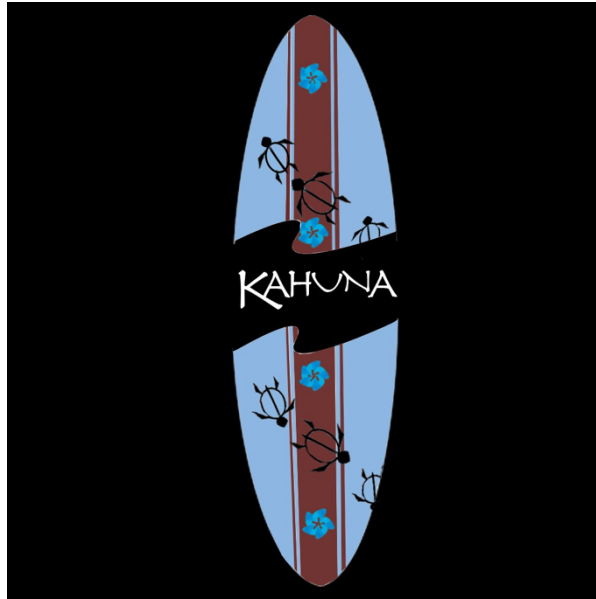# Business Plan:

Kahuna

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PROBLEM

The international community problem that Kahuna aims to combat is the concerning number of deaths and injuries that occur on the beach. Approximately 372,000 people drown every year placing it as the third leading cause of unintentional injury death and making it account for 7% of all injury related deaths. In fact, it has been estimated by the World Health Organization(WHO) that 1 person drowns every 90 seconds which equates to 40 deaths every hour. Although these numbers are startlingly high, they underestimate the global public health problem related to drowning as data from high-income countries suggest that these statistics may underrepresent the full drowning toll by up to 50%.

In Australia alone, 271 people drowned between July 2014 and June 2015. This figure consists of 30 deaths in children aged 0-14, 23 deaths in people aged 15-24 and 89 deaths in people aged 55 and over. 216 of the total victims were male and 55 were female.

In the USA, approximately 1500 children drown every year and in every state it is the second leading cause of injury related deaths in children aged 0-14. In addition to this it is estimated that for every drowning there are 4 hospitalizations and 14 emergency room visits as a result of injuries obtained on the beach.

According to WHO, there are no broad strategies in place to reduce the number of injuries and drownings. In 2014 WHO released "Preventing a Leading Killer" an international report on coastal incidents that stated "Drowning is a serious and neglected public health issue" and it is this global predator that, through educational play, Kahuna will help suppress.

Community

As stated previously, we wish to define our community as an international entity. Drowning is a significant problem that occurs in every country and we believe that it is integral that we offer Kahuna to many different nationalities so that everyone may have the chance to reduce the risk of an emergency while at the beach. However, reaching a global scale audience will take time and development and therefore the Australian public will be our initial clientele.

Description

Kahuna provides an engaging game orientated user interface that instills the message of safety through the pleasure of play. By guiding a character through possible obstacles presented by the beach, knowledge on how to avoid potential life threatening situations is acquired. When a user fails to correctly complete a task the game ends and they are informed on how to properly escape from the situation before starting again.

Value Propositions

Kahuna presents the public with an effective way in which they can enjoy learning about how to avoid hazards at the beach. Our app offers a modern and productive method of beach safety learning and entices customers with its free to download feature, streamlined navigation and its fun and educational qualities.

Currently there are only three ways the problem that we are targeting is addressed in Australia. One is education in schools and talks given by surf life savers, another is paid swimming lessons and the final option includes parent led water safety. While these methods may be beneficial, unlike Kahuna, they do not come close to offering a combination of a cost effective, time effective and educationally beneficial way that the public can learn about beach safety. Thus there are currently no other apps or alternate educational methods that offer what Kahuna does.

In addition to these qualities, we plan to include a feature called BeachBuzz in later models of Kahuna. BeachBuzz works with GPS locating to determine when a user is at the beach and then sends him/her an automated message. This message is aimed at parents to remind them to remain observant of their children. We have created this function as a way to reduce drownings and injuries through lack of supervision (one of the leading causes of such incidents). Although, if users do not wish to activate this function, there will be an option to disable BeachBuzz.

Educational Service	Free	Time Effective	Educational	Fun
Surf Life Saving Courses			✓	✓
Little Nippers			✓	✓
Parent-Led	✓	✓	✓	✓
In-School			✓	
Kahuna	✓	✓	✓	✓

Beach Safety App	Free	Fun	User Centered Design	Educational	Game	Kid Friendly
Beachsafe	✓			✓		
Beach Safe	✓			✓		
Kahuna	✓	✓	✓	✓	✓	✓

MARKET SIZE

Kahuna is aimed at ages 4+ , in particular the younger community, but the parents of the children are most likely the ones to be buying our app and therefore they are our market. Currently, there are more than 15 million smartphones in use in Australia. Despite being only available to Android customers at the current point in time, as we as a business expand, Kahuna will be available to other devices and when this occurs Australians with any smart device (70% of 23.13 million; 1 610 000) will have access to our app. Additionally, when we expand globally, the market will increase immeasurably.

The benefit of providing an educational service is that there will always be interest in the app. Unlike other games and applications, everyone's personal interests align when considering safety.

With these facts and figures taken into account, the market for Kahuna will be sufficient to cover costs for expenses and our wages for the business.

Revenue Streams

Kahuna will be released as a free to download app and the business income will stem from alternate options. Government subsidizing will be one pathway to collect revenue. We believe that Kahuna is in the best interest of the public and therefore should receive government support. Additionally, in-app purchases such as avatar accessories and advanced options will provide further profit to cover business costs. We did consider in-app advertising but after receiving results from a public survey on who prefers/does not prefer advertising in their apps, we chose to exclude it from Kahuna. We also entertained the idea of a freemium and premium version of the app but came to the conclusion that it would not work effectively with our app idea.

Cost Structure

When our business first begins, our expenses will be kept relatively low in order to accommodate for the initial lack in revenue but as we grow as an organization we hope to expand our ability to spend on and upgrade our service. To begin with, we will operate out of a household that, assuming we are under the age of 18, would be cost free. We will have to pay advertising companies to promote our app and possibly a professional app coder to refine and update our coding and a lawyer to cater for the legalities and copyright issues that may come with creating an app. To market an ad on the Google Play store is a fixed cost of $33 and to market on the android store can range from free to $132/year. To upload an app on the Apple store can also cost up to $132/year. The industry standard for the profit of app stores is currently 30% off the app price.

Distribution Channels

Kahuna's distribution will be mainly social media based as this is the most cost effective. We have already created an Instagram account, kahuna_crew and a twitter account, KahunaCrew and we will continue to update these and establish ourselves as a business online. Alternate methods of advertising include word of mouth, on popular websites such as YouTube or Spotify and through app stores. We will also be able to work alongside the Australian Surf Life Saving association who would recommend Kahuna when giving educational talks and to those interested in beach safety education. As stated previously, we could also pitch our app idea to a government body who would subsidize Kahuna and support our business endeavors or we could pitch to common beach-ware brands for children such as Platypus who could also support our app. Additionally, we could gain backing from educational services such as schools and swimming lesson institutions so that they can recommend it to their students and customers.

Other

In the future we hope to be working hand-in-hand with organizations such as the Australian Surf Life Saving club and international equivalents. We will endeavor to provide the most accurate and up to date information on beach safety awareness so that millions will be educated and prepared for beach hazards. We also hope to include better quality display and functions on our app and to add the feature, BeachBuzz (see Value Propositions). We aim to gain support from willing outside contributors so that we can improve our app in all aspects and continue the push for safer coasts.