

Business Plan for
BabySitting Apps
by Team Techmad

Purpose

The purpose this business plan is to request for the support to publish the babysitting apps to google playstore. The amount requested is AUD275.

Background

The babysitting app is an android app developed by team Techmad for the Techgirl program in Australia in 2016. The Techmad team was formed and it consist of Team Captain, Emily Chong and members Nicole Huang and Hyelin Park.

The team performed a market survey in April 2016 of similar apps currently offered in the market. Generally, the product offered exhibit two weaknesses. The following are the reviews researched from internet for the two apps.

1. Name of application: Baby sitter –find a nanny near you!
-Review: As said 'I can't make an account'.
-Rating: 1/5 stars
2. Name of application: Baby sitter the app-find a babysitter
-Review: this app has a problem with share bottom, but said easy and simple.
-Rating: 4/5stars

Cost

The Cost of making the application available to the general public are:

1. Cost for someone to make a data base for storage of data required for the apps which is \$250

The is the price for a developer to create the database and for the apps to interface with the database. It is based on 10 hours of developer effort at a cost of \$25 per hour

It is important for us to have the database because it is a core component of our apps without which our app wouldn't work as satisfactorily as we would like it to be.

2. Publishing the app
-\$25

The producer of google play has put as a set price that this is the price to publish an app. So, over course if you want to use this app we have to publish it.

Benefit

With the fund provided by the sponsor, we will be able to develop, test and complete delivery of the Baby Sitting Application.

Once completed, we can publish the apps for purchase by the general public.

We expect that from the demand for baby sitter services both by the consumer and the provider we will be able to charge AUD\$2 per consumer and AUD\$10 per service provider.

At an estimate of 10 consumer and 2 service providers per month we expect to recoup \$40 per month. We will be able to recover the cost of development in 7 months and the ongoing profit can be used for further improvement and provision of on-going enhancement and update to the apps.

Conclusion

The team believe that our app is very useful and will stand out as one of the best available in the market. It will great benefit to the community of consumer and baby sitter service provider.

We look forward to the support of our sponsor for our business plan.