

SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN

Snap Trap Team

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Business plan

At Snap Trap we are making an App to help eradicate pests that kill native animals. The App works with manual traps and will hopefully one day create a network of people across the community to clear traps and include statistics for added value.

We want to have two types of people using our App -Trap Owners and Volunteers. A Trap Owner is a person that owns a trap and adds their statistics to the App. A Trap Volunteer is someone who helps Trap Owners empty their traps by connecting to them through the App.

Marketing

Who we are trying to market to

We are marketing to people that want to have traps on their property to catch pests but they don't want to have to remove dead rats etc from their traps.

We are also marketing to people who are not at their properties (eg holiday homes) and can't access the traps regularly.

Channels:

- News-bus stops tv
- Newspaper ad's-the herald, the wellingtonian, the dominion post,

- Facebook - predator free pages, neighbourly,
- Notice board - schools, supermarkets, Karori mall, swimming pools, gym, community centre, retirement homes, Khandallah town hall notice board
- Fliers - school's mail box's supermarket mall post
- Youtube- channel
- Google search- Search engine optimisation.
- School newsletter - Croftons Downs, Otari, Karori Normal, Karori West Normal, St Teresas, Cardinal Mckeefry, Northland, Cashmere Avenue School, Khandallah school
- Word of mouth

Partners:

- predator free wellington
- wellington city council
- predator free new zealand trust
- predator free crofton downs
- predator free khandallah
- predator free ngaio
- predator free 2050
- Goodnature
- predator free Mount cook and Newtown
- predator free Seaton
- Retirement homes- sprott, huntleigh, Malvina major.

Who will we start with:

- Crofton Downs
- Ngaio
- Khandallah
- Karori
- Wadestown
- Johnsonville
- Whole Wellington

Business model:

Sell:

- Traps
- Advertising in the app
- Charging for the trap
- a yearly fee for collection
- Rat tails \$5 per tail through Karori West Normal School.

Stuff that we need to know:

- Free app
- Will the app store charge us for putting an app in there.

Research & Planning

Competitor Analysis

What are competitors charging for a trap:

- \$365 squawk squad. This is for a trap that goes off up to 24 times and self resets. The app tells you when the trap goes off. The trap is put where squawk squad wants it but just in sanctuaries at the moment.
- Predator free groups in Wellington get their traps for free through money from the regional council. However their traps don't have our app that will tell them when the trap has gone off.
- Goodnature-\$199.00 A24 RAT & STOAT TRAP 1 x A24 trap, Strike Counter plus trapping supplies for 6 months of constant rat control.
- Predator free New Zealand Doc 150 (\$26)Doc 200(\$27)Doc 250 (\$39)
- Pied Piper- Rat traps(no box) \$22

Squawk squad \$20-\$365 1/20 Of a trap to 1 trap. Notifications sent to you.

Based on the number of occupied dwelling in Wellington and New Zealand in the 2013 Census, calculation of 5 and 10% could potentially be the market as shown in the table below

We created Profiles

<https://drive.google.com/file/d/0B2uHm0RmzXS0dC1MMTVPWIM3VDA/view?usp=sharing>

Occupancy status	Wellington Region	At 5%	10%	New Zealand	At 5%	At 10%
Rate dwelling	177,165	8858.25	17716.5	1,561,956	8	156195.6

Source: Statistics New Zealand

We planned out our presentation.

https://technovationz.slack.com/files/tamsinvds/F6231RHDW/tgm_presentation_plan

Wireframes

We created wireframes of our app

<https://drive.google.com/file/d/0B2uHm0RmzXS0UHNqQkQyU3Z0aFk/view?usp=sharing>

Growth/Future

Smart Trap device etc

Drone Technology

Sharing Data Service