



SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN

Smart scientist

Lend a hand

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OWe

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
Ava					Ava	Ava	Ava
Amayah	Amayah		Amayah	Amayah	Amayah	Amayah	
Mia T		Mia	Mia	Mia	Mia		mia
Student 4							

SWOT ANALYSIS

<p>STRENGTHS coding, designing, working together, convincing other people and the members in our group, helping others, making apps, and making differences in other people's lives. having different opinions, collaborating together as one group.</p>	<p>WEAKNESSES working together (sometimes), getting some of the app coded,</p>
<p>OPPORTUNITIES to give, help & support the poor people To help the poor homeless and needy people in New Zealand</p>	<p>THREATS not getting our app out or have nothing to show the judges. The coding of the app is not working and there being bugs in the app.</p>



100-word description:

Our app is all about caring for other people and helping them to a great life. So we are helping the homeless/needdy people that don't have the basic Stuff like blankets, toys, storage,beds,foods,clothing,shoes and so on. So people will list down things they want to donate and then our volunteer with then take it to people that are in need of blankets clothing and more anything will be great. The people that get it will be so great full. The volunteer will be very pleased to help and will greet them when her she drops off. It will have to be within New Zealand and the things will either go to the volunteer or the people will hopefully be willing to send it over.

Section 2: Potential Market & Research

Competitor Analysis:

Features/Competitor	Sabeel Charity	Charity Grove	GiveEasy - donate to charities
Price	Free	Free	Free
In-app purchases	No	No	No
Basic/Medium/High Functionality	Medium	Medium	High
Ease of navigation	It is easy to find and do things	It is easy to find and do things	Very hard to understand
Tracking features with web app	Yes it can track you	yes it can track you	Yes it can track you

Consumer research (this is your potential customers):

Target Market:

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

Age: 16-65 Gender: boys and girl Location: our location is within New Zealand.

How big is this target group?

New Zealand 16-65

Why is there a need

Our app is needed because lots of families and individuals do not have a great life at the moment like ours. so we would like to help them with that by donating clothing, blankets, toys and so on. this app will be a good opportunity to have the things they never had especially poor people. they will be feeling so pleased when we come to there door. **for your App?**

If your App existed, how would it be used?

It would be used when 16-65 year olds wanted to donate something of theirs to help the poor and needy people. when people get older they really do feel for other people especially if they are moving house and not wanting their toys and some of their clothing they would then give it to other businesses approximately hospice shop, opportunity shop, clothing bin and hopefully our app.

How often would it be used?

We think it would be used quite regularly because people give stuff every day to like clothing bins because they are either moving or clearing stuff out this is a great place to have it all and this app would be a faster and quicker way to do it.

When would they use it?

they would use our app whenever is needed. at first it is a little bit complicated to get round everything but you get used to it and it becomes really easy to use and they will hopefully use it quite often. because it will save driving round to get to the place.

Who would have the money to actually buy your app?

our app is free and affordable for everyone.

Section 3: Finances

Budget:

What costs might there be for building your app?

One of the app companies cost : \$2,0000

Revenue Model:

Business Model

We have chosen free because we are helping people like the poor and needy people and we don't need the money because all we want to do is make a difference for the people who don't have much. We would love to help them achieve a better life with supplies and warm clothing and food.

Pricing your Product It

What are competitors charging?

Free

Calculating Potential Revenue

How much does your product or service cost?

Free

Based on the market size you already calculated, how much money will your app make in the first year?

Nothing - we are wanting this to be an app that just helps the community!

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?

Tell them what our app does and how it works.

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

- Put it on popular websites

Platforms

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

Android on the Google Play Store

Launch

How will you launch your app?

We will get a company to make it properly and put it on google play store

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

We would put our app on websites, and facebook

Growth/Future:

What are the next steps for your App?

To get our app made by a professional company.

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

More screens and some Quizzes and change our age range to 10-65

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.