



SEARCH FOR THE NEXT TECH GIRL SUPERHERO

BUSINESS PLAN

Rubbish Avengers
Clean the Universe
Luci Bryan, Eva Clune,
Matilda Godwin, Emilie
Sommerville



www.techgirlsmovement.org
www.searchforthenexttechgirlsuperhero.org



Section 1: Product Description

Understanding your product:

100-word description:

Our app was made because we noticed that there was a lot of rubbish around our school. Then we were studying our Geography and learning about reusing, reducing, recycling and replacing, we discovered that all this rubbish lying around would end up in places where it hurt animals. We wanted to educate our community about the necessity to deal with their rubbish properly.

Section 2: Potential Market & Research

Competitor Analysis:

We talked to people about what they knew already.

Trend Research:

Consumer research:

We showed people our app and talked about what they found interesting.

Target Market:

There is a need for more education about the impact of rubbish.



Potential Market Size:

We think there are people everywhere who would be interested in this app and finding out more information about the harmful effects on the environment.

Section 3: Finances

Budget:

We will make the app and release it free for a while. Then, depending on what people say about it, we might add different elements and make them in-app purchases.



Revenue Model:

Business Model

Section 4: Marketing

Branding & Promotion

Write your strategy for promoting your app here.

- We will launch our app at school and then use school social media outlets to promote.

Platforms

We built it in App Inventor.

Launch

With a party at school

Growth/Future:

We plan to add lots of pages and added functionality



APPENDIX

SKILLS MATRIX

Role names	Project Management	Research skills	Design	Document business plan	Pitch & demo presentation	Marketing & branding	Budgets & finance	AppInventor and coding
Student 1								
Student 2								
Student 3								
Student 4								
Student 5								

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>What are your strengths? What do you do better than your competitors? What unique capabilities and resources do you possess? What do others perceive as your strengths?</p>	<p>WEAKNESSES</p> <p>What are your weaknesses? What could you do better? What do your competitors do better than you? What can you improve on? What do others perceive as your weaknesses.</p>
<p>OPPORTUNITIES</p> <p>What trends or conditions may positively impact you? ? What opportunities are available to you? How can you turn your weaknesses into opportunities?</p>	<p>THREATS</p> <p>What trends or conditions may negatively impact you? What are competitors doing that may impact you? Do you have solid financial support? What impact do the weaknesses have on the threats to you?</p>

NOTE: Aim for 5 points for each.



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.



PROJECT PLANNING

Create a plan for how you will complete your prototype. Figure out what basic features or components your app will need (text-to-speech, accelerometer, lists, etc.) and then re-search videos or tutorials that will teach you how to implement those features. Finally, make a plan for when you will work on each component.

Feature	Resources to learn how to use	Timeframe	Priority



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?		



Glossary

Cost Structure: What are the important costs in your business?

Distribution Channels: How are you reaching your customers? Which method works best? Which are the most cost-efficient?

Fixed costs: Costs that remain the same despite the volume of goods or services produced. Examples include salaries, rents, and physical manufacturing facilities. Some businesses, such as manufacturing companies, are characterized by a high proportion of fixed costs.

Market Research: Figuring out what your market wants. What problem is your customer interested in solving and does your product/service solve this problem in the customers' eyes?

Market Size: Who are all the people and organizations for which you are creating value? There must be enough people who would buy your product/service to make a profit.

Profit: The extra money that you have made, subtracting any costs incurred, at the end of the day. Profit = Revenue – Cost.

Revenue Streams: How will you make money and from whom? Paid apps? In-app purchases?

User-Centered Design: Designing with the user in mind (*You* are not necessarily the user!)

User Interface: Way of interacting between person and product, especially in software.

User Interface Design: Designing things that will make sense for the end user, by thinking about how the user will interface with the product.

Value Propositions: What value do we deliver to the customer? Low Price/ Accessibility/Convenience?

Variable costs: Costs that vary proportionally with the volume of goods or services produced. Some businesses, such as music festivals, are characterized by a high proportion of variable costs.