Business plan – Amazing App Designers

Craigslea Lost Property

How are you defining your community?

What problem in the community is your app solving?

In our community there are too many people losing their belongings and never getting them back. So our team has decided to help our community retrieve their items through the app Craigslea Lost Property.

How are you defining your community?

We have chosen our community as our school, Craigslea State School. Our community includes Craigslea students, parents and staff.

App Description

Craigslea Lost Property addresses Craigslea parents, students and staff with locating and retrieving their lost property.

What value does your app idea add to a customer and why will people want to use it?

The value in our app is the fast and efficient way to find your lost property. Our community would want to buy our app because it is the only app designed to be downloaded by a particular school and mainly because they want to get their lost property back. Our app stands out from other lost property apps because we have features such as a security element so only you can access your items and a chatroom so you may communicate with many people. One of the many reasons on why our app is special is not only does it help people find their lost property but also helps them to socialise and meet new friends.

Who are you trying to sell your app to?

We are currently trying to sell our app to our community, Craigslea students, parents and staff. We are now presently trying to sell our app to approximately 100-150 people but it will change throughout the future.

What are the different ways you will make money?

There are many ways that our team can make money. We will charge the customers $1 for the app. We will not charge customers daily, weekly, monthly or yearly because our team believes that not too much sacrificing is needed for something that might not be a necessity.

What are the expenses for your team?

There are many expenses that our team are willing to take. We are willing give up some of our lunch hours at school to discuss about our future plans in store for the app. We will also if necessary give up our time after school. We would work out at school and would email or text each other if needed elsewhere. We would have employees because we all have a hint that business will be big in

the future and are not sure if we can manage it ourselves. We don't really want to hire people at this stage once we have just made the app but if we were to then we would look at the performance of each person during the hiring hours of work and then discuss if the individual has what is qualified for the job.

How are you getting your app to customers?

We are getting our app through to our customers by using advertisements and sending out flyers saying a new app has been invented. We will increase our market size by having more people employed but that is only after our rates are high. We will use social media to sell people our app. After business has gone well we will make other lost property apps designed to be for other schools. We will advertise during our school assembly and then once everything is going well we will go to different schools and then advertise there.

Is there anything that your team will have to find out or needs more information in order to build your app?

There is nothing that our team needs more information on in order to build our app. We would ask the investors to make sure that business is going well with our app.