



Janardhen Jayavel – CEO  
317-712-7821  
jjanardhen@gmail.com  
<https://isthatinstock.com/>

## **Team**

Meet our team, Janardhen Jayavel, David Tao, Payton Lowry, and Ross Effinger. Janardhen Jayavel is our CEO and is strongly driven by his ambitions to become the best software developer he can be. David Tao is our chairman and founder; the idea was born from him, and he is a main developer on the project. Payton is our CTO; he oversees production quality and efficiency. Ross Effinger is the CFO and makes sure we never go out of our budget. We are all seniors in computer science at Ball State University and all have experience in web development.

## **Problem**

Groceries are a necessity in people's lives. At some point in your grocery shopping experience, there has been a time when the store you were shopping at was out of stock on one or many of the items you needed. This forces you to leave that item and come back later or drive to a different store, wasting your time and money. So why can't you be certain the store you choose will have everything you need?

## **Solution**

This is where IsThatInStock.com comes into play. We offer a web application where you can visit, build your own shopping list, and we will tell you what store you should go to. Our web application is community based and does not require you to download a different app for each store to see what items they have.

## **Market Size**

IsThatInStock.com targets shoppers, with our incentive-based model we found that a younger age group as well as people who regularly make shopping lists are more inclined to use our app. 69% of women make a grocery list before going to the store, as well as 52% of men. IsThatInStock is easy to navigate and building a shopping list is faster than ever.

## **Competition**

Competition like Walmart and Target require separate downloads and only update inventory once a day. Our community-based system can report items much quicker than this. Competitors that try and unify shopping like WhatsInStock and HotStock not only require a download, but also have a limited number of items that are allowed to be reported. Our application provides a wide variety of items from groceries to home goods. If it is in the store, it can be reported on our app.

## **Business Model**

We have an ad-based revenue model, where people have full functionality of the site with the inclusion of smart google ads, or business promotions.

## **Marketing and Sales**

Since our main market is young shoppers as well as people who frequently make shopping lists, we will be launching Facebook, YouTube, and TikTok ads as the main way of getting our application to the public.

## **Progress and Milestones**

Our progress to date includes validation of our market as well as research on our target audience. We have built the foundations and completed the core features of reporting items and the ability to create shopping lists. Our next steps would include launching ad campaigns to get our name out there, as well as completing development of the app.