



**Reading Republic
An App to Encourage Children to Read
Business Plan**

28th July 2016

Section 1: Product Description

What is the purpose of the app?

Reading Republic is a free reading application that encourages reading through interactive quizzes, rewards and avatars. *Reading Republic* aims to encourage children, who presently may not enjoy reading as much, to read more! It is also free to join.

There is a lot of research that reading has a number of benefits. Some of these include mental stimulation, stress reduction, knowledge, vocabulary expansion, memory improvement, stronger analytical thinking, improved focus and concentration, better writing skills, relaxation and free entertainment.

Children today are very active and stimulated. *Reading Republic* enables them to reap all the previously mentioned benefits from reading as well as offering them valuable skills that they need in an interactive and interesting way and to share their excitement of reading with others.

What does the application do?

Reading Republic also has an interactive library, with book reviews.

Why is *Reading Republic* different to other reading applications?

Reading Republic is different to *Reading Eggs*, *StudyLadder* and *Literacy Planet* because it is more interactive and is targeted and focused on reading. It encourages children to read more and like it by making reading more enjoyable through quizzes, an interactive library and book reviews.

Why does it stand out from the other applications?

Reading Republic stands out because it has more mini-games and it allows you to choose your book and put it in a library. It encourages you to read a complete story book versus increasing vocabulary or just reading snippets of passages from books.

What features did the team originally plan to build in the future and why?

We wanted an interactive library where the avatar travels in the library and you are able to design your library and sit in it while you read. You could personalise the library and design the space.

We also wanted to ask some book retailers if they could give some discounts for those children who earn a certain amount of coins to receive a discount on a book of their choosing.

Another thing is that we wanted to put a messaging place where if something doesn't work then you can text us about it and we'll fix it.

Section 2: Potential Market Size

Defining the community

English speaking school-going children from Kindy to Year 9 in Australia is 180,000 but the intention is to expand it gradually into other countries once we reach 20% of the Australian target market.

Section 3: Competitive Analysis

Main competitors include *Reading Eggs*, *StudyLadder* and *Literacy Planet*. All of these applications charge varying amounts as shown in the table below.

Application	Cost	Features
<i>Reading Eggs</i>	\$59.95 6 months \$79.95 12 months	<i>Reading Eggs</i> focuses on comprehension, grammar, reading and vocabulary
<i>StudyLadder</i>	\$88 12 months single student	<i>StudyLadder</i> targets all subjects at school including Naplan
<i>Literacy Planet</i>	\$14 monthly \$69 6 months \$95 yearly	<i>Literacy Planet</i> targets tasks chosen by teachers and extra learning games

Detailed Competitor Analysis

Reading Eggs is a popular reading website where schools and parents teach their kids to learn how to read, learn grammar and comprehension.

StudyLadder is another website that teaches children how to read and they have a variety of subjects to help at school.

The final competitor is *Literacy Planet*. This website includes videos which have tasks given by teachers to complete with a comprehension task behind it. As well as extra learning games to let children have fun.

Strengths

Reading Eggs does the games and libraries quite well because you can do lots of games to learn how to read. *Reading Eggs* also makes you want to do it more because it is in a fun and friendly environment by making it have an interactive mall, awards, an apartment that you can design yourself and much, much more.

StudyLadder is good because it has a wide variety of subjects to choose from and has many different strategies to each. It also includes your own designable room with an avatar and an alien that grows each time you play.

Literacy Planet is good because it has tasks that are set by teachers to do, plus fun games that encourage children to continue playing.

Weaknesses

Reading Eggs doesn't encourage you to read, it just increases your vocabulary and comprehension skills. These skills are always used after you learn how to read.

StudyLadder is not good because it can sometimes not work properly when the teachers try to set tasks, we think that it needs to be tested more and possibly improved.

Literacy Planet is bad because it has very small writing which makes it hard for children to read.

Opportunities

Opportunities for *Reading Eggs* would be to update it so that there is more balance between reading and increasing your vocabulary.

An opportunity for *StudyLadder* is to do more tests on the website to make sure that everything is working with ease.

Literacy Planet should reduce the amount of text there is on a page and make the text easier to read for children.

Threats

Things that could threaten our success could be people copying features of our app, something that doesn't work could put the children off and decide not to play, inability to get funding and someone could beat us in the market.

Section 4: Potential Revenue

Partnerships with Amazon, Booktopia, Apple Books, Google Books, Kindle: A code is emailed to the parents of the children and that code goes towards buying more books. Could do an exclusive deal...go onto Amazon, select your book and put in the promotional code you have been given. They can look at the codes and see how much revenue is being generated. Also parents being accessed.

OR have a licensing agreement with schools who pay to make the application free to the students or a licensing option at Federal, State or local government level or individual school.

Cost

Work out of Fishburners Space in a collaborative environment. Monthly community membership costs \$300 per month but get Amazon Web service and Cloud Credits with that.

Marketing costs plus advertising: the app would rely largely on word of mouth, given it is free.

Viral marketing would be part of the strategy.

Website Hosting would be \$100 per year

Development costs, ongoing learning through Code Rangers would be \$10,000

Innovation Funding from Government, Universities, Schools and Corporates may cover some of these costs.

Section 5: Branding and Promotions

Messaging: Through games, quizzes, avatars and bonuses, *Reading Republic* makes reading more fun.

Channels: *Reading Republic* will be available in the Google Play store and promoted through our social channels including YouTube

(https://www.youtube.com/channel/UCfMi82kbjbnAEfly_48-lw) and our Twitter handle (@ReadingRepublic). We will seek out other social media "stars" to ask them to try and talk about *Reading Republic* with the aim of encouraging their followers to download our app.

Launch: We would hold a launch party at Luna Park inviting all our friends and their friends. We would ask Amazon to help sponsor the party with gift vouchers so that our friends could start using *Reading Republic* straight away. We would also invite journalists so they could write stories about our app.

Bringing it to market: Reading Republic will be available through Google Play initially. As it gains momentum we would look at developing a iOS version to make available through the App Store.

Growth: We believe the number of people using *Reading Republic* will grow through friends telling friends. We will use social media as our main channel for promotion. This includes making cool videos of book reviews for our YouTube channel - kids' books reviewed by kids - keeping parents up-to-date through @ReadingRepublic on Twitter.