Business Plan Mount Gravatt East Team 5 (Kajin, Belicia, Chloe, Nadia, Carissa)

Introduction/Our Problem and why it is important

For Tech Girls 2016, we will be making an app to help stop bullying and make bigger, stronger friendship circles, hence our app name 'Friendship Circles'. Bullying is a very serious problem that affects Kids, Teenagers and even Adults. It is important that we stop it because people who are bullied often feel bad about themselves, which could possibly make them depressed and less social; this is bad for their health. In this app we will find a way to help make them more confident and social as well as give them a mature approach of what to do in certain situations.

Potential Market Size

We are tagging the community to use this app around the community, so go on google play and download it. The app will be helpful and free to use, for all ages. We thought that we would attempt to have at least 300 people a year downloading our product with bullying being a very bad problem and our app being free.

Competitive Analysis

Our app, unlike others, includes videos of how to handle bullying, Chatrooms for everyone to talk to others, if they have similar problems as well as advice on how to make friends and to prevent getting bullied. You have to pay for most of those other bullying apps but ours is for free.

Branding and Promotion

We will put posters up around shopping centres, schools and parks around the local area. Also we will put leaflets in people's mailboxes. And telling people to try out the app and spread the word around hoping that a consumer will hear and promote our app.

Potential Revenue

When you download our app you will notice you have to watch an advertisement before you can watch a video or do anything an advertisement will come up. You can get rid of these advertisements if you pay $1.99. If you pay you will not have to watch anymore advertisements on our app.

App features-originally planned and what was actually built

Our app includes videos and advice to show and tell you how to make friends and how to handle bullying, Phone numbers you can call if you need help and Chatrooms so you can talk to people with similar problems. We wanted to put daily blogs in but we did not have the time.

<u>Team plan to build in the future and why</u>

We would like to make more apps in the future about more of the community's problems because we can help people with our apps. This program has helped us to have more knowledge of technology and programming apps which will help us in the future.