

Envirohero Business Plan

– **What the Project Aims To Do**

- Our app aims to help the environment become a better, healthier and safer place, as well as raising awareness about the importance of our environment.
- Our environment includes our homes and our community, but instead of looking after it, we are turning it into a garbage bin! We want to stop that!
- Our app focuses on a few key environmental problems including, littering, pollution, endangered animals and deforestation.
- The Australian Government has a Department of the Environment, which has a plan for a cleaner environment. This involves a number of projects targeted at cleaning the air, land and water.
- In order to help the government reach younger audiences, we are hoping to sell our app to the Department of Environment. They could then use in this app in their social media campaigns.

– **Key Benefits**

- By targeting our app at a younger audience this means that people will learn about the importance of the environment at a young age and will not continue to harm it over the years. As well as helping protect the environment our app is also a fun and easy way to raise awareness.

– **Market Size and Revenue Streams**

- We have surveyed a group of approximately 100 students at West End State School. The majority of respondents were interested in the concept behind the app and said they would use it. However, many respondents suggested that this was not something they would want to pay for.
- Given the purpose of our app is to protect our environment and raise awareness, we propose that this is a not for profit project and we would seek support from the federal/state/local government to help to build and promote the app.

– **Cost Structure**

- The team would require government funding to continue to develop and distribute the app (eg. putting the app on Google Play (\$25 up front)). No additional resources would be required.

– **Distribution Channels**

- We would work with the government departments to promote our app. This might involve being included in other environmental ad campaigns. We would also work with the government to promote our app in social media.