Business Plan

Merry Go Round App

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Introduction

We have chosen an app that supports wellbeing due to the prevalance of young people suffering with a variety of stressful and teriible health issues. We new that we would make lots of money with our app because on our survey 70% of people said that they didn't have anywhere or anyone to go to for help. Lots of people said on our survey that they would like to have an app that helped them with there health issues. Our app is desighned to help young teens overcome there health issue and fell stress free.

Product Description

Australia's population currently sits at approximitly 24 million people and many are suffering with mental health issues.many teens are struggling with mental health issues are reluctant to ask for help. They may feel ashamed embarrassed or simply wanto keep their feelings private. As a resualt they suffer alone. our app assures private help and advice. Tied in a knot is an app allowing free access to quality information and will help to solve mental health issues of Australian

teens and adualts , who are suffering each day with a mental health issue. (Our app does the roles of a doctor curing mental health issues except this one is used electronically).

Potential Market Size

Potential market size is based on our target audience, which is teens and young adults. This demographic is always growing in size and therefore presents an excellent market size.

Competitive analysis

Our team had a look at many different apps. Many were similar to our app such as Teen sphere we thought that this app could do better by making money with the app such as charging people money for at least one thing; so they could make business out of their app. Something that will be different in our app is that we are going to have links/ suggestions to things that help overcome the mental health issue. Another thing we are going to have is an avatar for people to talk to if they don't feel comfortable sharing their personal life's to others. Our app has something that most apps don't have such as making people pay money so you don't see any ads for a year. We thought that our app would be better in helping people with their mental health issues because most people with mental health issues don't like talking to other people, in this case, they could talk to the avatar. One other helpful thing our app is going to have is links to videos and activities that help overcome their mental health issue. We thought that our app will better than other apps because it will help people overcome their mental health issue quickly, easily and safely!

Branding and Promotion

As for all of you this is the first time you'll be finding out about our app and the best words to describe our app would be convenient, cures/helps with your mental health issue and is free. Getting our app noticed sounds tricky at the start but we found solutions like getting sponsored by Kids Helpline, hospitals or health issues foundation. At the same time that will help us bring our app to the

market. How will we grow the number of users? We will try to get well known foundations to recommend us.

Potential Revenue

As you know our app will not be charged to download but there will be other opportunities to make money. Besides the Tied in a knot premium charged at 3 dollars per three month, we have a no add package for $9.99 per year. As seen on a demo video and pitch we created an avatar confronting the user charging at 99 cents per chat, if 100 000 chats were purchased we would make $36.5M/per year. If 7000 people bought the no adds package we would make $70 000 per year.

What features did the team originally plan and what was built into the prototype?

As a team we didn't have a strong and clear idea of our app at first. As we worked into the prototype we got more creative and came up with great ideas. Such things we learnt we could add to our app was introducing an avatar, making money with a premium to have a little bit of business in our app. As we went on with the prototype we had a stronger development of our app and how it was going to be put together.

What does the team plan to do in the future and why?

We decided that a website for our app would be a good idea In the future. It would be a great solution for people that can only access the website and attracts more users. We also plan to team up with foundations such as NAMI(National alliance on mental issues) that could inform and suggest people abot our app.