

COMMERCIAL-IN-CONFIDENCE

BUSINESS PLAN

BRUNCH BOX



Bridgewater State School

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Product Description

The app we are developing is to encourage people of all ages to pack and eat more nude food. Parents and volunteers can keep up to date with everything happening in the kitchen and garden at their school. Users of this app can share their nude food lunches and recipes for their community to see. The app aims to inspire people to get involved with their community and have less rubbish in their everyday life.

The whole school community would use the app and other schools can use it too.

Key user groups are:

Parents: Adults who have kids who attend Bridgewater State School.

Students: Kids who go to Bridgewater State School.

Volunteers: Any adult who volunteers to help at the school.

Teachers: Adults who teach at Bridgewater State School.

Product Features

Our app will feature:

- A login/signup page
- Community contributed recipes
- Recipe index
- Online chat
- A kitchen garden calendar
- Promotion of nude food (food without wrappers) to help reduce landfill
- Search.

The key feature is to promote nude food lunches to students at school so that we can have less rubbish and reduce landfill, while supporting our kitchen garden.

Potential Market Size

Initially our app will be promoted at our school community. We would look to sell the app to members of our class first and that would be about 25 students.

Overall our school has 210 students. This would mean a potential market size of 420 if we included family and extended family as potential users.

The main feature of our app is that it could be used in any school that has a kitchen garden or that wants to promote nude food and recipes. So we would expect that growth could double in 18 to 30 months if we partner with another school near us.

Figure 1 shows the projected potential market size for our app.

Potential Market Size

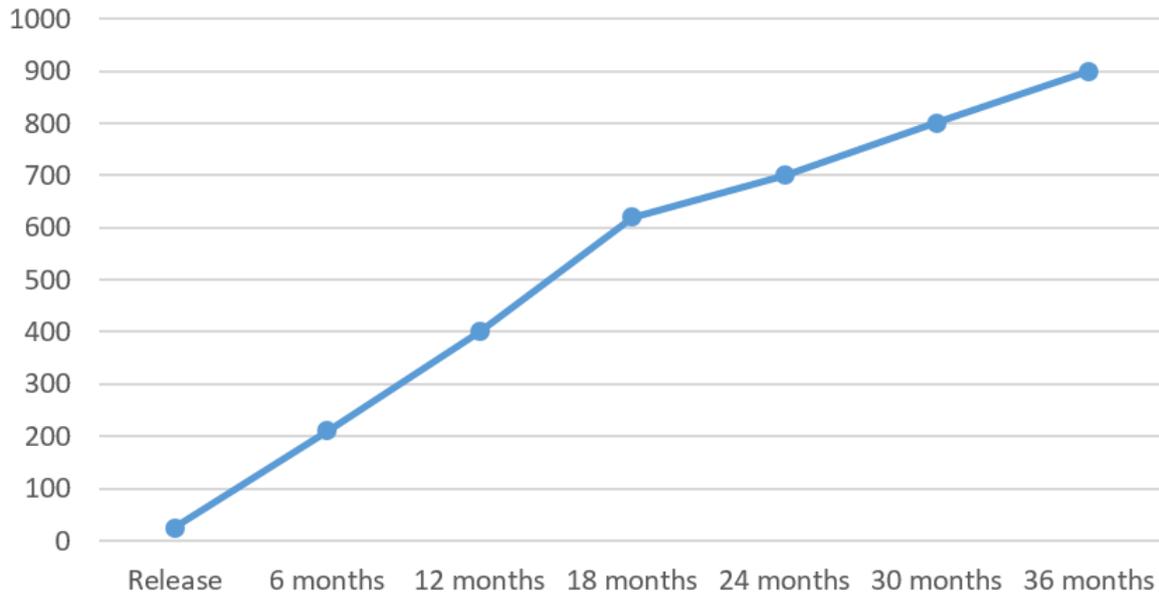


Figure 1: Potential Market Size

Competitive Analysis

Our app looks to combine elements of existing apps, but with a focus on building a community around growing our kitchen garden. Using our app, people will be able to share recipes, food and move towards nude food lunches so that we can reduce the amount of rubbish that lunches generate.

Table 1 below outlines the competitor analysis that we have done for our app.

Name of competitor	What does it do well?	What could it do better?	How will your app be different?
Stephanie Alexander's Kitchen Garden Companion	It connects recipes to garden produce and walks people through creating a dish	It doesn't gather a community of recipe sharers or gardeners, nor does it look to promote nude food	Our app will be focussed on drawing a school community together to work in the kitchen garden and generate less rubbish through nude food
Gardenate	Provides a gardening database that helps you grow plants localised to your climate zone supported by an online Gardenate community	The community is hard to interact with and there are no recipes	Our app will focus on growing and eating food based on our kitchen garden but to also promote the consumption of nude food because it's better for the environment

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Gardroid	Helps you to harvest your own vegetables by providing useful information about the cultivation methods of various vegetables	It doesn't link to recipes that you could use to cook what you grow, nor does it connect to a community	Our app will be community driven and look to promote a worthy cause
Vegetable Garden – Yum Garden	Helps you learn more and take control over the gardening and planting tasks (like watering)	It doesn't collect recipes or enables users to connect using the app	Our app will support the development of a community to support our kitchen garden and foster understand around the concept of nude food
The Garden Planner	You know what to plant when, what to do today, what's going to happen tomorrow, and when you will be harvesting food you grew yourself	The app doesn't build a community or provide access to recipes	Our app is about consuming nude food to support the plants that are grown in our kitchen garden
GrowVeg	Helps you to design the best layout for your vegetable garden	The app doesn't connect to a community or allow recipe contribution to eat the produce you grow; it also doesn't show you the cycles of plant growth it is just about layout	Our app is completely different and doesn't focus on garden layout at all, instead we are about supporting the maintenance of our garden and eating the plants that are grown
Gardening Australia – Vegie Guide	Provides advice on planting, timing, tracking and harvesting	It doesn't provide any suggestions on what to do with the produce once it is harvested	Our app will build a community of recipe sharers so that the produce in the kitchen garden can be used

Table 1: Competitor Analysis

Branding and Promotion

Branding

Our app will be called Brunch Box, and we have developed a logo (Figure 2) to help advertise and sell the idea and product. To make the logo stand out we have used a red apple. Red shows love, energy and intensity which are the kinds of concepts that we want behind our app.

We have added green leaves and a blue sticker to the apple so that we can add messages of freshness and safety to the logo which is what green and blue colours respectively bring to the composition.

Finally, we placed the apple in a brown box to ground the design and allow us to name our app clearly within the logo.



Figure 2: Our App Logo

Promotion

Based on our market research we know that members of our school community are interested in our app, and would purchase it to be involved in our kitchen garden. Initially we would promote our app within our school using our school website and newsletter.

Following the growth of these channels we would look to promote our app through social media (Facebook and Instagram) and seek the support from the wider educational support community.

Because this app is supporting our kitchen garden, we would also look to seek mentoring advice from Stephanie Alexander's Kitchen Garden Foundation to see if there were other avenues we could investigate to improve the reach of our app.

Potential Revenue

To raise funds initially we would look to start a kickstarter campaign to raise \$5,000 to support development and app start-up costs. We would then look to get an early version of the app available for sale on the AppStore and Google Play.

Our strongest competitor based on analysis of the market, is Stephanie Alexander's Kitchen Garden Companion. The app sells for \$19.99 on the App Store.

Because our app has a community focus and is looking to raise awareness around an important environmental cause (landfill), we would like to offer our app for \$0.99. We believe that this will make our app accessible and help to grow our market share, while making sure that there is a fixed cost to provide money to maintain the app.

As we add features to the app, we plan to offer In-App Purchases like access to a premium recipe space and access to exclusive events in the kitchen garden calendar.

Figure 3 below shows indicative figures around potential revenue. The blue line shows revenue based on foundation sales and the orange line shows projected revenue if one \$5 in-app purchase was added to the app, to keep projections conservative. The assumption is made with these figures that each user who has purchased the app will purchase the in-app feature.

Potential Revenue

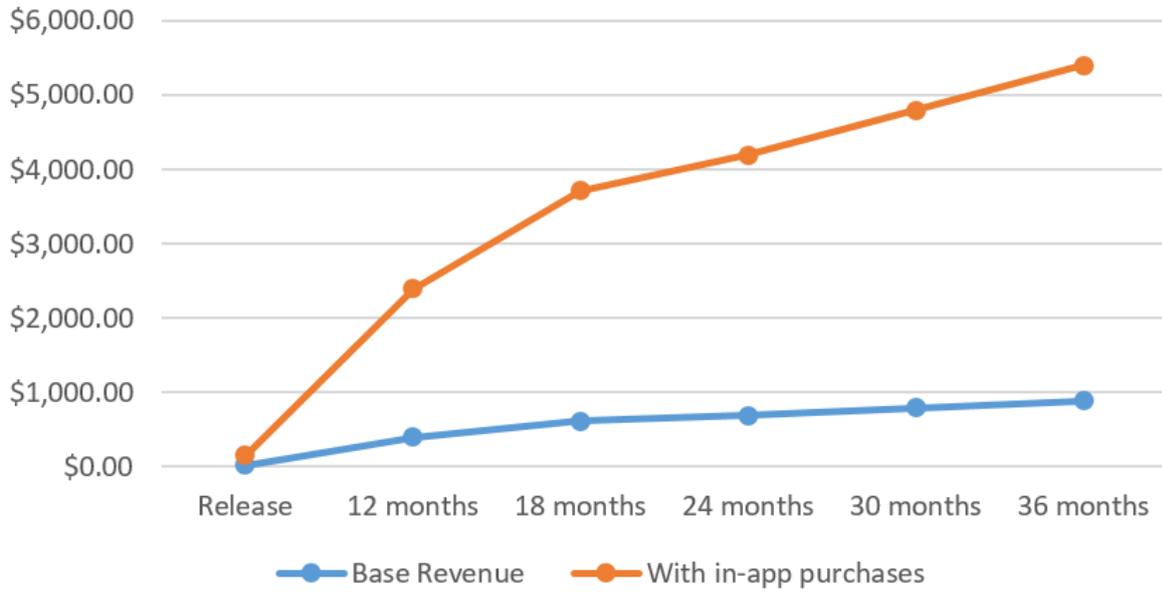


Figure 3: Potential Revenue

Future Plan

We have a plan for our app and the future development activities, marketing and maintenance that will need to happen to make sure that it is used.

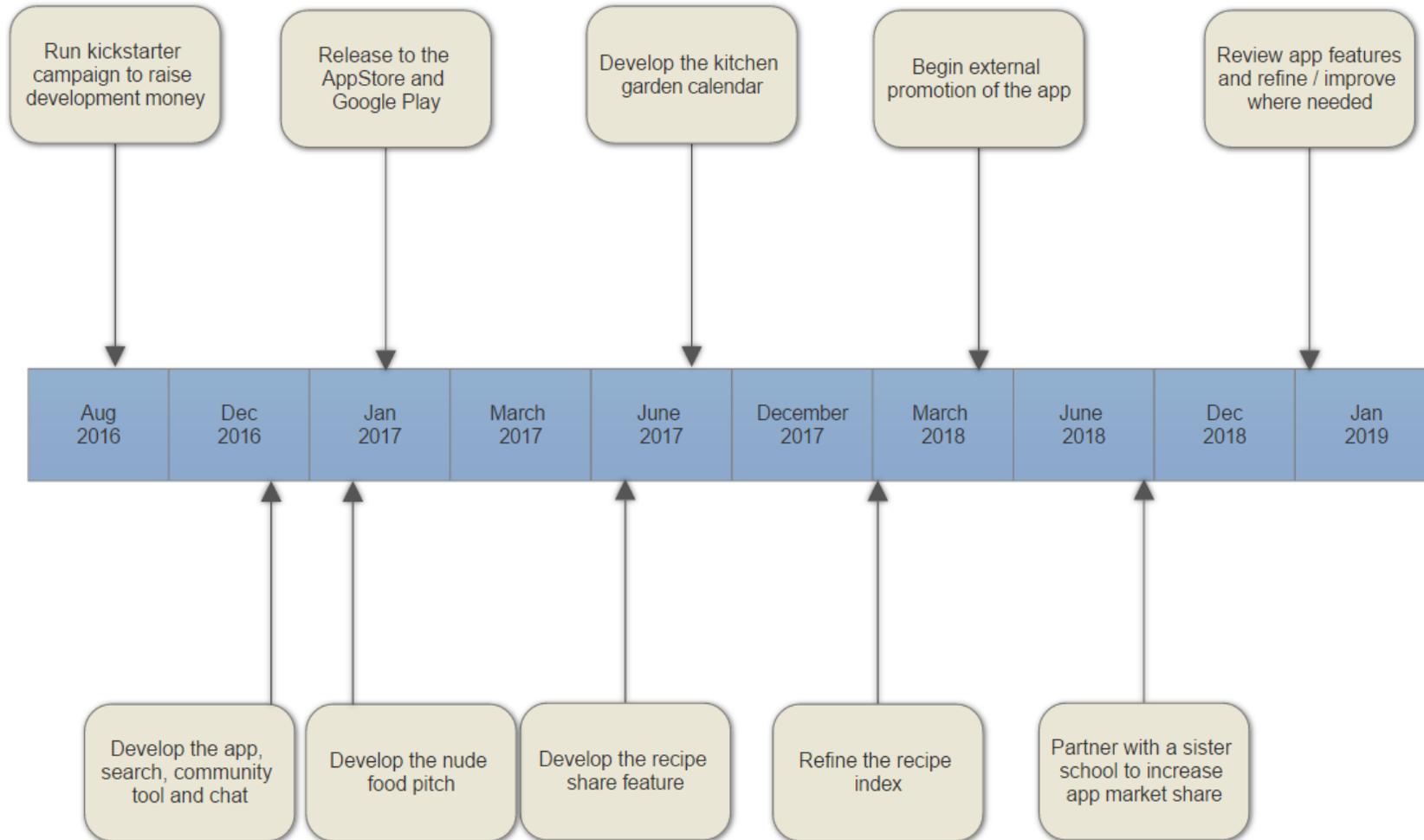


Figure 4: Future Timeline/Plan