

# SEARCH FOR THE NEXT TECH GIRL SUPERHERO BUSINESS PLAN

TEAM NAME:

LEMURS

APP NAME:

MISSION ACCOMPLISHED

TEAM MEMBERS:

MERCEDES, IZZY, ROSA, ERIN  
AND LANA

# Section 1: Product Description

Understanding your product:

## Our Team

### SWOT Analysis:

	Project Management	Research skills	Written & Verbal Communication	Design and wireframing	Using word to document the business plan	Pitch and demo presentation	Budgets and finance	Video production	Marketing and branding	Appinventor and coding	Comments
<b>Participant Roles</b>											
Erin	2	4	4	2	3	4	2	4	1	1	IM SUPER EXCITED :D
Lana	2	3	2	0	3	3	3	2	2	0	
Izzy	2	2	2	2	2	3	2	4	2	0	
Mercedes	2	2	1	0	2	2	2	2	1	0	
Rosa	2	3	2	2	2	2	2	4	2	0	
Mandy											
<b>Definitions</b>											
0 - Does not have knowledge											
1 - Has basic knowledge											
2 - Needs some support											
3 - Has knowledge to do independently											
4 - Can lead the team and can train others											

- What our strengths are as a team, what do we do well? What are we really good at?
  - We are good at communication
  - Some of us specialize in Technology
  - Most of us have experience in Media and Confident Speaking
  - We have Creative minds and can get our Ideas onto paper well
  - Most of us can research and survey
  - Multi-Tasking
  - Time Management is good
  - Teamwork
- What are our weaknesses we have within our team, so what skills do we need to recruit for to team, or ask outside help for?
  - Listening - At times we don't acknowledge each other's ideas and when they want to speak.
  - Sometimes we go off-task
  - Coding at the moment
  - Team work at times
  - Some of us struggle with public speaking

- What are the opportunities for our team, so what would we like the design outcome of our app to be of our solution. Do we want to help with poverty, do we want to help save the environment, do we want to encourage children to read? What is our overall purpose? And what are the opportunities in order to get there?
  - Time management app
  - Encouragement for all ages
  - Learning to code
  - Learning to design and plan a app
- What are the threats - the things that could stop us from achieving that opportunity? For instance, what happens if team members get sick, what happens if team members go on holidays and are not available? What happens we don't get the technology to develop the app working? These are some of the things to consider at this point.
  - People could get sick like in previous days of work

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 was built to help students to get their work completed on time and to achieve their goals of getting a higher mark. We are focusing on kids aged 8 - 13. A main feature of our app is that it has traffic light reminders to remind you what work you need to complete. We have different colours to represent what stage you're at with completing your work. Teachers can also give rewards to the students with the highest marks. This app is to encourage students to complete their work to a really high standard and complete it on time.

## **Section 2: Potential Market & Research**

One of the main competitors is Trello, and a lot of the apps have the same type of set up. Most of them has a calendar in it, and notifications and a few is connected to teachers as well. There are a lot of time management

### **Competitor Analysis:**

There are quite a lot of time management apps on both the internet and the app stores.

Other apps have.

- Run by teachers
- Has a calendar with notifications for both school and outside life
- It works for both younger students, college and older people.
- Free
- Some are more professional

## What we have

- A built in calendar with notifications
- Run by teachers
- Gives out points
- Free
- Easy to work
- Communication with teachers and peers.
- Folders and groups in calendar.
- Connected to your calendar so it can prioritise what you need to get finished and when it's due
- The closer it gets to the due date it moves up in the list of priorities
- Its for all school subjects like reading, writing and maths
- Teachers control the rewards, they also control the points you get for each task
- You get points for everything you complete
- Colour coded for priorities
- Maybe students could put in favorite songs for reminders??
- Traffic light pattern red urgent, orange might want to start, green far away from urgent.
- There's a page of different awards rewards so teachers can tell students that have completed all task to choose a reward and the teachers might want some ideas for rewards.

Features/Competitor	Any.do	Tick Tick	Taskly
Price	Free	Free	\$4.50
In-app purchases	Offers in-app purchases	Does not offer app purchases	Does not offer app purchases
Basic/Medium/High Functionality	High Functionality	Medium Functionality	Medium Functionality
Ease of navigation	It is very easy to navigate through	Not very easy to navigate through	Easy navigation
Tracking features with web app	It has a link for online computers	It does a have website link for on line computers	It does have an online website for computers.

## **Trend Research:**

- A lot of kids struggle with time management so this app will help them manage school work and out of school activities.
- It motivates kids to do their work and complete it on time.
- It is proven that kids fail tests in high school due to fail to manage time and get low marks due to less time studying and more time hanging around
- It helps them to get higher marks in all types of learning activities
- It's been proven that the sixth thing highschool that make students fail at the work is time management!
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## **Target Market:**

Our target market is mostly from year five to eight or if wanted into high school as well. The app is for both boys and girls and can be used at both school and at home if you want since it is purely a time management.

## **Section 4: Marketing**

### **Branding & Promotion**

We'll describe our app as simple to use and available to all ages, it is also efficient and free.

### **Platforms**

We are building our app on an android platform since app inventor works with android and will be available to download on Google Play store.

### **Launch**

When we launch our app we will most likely use social media the most as well as emails and websites,

### **Growth/Future:**

The next step for our app is to eventually get to 100,000 downloads. Other than the downloads we also expand our app and create other apps.

**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.