



SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN



Positive Winners

Less Stress

Gypsy, Gabrielle, Kalissa & Alison





Section 1: Product Description

Understanding your product:

Role names	Project Management	Research skills	Design	Document business plan	Pitch & demo presentation	Marketing & branding	AppInventor and coding
Student 1 Kalissa		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	
Student 2 Gypsy		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
Student 3 Gabrielle	<input type="checkbox"/>				<input type="checkbox"/>		<input type="checkbox"/>
Student 4 Alison				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SWOT ANALYSIS

<p>STRENGTHS We all have good knowledge at different things like Coding etc.</p>	<p>WEAKNESSES We argue a lot, to figure things out. a.k.a almost everyday.</p>
<p>OPPORTUNITIES We get on with our work straight away</p>	<p>THREATS Not finishing in time ☹</p>

100-word description:

Less Stress is an app to help resolve stress and anxiety problems focused on ages 7-12. It was originally inspired by adults stress problems, but the gaps in the market



were under kids. So Less Stress was born!

Less Stress helps by relaxing you in either music, quotes, exercise or yoga, you can choose.

You can listen to relaxing music made by us, a new quote every day! Exercise: you can choose what exercise you will do and set a timer. Last but not least yoga!

You can watch videos with stress relief poses and you can join in too!



Section 2: Potential Market & Research

Competitor Analysis:

Features/Competitor	Relax Lite	Pacifica	RelaxRelax
Price	Free	Free	\$3.79
In-app purchases	No	yes	yes
Basic/Medium/High Functionality	Medium Basic	Medium	EasyBasic
Ease of navigation	Easy	OK	EasyEasy
Tracking features with web app	Meditation Relax sleep sleplx sleep	mood, meditation, sleep, chat, breathing	Breathing Meditation Relax Nice calming sound Meditation Breathing Relaxing backgrounds

Target Market:

Who will be the target users of your app (age range, gender, location)?

7-12, all genders and all locations

How big is this target group?

World wide

Why is there a need for your App?

Less Stress is needed for kids who stress every day, hour or even minute.

It's simple and they will be as calm as a cucumber in no time

If your App existed, how would it be used?

It would be used to calm down so if you are getting annoyed, stressed and angry you use it.



Section 3: Finances

Budget:

What costs might there be for building your app?

To get it coded professionally by an app developer it would cost \$2800+

Calculate your time building your app at a reasonable hourly fee.

\$200 per hour

How much might it cost to advertise your app and make it known

On a website around \$100

Revenue Model:

Business Model

Freemium=We selected this because kids sometimes don't have the money to pay but people also get annoyed with ads so they can buy the pay version

Free version with advertisements and less selections it only has yoga and quotes, they payed version would have all the selections we originally chose and no annoying ads



Pricing your Product

Work out what you will charge for your app. The following information will help you:

Payed version is: \$1.49

Things to consider:

- What are competitors charging?
2 free and 1 paid
- You can experiment with app prices over time (lower your price to get more customers or increase your prices to see if people still buy it)

Calculating Potential Revenue

- How much does your product or service cost?
\$1.49
- Based on the market size you already calculated, how much money will your app make in the first year?

Around \$109.49?



Section 4: Marketing

This is where you promote your app and make it known to your target customers.

Write your strategy for promoting your app here.

Messaging – How will you describe the app to consumers? What language will you use to hook them?

are you.... then you need... ..

Channels – What are the different ways you can make your app known to your target customers?

Advertisements, share with family and friends who can also share with other people and so on.

List the actions you will take to launch your product or service:

- Put in the play store
- Get it advertised at some point



Platforms

What platform will you build your App prototype for? Apple? Android? Note: AppInventor works with Android.

We will use android

How will you make your App available to download?

Using the google play store

Launch

How will you launch your app?

Put it on the google play store

What will your campaign look like?

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How will you promote your app e.g. social media, blogs, email, websites, partners.

Blogs

Social media

Growth/Future:

What are the next steps for your App?

Add more features

How will you add functionality, or improve it in the future?

We might grow it even further so adults can use it too.

What is your longer term strategy?

More yoga videos



WIREFRAME YOUR APP

