Seajay Enterprises was founded on February 23\textsuperscript{rd}, 2015. The company was created in an effort to consolidate several different business ventures into one central control. The main project that we are looking for funding on is a website called ourkinection.com. The website is a family oriented social networking site with a focus on bringing families closer together in a digitally connected world. The prototype version of the website is already live and in use by a group of test users.

There are moments in life where it is important to share information with just our families. The beauty of today’s modern technology is that we can connect with others instantaneously. The downside is that all too often we can share things with others that probably shouldn’t be shared, or which are too sensitive to put out in public. My father passed away from cancer last year and the impact of that event left a permanent mark on my life. There were many instances where the only communication I had with my family was through an email or a text message. Through this situation I started to ponder the idea of a family only location that I could view photos and stay up to date on everything that was going on, but without the unnecessary clutter and opinions of others. I needed a place for just my family to communicate. I live three hours from my hometown, and being able to view photos of how my father was doing would have been wonderful. It would have been a joy for my family and me to continuously view the progress being made every day, and to have a sense of being at home, without actually being home. This was how ourkinection was born.

Many online users of social media are opting out of some of the major platforms because of privacy concerns, unwanted information, and clutter. Ourkinection seeks to be explicit and open about its privacy policy and the use of user information. Many users of social media are fearful of their private information being exposed due to publicly visible search results.
Ourkinection will be completely private and will not even have the option to make information public – you must be a family member to view another user’s information. We predict that users will have an average of 30 members in their family groups. This is a significant decrease from the average of 338 friends’ that users have on larger social networking sites. This is a highlight to our safety and security due to the fact that the user will know each person they have added as a family member.

The profits of the company will be generated through the use of user donations, monthly subscriptions and advertising. The subscription option of our website would allow users to enjoy an ad-free experience while paying a low monthly fee. We feel it is distasteful to use targeted advertising given the personal nature of our product, therefore we will only show advertisements from other family oriented businesses. At the core of ourkinection’s ecosystem is the fact that we do not and will not use personal or private data for our financial gain. The privacy of our users is the foundation and the standard that we hold ourselves accountable to uphold.

John Kaliski, Chief Technology Officer of several successful e-businesses, has offered to be a mentor on the business and technological aspects of the company. We have also been offered help from Robert Beneke, former President of Marketing and Sales for Caterpillar Asia. He will be assisting with the marketing and positioning of ourkinection.com.

Our first milestone is to have the core functionality of the website finished by August, 2016 and to have around 100 users signed up for the site. We will use some of the prize money to fund advertising and create a buzz through other social networks. We estimate costs for advertising to be around $1,000 for the first year, and that we could potentially earn around $1,200 in the first year through donations and advertising. The other costs estimated are for ongoing advertising for the following years as we will need to maintain a presence in the market.