

## Business plan

### Product Description

*StudySmart* is a convenient, connective app which can help match students to each other to aid in study and homework help. The app also provides users with helpful tips for studying. Unlike tutoring services which can cost thousands a year, or teacher-sourced mentors which can take hours of sourcing, *StudySmart* is a free-to-use app which can connect students to students.

Quick quizzes and revision games are strong consideration regarding future development of the app. Students could then acquire “learning points” or badges, which could be used for donation to education charities such as The Smith Family.

*StudySmart* also contains a messaging page, which can be used to communicate with other students and assigned mentors/students. The messaging feature can be used to arrange a study time or discuss a current homework problem. Files and images can also be shared over this feature. A study tips page is also available in the app, which is updated with new helpful tips every few days.



Fig. 1 *StudySmart* Logo

The National Survey of Young Australians 2012 survey conducted by Mission Australia found that among the top five teenage issues, school or study problems are prominent. Problems with schoolwork can result in stress and other mental strains.

*StudySmart* aims to connect struggling students with a ready-to-help senior student. By utilizing user details such as the relevant subject and grade students can be matched efficiently. A Google fusion table has been created to store and use user's information match students to student-mentors efficiently.

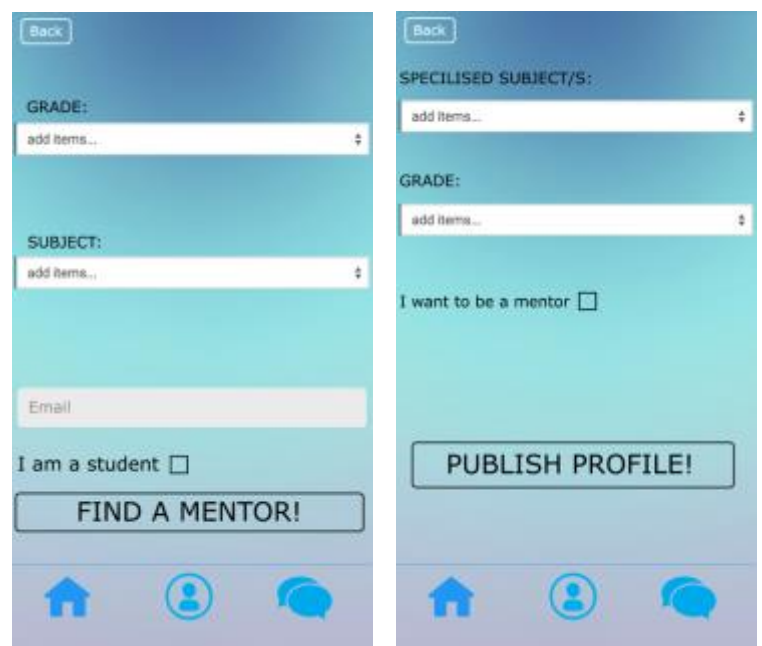


Fig. 2 and 3 “Find a mentor” and “become a mentor” screens

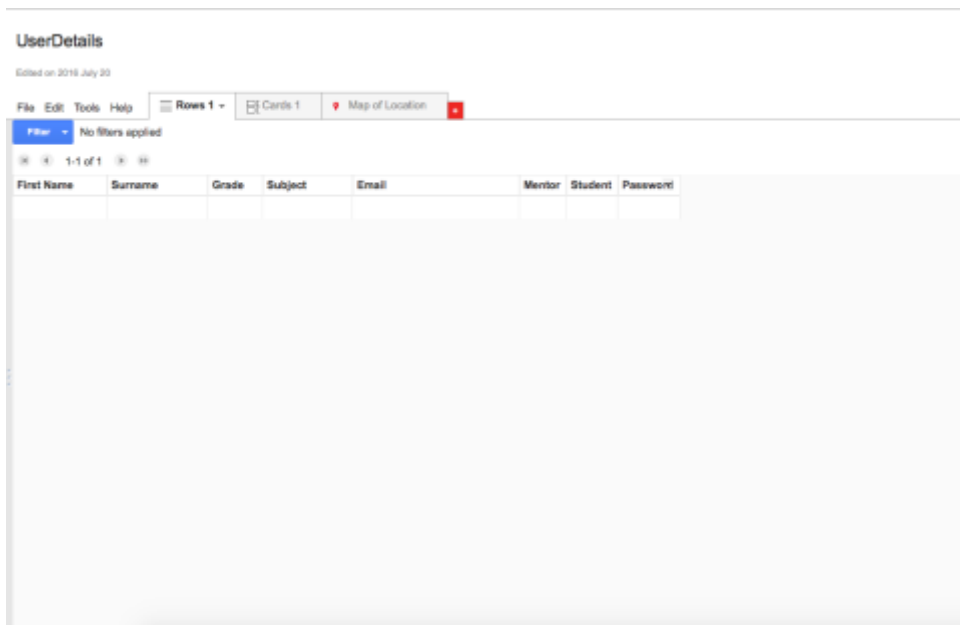


Fig. 4 "UserDetails" fusion table for storing user's details

Within

a school network or wider school regions (within your city) students from grade's 3 – 12 can seek help with schoolwork, and senior students (students grade 10-12) can become available to mentor.

Potential users of the app have been identified as school-aged people, parents of younger students and school teachers.

### Potential Market Size

Target customers have been identified as school-aged students, their parents and teachers within a school that could utilize the app for the school system. *StudySmart* can be advertised to customers most prominently by a QR code or ad in school textbooks. A Facebook group could also be created to spread awareness of the app throughout the community.

Considerations have to be made regarding user's privacy and online safety. This feature will need to be developed in the future, to ensure online safety. For example, systems to register administer-approved emails from school systems can be developed to make sure only students/parents of students/teachers can use the app.

*StudySmart* has been designed to be a free-to-use app, however continuation of certain features will cost users money in the future. If the student requires more than one mentor or help in more than one subject, a price of \$1.50 for each additional mentor/subject will be required from the user.

User's privacy should also be regarded when payment transactions are made. A secure payment option such as PayPal should be invested in to ensure user's safety of private details such as credit cards and other online accounts.

### Competitive Analysis

There are two apps similar to *StudySmart* available currently. Both apps will directly compete with *StudySmart* for users because of similar features/purposes.

Features	StudySmart	Tutor.com To Go	Brainly – Homework Help Student Community
Intended to be useful/helpful	✓	✓	✓
Open only to school community/approved groups	✓		
Messaging feature	✓	✓	
Free to use	✓	✓	✓
Built-in study tips and advice	✓		
Allows for one-on-one study/homework assistance	✓	✓	

**Tutor.com To Go** is an educational app that connects users to a tutor. Tutor.com, like *StudySmart*, contains a messaging feature which allows students to communicate with tutors, but unlike *StudySmart* does not filter emails/user details through an approved system, meaning that any person could register for the app, diminishing its privacy and online safety. While both *StudySmart* and Tutor.com To Go both contain a messaging feature, because the emails registered with *StudySmart* would be from an administer-approved school or community domain, an email would be easier to trace back to a user.

**Brainly – Homework Help Student Community** is an inquiry-based app that allows users to ask a question and other users answer the question of they have an answer. The app is open to all users and does not indicate whether there is an administration system to filter through users. Brainly also guarantees answers within minutes, which is a strong competitive factor when it comes to *StudySmart*. However, the effectiveness of the school-work assistance for Brainly is limited as questions submitted into the app are single-questions that a student may be struggling with, and does not allow for one-on-one

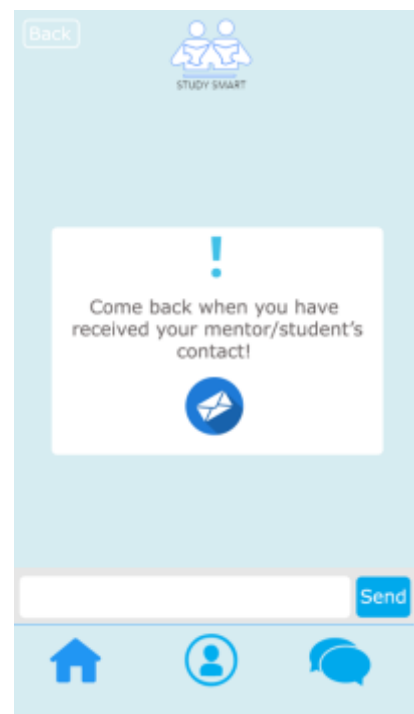


Fig. 5 *StudySmart*'s messaging screen

mentoring or study support like *StudySmart*. *StudySmart* is a long-term support system for study help rather than having quick queries answered.

### Potential Revenue

Whilst *StudySmart* is a free-to-download app, additional features (mentioned) do require a fee for users. The app revenue model for *StudySmart* has been identified as “Freemium”, where the user can freely access and use the app, but certain extended features such as using the app for more than one subject or having more than one mentor costs the user a fee. The profits made from this however is planned to contribute to an education-based charitable donation.

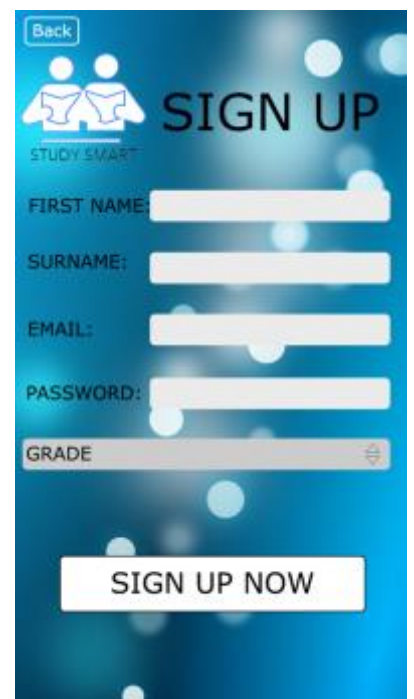
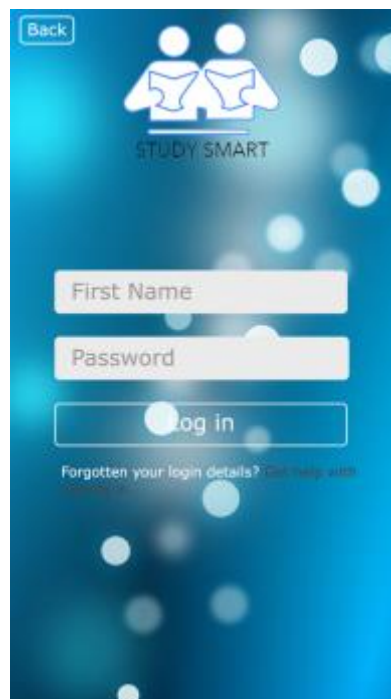
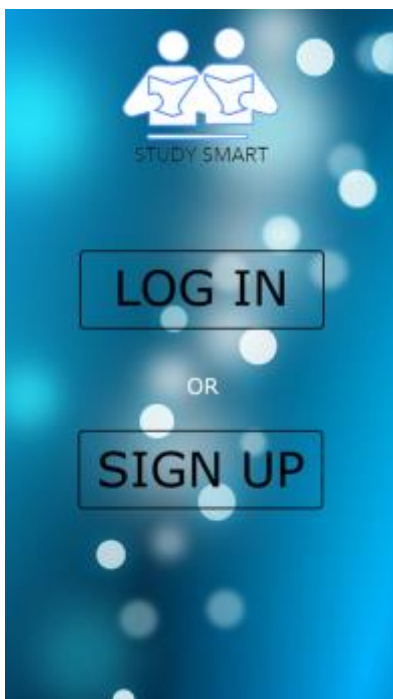
### Branding and Promotion

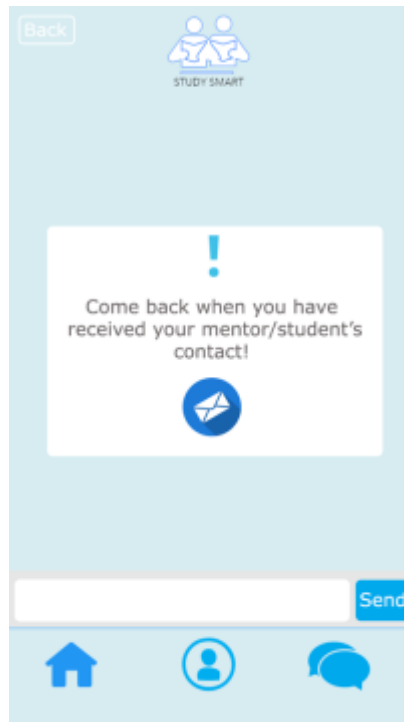
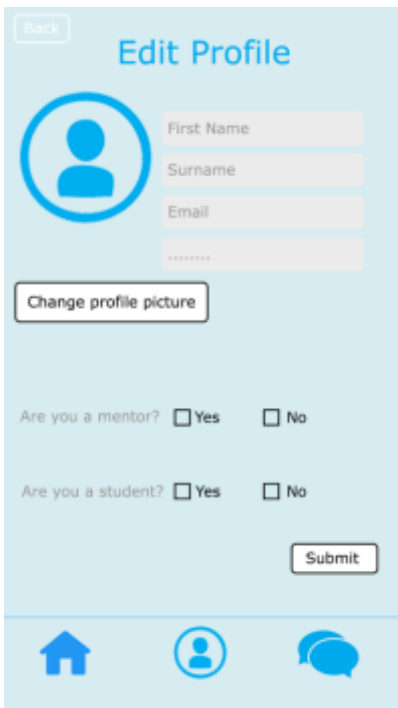
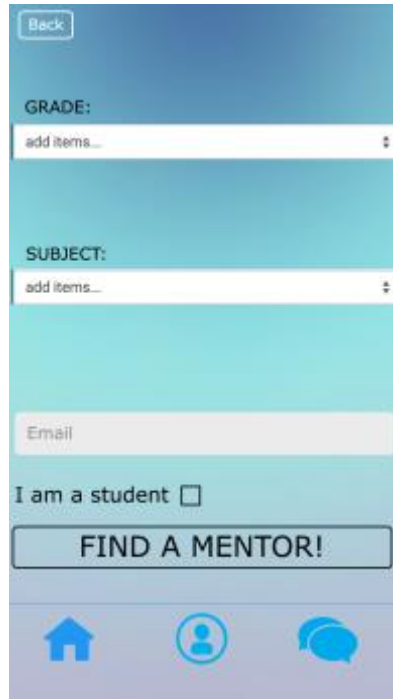
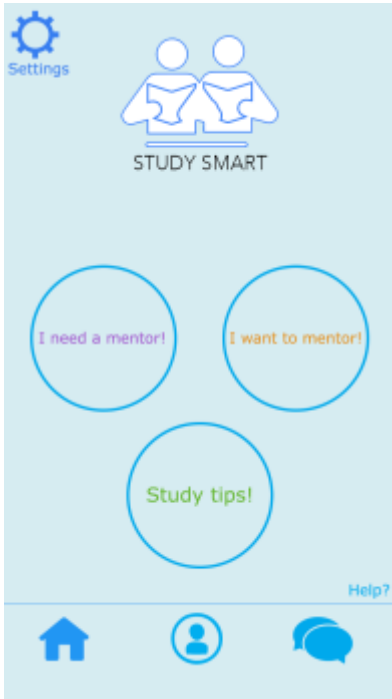


Fig. 6 *StudySmart* logo

The app name has been identified as *StudySmart*, and the logo has been identified in Fig. 6. The logo was designed to be simplistic but obviously portray the action of “study help” by having two people reading together.

Promoting the app directly from a *StudySmart* basis would most likely not receive many potential users. By partnering with an already familiar app (social media such as Facebook), the app could be seen a lot more.





## **100-word app description**

StudySmart is a connective, education app providing students with study solutions such as mentoring assistance and study tips. StudySmart uses user details such as grade and a chosen subject to match a struggling student with a “ready-to-help” student. Emails are of a community or school domain meaning that only administer-approved users can access the app and connect with other students. The app contains a real-time messaging feature where files and images can be shared of school work and discussion of study and even mentoring times/sessions. A handy study tips page is also featured, which is updated regularly with new tips for students.