Business Plan

Created By: Team Amuse

Team Members: Kiran Mann, Prachi Patel, Navreet Kaur, Ishika Singh and
Gurleen Kaur

Nagle College

Blacktown, NSW, Australia

EXECUTIVE SUMMARY

The Problem: People in our society have lots of stress these days due to lots of work.

Many people these days, especially teenagers and adults, are dealing with a lot of stress due to schoolwork, family or relationship problems, or their job. As teenagers, we understand this stress and what we think and do.

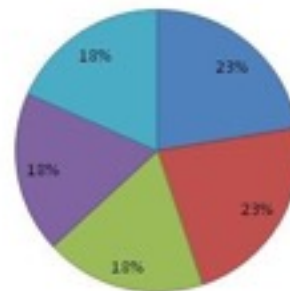**Stress Over the Past 5 Years**
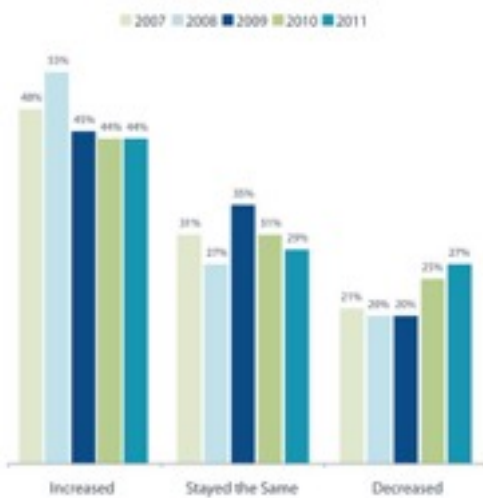
BASE: All respondents 2007 (n=1848); 2008 (n=1791); 2009 (n=1568); 2010 (n=1134); 2011 (n=1226)
Q620_54 Thinking about the past 5 years, would you say the level of stress in your life has increased over time, decreased over time, or has it stayed about the same?
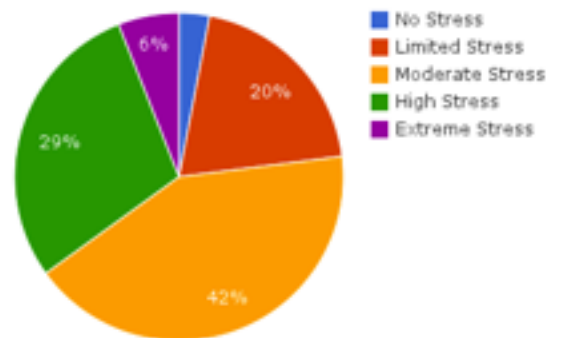

Causes of Stress in Teens

Sources:
- http://www.apa.org/news/press/releases/
stress/2011/impact.aspx
- http://helpstressedteens.weebly.com/causes.html

Current Student Stress Distribution

As you can see in the statistics above you are able to see how stress is mostly increasing. As much as stress affects the person it also affects the people around them and that is becoming a big issue that the community is currently dealing with.

App Description

The Amuse app has been created to help free people from stress. In the app, we have three main components:

- entertainment
- education
- games

It allows the user to quickly do what they feel like doing to get into a better mood. In the entertainment section we have provided users with links to apps and websites, which allow the user to listen to music or watch movies which make them forget about their daily tensions. In the education section we have given the users other educational websites and videos about the 3 different types of the 7 wonders. They can use it to help them in the future in school or somewhere else. The games section gives the user a series of game apps to select from and we have also made some games of our own. Some of these include, Paint!, Tic Tac Toe, Riddles, Printable Word search's and Sudoku's.

Potential Market Size

Our app is mostly aimed at teenagers who suffer from stress. Our secondary target market is adults as they deal with stress to which is mostly caused by work load and relationships. There are still many people in the world that deal with stress in their daily lives. It is usually caused by either work, school or family problems. So there is a chance that those people might use our app. Many people spend so much money on medications and expensive stress relief apps to solve their stressfulness whereas our app is financially affordable because it is currently free. The price may increase in the future to a maximum of $0.99 only if it is used frequently. We might also include in-app purchases, for people who don't want ads, this will get us more profit. We are aiming for about 10,000 installations. We have kept this app free because we want it to be affordable to everyone so they can relieve themselves from all stress. It will help them to calm themselves.

Competitive Analysis

The AMUSE app helps the audience, with a very busy life and a lot of stress at work, to overcome their tension. That is why Amuse has all the features that a stress relief app needs i.e helps them divert them from their stress. As you can see below in the table other apps for stress relief only have one feature or a way to relief stress. Our app is all in one. It cannot be hacked and is affordable for all audiences. Overall this is our app and has many more features than any other.

	Amuse	Relax and Rest	I Can Be Free	Self-Help for Anxiety Managem-ent
Music to entertain	✔	✔	✔	✘
Games to entertain	✔	✘	✘	✘
Movies to entertain	✔	✘	✘	✘
Puzzles to divert the users mind	✔	✘	✘	✘
Cost	Free	$2.79	Free	Free

Value Propositions

Our app gives a variety of other applications from different categories, this allows the user to choose what they enjoy which will assist them to forget about other issues they are dealing with. Our app also has some riddles which are funny and make you think and that can take the person's mind away from the problem they are dealing with, and focus on the riddle for a while which may change the mood of the user. This, in turn, can reduce stress. We have also provided websites which allows access to music and movies and as teenagers that is how we distract ourselves from the workload.

Branding and Promotion

Our logo is very catchy which will attract many people. Our logo is a scribble at the back and amuse written through it. As a team we have thought of going to some teenagers in person and tell them about our app (i.e what it does, how it works etc.) and show them a demo video and pitch video to make things clear. We would then ask them what they thought about it and we will gather some suggestions to improve our app. If they like it we would recommend then to suggest it to others, and this will definitely profit us.

We will take advantage of social media and promote our app there as well because most people (especially teenagers) spend most of their time on social media which makes it easy for us to gain popularity. The SEO can also assist us to gain more installations, because it will make AMUSE's name grow more prominent. Another way AMUSE can get popular is by websites which can promote our app.

SURVEY

Surveyed by teenagers.

Stress

We are creating an app on stress relief and we want to know how you deal.

Do you deal with stress? *

- ○ Yes
- ○ No
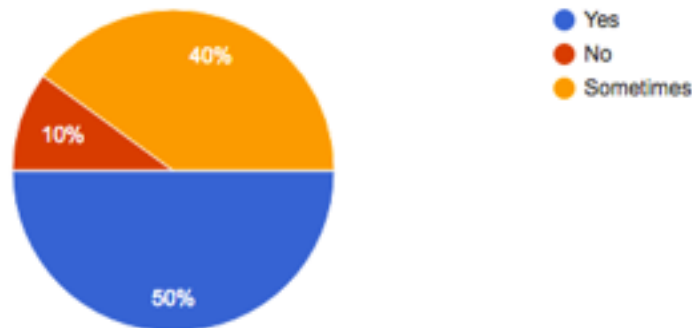- ○ Sometimes

How do you manage stress *

Long-answer text

Suggestions on what you would like in stress relief apps? *

Long-answer text

Results:

Do you deal with stress? (10 responses)

As a result we found out that 90% of teenagers are stressed which can be sometimes or always. We asked them a question on how they manage their stress and they said they either doing by:
-Listening to music
-Watching TV
-Reading
-Drawing/Colouring
-Sleeping
-Going for a walk
-Playing with a pet
Another question we asked was What would you like in a stress relief app and they said:
- Stress relief Games
- Colouring pictures
- Meditation
- Games
- Movies
- Stress quotes
- Some yoga moves
- Music
- Motivational quotes
Mostly people wanted to listen to music or watch movies or maybe read. Our app has things that teenagers would use or do in order to release their stress which is the plus point in our app.

The suggestions we got were very helpful and gave us an idea of what our app should include and what things we should use to help people release their stress.

Original Plan to Final Plan

Our team first came up with a different idea for the layout. We thought that we would download the movies and music and upload it onto the system and put it into different categories, then we realised that it would take up an excessive amount of storage on their device. Our next idea was to add the top 100 music, and include a search bar so the user can search the song they would like to listen to. We also thought of adding the latest movies as well, but unfortunately that was not possible as downloading the movies would take up too much of our profit and world also have some storage issues. As a result we came up with the plan to add websites and link it to the page so its more convenient for the user, in terms of storage and convenience.

What we Plan to do in the Future

We have thought that we would slowly improve our app by adding motivational quotes so people stay strong and don't give up. We will keep on updating so they will get access to new apps which are more convenient and popular.