

Learn by **SARAÑA**

TECHNOVATION 2017



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1. EXECUTIVE SUMMARY

BUSINESS NAME AND LOCATION

Name: Saraña

Location: Ancoraimes a rural village of La Paz is a location in the La Paz Department in Bolivia. It is part of the Ancoraimes Municipality, the second municipal section of the Omasuyos Province.

THE PRODUCTS AND/OR SERVICES OFFERED

Saraña is an Android mobile trivia game which is framed inside the Education category of the Technovation challenge 2017.

THE PURPOSE

The purpose of the App is to empower children and youth by providing them a non-formal educational digital platform that will focus on teaching them general culture and principles of science, programming, Aymara language and history by playing. Also, the App will help to take advantage of the time spent every day walking from the house to the school, given the fact that it does not exist regular transport and the children have to walk from 1 to 3 hours every day, by giving them a fun option along the road.

2. COMPANY DESCRIPTION

Non profit.

COMPANY'S MISSION STATEMENT

The mission of the company is to have an educational platform that will help children from rural communities to tackle the problem of long distances without regular transport through technology. This educational App will be framed under 4 for categories that will help children and youth to develop their skills: Programming, Science, Aymara and history.

PEOPLE AND ROLES

The important people in the business are:

- The users that will play the game, create the codes for creating their own questions and participate actively in the development of the app.
- The maintenance team that will help with the difficulties that may arise along the process and once the App is in the market.
- The funders and donors that will contribute to the financial sustainability of the App.

OVERVIEW OF THE SELLING PLAN AND THE MARKET

There is no plan to sell the App since it is a non-profit initiative. However, with the aid of different donors we will aim to reach a market composed by children and youth mostly. We plan to reach a lot of users with our app through social media and going school by school.

A BRIEF STORY OF THE BUSINESS

DEVELOPMENT OF THE IDEA

At the beginning, and after identifying the major issues inside the community of Ancoraimes through different group dynamics, that had as a basis the SDGs¹, we identified the long walks from home to school and back everyday as one of the most problematic areas of the community with our mentors. Based on this, the idea of Saraña was born with the aim of tackling this issue with an educational digital platform that will help children in the community of Ancoraimes to learn by playing.

DEVELOPMENT OF THE APP

The technical part of the idea was born through a session lead by the mentors that taught the basic tools of MIT APP Inventor, a platform dedicated to develop mobile apps with blocks for Android devices. As MIT APP inventor tool called AI COMPANION, used for emulate the work, through QR codes, the idea of storing information through a QR code was born.



¹ The Sustainable Development Goals are a set of 17 global goals as a part of an initiative of the United Nations

WHAT WE WANT TO ACCOMPLISH IN THE IMMEDIATE FUTURE?

The goals for the immediate future are to:

- Solve our bugs
- Add more categories to our game thus diversifying the educational branches.
- Improve the interface of the game by changing the QR codes to markers of Augmented Reality
- To get more than 1000 users
- To find new sponsors for the initiative

3. PRODUCTS AND/OR SERVICES

DESCRIPTION

The Saraña App contains a set of questions about global general culture with multiple answers. The questions will be framed under the topic of: programming, history, Aymara language, and science. There will be QR codes containing the data of the questions and they will be printed (you can download our set of questions of course) and displayed along the paths in the community. After downloading the app (which is the only step that needs Internet), the question will pop-up on the screen displaying 3 different options of answers. If the question is answered with the correct option, the player earns one point. On the contrary, if the answer to the question is wrong, none points are earned or discounted.

BENEFITS TO THE COSTUMER

- Platform offline. The offline component is key in this population since the digital divide is wide between the urban and rural area of Bolivia.
- Encouragement children to make more physical exercise and outdoors activities.

- The provision of an alternative to invest their time in non-formal educational activities.
- The provision of access to diversify the learning opportunities of children in marginalized areas.
- The opportunity to learn a native language as the Aymara, that nowadays is ruled by law to learn it since it is an important part of our historic legacy.

ADVANTAGES OVER THE COMPETITION

There are several visible advantages over the competition. Even though the competition is a platform that it's already positioned, this is not problem since our platform has characteristics that make it unique such as:

- You can play it offline
- Mentors and professors will be able to create their own set of questions according to their needs.
- You can play it while you exercise

PRODUCT DEVELOPMENT

The Saraña App is currently at a stage of Minimum Viable Product (MVP) which means that 'it has enough features to satisfy early customers and to provide feedback for future development'.

Concerning how the product will be built and sent to the costumer we will use different social media platforms such as Facebook, Twitter, Youtube and Instagram. Afterwards, we will use mainstream media if necessary. Later on, we will make financial investment in digital tools such as Facebook ads.

RESEARCH AND DEVELOPMENT ACTIVITIES LEADING TO NEW PRODUCT AND SERVICES

In a further stage of our project, and once the scope of the app has been expanded geographically, we will implement an online tool that will help us figuring out the needs that our customers have.

4. MARKET ANALYSIS

The application aims to reach mostly children, thus in Ancoraimes it will reach a big quantity of people that owns a smartphone. Given it's feature of being a free App, it has more probability of being consumed by people of scarce resources.

HOW THE MOBILE APP WILL PERFORM AND WHY?

The App will perform good as long as we do maintenance of it periodically.

KEY COMPETITORS

The Saraña App does not have strong competitors in the area of Bolivia, which is why it's an innovative proposal.

There are different Apps with similar characteristics to Saraña. 'Preguntados', for example, is a key competitor in the continent given the relevance and popularity that has achieved in Latin-America. However, 'Preguntados' has some disadvantages compared with Saraña due to the aspects such as the Internet connectivity.



Source: <https://mylifeinalpha.wordpress.com/2014/08/13/1o-clase-de-marketing-en-la-web/>

As the graphic of the app “Preguntados” state, their success is due to it’s characteristics as a trivia game that make it innovative and even addictive. The game incorporates 1000 questions per day, which is not a parameter of competence for our app since in ours you can create your own question according to your needs. As a global audience it has 1 millions of users and 180 downloads per day. Women represent the 53% of users while men the 47% being rather an equal app for both genders. The country with most users is Mexico.

With this numbers we can see that this is an inclusive platform that work for both genders and that since it is a trivia, it is popular in all the countries in Latin America.

5. MARKETING PLAN (STRATEGY AND IMPLEMENTATION)

HOW WE WILL REACH THE CUSTOMERS AND ENTER THE MARKET

The contact with the costumers will be done through social media platforms such as Twittwr, Facebook, Instagram and Youtube. Besides this, we will make visible the App through mainstream media such as newspapers, radio and TV.

ABOUT PRICING, PROMOTIONS AND DISTRIBUTION

As we stated above, the App will not be charged thus being free.

HOW THE COMPANY WILL FUNCTION, FROM WHEN THE APP IS PRODUCED TO WHEN THE APP IS DELIVERED TO THE CUSTOMER

After the App is produced, it will be on a period of trial reaching a certain number of customers and detecting, at this stage, the errors and malfunctions that might have. After the trial period we will get in charge to correct all the detected errors and to produce a final version ready to hit the market. We will then create a detailed market plan which will be focused solely on advertising the product through new and mainstream media. After a process of marketing we look forward people to have the app in their hands.

EMPLOYEES

Along the process of developing, advertising and maintaining the App we will need from 3 to 4 employees that will help us to deliver the app to the customer in the best way possible. From experts in the field of social marketing to professional developers will be needed for delivering a quality product.

6. FINANCIAL PLAN AND PROJECTIONS

Currently, since the App is in the stage of birth, we do not have a considerable economic capital to start with the project as such. The limited economic resources that we have now will be invested in human resources that will reach the community of Ancoraimes to finalize the Saraña App.

In a future, we would like to count with a capital of at least 6000 dollars that will be used in the following way:

| Finantial plan | |
|--|--------------|
| Development of the app (Human resources) | 2000 Dollars |
| Digital advertising such as Facebook ads | 2000 Dollars |
| Mobility costs (Ancoraimes-La Paz) | 500 Dollars |
| Server and licenses for playstore | 500 Dollars |
| Others | 1000 Dollars |

Since Saraña is a non-profit app we have not a profit projection.

BIBLIOGRAPHY

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