

YourHealth

App Pitch by Isabelle Reitze, Gabrielle Thompson and Jodie H?

Our customer

- All ages
- Any gender
- Any level of fitness

Product competition analysis

While you may find numerous health apps available on the app store, they are usually very focused on one aspect of your health e.g. health eating, mental health or physical health. Our app “YourHealth” incorporates all aspects of health into one easy to use app. Also other health apps are often quite pricy, but your health will only be priced at \$0.99, making YourHealth the leading health app.

Possible Revenue

We are planning to charge \$0.99 for our app with no in app purchases. Depending on how popular the app is will affect the total revenue. We believe that about 300 -750 people will purchase our app over the first year.

Maximum revenue over first year = $0.99 \times 750 = \$742.50$

Minimum revenue over first year = $0.99 \times 300 = \$297$