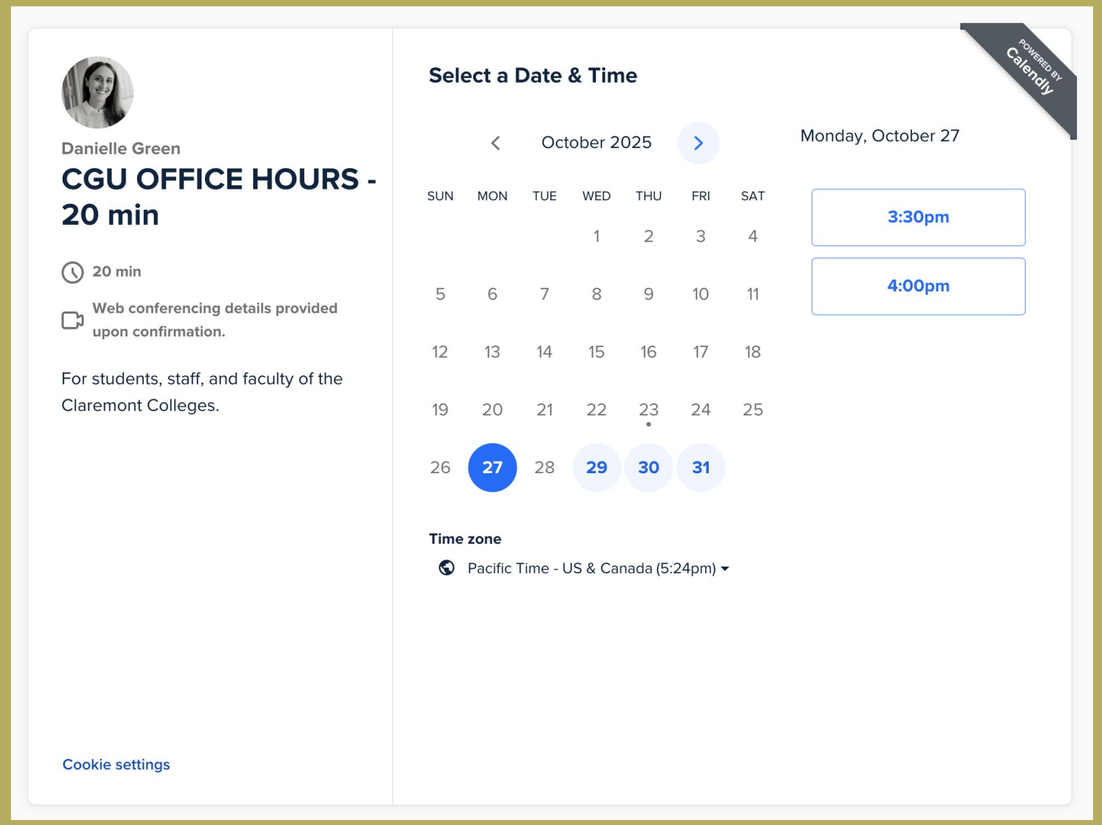
- shareable schedule links
- calendar integration
- easy way to schedule meetings/appointments
- “simplify meeting scheduling”

Weaknesses:

- professional focus: not suitable for casual social coordination

Business Model & Pricing:

- Freemium and enterprise solution
- Premium $10-15/month; Pro $15-20/month



WHEN2MEET

Value Proposition: Quickly find common free times for groups.

Target Market: Students, freelancers, small teams, friend groups

Key Features:

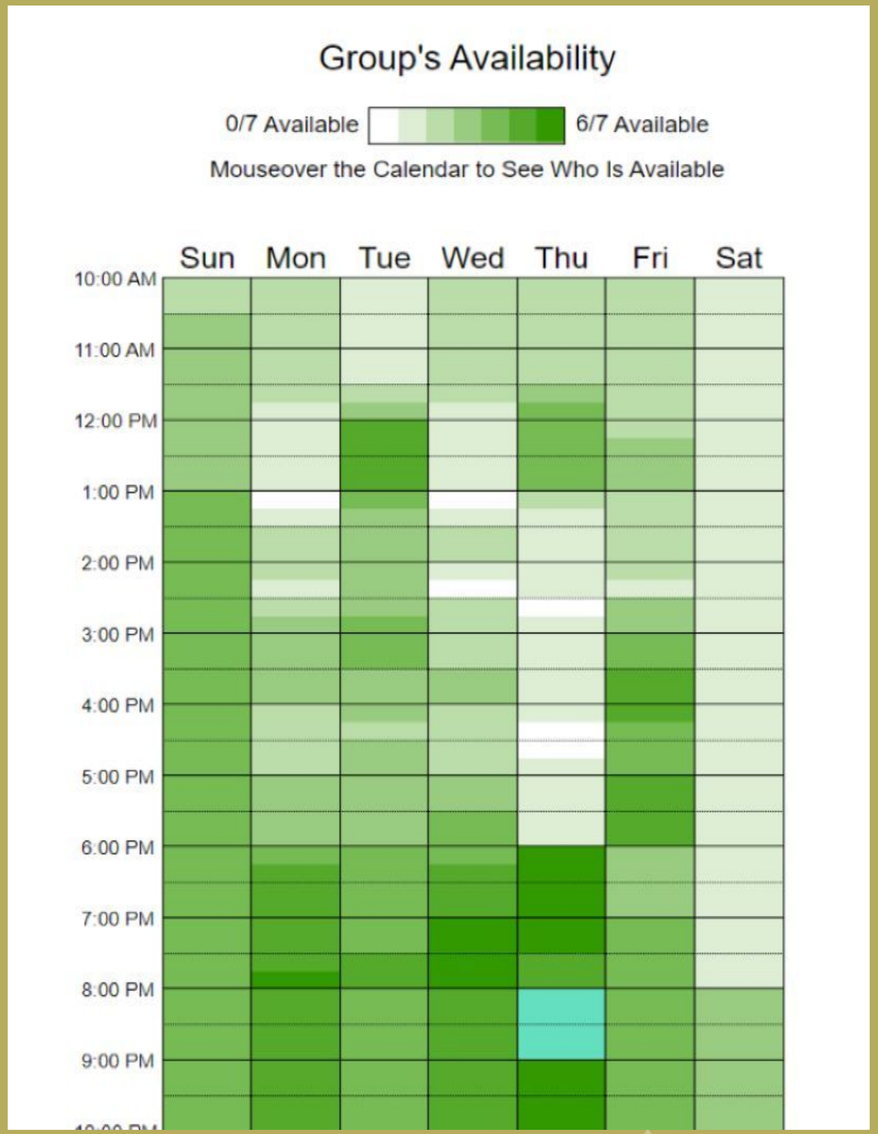
- Simple availability selection; no account needed.
- intuitive and straightforward

Weaknesses:

- too formal for casual social meetups
- competes with other calendars (google & apple)

Business Model & Pricing:

- Freemium & ads



Current Market Summary

Key Insights:

- Direct competitors: Most require an app to download and focus on spontaneous coordination + minimal event planning.
- In-Direct compeittiors: Structured scheduling tools are easily integrated with other calendars or are free frictionless experiences that cater to professional or semi-formal needs.

Market Gaps:

- Lack of privacy with sharing location
- few apps combine spontaneous availability + optional planning in a single platform.
- No app currently combines the ease of “I’m free” with the clarity of “here’s when I’ll be free.”
- people don’t want to download another scheduling app and enjoy using the tools they already have

OPPORTUNITIES

- No competitors combine status sharing and event scheduling in one seamless interface
- current tools focus specifically on either professional planning or spontaneous hangouts
- users want low friction coordination
- Not many focus specifically on college students

RECOMMENDATIONS

- integrate with existing calendars
- prioritize privacy and control, since spontaneous social apps fail when users feel overexposed
- no notifications or extra apps to download (annoying)
- when2meet x Google Calendar integration
- avoid making another scheduling app/platform (high competition)