

Business Plan

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App description

ColourMe Learning is an app that addresses the issue of screen time and young children's education. ColourMe Learning focuses on engaging children in the world of education while making school work fun. The ColourMe Learning team believes that the app 'is educational and it encourages young children aged 2-6 to venture outside and explore the world beyond their screen.' This app can be used in school and at home and would be a great addition to their learning experience.

Children love animals and colour, so ColourMe Learning is a way for them to have fun while learning essential Maths and English skills.

Potential Market Size and Revenue

We surveyed 14 adults and 78.6% of them said they would pay for an app that costs around \$1-\$10 to help educate their children. In 2011 (Australian Institute of Family Studies and Australian Bureau of Statistics), there were 1,365,896 couples in Australia with young children. So if we are to assume that 78.6% of parents will buy the app then our potential market is 78.6% of 1,365,896 people. This is around 1 million parents. This amount multiplied by the price of an app (say \$1) gives the potential market size which is \$1.4 million each year.

What problem in the community is ColourMe Learning?

We believe that young children are not reaching the education standards they need to be for the beginning of school. ColourMe Learning is an app that addressed these issues and helps children get a better grasp on the things they will be or are learning at school.

How are we defining community?

We, the ColourMe Learning Team, believe that the community is 'the community of Western Australia – and all the other states and territories of Australia.' We think that all children should be able to use this app to improve their literacy and maths skills for their education journey.

Value Propositions

People will want to use this app because it is a fun and engaging way for children to learn. As it takes in the issue of screen time, it is a great idea for children to learn while being cautious of how long they are staring at a screen.

Describe our app in 3 sentences max.

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Competitive Analysis (1)

Name of Competitor	What does it do well?	What could it do better?	How will our app be different?
Fun Math Games	Helps children to add up to five	Increase difficulty for older ages and become more interactive	We will have fun math games for all ages that are enjoyable and interactive
Sound Beginnings	Pronounces the beginnings or words to help children spell	Say the whole word clearly and then each letter in that word	Our word pronunciations will be clear and the words shown in ways that will attract their attention
Lola's Alphabet Train	Simple spelling such as cow, dog and rat	Have more interactive games and more activities	We will have interesting, engaging activities and simple to hard words for children to help improve their education
Rookie Maths	Help children in simple maths while having a fun plot that engages children	It is a bit too complicated for young children	Our app will be simple yet complicated for all ages (2-6)
ABC Magic 5	Help children to tell which sound goes with a picture	It is not very fun and is time consuming	Our app will be engaging and interesting – children will love it!

Competitive Analysis (2)

What does the app include?	ColourMe Learning (App)	Fun Math Games (App)	Sound Beginnings (App)	Lola's Alphabet Train (App)	Rookie Maths (App)
Educational	✓	✓	✓	✓	✓
Spelling	✓	✗	✓	✓	
Maths	✓	✓	✗	✗	✓
Grammar	✓	✗	✗	✗	✗
Comprehension	✓	✗	✗	✗	✗
Colour	✓	✓	✓	✓	✓
Fun, engaging topic	✓	✗	✗	✗	✓
For younger children	✓	✓	✓	✓	✓
Shapes	Coming	✗	✗	✗	✗
Verbs and nouns	Coming	✗	✗	✓	✗
Animals	Coming	✗	✗	✓	✗
Alphabet	Coming	✗	✗	✗	✗
Counting	✓	✗	✗	✗	✗