

## BYE BYE CULTURAL BULLYING



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### PRODUCT DESCRIPTION

Our app encourages schools to become bully-free by having strategies and ways to prevent and promote intimidated behaviour. It has levels with questions to educate students about different countries and cultures. .BYE BYE Cultural Bullying shows that nothing gives anybody the right to bullying or hurt you. We are adding a positive value to the problem by having people educated and informed having fun at the same time. 93% need this app to help their students, children or community to embrace differences.

### BRANDING AND PROMTION

Our app (BYE BYE Cultural Bullying) is going to be promoted by suggesting it to schools. If all goes well the numbers of people bullied will decrease. We will also use social media to make our app more popular. Our logo has a hand, in the middle there is a person curled up. We decided to use it because it represents a child being hurt emotionally and physically.

## POTENTIAL MARKET SIZE

We are aiming for students aged 10 and over to install our app because they are becoming more aware of cultural bullying and have the general knowledge to undertake the quizzes. We expect a market of 10 000 downloads because our app directly addresses serious issues that many people face every day. 38% of 11-14 year olds have been bullied or teased because of who they are that why we want to launch 10 000 downloads.

## COST STRUCTURE

If are app becomes a business we will share freelance space with other start-ups and hire project staff if necessary.

## REVENUE STREAMS

We are aiming for a profit by charging \$1.99 every 2 months to get rid of the ads for a year. This means we will get a profit of approximately \$1 177 600 per year.

## COMPETITIVE ANALYSIS

Our main competitors are Take a stand and Bullying no more. Take a stand you create an avatar and in bullying no more they have mini games and advice. What our app does differently is that we have a world journey which basically is a link to google and you can search up a continent or culture to get ready to undertake the quizzes.

