



INTRODUCTION

Introduction

We're thrilled that you're interested in learning more about what we're working on with Yadder.com. In this document, we'll be sharing with you:

- **How We Got Here** - a brief introduction to our backgrounds and how we came up with the Yadder concept.
- **The Yadder Vision** - what we're aiming to accomplish with Yadder and what makes this unique.
- **Yadder Roadmap** - a high level look at our roadmap so we can set realistic expectations.
- **Becoming a Founding Yadder Supporter** - we hope that by the time you get to this point, you'll be excited to be a part of the journey with us so we'll be sharing information on how to become a Founding Yadder User.
- **Frequently Asked Questions** - we've been getting a lot of interest in the Yadder concept as a whole with a lot of questions being thrown our way so we're answering some of them upfront here.

Please note that although we're going pretty deep in this document as far as what we'll be doing, there are limits to the amount of detail that we can provide to protect ourselves at this critical phase.

If you want to share Yadder with others, we'd ask that you send them to <https://yadder.com> where they will be able to get access to this document while we are in pre-launch. Also, we may be making updates to this document so please save the link of <https://yadder.com/introduction.pdf> and revisit that versus downloading this document.

How We Got Here



Yadder's co-founders are Steve Jones and me (Sharon Hayes). Over the years, Steve and I have built multiple businesses together. Over the past 18 months, we've been focused heavily on development in AI and automation.

Way back in 1998, I created my first SaaS platform - an email list management company. Within 18 months, I had built it to the point I started to receive acquisition inquiries and sold my customer base. I was young and didn't know if I had what it took to continue to grow the business. The Internet was still relatively new at that point as well and cash in hand felt better

than the risk of not knowing where things would go! After selling, with no non-compete, and still having over 50 servers in place and the software, I rebuilt and then sold again.

On the email marketing side, in one year, I was able to count more than 2/3 of Fortune 500 companies as clients. I know how to not just grow a SaaS platform from a technical standpoint but also from a customer standpoint too.

Over the intervening years, I've built (and sold) many businesses in different industries. Project management systems were key to the success of these businesses. But I was frustrated. I've remained frustrated.

As much as there are literally thousands of project management systems in existence today, I never found the "perfect" system. There were always deficiencies of some kind. If you've gone down this rabbit hole at all, you can probably relate!

The major issue for me has been that no system I've seen is holistic in its approach to getting things done. By this I mean there was no integration of the vision behind the tasks.



There's a big movement towards two things when it comes to work these days:

The first is having transparency so that there is buy-in throughout an organization. Every individual should be able to know *why* they are doing the work they are doing and how it contributes to the greater whole. This is especially important for the younger generation of workers. They need to feel they are part of something bigger and understand their fit.

The second is the importance of attracting, nurturing and retaining talent. The first point, brilliantly executed, should naturally lead to this.

I felt within my own businesses, there were always these extra steps needed to communicate to team members. There was no easy way to show them - this is why we exist, this is how things fit together, this is what needs to be accomplished in order to get to that end result.

Earlier this year, I was working on our upcoming launch of Motivator.com. I'd been doing some experimenting with people in preparing to launch an accountability app and coaching platform under the Motivator brand. Motivator is going to be geared primarily towards the consumer market as opposed to business users. As part of this, I started to use an 8 life quadrant idea to help people create a visual idea of what they wanted to accomplish and alongside each of the 8 life quadrants to map out 8 habits or one-time actions in each life area.

Then Steve ended up attending an AI training session. The trainer shared the Harada method and how he used Harada charts for brainstorming purposes. Bingo - we got a two-fer with this. We found validation of the 64 grid used for Harada charts and we also discovered the missing link to close that deficiency I mentioned in most project management systems!

The Yadder Vision

One of the businesses we own specializes in helping organizations find the perfect domain. Needless to say, it was crucial for us to pick the right name for this venture. We settled on Yadder because it checked the boxes of: being easy to remember, unique, and something that could be verbalized.

So What is a Yadder?

A Yadder is a diagram providing an at-a-glance visualization of a big goal, 8 zones to complete to achieve the goal, and 8 actions for each zone to complete them, modeled off of the Harada Method's 64-Yadder chart concept.

While it's often used for goal setting, it's highly effective for any kind of brainstorming.

This shows the layout of a Yadder, with each "Area" representing a Zone:



Yadder can also be used as a verb: To “Yadder” a goal would mean to create a Yadder for it to plan the goal out and achieve it.

Ultimately, a Yadder empowers someone to break down their major goals easily into manageable zones and actions (which can be one-time or recurring), giving them clarity, focus, and productivity, leading them to set and achieve their goals much easier.

What is Our Long-Term Vision for Yadder?

We’re aiming to revolutionize the goal setting, project planning and management realms within business, making it easier for leaders to set and plan out major goals for their company and hand things off to managers and staff members to carry out the plans to perfection but also to make this a collaborative effort at the same time while offering transparency to everyone.

Most current processes are clunky and unintuitive, leading to a lack of cohesion between leaders and their teams.

The simplicity of the Yadder combined with the power of AI to make it quick and easy to create them will transform the way people and organizations accomplish major objectives, continually move forward and thrive.

Here is what we envision as the end picture:

1. **AI-Empowered Planning and Goal Achievement:**

- Goal setting and planning will become fun and exciting as anyone will be able to whip up a Yadder for a major goal in minutes!
- The most daunting objectives will feel manageable and achievable, with AI to fill in any gaps on the zones and actions for any huge undertaking.
- Tried-and-true templates will allow the goal setting and planning process to happen in as little as a single click!

2. **Seamless Project Management:**

- It will no longer take endless screens and navigation to look after a project, with at-a-glance progress tracking to maintain easy forward movement.
- Managing multiple projects becomes significantly easier, massively improving efficiency and productivity.
- With eventual AI features for prioritization and resource mapping, project management can potentially be reduced to mere minutes per day!

3. Enhanced Collaboration:

- Collaboration within and across teams will ramp up as team members can share their Yadders, track progress, and work together seamlessly.
- Communication and teamwork will kick into high gear, helping teams align their efforts and achieve collective goals.
- Company leaders will be able to create and share their initiatives more effortlessly and get everyone on board in a unique and energetic way!

4. Motivation and Engagement:

- Gamification elements will improve motivation and engagement, turning goal-setting and project management into a rewarding adventure!
- Yadders giving a simple visual way to see progress towards big accomplishments will fuel motivation to get every action, zone and goal done.
- Robust analytics and tracking will allow individuals and teams to tweak their processes and see the improvements and increase their engagement in goal achievement.

5. Accessibility and Flexibility:

- It will no longer be a chore to mark and track progress on the go, as Yadders will be easy to navigate and update on any device!
- In a noisy world with plenty of things that enter our day every day, our most pressing goals will always be in our pocket to keep us on track!

Yadder's Initial Roadmap gets us on the map as a uniquely powerful goal setting and tracking tool with these phases:

1. **Beta Launch:** Giving an individual user the ability to create, save and download Yadders both manually and with AI
 - a. **Feedback Management** Including Feature Request and Voting
2. **Multiple Yadders:** Now users can keep plans for multiple goals at once
3. **Multiple Users:** Collaboration with sharing of Yadders becomes a focal point
4. **Kanban Boards:** Provides a simple way to prioritize actions and make progress updates
5. **More Detailed Action Steps:** Now robust details on actions can be a click away
6. **Monthly and Weekly Focus Zones and Actions:** Helps users hit the ground running with prioritization

As Yadder then digs into the Future Features, we start developing a whole new way of operating:

- **Full Project Management System Features:** Yadder starts becoming a replacement for systems like Monday.com, Teamwork and other PM systems
- **Calendar Integration:** To help facilitate continual forward movement, users will be able to overlay their calendar onto a daily Kanban board and fit actions from multiple Yadders into available time to ensure they get done.
- **Milestones Associated with Focus Areas:** To ensure no initiative goes unnoticed, milestones can have a variable number of actions, and milestone templates make setting up routine mini-projects a breeze.
- **Freelancer Directory:** Achieving goals becomes easier than ever as help to accomplish any part of the process is a few clicks away
- **Yadders Going 1 Level Deeper:** With each of the 64 action steps having 8 sub-steps, nothing is too big to map out into bite-sized chunks!
- **Mobile App:** Making the mobile experience as winning as possible so that it becomes the norm to goal-on-the-go!

The sky's the limit as we explore Additional Features including Yadder and Kanban board templates, AI improvements and enhancements, gamification, automation through API/Zapier and more!

Yadder Roadmap

Our Phase 1 Beta Launch focuses on introducing the world to this unique visual way of setting goals and planning and managing projects with Yadders and how AI can make it all easier than ever.

As people get a taste, they will be hungry for more as we then roll out more and more features!

Here is what we envision for this phase:

1. Streamlined Goal-Setting:

- Early adopters discover the power of Yadders and AI to map out goals, zones and actions in mere minutes!
- Unlike most clunky goal and project systems, even the most tech averse people will love the guided process that even a kid could follow.

2. Enhanced Focus and Clarity:

- Instead of just saying “I want to do that” and never fleshing out how, Yadders will help people get more clarity than they ever had before on accomplishing their biggest goals.
- The simplistic visual nature of Yadders will make it easy to maintain focus while working towards otherwise massive goals.

3. User-Friendly Interface:

- The intuitive and interactive interface will make it easy for users to input their goals, create zones, and define actions without ever feeling lost.
- The clean, modern design with a corporate feel will enhance the user experience, making the platform visually appealing and easy to navigate.

4. Easing Into AI:

- Even the most AI-skeptical people will be lured into using it to help make the Yadder-creating process quick and easy.
- As they get used to it, they’ll discover just how much more they can accomplish than ever before!

5. Flexibility:

- Whether focusing on following their goals directly in the account or creating them to download and even print, Yadders will work whichever way users want.
- There will no longer be barriers to starting planning or diving into steps to accomplishing big goals!

6. Feedback and Iteration:

- Early adopters will shape the future of Yadder and help us grow into a system and tool that everyone will want to use!

Here is a breakdown of what our first 5 stages will look like:

1. Beta Launch - Target August 19, 2024

- Ability to create a Yadder
- Option to bring AI into the process to create the Yadder more easily
- Ability to save the Yadder as an image
- Accounts can save/store a single Yadder
- Ability to edit a Yadder including the AI-driven output

1a. Feedback Management Including Feature Request and Voting - Target August 19, 2024

- We will open up for beta users to be able to give feedback, request features and vote on features

2. Multiple Yadders - Target August 19, 2024

- Ability to store multiple Yadders in a single account (up to 100)
- Ability to duplicate a Yadder

3. Multiple Users

- Have up to 5 total users in one account
- Each user can store up to 100 Yadders
- Ability to share Yadders with other users in the account as well as have private Yadders

4. Kanban Boards

- Have a Kanban board set for each Yadder
- Ability to change headers on Kanban board columns
- Ability to add action steps from the Yadder to the Kanban board and move them from column to column

5. More Detailed Action Steps

- Ability to add further detail to action steps
 - Description
 - Priority
 - Time estimate
 - Dependency
 - Recurrence

6. Monthly and Weekly Focus Zones and Actions

- Additional step added into the Yadder creation process to add monthly zones to focus on
- Additional step added after to select actions to commit to for the month, with a suggested amount of 5-10
- Additional step added after to select actions to commit to for the week

Become a Founding Yadder Supporter

Through the end of beta, we will only be offering a limited number of accounts. Once we come out of beta, here is our *tentative* pricing plan:

Plan 1: 7-Day Free Trial, then \$9.99/mo

- 1 Yadder
- Able to put information in but cannot save data during trial
- Once on paid account, you can save your data

Plan 2: \$19.99/mo

- Up to 5 Yadders

Plan 3: \$49.99/mo

- Up to 100 Yadders

Plan 4: Multi-User: \$19.99/mo per user, minimum 5 users

- Up to 100 Yadders per user account

Founding Supporter Accounts

If you're as excited as we are about the potential for Yadder, we encourage you to get one of our Founding Yadder Supporter accounts. These will only be available as long as we either have spots left at each level OR we release the beta. When the beta goes live, we'll be offering a different incentivized plan.

Option 1: Team Account

- The first 20 Founding Supporters will receive 5 user lifetime seats on Plan 4 \$500
- The next 50 Founding Supporters will receive 5 user lifetime seats on Plan 4 \$750
- The final 500 Founding Supporters will receive 5 user lifetime seats on Plan 4 \$1000

To secure your Founding Supporter Team Account, [click here](#).

Option 2: Individual

- The first 20 Founding Supporters will receive 1 user lifetime seat on Plan 3 \$250
- The next 50 Founding Supporters will receive 1 user lifetime seat on Plan 3 \$500
- The next 500 Founding Supporters will receive 1 user lifetime seat on Plan 3 \$750

To secure your Founding Supporter Individual Account, [click here](#).

FAQ

Q. Given it will take a while for all of the features to be rolled out, what is the real benefit of being a Founding Supporter?

A. We want to build a platform that people will *love*. Part of that means bringing in our users into the development process. So if you've ever felt like we have about the state of project management systems, this is your chance to have a voice in having something developed that will help change the way people work and think about work!

Additionally, all Founding Supporter Accounts are transferable. So you can transfer your account to someone else should you wish.

Q. Can I purchase more than one Founding Supporter Account?

A. Yes! We've had a couple of people with larger organizations who have purchased more than one account. You will need to purchase them one at a time.

Q. Can we get invoiced for a Founding Supporter Account?

A. Certainly! All invoiced accounts will be at the 3rd tier pricing (\$1000 for Team and \$750 for individual). Please email us at support@yadder.com your billing information, how many seats you want and how payment will be made (online check, wire transfer, credit card or PayPal are acceptable forms of payment). Kindly note that payment must be received prior to Beta access being granted and terms are due on receipt.

Q. What happens if Yadder.com isn't launched or doesn't move past beta?

A. We're really close to phase 1 of our beta launch so not to worry on that! Clearly with any startup, there are inherent risks involved. But we wouldn't be doing this if we weren't confident in the concept.

Q. Can I invest in Yadder?

A. We are not currently seeking outside funding at this time. Our intention is to hold off until the point that we need funding to bring in the talent to continue to scale. The cost of giving up equity sooner than that is too great we feel. That said, if you'd like to know if we do open up pre-seed funding or seed funding, please email us at investing@yadder.com and we'll alert you if the situation changes!

Q. What are your plans for attracting users to this?

A. Clearly we need to keep our growth plans confidential! But there is one initiative we feel comfortable sharing: once the beta goes live, we will be opening up invite only + waiting list accounts. As mentioned earlier in our pricing plan, we'll be offering a 7 day trial that offers the ability to create a single Yadder but not save it. During the beta/invite period, for each referral who signs up with a trial, we'll be providing one free month of usage at our basic level, essentially extending the trial by a month and providing the ability to save Yadders.

**Have other questions? Drop us an email at support@yadder.com!
We'd love to hear from you!**