

Business Model: #30 Day Challenge

The aim of our app is hopefully to reduce the infestation of rubbish in our local community and learn ways to contribute to making your community a better place.

We are defining our community as school aged children in the local area.

Do you want to help out your local community with its rubbish infestation and create a better space for your family and friends to live in? Well now you can with the new FREE sunny solutionz app! INTERACT with spin the wheel to view your daily challenge, ACCOMPLISH challenges that are set for you every day and feel good about yourself. Most importantly LEARN cool new facts!

Market Size

We will try to market our app to everybody to have the best result and outcome for our community. But the main audience we target is young school children. They can complete the tasks individually or with their buddies and create stronger friendships while contributing to their community at the same time.

We plan to get as many users as possible so once we have reached a certain stage we can strive to upgrade or “edit” our app and create revenue through in app purchases.

NOTE: At first our app will be FREE but over time we are hoping to charge a minimal fee to get started. Then the app price will increase to a point where people will not care what it costs but notice the change in their local area. We will research the average price people already pay for similar apps to guide us with our pricing.

The expenses of our team are at \$0 at the moment but as we go along we will start to give out prizes or discounts hopefully from sponsors which we will look into for in the future. In app purchases for extra incentives is also an option.

We will mainly work at home because it wouldn't cost anything and at this stage there's not a lot of employees to support.

At the moment there are just four team members so we will not be employing any others members at the moment, unless completely necessary or if we have trouble on our own.

We would make our app available for downloading on the app store for everyone to use and over a period of time we would hope the market size of our app will increase bit by bit daily/monthly.

We will look to advertise on social media, with Facebook and Instagram being a target. Many schools already have a Facebook page which gets the message out to parents and families. But also many school children already have their own Instagram account which will spread the word even further.

We will also provide a link to flyers in the app that users can download and use to promote the challenge. Schools may even like to promote/advertise the app to use with their students and teachers in class.

Yours sincerely,

Sunny Solutionz Gang 😊

