CrowdControl

Business Plan

Bowtaps

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Executive Summary

BowTaps is a software development company focused on technological innovation. The company aims to provide mobile solutions that alleviate the stresses of modern life. Through innovation in mobile technology, we can create products that will change the way users go about their daily lives.

Our flagship product is Crowd Control, a mobile application designed to ease the experience of going out. Crowd Control will accomplish this tough integrated group messaging, gps mapping and group status updates.

Currently there is nothing on the market that meets the same criteria that we are implementing. As we will cover, other apps that already exist only implement one key feature of our app, while Crowd Control has the functionality of all its competitors in one place.

Our initial market entry plan is to keep the app free to download in order to lower the barrier of entry for users. Sponsored ads, or "suggestions" will be our primary revenue source. Suggestions are a way to give users ideas of for possible events for their group to attend around them.

Ad space will be sold based on a the population of users in the area. With this being said initially there is not a steady price for ad space and will be calculated based on how the user population grows in the area.

We chose to distribute the app for free to have an easier entry to the market. With Crowd Control being free, it allows for more users to obtain and use the app without having to make an in store purchase. It is possible to increase the price from free to something under $5.00, depending on the growth of the userbase.

In the app market, especially as a start-up company, the entry into the market is crucial. With no other apps to back us with funding, we need to have our user base grow as fast as possible. When the user base is established it will allow us to decide on possible additions to the app, as well as making pricing rates for advertisers easier to calculate.

As our user base dictates our finances, our financial plan is at a minimum, for funding the development and initial launch of Crowd Control. The server we are using allows us to keep a pricing plan that is free for smaller amounts of usage, then increases as our usage increases. Pricing increases as our usage exceeds one million unique server requests per month, which is ideal for development, but must be maintained in release.

As this document is a precursor to the app release, items in this document are subject to change.

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General Company Description

2.1 Company Summary

BowTaps is a software development company focused on a complete user experience. The company founded the mobile application Crowd Control. As a start-up company we have a close connected group of people that have the shared goals of changing how people use mobile applications for the better

2.2 Mission

Our mission at BowTaps is to develop innovative mobile software applications to provide solutions to inconveniences that trouble the everyday user. With our software we plan on changing the mobile environment by creating applications with easy to use and intuitive interfaces with reliable services for everyday use.

2.3 Objectives

- Generate revenue
- Provide users with value added user-friendly applications

2.4 Keys To Success

- High quality and innovative development skills
- Strategic planning
- Rapidly gaining users and maintaining growth
- Reliable technology

2.5 Company History

Our team consists of five employees made up of undergraduate Computer Science students from the South Dakota School of Mines Technologies.

Charles Bonn: Charles Bonn founded the idea of a mobile application that would help locate and manage groups of people; this idea grew into Crowd Control. As the CEO and Project Manager, Charles acts as the intermediary between BowTaps and the Community of app development. On the technical side he is working with the server backend and communication of the server and Crowd Control Johnathan Ackerman: Johnathan is designated as our Quality Assurance specialist. He would be responsible for fact-checking the group's work and ensuring that the project fits within design specifications and complies with coding standards. During development for Crowd Control, he will also contribute as the lead Graphical designer for android and create the android user

interface experience. Daniel Andrus: Our Lead Designer, Daniel, is responsible for creating an adaptive and attractive user experience for Crowd Control. He will also be with collaborating with Evan Hammer and Charles Bonn on product and company branding. As development begins he will be working with the iOS user interface experience. Evan Hammer: In charge of Sales and Marketing information, Evan keeps track of and coordinates expense and revenue flow related to the company. Evan also provides a unique and useful perspective on our target demographic with his prior job experience. He will work with local businesses and events both to promote our product and to advertise on our platform. As development begins he will be concentration on creating the backend for iOS. Joseph Mowry: Joseph is in charge of designing the data models supporting Crowd Control. With the database being a key feature he will design and implement key features that will allow Crowd Control to be a versatile and efficient application. As development begins he will be concentrating on the backend of Android development.

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The Product

3.1 Introduction

Crowd Control is a mobile application designed to "ease the experience of going out." Crowd Control seeks to provide users involved in nightlife events, concerts, festivals, and any other group activities, mobile technology to add value to their overall experience.

3.2 Developement Requirements

An important question we need to ask ourselves right away is what type of application we want to develop. The two basics types to choose from are a native version and a cross platform development. The following information pulled directly from uxmag.com will outline the differences, strengths, and drawbacks of both types. A native app is one that is built for a specific platform, such as iPhone or Android, using their code libraries and accessing their available hardware features (camera, GPS, etc). A cross platform compiler, such as Xamarin, allows for simultaneous development on both platforms but does have its drawbacks.. Let's explore the pros and cons of both approaches.

Goal 1 Eradicate Extreme Poverty

Target 1.A Halve, between 1990 and 2015, the proportion of the people whose income is less than $1 a day.	1.1 Proportion of population below $1 purchasing power parity (PPP) a day[a]
	1.2 Poverty Gap ratio [incidence x depth of poverty]
	1.3 Share of the poorest quintile in national consumption
Target 1.B Achieve full and productive employment and decent work for all, including women and young people	1.4 Growth of GDP per person employed
	1.5 Employment to population ratio
	1.6 Proportion of employed people living below $1 (PP) a day
	1.7 Proportion of own-account and contribution family workers in total employment
Target 1.C Halve, between 1990 and 2015, the proportion of people who suffer from hunger	1.8 Prevalence of underweight children under five years of age
	1.9 Proportion of population below minimum level of dietary energy consumption

Goal 2 Achieve universal primary education

Target 2.A Ensure that by 2015 children everywhere, boy and girls alike, will be able to complete a full course of primary schooling.	2.1 Net enrollment ratio in primary education
	2.2 Proportion of pupils starting grade 1 who reach last grade of primary education
	2.3 Literacy rate of 15- to 24-year-olds, women and men

Goal 3 Promote gender equality and empower women

Target 3.A Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015	3.1 Ratios of girls to boys in primary, secondary and tertiary education
	3.2 Share of women in wage employment in the non-agricultural sector.

Our Decision

Both approaches certainly have their share of benefits as well as drawbacks. A long-term strategy would seem to favor web-based over native apps, but no matter which approach is taken, a well-orchestrated user experience is the best defense in the rapidly evolving world of mobile platforms and devices. We have decided to use the native approach because it allows for a more

3.3 Product Description

Crowd Control is a mobile application, which aims to add value to the overall experience of event goers though group management, integrated group messaging, and gps locations. All of these features will be bundled into a easy to use mobile application that allows for everything your group needs to know to be in one location at all times.

3.3.1 Overview

The application was built to serve three primary aspects of crowd control:

- Event-based group management

- Integrated group chat

- Opt-in periodic location updates (Detailed)

3.3.2 Features

Group Management:
The application will allow users to create temporary groups with known and unknown users. The groups will disband after an event is over, allowing a more dynamic experience.

Group Messaging:

The mobile application will feature an integrated messenger, which removes the need for users to resort to third-party services to communicate with group members. Along with third party messaging apps (ones that are outside of the app) it allows for ease because it eliminates the issues associated with group messaging such as, cross platform messaging, cross carrier messaging, and time stamping issues.

GPS Tracking:

Many third-party applications use the GPS feature to help track other users. Our GPS tracking is designed with groups and battery life in mind. Our implementation would be less demanding on the users' batteries by only sending location updates at customizable time intervals or when requested. Because the groups are temporary, tracking stops after the group is disbanded.