Handy Helpers

Business Plan

For Our App 'Handy Helpers'

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Section 1 - App Description

Handy Helpers is an app designed to help people get jobs around the house done by connecting them with students who would like extra pocket money or job experience. This app will benefit users as house hold jobs are completed conveniently.

Section 2 – Potential Market Size

Our estimated market size of 1,447,685 people consists of our two target audiences. Our handy helpers market size of 638,982 was calculated by multiplying the amount of secondary schools in Australia by the amount of students in a school, then 50% of that amount gave us our helper market. We used 50% of the total due to the information that we received from our survey as 50% of the students said they would use our app. Our homeowners market was calculated by taking 67% of the Australian population, 67% percent being the adult population (ages 15-64), from then taking 5% of the adult population. These two audiences added together gave us a rough estimation for our market size.

Section 3 – Competitive Analysis

Our app, Handy Helpers, is an app designed to connect busy people with high school students that want some extra pocket money. Our main competitor app 'airtasker' has a similar concept to help people with household jobs. As we targeted a younger audience, instead of an older qualified adult this was the largest key factor in the differences between our apps as we are supporting upcoming teenagers to make money and receive work experience. This target audience meant that we had to make sure that our app was safer and easier to use. Our app requires cash payment so no bank details are shared. Notifications will also be sent thought the app so no personal information is shared unless further contact is required. Our app also has a feed which can be altered so it only shows what kind of jobs the user is interested in to suit your needs. Our unique features set us apart from our competitor app providing an easy app to use.

Section 4 – Branding and Promotion

When first promoting our app we will be using the simplest form of advertising and building from there. Our first step to advertising our app will be by word of mouth starting with our local school and community. Newsletter articles and approaching local newspapers to talk about our app and the importance it would have for our community. The next step of bringing our product to market would be a letterbox drop in neighboring areas to extend our user base. As our market size increases we will approach the idea of creating a social media presence and a website.

Section 5 – Potential Revenue

Our potential revenue has been created by incorporating our market size and the monthly fee our users will be asked to pay. The users are to pay a $2 monthly fee to create our revenue. We multiplied our total market size by two, to show the monthly fee. Per month we have an estimated revenue of $2,895,370. Our yearly rate was calculated by the monthly fee total multiplied by 12 representing the months of the year giving us a total potential revenue of 34,744,440 per year.

Section 6 - What Features Did the Team Originally Plan for and What Was Actually Built into The Prototype?

Some of the original features of our app have made the final cut others haven't. Originally we planned to have a resume system where our customers could upload a resume to their profile to show their previous jobs. Other jobs we considered to be on our app was volunteer work, so you can see what local and helpful jobs could be done. Other than those features most of our ideas were still the same and were produced in our app.

Section 7 - What Does the Team Plan to Build in The Future and Why?

As our market will expand we will need to consider new and appealing features for our customers. A rating and review system will be included in the future. This will benefit our users by giving them confidence in their handy helper to complete a job to a high standard. At some point in the future we would like to look for new sponsors to further invest in our app and take it to a bigger market as they advise their customers.