SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN

TEAM NAME: 3C
APP NAME: Help me, help earth
TEAM MEMBERS: Jenny Ho, Odessa Pizzicara, Camille Mirasol and Lorien Francis

www.techgirlsmovement.org
www.searchforthenexttechgirlsuperhero.org

Section 1: Product Description
Understanding your product:
It is important to understand your team and why the problem you identify is important to you. Summarise here the key strengths of the team that you identified by completing the Skills Matrix (in Appendix).
Then complete the SWOT Analysis (in the Appendix) by filling in the table, and then summarise here your team's key strengths and weaknesses, and what opportunities your team has to solve the problem you have identified (what difference could you make), and what threats could stop you from realising those opportunities. In short, tell us what you are good at, what you are not so good at, where you would like to take your app, and what could go wrong.
100-word description:
What is the product/service your app provides? What does it do? Who is it for? What is the unique value that your app provides?
Our app, Help Me Help Earth, provides sites and ways to help the environment for people who want to help the environment, but are not sure how they can. It is unique, helpful, and can be used by all ages, from 5 to 105. The app helps the environment by showing people what they can do to help earth. It also gives the audience an idea of what needs to be done to keep the earth healthy. And if everyone starts helping and plays their part, then we will be able to help our environment and start to solve the problems.

Section 2: Potential Market & Research

In this section include an assessment of the market, research on competitors, and who may use your solution. Be sure your proposed solution does not duplicate an existing product offering. Your solution may be similar to something that exists, but it must have some differentiating feature.

Competitor Analysis:

How have other people have tried to solve the problem that you are trying to solve?

People have followed other organisations and have contributed and donated money and their time to these organisations so that they can find ways to help the earth.

This is where we identify any competitors you have. Compare your competitors in a competitor analysis table and summarise your findings under the table (similarities and differences between the competitors. Identify the gaps your App could fulfill).

Features/Competitor	SmartFit	FitHappy	FitBit
Price			
In-app purchases			
Basic/Medium/High Functionality			
Ease of navigation			
Tracking features with web app			

Trend Research:

Identify any key trends related to the problem you are trying to solve, e.g. problem = low levels of school children literacy, trend research = currently only 60% of school children pass the NAPLAN test for literacy. Be sure to cite the source of the evidence.

Consumer research:

Discuss how you collected information from people, and what you learnt from your survey/interviews of potential users of your App.

We surveyed people on survey monkey and asked if they preferred an app with information and facts an app with websites and the majority of people said that apps with websites would be better

Target Market:

Include what groups have the problems you identified in Section 1, and specifically who your target users are (age, gender, geographic location etc). How big is this group of people (i.e. your market)? Why is there a need for your App? If your App existed, how would it be used? How often? If our app existed, the app would be targeted to anyone above the age of 5 and people can use it anytime and anywhere.

Potential Market Size:

How big is the potential market e.g. number of potential users of your App? Where are they located? How often will they use your app? In what situations will they use it?

People will use the app after they find out how bad the earth is becoming and they will want to

find ways to help.

Who has the need for my products or services, the financial ability to purchase my products, and the ability to find my products? How many of these people or businesses exist today? How much money does each person or business currently spend every year solving the problem that my product or service also solves? Who else do I share this market with? Do some rough calculations here to determine your potential market size.

Section 3: Finances

Budget:

What costs are associated with building your app? Calculate your time building the solution at a reasonable hourly fee. Include any costs to distribute and market your app.

What are the important costs in your business?

• Fixed costs: Costs that remain the same despite the volume of goods or services produced. Examples include salaries, rents, and physical manufacturing facilities. Some businesses, such as manufacturing companies, are characterized by a high proportion of fixed costs.

• Variable costs: Costs that vary proportionally with the volume of goods or services produced. Some businesses, such as music festivals, are characterized by a high proportion of variable costs.

Revenue Model:

Business Model

Choose a viable business model and explain the reason for selecting it. For example: free, freemium, subscription, or paid, in-app purchases. If you choose a type of paid option, how much will you charge? The app will be freemium or lite and the higher priced premium version will be $1 which is very affordable.

Mashable put together a good guide on your options for generating revenue from your app.

• Freemium or Lite: Offering both a free version of your app and a higher-priced version that is more advanced.

• In-App Purchases: very popular in games, offering features that users can buy within the app

• Advertising: selling ad space to other companies within your app. Generates ongoing revenue (in contrast to only getting paid once for a download of the app).

See full article here: http://mashable.com/2011/08/17/price-mobile-app/#rqgqMkma_sqN

Pricing your Product

Check out this guide from Sequoia Capital on how to price your product, how to increase the size of the market your product addresses and more. There's an additional PDF worksheet linked at the bottom of the guide as well!:

https://www.sequoiacap.com/article/pricing-your-product/

Also check out Mashable's guide to What to Charge in that earlier article as well:
http://mashable.com/2011/08/17/price-mobile-app/#rqgqMkma_sqN

Things to consider (via Mashable):
•   What are competitors charging?
•   You can experiment with app prices over time (dropping them to grow your user base, or increasing them to test your market)
•   How much will the app store take as a commission?

Calculating Potential Revenue
●   How much does your product or service cost? Our product or service cost will cost no money whatsoever
●   Based on the market size you already calculated, how much money will your app make in the first year?

Section 4: Marketing
Branding & Promotion
Write your strategy for promoting your app here.
●   Messaging – How will you describe the app to consumers? It is an easy, creative and educational app that can be used anytime and anywhere.
●   Channels – What methods will you use to get the message to consumers? We will promote it by making flyers or maybe sending emails and posting things on social media.
●   List the actions you will take to launch your product or service.
●   How will you bring the product or service to the market?
●   How do you plan to grow the number of users over time?

Platforms
What platform will you build your App prototype for? Apple? Android? Note: AppInventor works with Android.
How will you make your App available to download? Via the Google Play store like Vocabulary Voyagers?
(https://play.google.com/store/apps/details?id=appinventor.ai_creatingappsteam1.Prototype&hl=en)
Launch
How will you launch your app? What will your campaign look like? How will you promote your app e.g. social media, blogs, email, websites, partners. We will promote out app by posting on social media, sending emails and making blogs
Growth/Future:
What are the next steps for your App? How will you add functionality, or improve it in the future? What is your longer term strategy? In the future, we could put more categories for example health, sport or more.

SUBMISSION GUIDELINES & JUDGING RUBRIC

Please read the submission guidelines and judging rubric carefully before starting your project.

You must upload ALL DELIVERABLES for your division to be eligible for judging. Submit whatever you have for each deliverable by July 28, 2017, 5:00 pm AEST, even if it isn't perfect. We cannot judge incomplete submissions, so don't leave any deliverable out of your submission.

APPENDIX

SKILLS MATRIX

Role names	Project Management	Research skills	Design	Document business plan	Pitch & demo presentation	Marketing & branding	Budgets & finance	AppInventor and coding
Student 1								
Student 2								
Student 3								
Student 4								
Student 5								

SCORING
0 - Need not have knowledge
1 - Should have basic knowledge
2 - Should do with support
3 - Should have knowledge & do independently
4 - Should be good in theory and practical and can train others

SWOT ANALYSIS

STRENGTHS
What are your strengths?
What do you do better than your competitors?
What unique capabilities and resources do you possess?
What do others perceive as your strengths? WEAKNESSES
What are your weaknesses? What could you do better?

What do your competitors do better than you?
What can you improve on?
What do others perceive as your weaknesses.
OPPORTUNITIES
What trends or conditions may positively impact you
?
What opportunities are available to you?
How can you turn your weaknesses into opportunities?   THREATS
What trends or conditions may negatively impact you?
What are competitors doing that may impact you?
Do you have solid financial support?
What impact do the weaknesses have on the threats to you?

NOTE: Aim for 5 points for each.

WIREFRAME YOUR APP

Draw out each of your screens here or use index cards. Think about how your screens will
interact with each other, and draw arrows to indicate the flow of your app.

PROJECT PLANNING

Create a plan for how you will complete your prototype. Figure out what basic features or
components your app will need (text-to-speech, accelerometer, lists, etc.) and then research
videos or tutorials that will teach you how to implement those features. Finally, make a plan for
when you will work on each component.

Feature	Resources to learn how to use	Timeframe	Priority

USER TESTING: COLLECTING FEEDBACK ON YOUR PROTOTYPE

Ask potential users about your prototype. Take notes on the feedback you receive here. Answer the Usability Testing questions and add some of your own before you begin if needed. Consider asking your peers (or mentor) to complete the table below as well.

Questions	Notes	Changes that need to be made by the team
Is there anything that is unclear or confusing in the user-interface?		
Would you prefer the app look or behave differently?		
Which features of the app interface and usability are of highest value?		
Are there any missing buttons or other content from the app?		
Did your expectations differ from the intent of the app?		

Glossary

Cost Structure: What are the important costs in your business?

Distribution Channels: How are you reaching your customers? Which method works best? Which are the most cost-efficient?

Fixed costs: Costs that remain the same despite the volume of goods or services produced. Examples include salaries, rents, and physical manufacturing facilities. Some businesses, such as manufacturing companies, are characterized by a high proportion of fixed costs.

Market Research: Figuring out what your market wants. What problem is your customer interested in solving and does your product/service solve this problem in the customers' eyes?

Market Size: Who are all the people and organizations for which you are creating value? There must be enough people who would buy your product/service to make a profit.

Profit: The extra money that you have made, subtracting any costs incurred, at the end of the

day. Profit = Revenue – Cost.

Revenue Streams: How will you make money and from whom? Paid apps? In-app purchases?

User-Centered Design: Designing with the user in mind (You are not necessarily the user!)

User Interface: Way of interacting between person and product, especially in software.

User Interface Design: Designing things that will make sense for the end user, by thinking about how the user will interface with the product.

Value Propositions: What value do we deliver to the customer? Low Price/ Accessibility/Convenience? The customers get to enjoy the app for a low cost

Variable costs: Costs that vary proportionally with the volume of goods or services produced. Some businesses, such as music festivals, are characterized by a high proportion of variable costs.