



# Y Drive

A business plan for the app 'Y Drive'

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TechNovation Entry

Tech Girls Are Superheroes

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## Product Description

Y Drive is a community driven app which is all about increasing the mental and physical fitness of society today. Y Drive provides the user with ways to get to school or work actively and efficiently. There are many different aspects of this app, so it can be used by a wide range of audiences. Parents can create walking groups, cycling groups, public transport groups and scootering groups. People can find routes to get to work using public transport, biking paths and walking routes. The opportunities are endless and people can get to places whilst being physically active therefore increasing their mental and physical wellbeing.

## Potential Market Size

Our app addresses the ever growing issue of the lack of mental and physical health in today's society. A vast majority of people experience this in their homes everyday, whether it be parents who want their children to go outside more, or working adult who do not have the time to go outside and get fit and healthy. According to the survey that we conducted, a vast majority of recipients confirmed that they want to go out more and get exercise but just don't have the time. Exercise is vital in staying fit and healthy thus we used this problem as our app idea and based our solution around this. Our app has multiple functions such as a route finding system, or walking/biking/public transport groups. This means that our app can be used by a wide range of audiences, ranging from children to adults. This would greatly increase the amount of potential buyers and users. All of the methods shown on our app are ways to get to work/ school by being active. Public transport still does apply in this category of being active as the user will have to do some sort of walking and will also be reducing their carbon footprint. Our app is intended to be used on a regular basis in order to get to school, work or locations. The user can choose the exact dates, times and ways that they want to use our app. Y Drive makes it much easier for people to get places whilst also getting their daily dose of exercise!

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## Competitive Analysis

There is a wide variety of apps such as Fitbit, MyFitnessPal and Ejmojo that are focused on fitness and health. There are also apps like Translink that create routers for people to get to places. However, there are no apps that create walking groups as well as routes. Our app combines both concepts into one app, as well as adding the walking groups. Our app Ydrive is an original idea which will greatly increase the chance of people wanting to buy it. We have not found anything like it in the appstore that are about finding groups to actively travel with a group of children and a responsible adult. There are apps about traveling with public transport such as translink apps and apps for bike routes such as bikemap although there are no apps to find groups to travel these ways.

## Potential Revenue

Brisbane City Council have offered to buy our app so we decided to use android developer studio to give us more functionality so we can transfer it to IOS more easily.

## Branding and Promotion

We chose these colours because they represent nature and the outdoors.