

The Emergence of the Meeting Scheduler Market

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Market Overview

1:1 Appointment Scheduling

- Meeting organizer posts a calendar
- Invitee selects best time
- Meeting is pushed to both calendars

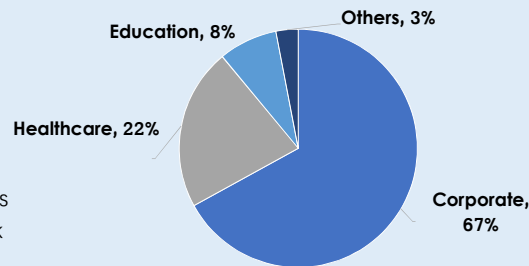
Group Polling Systems

- Organizer sends poll with all available times
- Invitees choose from poll which times work
- Organizer checks results and sets meeting



Systematic Availability Check

- Users sync all of their calendars to the system
- System displays a calendar reflecting all availabilities
- Organizer can easily choose time that is free for everyone

2016 Market Share by End-User



System Testing

	Pros 	Cons 
Group Polling Systems	<ul style="list-style-type: none"> Capable of creating meetings with larger groups Imports data from major calendars Most features are free 	<ul style="list-style-type: none"> Can be difficult to use when different time zones are involved Full feature subscription can be expensive
1:1 Appointments	<ul style="list-style-type: none"> Helps businesses that provide services to clients Imports data from major calendars 	<ul style="list-style-type: none"> Not suitable for large enterprises Not viable for more than 2 parties involved Can be expensive
Systematic Availability	<ul style="list-style-type: none"> Imports data from major calendars Device synchronization 	<ul style="list-style-type: none"> All parties must be synced to the particular system

Pros/Cons

In order for a scheduling assistant to work efficiently, it has to integrate with multiple calendar services. The ability to schedule meetings with large groups is the biggest differentiator

ScheduleMe Interface Testing

- Pros {
- Token system for syncing Google and Office 365 calendars works seamlessly
 - Web-Page login is easy and user-friendly
- Cons {
- Only adds partial availability from Yahoo Calendars
 - Error messages – backend programming problems



ScheduleMe is a tool that allows meeting organizers to check free/busy times and schedule a meeting that best fits the availability of all the invitees

The Problem?

The process of finding a time to meet that “works” for everyone can be inefficient and time consuming. It often takes multiple round of calls, emails, and messages to find a time when everyone is free.

Biggest Competitors?

FreeBusy:

- Most similar to ScheduleMe
- Some advanced functions
- Top Competitor

Doodle:

- Group Polling System
- Large user base
- Lacks systematic check



Importance of Mobile Development

Must Have Features for Re-Launch

- Ensure Yahoo Calendars capability
- Clean interface – remove incorrect error messages
- Fix the back-end to make sure availability is always correct

Long-Term Development Ideas

- Create an application for iPhone/Android
- Create a competitive pricing structure
- Create versions for personal, small business, and enterprise use

Other Strategic Recommendations

- Avoid accessing any unneeded information – only need to see if someone is busy or free
- Develop a way to not have both parties signed up for ScheduleMe
- Develop a Chrome Extension that would attach itself directly to your email application

	ScheduleMe	Microsoft Outlook (Find A Time)	Google Calendar (Suggested Time)	Doodle	ScheduleOnce	YouCanBookMe	Calendly	Assistant.to	FreeBusy	NeedToMeet	MeetingBird	WhenAvailable
Cross Platform Compatibility	✓	✗	✗	✓	✓	✗	✓	✗	✓	✓	✗	✗
Supported Calendars	Google	✗	✗	✓	✓	✗	✓	✗	✓	✓	✗	✗
	Apple	✗	✗	✓	✓	✗	✓	✗	✓	✓	✗	✗
	Microsoft	✗	✗	✓	✓	✗	✓	✗	✓	✓	✗	✗
	Yahoo	✓	✗	✓	✓	✗	✓	✗	✓	✓	✗	✗
	Facebook	✓	✗	✓	✓	✗	✓	✗	✓	✓	✗	✗
User Interface Options	Web	✓	✓	✓	✓	✗	✓	✗	✓	✓	✓	✓
	Google Plug-in	coming	✓	✓	✓	✗	✓	✗	✓	✓	✓	✗
	MSFT Plug-in	coming	✓	✓	✓	✗	✓	✗	✓	✓	✓	✗
Mobile	coming	✓	✓	✓	✗	✓	✗	✓	✓	✓	✗	
1:1 Appointment Scheduling	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Group Polling	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Systematic Availability Check	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗

Competitor Feature Summary Table

- Most competitors **do not** use a cloud-based solution
- Microsoft and Google are only compatible within their own ecosystem of users
- The goal of the meeting scheduler market is to avoid wasting time and seamlessly plan meetings

Competitor Matrix

High-Level Recommendations