GoCard? App Business Plan

A Public Transport App

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Product Description

GoCard? is a free, convenient app which helps you, especially students from the overseas who are new to Brisbane, to find the nearest bus stop, different stores to purchase or top-up your Go Card and it provides common questions as well as answers about using Go Card.

Survey conducted on 5/6/2016 indicated that 63.64% of students have difficulties in searching for the bus stops.

Have you ever found difficulties in searching for the location of bus stop/train station?
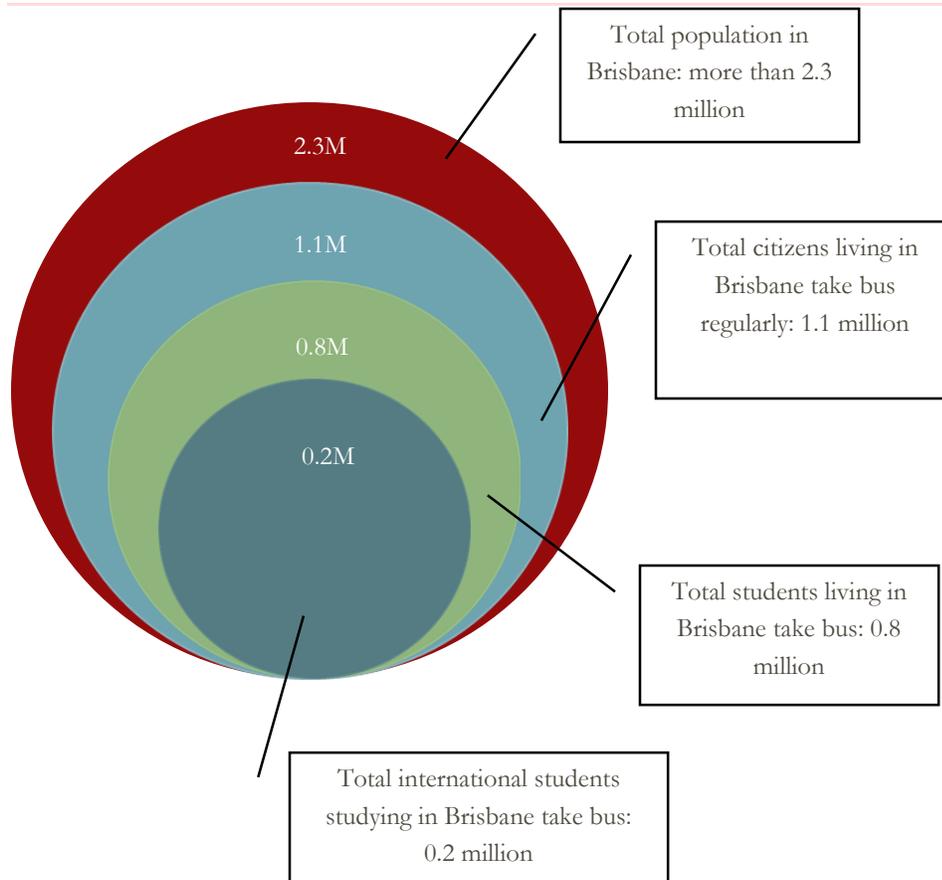
Answered: 99   Skipped: 1
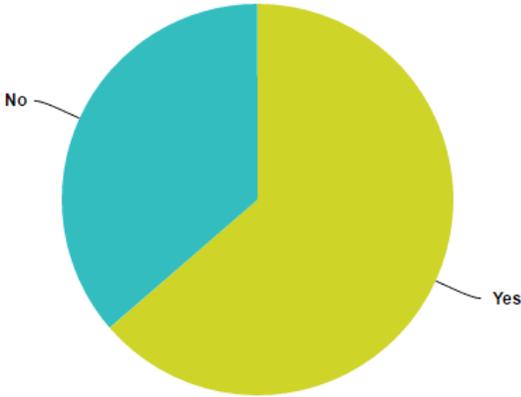
Answer Choices	Responses	
Yes	63.64%	63
No	36.36%	36
Total		99

With the ability of google map to guide you to the location, this app allows you to arrive to the bus stop on time and top-up Go Card nearby. Its convenience also helps you catch the bus and prevent getting lost in an unfamiliar environment.

Potential Market Size

Total population in Brisbane: more than 2.3 million

Total citizens living in Brisbane take bus regularly: 1.1 million

Total students living in Brisbane take bus: 0.8 million

Total international students studying in Brisbane take bus: 0.2 million

Assume that there are 480 students in Clayfield College and we have conducted a survey about our app:

- As there are about 63% of students responded that they feel confused when finding the location of bus stops, assume that all of them are interested in downloading this In-app advertising app
- After downloading this app, they would suggest others, such as their parents and friends from the other schools in Brisbane, to try this app, this could increase the market size
- Therefore, the initial market size is: 200000 x 63% = 126000 customers

Competitive Analysis

There is an app similar to *GoCard?* on the market: *My Translink*. Even though Translink is a big company, there are some disadvantages in the app. Here is a comparing table:

Features	GoCard?	My Translink
Search for bus stop locations by bus number/bus station name	✓	✓
Search for the nearest convenience store	✓	
Common Q&As provided for new customers	✓	
News of the day about bus services		✓
Timetable of different buses		✓

My Translink is a freemium app. This app is using the business model generate income only from other business activities which are transport services, such as buses and trains, as well as Go Card. Its main customers are citizens who take buses or trains regularly. Therefore, it provides maps to guide you to the location of the bus stops or train stations, also timetables for different buses and trains which allows you to arrive to the destination on time. However, it is inconvenient if customers find that their Go Card has not been top-uped yet and they need to find convenience store nearby to top-up. Furthermore, news of services are informed in the app, for example "bus 300 is not in service today". Although it is a great features for citizens, sometimes there will be errors occurred. This may spread the wrong news to customers and they will choose not to call a taxi instead of taking buses or trains that the company will lose a few customers as well as revenue.

Potential Revenue

Our main revenue streams: advertising

Another possible revenue stream: freemium

GoCard? will receive revenue by advertisement as well as freemium. For advertising, it will be shown as a banner at the bottom of the app. The advertisements will be related to the locations of the bus stops or bus routes, such as newly opened restaurants and boutique shops nearby. On the other hand, freemium is that customers need to pay if they would like to remove the advertisements. Here is the table showing the potential revenue:

Revenue Streams	Estimated number of customers	Amount of revenue per 1	Total amount of potential revenue
Advertising	200000 x 63% = 126000	AUD$1	126000 x $1 = $126000
Freemium	126000 x 0.3% = 378	AUD$1.9	378 x $1.9 = $718.2

As a result, the overall potential revenue is $126718.2.

Branding and Promotion

Channels to promote *GoCard?*: sharing the app with friends and schoolmates in Brisbane, utilising social media or work with convenience stores' shop owners

As the target audience of this app is students, promotion to friends and schoolmates who take bus regularly in Brisbane is the most convenient way. Apart from promoting to students, social media is another method as a promotion by sharing this new app established. In addition, our team may work with convenience stores so as to promote the app by going to their stores for top-ups.