



SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN

DIGITAL CHILSS “BULLY BINGO”

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Section 1: Product Description

Understanding your product:

A serious bullying incident occurred at our school that all our team members were aware of. Some of our team members have also personally experienced bullying. Our team is very enthusiastic about helping solve the problem of bullying after seeing it first-hand, and we feel that bullying is an important issue for kids to understand.

A lot of existing resources about bullying are not very fun and engaging for kids. We wondered if it was possible to come up with a game that makes it ok to talk about bullying in a fun, non-threatening way, and so the idea of Bully Bingo was born. The word 'bingo' describes the way our game is played, and is also an acronym for one of the main messages we want to get across through our app - that "Bullying Is Not Good, OK!".

We would like government to fund and promote our app to all Australian primary schools as part of its broader anti-bullying initiatives.

100-word description:

Bingo Bully is a fun and educational app designed to help kids recognise and talk about bullying. It is designed to create awareness of different types of bullying, encourage discussion around bullying and what kids can do when they see it happening at school. Our game uses a mobile app and printed cards. The app randomly chooses one of nine cartoon 'bullying' characters, and each player marks off that bully on their card (if it appears). The first player to mark off all the bullies on their card wins the game. On the back of the cards is information about different types of bullying behaviour, as well as discussion points about bullying.

Section 2: Potential Market & Research

Our research shows that positive relationships and open communication are vital to prevent bullying and to encourage a willingness to report bullying. Strong and trusting relationships are important between teachers and students, and also parents and their children.

Enhancing positive teacher–student relationships is a key area for school action to promote student reporting of bullying. (Australia's Safe and Supportive School Communities Working Group).

Education is also a vital tool. Helping children to differentiate between acceptable behaviour and bullying behaviour is critical. Even if children can recognise that physical bullying is a problem, they may not realise that teasing, gossip, name-calling and verbal threats are also forms of bullying that will not be tolerated (www.nobullying.com).

Anti-bullying programs work. In Finland, the KiVa school-based anti-bullying program has been shown to reduce both self- and peer-reported bullying and victimisation significantly (www.kivaprogram.net).



Competitor Analysis:

KiVa - www.kivaprogram.net

KiVa is a research-based anti-bullying program that has been developed in the University of Turku, Finland with funding from government. It is a school based program to prevent bullying and to tackle the cases of bullying effectively. The program, which is implemented over a one year time frame, is available through a paid licensing agreement (they do not disclose exact costs on their web site).

Bullying. No Way! - www.bullyingnoway.gov.au

Bullying. No Way! and the National Day of Action Against Bullying And Violence are managed by the Safe And Supportive School Communities (SSSC) Working Group. The SSSC includes representatives from the Commonwealth and all states and territories, including the Catholic and Independent schooling sectors. A range of free resources are available on the website.

Trend Research:

Australian research suggests that up to one in four students has experienced some level of bullying face-to-face and one in five has experienced bullying online (bullyingnoway.gov.au). Australian research has also revealed that bullying peaks in the middle primary school years and the first year of high school.

Consumer research:

We conducted a brief questionnaire at school with approximately 70 students, teachers and parents. We asked them if they thought a game to help kids recognise and talk about bullying would be useful and whether they had ever seen anything similar. Our research findings confirmed that our app would be useful to potential users.

Target Market:

Our target is all Australian primary school children. Most apps are international, there are very few Australian-based anti-bullying apps.

Potential Market Size:

There are approximately two million students enrolled in primary schools around Australia (Australian Bureau of Statistics).



Section 3: Finances

Budget:

We are a not-for-profit business. Bully Bingo will be funded through philanthropic and government programs. Expenses are limited as teachers and children can print the game cards directly from the app.

Section 4: Marketing

Branding & Promotion

As a gaming app, children will be encouraged to download the app through school programs. Bing cards will be sent to heads of school curriculum to be incorporated into learning programs. The Bully Bingo program can be easily added to current programs without significant cost to school budgets.

Platforms

Our app prototype is currently built for android in AppInventor. If we secure government funding to support Bully Bingo, we would also make the App available for Apple.

Launch

The National Day of Action against Bullying and Violence happens every March, and would be a great opportunity to launch our App. We would promote it through government partners.

Growth/Future:

We would like to see a school-wide program happen in Australia, similar to KiVa in Finland, and for our App to be part of that program. The KiVa program has been shown to reduce both self- and peer-reported bullying and victimisation significantly.



APPENDIX

SKILLS MATRIX

Role names	Project Management	Research skills	Design	Document business plan	Pitch & demo presentation	Marketing & branding	Budgets & finance	AppInventor and coding
Charlotte	1	3	4	2	2	1	2	3
Sasha	1	3	4	0	2	1	2	0
Sarai	1	3	3	2	2	2	2	1
Hannah	1	3	4	0	2	1	2	0
Lola	1	2	3	0	2	1	2	2

SCORING

- 0 - Need not have knowledge
- 1 - Should have basic knowledge
- 2 - Should do with support
- 3 - Should have knowledge & do independently
- 4 - Should be good in theory and practical and can train others

SWOT ANALYSIS

<p>STRENGTHS</p> <p>Unlike many of the other bullying resources available, our app is fun and engaging for kids. Our team has strengths in programming and marketing skills. We all work well together as friends and team mates.</p>	<p>WEAKNESSES</p> <p>Our team members are all 10 years of age, so we are much younger and less experienced than many of the other teams competing in the competition. Most of our team members have extensive extra-curricular activities which limited the time we had each week. Our competitors are universities and government programs that have WAY more funding and resources than us.</p>
<p>OPPORTUNITIES</p> <p>There are very few Australian-based anti-bullying apps, most are international. There has been increased awareness in recent times about the problem bullying presents, and the need for intervention by government and schools. Anti-bullying programs have shown to be very effective in reducing bullying.</p>	<p>THREATS</p> <p>There is a very successful anti-bullying program called KiVa which deals with bullying. It is Finnish, but could come to Australia. One of the other competitors could be building a bullying app, and theirs could be better. We are relying on philanthropic and government funding, which at this stage is uncertain.</p>



USER TESTING: COLLECTING FEEDBACK ON YOUR PROTOTYPE

Ask potential users about your prototype. Take notes on the feedback you receive here. Answer the Usability Testing questions and add some of your own before you begin if needed. Consider asking your peers (or mentor) to complete the table below as well.

Questions	Notes	Changes that need to be made by the team
Is there anything that is unclear or confusing in the user-interface?		
Would you prefer the app look or behave differently?		
Which features of the app interface and usability are of highest value?		
Are there any missing buttons or other content from the app?		
Did your expectations differ from the intent of the app?		