

Ease App Business Plan

1. Product description

93% of teenagers experience stress, anxiety or depression at some point in their lives. This can significantly affect a person's ability to complete everyday tasks and be detrimental, possibly leading to isolation, troubles in schools, alcohol or drug abuse, relationship problems and more.

'ease' is an app that allows stressed, anxious or depressed teens to escape from their troubles and simply relax. It creates a clear mindset for them, so that they are better equipped to overcome whatever is troubling them.



Fig. 1 - ease logo design

The app includes calming gifs, relaxing meditation audio sessions and soothing music. Other features include a personal diary, where the user can choose an emoji to describe their current mood and write down anything they are worried about. This data is then stored so the user can look back and remind themselves of their past selves, and show they can overcome anything. *(Screen designs at the end of report)*

The features are designed to appeal to teenagers and young adults aged 13 - 24 to relieve the user of their stress and anxiety, whether it'd be short term worries about a test or a serious anxiety disorder. It will be a success through our different approach to competitors by using features that appeal to teens such as gifs and images as well as current music. There are currently 1 in 6 Australians experiencing an anxiety condition. Our app has the potential to better improve the community's health and wellbeing.

1. Potential Market Size

Our target audience is teenagers aged 13-24. A survey given to Clayfield College grade 7-12s indicated that 84% of girls experience stress, anxiety and depression, with 77% saying that would either use or consider an app that would help them de-stress and relax, such as 'ease'.

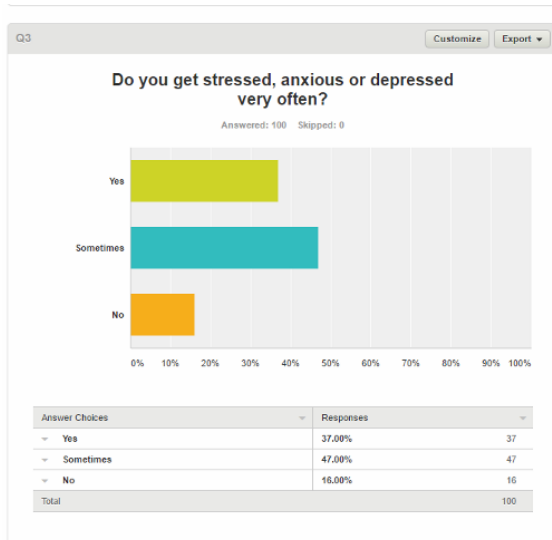


Fig. 2 - A survey conducted to CC high schoolers said that 37% get stressed, anxious or depressed often, with 47% experiencing this sometimes

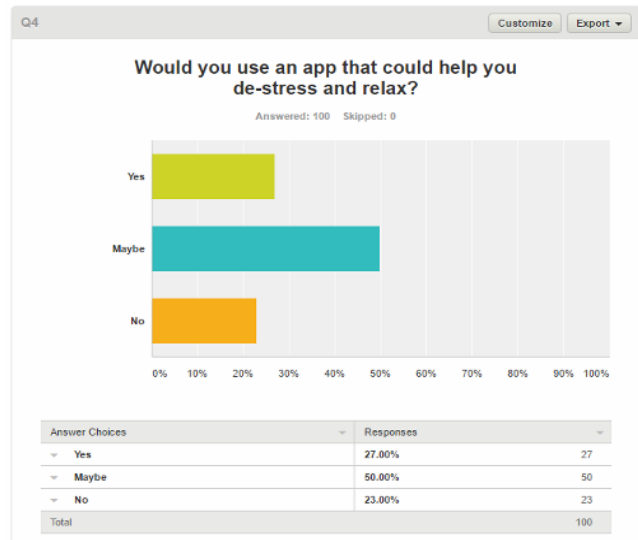


Fig. 3 - 77% of CC high schoolers would either use or consider and app to de-stress and relax

There are 872 100 high school students in Australia, our main demographic, who would need the app to ease stress from school.

In Australia, at June 2015, over 935,000 teens had gone online in the previous four weeks, with 78% of those using a mobile phone. This potential demographic is even bigger worldwide, with 91% of teens reported going online at least occasionally from their mobile phones.

The aim of 'ease' is to not only de-stress users, but to also aid coping with anxiety disorders. Anxiety is the most common mental health illness in Australia and the US. Currently, there is 1 in 6 young Australians experiencing an anxiety condition, with stress and school being at the top of the list of worries for all young people. 'ease' aims to improve the wellbeing of these people by providing anxiety relief.

Overall, the target market size in Australia is approximately 3 million people, the combined total of high school students in Australia and the number of people currently experiencing an anxiety condition.

2. Competitive Analysis

Our app will have the edge over other competitors (anxiety and stress relief websites) by providing the benefits of being an app. This includes being easily accessible through a phone or device, so rather than the user having to find the website themselves, the features of the app is brought to them when downloaded. It is portable, and does not need Wi-Fi as all of the features are already stored in the app.

Our app also has features designed to appeal to teens such as the moving gifs and soothing current music which no other anxiety relief app has (when compared to MindShift & Pacifica). This caters to the visual mindset of teenagers, who are so often looking at images through their heavy use of social media, also including soothing music that is current to this generation to appeal to teenagers.

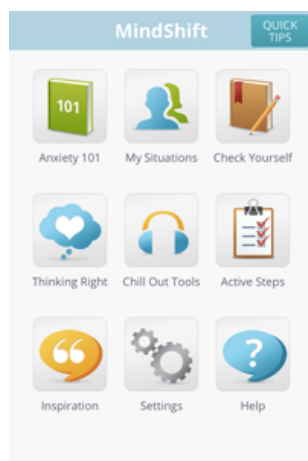


Fig. 4 - Competition apps such as MindShift and Pacifica do not include relaxation gifs or current music

3. Potential Revenue

The app is free in the Google Play store to make it easily accessible to the public, specifically teens. Bonus meditation sessions and music audio can be purchased for \$0.99 each, which are initially locked to users who have not paid. This premium service has been proven successful with competition apps such as Pacifica gaining more than \$5k revenue from premium services.

A survey given out to Clayfield College grade 7-12s stated that 39% (56 people) would buy extra features at \$0.99 each. Assuming each user would pay for 2 extra features, this is an estimated revenue of \$112 out of a total of 143 users. This means if 500 people used the app and bought 2 extra features, approximately \$400 revenue is gained.

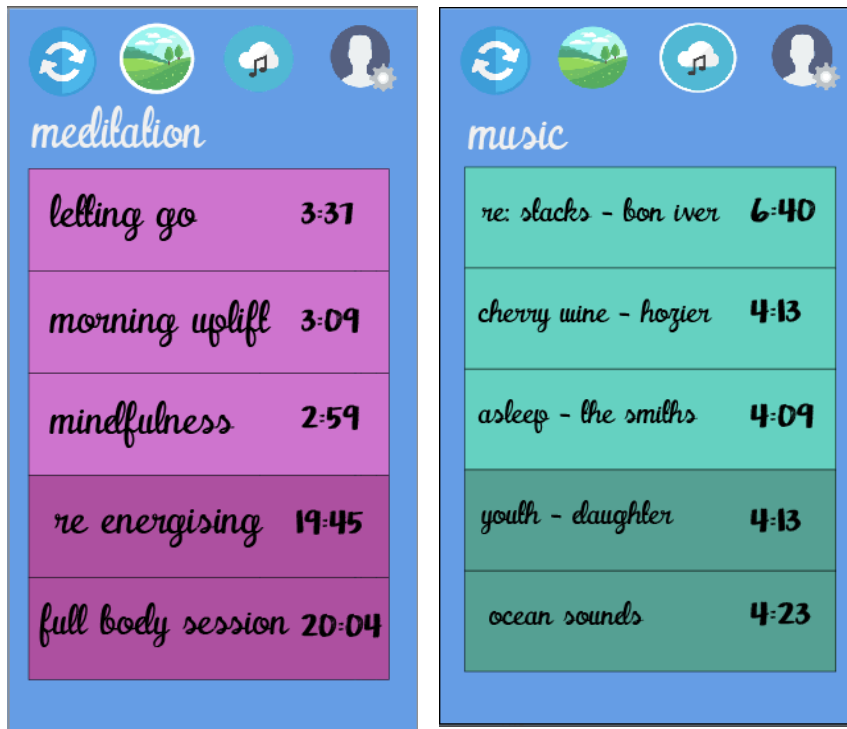


Fig. 5 – Extra meditation sessions and music features are locked at \$0.99 each

Due to the nature of the app, ads have not been included as it will be distracting and will steer away from the purpose of the app to be calming and to provide anxiety relief.

4. Branding and Promotion

4.1 Branding

The name of the app is 'ease'. Our slogan will be 'relax with ease' as it is short, simple and easy to remember. It has double meanings, with one referencing the name of the app, and one referencing calmness and comfort. It gives insight in what the app does, which is to help soothe stress and anxiety.

The colour scheme of the app is light blue and white, symbolising peace, serenity and calm, with psychological effects proving to be soothing and calm to the mind, aiding the users to relieve stress. The logo is as below, and will appear on the screen on the phone before entering the app:



4.2 Promotion

In order to target the market of 13-24 year olds, ads on Facebook promoting the app will be our main promotion technique. Social media is ever popular among this demographic, with Facebook being the most popular social media, with 1.65 billion monthly active users worldwide and 77% of all online teens using Facebook.

We will also partner with High school and university Facebook pages in Australia to promote our app by posting statuses on their official pages. This way we are directly targeting teenage students, our main demographic, and have the image that the app is of good quality, as it will be promoted by reputable high schools.

YouTube is also one of the most popular social media sites among teenagers and young adults, with over 30 million visitors aged 18-24 in March 2015. By using YouTube ad space to promote 'ease', we are able to reach more people within our target audience due to its increasing popularity among teenagers.