



SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN

Dolphins

What bin?

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www.techgirlsmovement.org
www.searchforthenexttechgirlsuperhero.org

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	Nikyla	Nikyla	Nikyla				Nikyla
Student 2		Grace	Grace		Grace	Grace	
Student 3		Maliesi		Maliesi	Maliesi	Maliesi	
Student 4		Fern		Fern			Fern

SWOT ANALYSIS

<p>STRENGTHS</p> <ul style="list-style-type: none"> ● we are good at researching ● We are good at art ● We are great at coding ● We can agree on things for our app ● We have got creative ideas ● 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> ● a slight lack of understanding each other ● Not knowing what others are doing at times ● Different ideas and can't decide on a certain one
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> ● Our app can help people cut down their waste (Rubbish in the wrong bins). ● Our app can help save energy (Less hard work in carrying the rubbish outside). ● Our app will help the environment and people who work at landfill 	<p>THREATS</p> <ul style="list-style-type: none"> ● We have a communication problem ● App inventor has a limit of ten screens (We need more than ten screens for our app) ● Our mentor isn't meeting with us as much as we want (has cancelled on us 15 times)

100-word description:

Our app is an easy app that helps you save the world, our app is so exciting you can make crafts, play fun quizzes and learn where to put rubbish so you can put it in the correct bin. The idea of our app is all based in the environment click a few buttons and you get tips on rubbish crafts, swipe the screen, BOOM you know where to put your rubbish, touch the screen and BOOM a quiz for all ages. This app is for young and old minds, when you get this app you'll become a green hero.

Section 2: Potential Market & Research

Competitor Analysis:

We found quite a few people/groups that want to solve the rubbish problem.

Features/Competitor	Your Rubbish tells you where to put stuff in which bin and when to take your bins out	NPDC Rubbish and Recycling Tells you which bin to put your rubbish in along with a reminders and a calendar .	My Waste An app that tells you when to take your bins out and tells you where to put your rubbish.
Price	free	free	free
In-app purchases	yes	yes	yes
Basic/Medium/High Functionality	medium	medium	medium
Ease of navigation	yes	yes	no
Tracking features with web app	no	no	no

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

0-39, any gender in NEW ZEALAND

How big is this target group?

1,147,100

Auckland = 935000

New Plymouth = 39300

Palmerston North = 49800

Wellington = 123000

Source:

http://m.stats.govt.nz/browse_for_stats/population/estimates_and_projections/Subnational/PopulationEstimates_HOTPAJun16.aspx

Why is there a need for your app?

Because rubbish is everywhere and if we don't do something fast the problem will get bigger and very hard to solve even with billions of people

If your App existed, how would it be used?

To find out where rubbish goes and to make rubbish crafts and play fun quizzes based on rubbish.

How often would it be used?

A couple times a week (People put out rubbish at least once a week) and people would get bored a lot (quiz and make). Also if you just want to do the right thing and put rubbish

in the right places.

When would they use it?

When you want to know where rubbish goes (instead of chucking it in the wrong bin) or when they feel smart and want to see how much they know about rubbish (the quiz) When there bored want something to do (Crafts).

Who would have the money to actually buy your app?

Anyone but we will have in app purchases. They might have to have \$1.49 or something if they want to buy quiz. The app it's all their choice if they want to buy anything or not.

Section 3: Finances

Budget:

What costs might there be for building your app?

We can pay \$1997 for [appswiz](#) to build and host our app with more choices we can do in our app (this one is the premium choice). You can pay \$997 for appswiz to build and host your app with less options than the premium one gives to put into your app.

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

It depends on what way you are going to advertise your app if you're doing it at school it will cost for printing which is like 20c per colored paper. If you're advertising it through other apps like Facebook it costs 0.27c per click you get.

Revenue Module

We are going to do In app purchases for our app.

We are doing In app purchases because we want to be able to pay for advertising to make our app bigger and well known, so that more people know where to put their rubbish. We will be making it so you have to pay to unlock the quiz part of our app for \$1.49c

Pricing your Product

- What are competitors charging?
They are all free
- 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)
For our in app purchase it cost \$1.49c. for the experiment we would make it \$1.99 to pay for the app company to make it bigger in the app store.
- How much will the app store take as a commission?
You have to pay \$25 dollars for the registration But from what we have researched you don't have to pay any more than that. In our app we have a in app fee \$1.49, the Google play store will take \$0.44 off that leaving us with \$1.05

Calculating Potential Revenue

- How much does your product or service cost? Free but with \$1.49c (for in app purchases .
- Based on the market size you already calculated, how much money will your app make in the first year?
- We think 30,000 people will download the app in the first year (free version) and 800 people will use the in app purchase.
 $800 \times 1.49 = \$1192$
 $\$1192 - 30\% = \834.4

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?**

Our app is easy to navigate around, Makes useless rubbish into cool craft ideas and increases your knowledge on rubbish with a fun touch.

- **What language will you use to hook them?**

Fun, educational, understandable and crafty.

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

In other apps

Get a sponsor to pay for advertising

Youtube ad - free

Instagram

Facebook

Twitter

List the actions you will take to launch your product or service: We will get in contact with the Google Play Store and see if can launch it, we will send them our app and then let them launch it. We will also decide on the best way to advertise it.

Platforms

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

We are using app inventor so we are hoping to put our app on the google play store for more convenience.

How will you make your App available to download? Via the Google Play store like Vocabulary Voyagers?

Our app is going to be available for download on the Google play store

Wireframe planning:

