

Business Plan & Our App Description

100 Word App Description

Our app Tutor4U is the next big thing in tutoring apps. Tutor4U is a combination of tutoring and community service that provides privacy and educational benefits. Several schools around the world need a set number of community service hours to graduate. All schools have the usual tutoring service but with the new age of technology less and less people are using computers to access information and are turning to their phones. This is why our app is so useful because it is very accessible and easy to use. Tutor4U consists of a safe database where older and younger students can ask for assistance in their school work from other students. In the app, there are a series of functions such as a calendar, Q and A section and message area. From the time older students spend tutoring the other students they are getting community service hours resulting in the younger students getting better marks in school and more students around the world being able to graduate.

Product Description

We noticed that the older students in our school have been having difficulty achieving the required amount of community service hours needed (30) before they graduate and that younger students are finding their homework harder as its difficulty increases as they move up in secondary school. Our app, Tutor4U, provides a tutoring service to younger students (Years 7-9), a means of getting community service for older students (Years 10-12) and a way of checking pupil's progress for teachers. Older students will be rewarded community service hours when they tutor younger students. We will have a profile, message, diary and find tutor feature within our app.

We believe that our app will be successful because the whole of secondary school will be able to access the services our app provides and also because the creators of this app have a unique insight into what would appeal to our targeted market.



Market Sizing

Our customers are the Secondary school of Penrhos College, which consists of around 800 (?) students. We will send out a group email, to the entirety of secondary school, to inform them of how they can access and use our app. We believe that there is a high demand for our product and that many of the students would use our app on a regular basis. We intend to make the app free, to encourage the younger students to seek tutoring help and to encourage the older students to use our app as a cost-effective way to gain community service.

Competitive Analysis

An alternative to our app, Tutor4U, would be a tutoring service, such as Home Tutor. They offer a professional tutor to come to your house and tutor you in either science, English or mathematics. Our app provides an older student who has already completed that curriculum to tutor a student wherever they decide to meet (most likely the library) in any subject that they have agreed upon. Our main features of our app are a messaging, search and profile feature are easy to use and make

our app unique compared to other services, like Home Tutor and the way we have structured it to work allows the tutoring to be more flexible and personal to the student delivering and receiving it.

Potential Revenue

Our app Tutor4U is mainly based on the idea that it should be available for all people to use and not primarily based on people who are willing to pay. We conducted a survey and the result suggested that a majority of student were not willing to pay for this app service. After doing extensive research on some regularly used apps within the community and how the potential revenue of each of the apps we figured that the best way to have a considerable income was to open the app up to paid advertisement that companies or other app manufacturers can use in return for a fee.

We decided that this fee should be on average \$3000 dollars for the period of 1 month. This price is only related to when we first release the app, as we believe that it will take approximately 2-3 months for the app the gain popularity across the nation. After it has gained popularity we will increase the fee by 3% for every 2000 people who sign up. We believe that these numbers are credible as there is not one student that does not have any doubts about subjects but then again are not confident enough to ask one of their teachers and because there will always be students lacking community service hours.

After a period of 1 year we believe our app will have approximately 30 000 users in Australia alone and will grow at a rate of approximately 2000 students added every month and our fee will go up by 3% and our potential revenue will be;

January=\$3000

February=\$3090

March=\$3183

April=\$3278

May=\$3376

June=\$3477

July=\$3581

August=\$3688

September=\$3799

October=\$3912

November=\$4029

December=4150

Potential Revenue after 12 Months= \$42 563

We believe that in the future our app after that 1 year period will have allot of users and a large potential market size because our app is primarily educationally based, we believe that with the money gained from paid advertisements we could persuade government education departments to sponsor this app as we all have a common goal which is to improve education standards across the nation.

Branding and Promotion

Our App Tutor4U Branding has been carefully chosen. Our logo is of a blue water colour background which has a black graduation hat in the center and the name Tutor for you under the graduation cap in bubble writing. We chose the colour blue based on a research project that was conducted in America. Our Main target is teenagers this is why the study "Marketing to Teenagers: The influence of Colour, Ethnicity and Gender" By Okan Akcay, D.B.A. was so useful. The study showed that across all nationalities of teenagers in the US for technologically based activities the preferred main colour is blue followed by black. This why we chose these 2 colours to feature on our home page of the app. We got the inspiration for the water colour from looking at pictures on Tumblr which is a site which is mainly used by teenagers we used this site so that the water colour would appeal to the teenagers.

We then named our app Tutor4U instead of Tutor for You because we believed that writing it like this would be a catchier name and would be easier to remember as it is proven that abbreviations/slogans help people to remember things.

Our team is aiming to promote this app through social media sites because this process reaches more students and it has a record and stays on the site unlike TV and Radio because it is highly likely that people are going to miss the commercial, then all the money spent on the promotion would have gone to waste. We are also going to supply packs to schools which they can introduce to their students at assemblies which are compulsory for all students to attend. We do this because the news of our app will reach many people at a time. Right now with our perceived potential revenue these 2 tactics are what we plan to do to introduce our app though if we believe that this type of promotion is not working, then we will brainstorm the ideas of tv adverts and radio ads.