

## **Business Plan**

Our app is aiming at alleviating the obstacles surrounding youth unemployment. Employeee is aimed at helping those young and new to the labour force find employers and gain valuable experience. Our community is the people around us, the faces we see everyday, both familiar and unfamiliar, and the people from whom our state is made up. More specifically though, our community are the adolescents, who are just making their way into the adult world. A statistic last year was published and showed that one in five young people in regional Victoria were unable to find work.

Our app allows teenagers to gain easy access to hundreds of jobs suitable for their specific qualifications. Teenagers will want to use Employeee because currently it is extremely difficult to find job opportunities when you are young and have little to no experience. There are many apps on the market for job seekers, however all of them require some sort of previous experience in order to attain a job. Employeee is for the people who want to gain experience. We are trying to sell our app to the unemployed, those looking for work and teenagers. Basically, people without experience who are wanting to gain some. There are approximately 725,900 unemployed people in Australia. Of those people there are 300,000 youth who are unemployed. If we are able to help at least 10 percent of those people, we could sell our app to at least 30,000 people.

We understand that those who are currently looking for work, especially teenagers, have not that much spare cash lying around and so for that reason we have made our app free to download and use for job seekers. There are many ways we are able to make Employeee profitable. Our business plan requires Employers to pay \$100 a month in order to place an ad and they may choose to pay an extra \$20 monthly to have their ad appear at the top of the feed. When Employeee starts to get some traffic, we hope to and a sponsor in order to gain brand credibility with our audience.

Currently there are no expenses for our team, however in the future we plan to spend some money on a office space and advertisement. The advertising would cost around \$1000. If Employeee took off, we would rent a small office in the Melbourne CBD area, which costs about \$300 dollars a week. If we are able to get at least 13 employers to post an advertisement on our app per month, we would earn \$1300 for a month which would leave us with a profit of \$100. We currently have 3 employees. Each member has their own area of expertise. We have one coder/technology wiz, one graphic designing extraordinaire and a business/finance expert. In the future we may have to employ someone to handle the advertising aspect of our business.

We hope to get our app to customers through the Apple store and the Google App Store. Although this app is specifically aimed at teenagers, anyone with little to no experience can benefit from Employeee. Social media gives us easy access to target our demographic. We will of course use word of mouth as it is one of the most effective ways of spreading our idea. We all go to school and since our target demographic are teenagers, we will easily be able to spread the word about Employeee. Over time, as we start generating some money, we will have to spend a little on marketing but we will finance that through the income we generate through the app. We will advertise on social media/youtube/online, in trams, schools and billboards in the cities. We really see great potential in Employeee and we know that with the help of investors and their connections, we can help to decrease youth unemployment.