horizontal line

Planote

**Group Version 3 : 01.11.2015**

http://robertjgabriel.github.io/Planote/#/

# Table of Contents

## Confidential Agreement

## Executive Summary

## Product or Service

## Intelectual Property

## Company Description

## Market Analysis

## Marketing & Sales

## People

## R&D, Business Assets

### 9.1 Testing

## Financial

## Appendices

# Promoter Details

**Name of Business:** ‘Unknown’

## Name 1:

Robert Gabriel

Faculty & Year:

Full-time Student

Telephone: 085 1499082 Email: robert.gabriel@mycit.ie

## Name 2:

Peter Bohane

Faculty & Year: Bachelor of Arts (Honours) in Visual Communications, Year 3

Full-time Student

Telephone: 086 3051403 Email: peter.bohane@mycit.ie

## Name 3:

Brie Lloyd-Evans

Faculty & Year: Bachelor of Arts (Honours) in Visual Communications, Year 3

Full-time Student

Telephone: 085 1325984 Email: brienne.lloyd-evans@mycit.ie

# 1. CONFIDENTIALITY AGREEMENT

This agreement is made between, Budgie App Development (The Discloser) and CIT (The Recipient), with an address at Rossa Avenue, Co. Cork.

It is agreed as follows:

1. The Recipient undertakes to treat this document as strictly confidential and not to divulge it to any third party for any purpose whatsoever and not to make use of the confidential information enclosed, or any part thereof, for any purpose without the Discloser’s prior written consent.
2. The undertaking in Clause (1) above shall not apply to:
3. Information which at the time of disclosure is published or otherwise generally available to the public; or
4. information, which after disclosure by the Discloser, is published or becomes generally available to the public otherwise than through any act or omission on the part of the Recipient; or
5. information which the Recipient can show, by reasonable written record, was in its possession at the time of disclosure and which was not acquired directly or indirectly from the Discloser; or
6. information rightfully acquired from a third party who did not obtain it under pledge or secrecy to the Discloser or another.

In any event, the obligation of Paragraph 1 shall terminate five (5) years after the date of disclosure of the Confidential Information.

1. The Recipient shall ensure that its employees or associates who have access to the Confidential Information of the Discloser have signed a non-use and non-disclosure agreement in content similar to the provisions hereof, prior to any disclosure of Confidential Information to such associates.
2. The Recipient understands that the Confidential Information disclosure is provided “as is” without any warranty or guarantee of any kind by the Discloser. The Discloser shall not be liable for any damages, loss, expense or claim of loss arising of any kind from the use of, or reliance upon, such Confidential Information by the Recipient.
3. Nothing herein shall obligate either party to proceed with any transaction between them, and each party reserves the right, at its sole direction, to terminate the discussions contemplated by this Agreement.

Signed Signed

on behalf of Budgie App Development on behalf of CIT

by by

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Print Name: Print Name:

Date: Date:

# 2. EXECUTIVE SUMMARY

## 2.1 Our Company

Budgie App Development is a mobile and web app development company founded in November 2015 in Cork, Ireland. It was founded by three students, Robert Gabriel, Peter Bohane and Brie Lloyd-Evans. The company’s first product, Planote, was developed to eliminate the hassle of taking notes, running late for class and miscommunicated timetable changes and consolidate all these everyday problems into the one application via a Smart phone app and cloud based software accessible through your pc.

## Specific Opportunity

We are addressing the issue of time management for college timetables - constantly running late for class and preventing the miscommunication of timetable changes. We are also creating the opportunity to record all class notes and store them on the one cloud database which can be accessed through numerous devices.

## Origin of Idea

The idea of Planote was generated when we were discovering commonalities between students/teachers and everyday college struggles and recurring issues.

## Customer Value Proposition

Planote provides a necessary link between college timetables and organisation of important class material. It has the ability to store the relevant information to the subject at that present moment in time keeping track of all previous course content in the same location. Company also puts the user at ease by reminding them of upcoming timetable events in due time.

## Value Creation pitch to potential investors

* Describe your value creation pitch to potential investors in no more than 50 words

## Progress made to date

The progress made to date is we have a live alpha which is for testing and inviting people to test of different designs and features.

The feedback and market research shown a need.

## Company structure

* Robert Gabriel (CTO, lead developer)
* Brie Lloyd-Evans ( CAO, Lead Designer)
* Peter Gabriel (CEO, Lead Designer)

## Turnover

* Outline turnover and profit for the first year in business (if any)

## Investment

* Outline the Investment required to start this business (first 12 months)

## Milestones

* What milestone do you intend to meet in the next 12 months?
* Achieve sales goal of €10,000 during first year of operation.
* Achieve a customer base of 12 Colleges,
* Increase sales by 15% during the second year of operation.
* Reach 10,000 Active Users daily

## CIT Prize for Innovation funding

* Outline what the CIT Prize for Innovation funding would be used for, list some ideas/actions.

# 3. PRODUCT / SERVICE

## Development background

The idea of Planote was generated when we were discussing common problems that both students and teachers experience every day. Having undertaken market research and explored the existing options on the Google and Apple app stores, we concluded that there was a gap in the market for this product. Brie designed the App Interface, Robert did all the coding and Peter looked after the business matters.

## Benefits and features

* Easy to use.
* Note organization.
* Task management.
* Time management.
* Grade and Attendance tracking.
* Alerts for upcoming classes.

## Premium Features

* Increased online storage
* Additional integrations
* Customisation of layout through themes
* Share ability
* Widgets

## Unique selling points:

* Convenience of having your timetable, notes and tasks in one app.
* Intuitive and visually appealing design interface.
* Cloud Storage for your timetables and notes allowing:
* The ability to access your timetables and notes on multiple platforms.
* The ability to share timetables and notes with friends, classmates and colleagues.

## 

## Advantages to customers:

* Free to download, pay for more features.
* Better organization.
* Improves productivity.

## Disadvantages or weak points:

* Difficult market to break into as app stores are saturated with junk apps.
* We have limited funding and may struggle to stand out from the crowd.

## Value Proposition:

For students who wish to increase their productivity, time management, and note organization this is the perfect all-in-one app. There are very few apps on the app store who can offer this in one app, and none that do it as well as us.

The killer feature of our app is the cloud storage. The user can upload their timetables and notes to the cloud server, and access them via multiple platforms. As well as that, the cloud allows the user to share these timetables and notes with their friends and classmates. Ours is the ONLY app offering these features. The timetable section of our app is quick and easy to use.

You need only glance at the screen to know which class you are in next, and when. The notes taking section of our app is intuitively designed, and brings note organization to the next level. The app knows which class you are in (thanks to the timetable feature) and so when you take a note in that class, the app will automatically store the note under that subject. You can then search through your notes using the date, class, or subject. The app is very customizable and the user will eventually feel like this app is a necessity, not just a convenience.

## Planned Developments:

We plan to release a beta app to the Google Play Store. We then plan to update and change the layout and features of the app as we receive feedback on this beta app. Following this, we plan to develop the app for the Irish Apple App Store as well as the Irish Google Play Store which will double our potential target market. By August 2017 we hope to have support on the app for multiple languages, thus allowing us to release the app on International App stores, further expanding the target market. We also have plans to expand the features of the app to allow it to be used by businesses and sports teams alike.

# 5. Intellectual Property

## 5.1 Company

### **Does the Company Name and Logo have the potential to be legally protected?**

Yes

### **Has the company Logo and Name been legally protected?**

No, although we are working on having both the Company Name and Logo trademarked.

## 5.2 Product

### **Does the product ‘Planote’ have the potential to be legally protected?**

Yes

### **Is it legally protected?**

No, although we are working on having product ‘Planote’ patented.

### **Patent Number:**

Insert Here

### **\*\*\*Not all product/services need to be patented. Have you looked at any other source e.g. copyright, non-disclosure, code protection, supplier source?**

The use of copyright, non-disclosure and code protection will be in heavy use as there will no open source code when growing and inviting investors and business partners in. This will have to be enforced to make sure nothing gets leaked of stolen.

# 4. COMPANY DESCRIPTION

## 4.1 About our Business

Budgie App Development is a mobile and web app development company founded in November 2015 in Cork, Ireland. It was founded by three students, Robert Gabriel, Peter Bohane and Brie Lloyd-Evans. Robert is a talented web developer and coder, while Peter and Brie are both talented students of graphic design. Currently the company is working on designing and building one product, Planote, which is a timetable and notes app for students.

## 4.2 Mission Statement

Born out of a passion for design, app development and problem solving, we are determined to build and deliver functional, beautifully crafted mobile and web applications to students, employees, schools, colleges and businesses.

## 4.3 Business Philosophy

These are our core beliefs as a company:

* Focus on the user and all else will follow.
* Its best to do one thing really, really well.
* Fast is better than slow.
* Organization is making the complex simple.
* Creativity and Innovation is key.
* Trust, Transparency and Integrity in all we do.
* Clear focus on delivering results.

## 4.4 Company Strengths and Core Competencies

We believe that we are each very talented, educated and ambitious people. What is for certain is that people will be at the core of this business’ success, whether it be the employees, the users or the investors. As a company, the core competencies we believe we bring to the table is our innovation, creativity, quality performance, customer service, hard work and flexibility.

## 4.5 Business Goals

These are the goals we have set ourselves for the first three years of business:

* Release a beta of ‘Planote’ to the Irish Google Play Store by 31/01/16.
* Update the layout and features of ‘Planote’ based on user feedback.
* Release the full app to the Irish Google Play Store by 01/04/16
* Release ‘Planote’ on the Irish Apple App Store by 01/06/16 thus doubling our target market.
* Release ‘Planote’ on the in multiple English-speaking countries on both the Google Play Store and the Apple App Store by 01/09/16, increasing our target market exponentially.
* Advertise and approach schools and colleges about partnerships in preparation for the start of the 2016/2017 school year.
* Break even financially in the first year of trading.
* In Year Two, we will extend the features ‘Planote’ to allow businesses and sports teams to use it. (rather than just students)
* Add support for multiple languages in ‘Planote’, and release the app to International App Stores by 01/08/2017, increasing our target market.
* Improve cloud server speeds and capacity to cater for more users by the beginning of the 2017/2018 school year.
* Make a Net Profit in Year 2 of trading.
* By the beginning of Year 3 we would hope to have up to 20 employees and ongoing plans to release a new App.
* Increase company brand recognition.
* Make a Net Profit in Year 3 of trading.
* Have a new App up and running a by 01/01/2019.
* See a steady increase in Year-on-Year turnover.

## 4.6 Long-Term Aim of the Business

Our long-term aim for the business is to expand our range of apps. As stated in our mission statement, we wish to problem solve by delivering functional and beautiful mobile and web applications. We wish to increase turnover year-on-year and be a profitable company by year 2 of trading. This will allow us to expand our workforce and workspace in the coming years. In 10 years time wish to have created a well reputed brand in the App Development industry, and be globally recognized by consumers.

## 4.7 Legal Status

Our business is operating as a partnership. This means that each partner pools money, skills, and other resources equally, and shares profits and losses equally.

## 4.8 Target Market

On the release of our first app, Planote, our main target market will be Second and Third-Level students. In Ireland there are currently over 536,000 Second and Third-Level Students.

Combined, the UK and America have approximately 38.93 Million students between the ages 14-24. Tapping into just 1% of these markets would give us approximately 400,000 users. Further details about our target market can be found under Section 6 - Market Analysis.

## 4.9 Industry Description

# 6. MARKET ANALYSIS

## 6.1 Target Market

On the release of our first app, Planote, our main target market will be Second and Third-Level students. In Ireland, during the 2013/2014 school year, there were over 367,000 Second-Level students and 169,000 Third-Level Students. If we got just 4% of this market to download our app within the first year we would have approximately 21,200 users. These are promising numbers from the start, but of course we would not be stopping in Ireland.

Shortly after our Irish App Store releases we will release the app in other English speaking countries such as the UK and America. Combined, the UK and America have approximately 38.93 Million students between the ages 14-24. Tapping into just 1% of this market will give us 390,000 users. Moreover, as stated in our Business Goals, by August 2017 we hope to have our app working in multiple languages, allowing us to release the app in other International App Stores. This will increase our target market exponentially.

## 6.2 Market Research

The market research we conducted allowed us to gather data on customers and potential customers. The collected data aided us on our business decision making, therefore reducing the risks involved in making these decisions.

### **Primary Research**

As part of our primary research we conducted:

1. Online Surveys
2. Interviews
3. Focus Groups

Carrying out our own primary research allowed us to address issues specific to our own situation. It also enabled us to have a higher level of control over how the information is collected.

#### Online Surveys

We sent out an online survey and received 86 responses. 74% of respondents were students, and 81% were aged between 13-25. The purpose of the survey was to gage an understanding of how people currently use their phones, how they take notes, how they cope with remembering timetables and other valuable customer information. The comprehensive results of the survey can be found in the appendices.

**Observations:**

The results of our survey show that 90% of people already use their phones regularly in class. The results also show that 50% of people believe that using your phone or laptop is a more effective way of [categorizing](https://www.google.ie/search?espv=2&biw=1279&bih=636&q=categorizing&spell=1&sa=X&ved=0ahUKEwjjweTd4qvJAhXD6A4KHQmpAhkQBQgZKAA), sorting and accessing notes. Of the people surveyed, only 8% of people believe that your phone would be the most effective.

66% of people often find their schoolbags too full, while 35% claim to already use a notes app.

**Analysis:**

#### 2. Interviews

During the research stage, we conducted interviews with two interviews with college students, who we believe are our main target market. The two comprehensive interviews can be found in the appendices.

From interviewing them we learnt what they need and the struggles they have with current timetable and note taking apps.

**Observations:**

Here

**Analysis:**

#### 3. Focus Groups

**Observations:**

Here

**Analysis:**

**Secondary Research**

**Published statistics:**

census, housing and social security data, and so on

Indian College survey [results](http://waset.org/publications/10002606/mobile-collaboration-learning-technique-on-students-in-developing-nations)[[1]](#footnote-0)

Statistics on mobile usage and adoption to inform your mobile marketing strategy[[2]](#footnote-1)

**Published texts:**

Based on a study conducted by the Organization for Economic Cooperation and Development (OECD), 24/7 Wall St., Canada is the country with the highest proportion of college-educated adult residents. Canada is the only nation in the world where more than half its residents can proudly hang college degrees up on their walls. In 2010, 51% of the population had completed a tertiary education, which takes into account both undergraduate and graduate degrees.

UK-At the end of 2013, 3.03 million people aged 16 to 24, or 42% of the total, were in full time education.

America - As of 2012, the latest figures available in 2015, the US has a total of 4,726 Title IV-eligible, degree-granting institutions: 3,026 4-year institutions and 1,700 2-year institutions.[1] The US had 21 million students in higher education. the US also has 14.9 million student in grades 9 through 12.

**Media:**

documentaries for example, as a source of information

## 5.3 Competitors

|  |  |  |
| --- | --- | --- |
| **Competitor** | **Strengths** | **Weaknesses** |
| Date set up:  Name: Timetable – Google Play  Turnover estimate: 10,00000 plus | * Full calendar – but easy to use! * Homework, notes, notifications * Exams and marks * Pictures and audio recordings * Cancellations and free days * Device muting during lessons * Countdown to next lesson * Share your timetable with your friends! * Unlimited number of timetables * A lot of different widgets * iCalendar support | * Intuitive Interface but could do with visual improvements! * Notes can not be uploaded to computer (e.g. link with dropbox would be great) * Its a free app with ads, but the ads can not be removed! In our app I would imagine a lite (limited features) and a paid app (all features available) |
| Date set up:  Name: Class Timetable – Apple & Google Play  Turnover estimate:  1,000,000 | * f | * Class Timetable is the perfect companion for school, college or university. Keep track of classes and add events to your week’s schedule with ease. It has a really nice, simple interface and you can add tasks and assignments. |
| Date set up:  Name: iStudiezPro – Apple  Turnover estimate:  500,000 | * Keeps track of your timetable, deadlines, grades and more across all Mac devices — all you need to do is plug your class schedule into the app. It comes with both Cloud syncing and iCal integration. | * iPhone Only * Cant take Notes * costs 2.99 * Interface is old |
| Name: Planote  Turnover estimate:  500,000 |  |  |

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## 5.4 PESTLE Analysis

*A PESTLE analysis is often a useful way of looking at a business or opportunity, from an external perspective. The “lenses” or perspectives most often used are (1) Political (2) Economic (3) Social (4) Technological. (5) “Legal” and (6) “Environmental” factors are sometimes considered as separate lenses, making it a “PESTLE” analysis. Remember, some lenses will be more important for some businesses than others, so your lists of factors do not have to be of equal length.*

### Business Opportunity?

Yes, if you look at the above section, with a total worldwide user base of four billion plus. The use of apps inst region exclusive and the common use of timetable and note taking is worldwide. We would aim for a market share that is worldwide of 4 billion plus.

## 5.5 SWOT Analysis

*[A SWOT Analysis is a method commonly used to identify the strengths and weaknesses of a business, along with its opportunities and threats, given the resources and capabilities of the business at the present time. Threats and opportunities refer to those that exist in the marketplace, often not now, but in the future.]*

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| · *XXX*  · *XXX*  · *XXX*  · *XXX* | · *XXX*  · *XXX*  · *XXX*  · *XXX* |
| **Opportunities** | **Threats** |
| · *XXX*  · *XXX*  · *XXX*  · *XXX* | · *XXX*  · *XXX*  · *XXX*  · *XXX* |

## 5.6 Channels of Distribution

The channels of distribution for our app NAME for our the customer is though the use of the existing of App stores such as the Android Play Store and the Google Chrome Web Store, while later into development a release of an Apple Ios Version. Using these channels always for a greater reach for our customer base. Allowing for a internal and global reach of customers.

### Android Store

The Android Market was an online store offering software applications designed for Android devices. Users gain access to the Android Market through its website or the Market application installed on Android mobile devices. As of March 2012, Google re branded/reorganized the Android Market into Google Play.

**Audience of 800 million[[3]](#footnote-2) active Android Devices.**

### Play Store

You can find apps, extensions, and browser themes for the [Google Chrome browser](https://www.google.com/chrome/) in the [Chrome Web Store](https://www.chrome.google.com/webstore/category/home). With these additions, you can do more with Chrome.

### Apple App Store

The Apple App Store is an online store for purchasing and downloading software applications and mobile apps for Apple computers and devices.

Audience of 500 Million[[4]](#footnote-3) active daily users

**Audience of 1 billion active daily users combined**

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# 6. MARKETING & SALES

## 6.1 Customer Trends & Opportunities

The key to any successful business is to understand what it is that your customers want and giving this to them in a way that is profitable for you.

## 6.2 Marketing Strategy

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Promotional method | How | When | ProposedResult | Cost |
| Reviews | Get [reviews of your](http://www.slate.com/articles/technology/technology/2012/05/google_vs_bing_i_switched_to_microsoft_s_search_engine_for_a_week_here_s_what_happened_.html) app placed [at such s](http://venturebeat.com/2012/05/02/bing-fights-google-with-simplicity-cleans-up-search-results-page/)ites as AppStoreApps.com, etc | Weeks before launch, to build hype | Increase on website visits | free - 100 euro |
| Contest | Create a contest at your lo[cal school district for the best app developed by a student](http://www.entrepreneur.com/article/224479) and offer a prize. Send out a press release on the winner and post it on your website. | Week of Launch | Increase on downloads | free - 50 euro |
| Road Show | Displaying and showing off app at customer shows | At launch and after wards | Increase on signups and visitors | 200-plus |
|  |  |  |  | Total 400 |

## 6.3 Sales Strategy

## 6.4 Pricing

## 6.5 Customer Service

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# 7. PEOPLE

## 7.1 Details of Key Employees

* ***[Name***
* ***Position***
* ***Role***
* ***Responsibilities***
* ***Qualifications***
* ***Projection of employee numbers over coming year, 2 years and 3 years]***

***[Include sample organisation chart, adding in names and titles where appropriate.]***

# 8. R&D, BUSINESS ASSETS

## 8.1 Research and Development

[Detail costs incurred by you in research and development (R&D). Include analysis of your R&D in the appendices. State whether R&D is an ongoing part of the business. Have you any developments in progress but not yet ready for release? What is the target date for release of new developments? Have you secured any patents, or are any pending?]

## 8.2 Business Assets

[Will you be working from home? Do you own the premises? Are you renting the premises? Where are the premises located, including outlets and branches? Describe properties and title to properties. If you own the premises, what is its value? If premises are rented, detail the terms, amount, payment, frequency of rent, lease term, years remaining and rent review periods. This section is particularly important when the business is seeking asset-backed finance.

List all equipment (including vehicles, furniture and fittings) used for the business currently, as well as proposed equipment needs. Detailed information should be included on the items, cost, how it will be funded, when it will be owned/fully paid-off and its current value.]

# 

# 9. FINANCE

## 7. 1 Financial Information

*[Detail your financial arrangements, how financials are structured, who the providers of finance are, and how much funding are you seeking. Include:*

· *Names of current lenders*

· *Security and guarantees*

· *Internally generated capital, including directors’ loans, and terms*

· *Other sources of finance, such as grant aid*

· *Funding sought*

*Where available, include historic financial statements or summaries for the last few years, including management accounts for the current period. Include:*

· *Profit and loss account*

· *Balance sheet*

· *Cashflow statement*

*Projected Financial Statements for three to five years are important. Include:*

· *Cashflow statements, indicating peak borrowing requirements*

· *Profit and loss accounts*

· *Balance sheets*

*You may wish to add in the above statements from existing documentation (for instance, Excel spreadsheets). Alternatively you can use the following templates in ThinkBusiness.ie which can be adapted and formatted to suit the presentation of your business plan:*

· *ThinkBusiness.ie Cashflow Template*

### 

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· *ThinkBusiness.ie Sales Forecast Template which has three inter-related resources, the first is for unit prices which allows you to vary the prices and see the impact. The second will give you a forecast of sales on a month to month basis. The third is a P&L template which will show you a net profit.]*

## 7.2 Product Pricing

After many hours research and looking at different pricing points, the price model for planote is the subscription model which provides a guarantee of repeat transactions and hence, businesses with subscription revenues tend to be valued far higher. The subscription price is usually smaller than the one-time price to incentivize the user into a longer term commitment.

According to a report by Distimo and [Saas anuilual report](http://sixteenventures.com/saas-web-app-pricing-resource-guide) freemium now accounts for 78% of Apple AppStore revenues in the US and Europe, up from somewhere around 59% last year, and rising.

Premium apps have an a once off price before they can even be downloaded to the machine. The App Store makes all future upgrades to the premium app free once purchased.

Freemium, is where the app is free to download and use. Some features inside the app are blocked until you pay for them. This is super popular as stated above.

A shocking turn of events, Subscriptions are sometimes a better and newer way make money off your app. Subscriptions are a regular fixed fee the user is charged automatically via the App Store for using the app, kinda like time magazine or Playboy. Subscriptions can actually overlap with either freemium models. For example, Apple Beats is close to freemium where you can pay a subscription to get ad-free and unlimited hours of music, best of both worlds.

In general, premium works in the following situations:

1. There is a strong demand for your app.

2. You have a strong brand already and can establish trust with users where they are willing to pay before they download the app.

3. Word of mouth and being the top of the app store.

Freemium helped create those million dollars per-day bsusiness for a few months, but writing about catching that genie in the bottle, there is no proof or forum to make that work.

Then as spoken about earlier the subscription provides a guarantee of repeat transactions and hence, businesses with subscription revenues tend to be valued far higher. The subscription price is usually smaller than the one-time price to incentivize the user into a longer term commitment.

### References

<http://www.startups.ie/category/insurance/>

http://databreachinsurancequote.com/cyber-insurance/cyber-insurance-data-breach-insurance-premiums/

## 

## 7.2 Assumptions

### **Sales levels**: explain market size, competitors’ sales levels, your pricing strategy, and the percentage of the market you hope to attain.

#### 

#### Revenue Projections

|  |  |
| --- | --- |
| **Month** | **Sales (€)** |
| January | 0 |
| February | 0 |
| March | 467 |
| April | 388 |
| May | 1299 |
| June | 1928 |
| July | 3000 |
| August | 4322 |
| September | 6890 |
| October | 8322 |
| November | 8318 |
| December | 10,000 |
| **Total** | 60,293 |

#### 

#### Sales assumptions

|  |  |
| --- | --- |
| **Product** | **Costs** |
| Web Servers | 500 |
| Developer Account | 299 |
| Domain Names + https | 50 |
| Total | 849 |

### 

### **Cost of sales**: include materials cost, production costs, efficiencies you have compared to your competitors, and how or if currency exchange rates are impacting your projections.

#### 

#### Capital Costs

|  |  |  |  |
| --- | --- | --- | --- |
| Capital items owned | Value (€) | Capital items owned | Value (€) |
| Equipment/tools | 5,000 | Equipment/tools | 5000 |
| Total |  | Total |  |
| Fixtures & fittings |  | Fixtures & fittings |  |
| Vehicle |  | Vehicle |  |
| Security & safety |  | Security & safety |  |
| ICT |  | ICT |  |
| Office Furniture | 1,000 | Office Furniture | 1,000 |
| **Total** | 6,000 | **Total** | 6,000 |

#### Fixed Costs

|  |  |
| --- | --- |
| **Fixed costs** | **€** |
| Rent & rates | 0 |
| Heat & power | 0 |
| Tel & internet | 1,000 |
| Vehicle expenses | 0 |
| Advertising & promotion | 4,000 |
| Marketing Costs | 1,000 |
| Office supplies and postage | 500 |
| Sundries | 0 |
| Accountancy & legal | 2000 |
| Insurance | 4,500 |
| Sundries | 0 |
| Staff costs | 30,000 (year 2) |
| Finance charges | 0 |
| Other \_\_\_\_\_\_\_\_\_\_ | 0 |
| **Total** | **43,000** |

#### 

#### Variable costs

|  |  |
| --- | --- |
| **Variable costs e.g. stock, materials** | **Costs per annul €** |
| Credit card fees | 1,000 |
| Total variable costs | € 1,000 |

### **Overheads**: examine how they may vary, changes in number of staff, increase/decrease in rent on premises, variation in cost of borrowings depending on cashflow and the level of borrowings required.

### Investment required in fixed assets.

### Preferential distribution agreements you hope to achieve.

### Any problems you envisage and their impact.

*You should also consider including a sensitivity analysis which would show the impact of any given changes in any of your key business assumptions: for example 10% less sales, 5% reduction in cost of sales.*

## 7.3 Funding Requirements

*You should detail existing and potential sources of funding in this section.*

***Sources of funding:***

* *Principals*
* *Directors*
* *Other shareholders*
* *Bank loans*
* *Agency grant or loan*

***Application of funding****:*

* *Premises*
* *Equipment*
* *Sales*
* *Staff*
* *R&D*

### Funding

A situation in which an entrepreneur starts a company with little capital. An individual is said to be boot strapping when he or she attempts to found and build a company from personal finances or from the operating revenues of the new company.

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Costs** | **€** | **Sources of Funding** | **€** |
| Product Dev. | 13,000 | Promoter | 20,000 |
| Marketing | 5,000 | Family/Friends | 10,000 |
| Hiring Costs | 0 | Banks | 0 |
| Other: | 18,000 | Angel Investment | 0 |
|  |  | Venture Capitalists |  |
|  |  | Other: | 30,000 |

## 

# 10. Appendices

### Meetings

### Meeting : 1

Date

Who was there

Comments

### Meeting : 1

Date

Who was there

Comments

### Meeting : 1

Date

Who was there

Comments

### Meeting : 1

Date

Who was there

Comments

## Survey

**Which age bracket do you fit into?**

* Less than 13
* 13-18
* 19-25
* 26-35
* 36-50
* Over 50

**What's your job title?**

* Unemployed
* Part-time
* Full-time
* Self-employed
* Student
* Student & Working Full Time/Part Time

**Do you own any of the following?**

* Android Phone
* Iphone
* Windows Phone
* Other

**What do you most use your phone for?**

* Text/Phone Call
* Social Media
* Messenger Apps
* Gaming
* Photography
* Note taking
* Watching Video Content (Netflix etc)
* Other (please state)

**Do you use your phone in class?**

* Yes, Every Class
* Yes, Occasionally
* Depends on The Class/Lecturer
* No

**What do you usually use to take notes in class?**

* Pen and Paper
* Laptop
* Phone

**Which of the these methods do you think would be easiest to categorise, sort and access your notes?**

* Pen and Paper
* Laptop
* Phone

**Which of these is most easily accessible to you throughout the day?**

* Phone
* Laptop
* Notepad & Pen

**Do you ever find your school bag too full?**

* Yes
* No
* Sometimes

**Do you ever forget the start/end times of your classes?**

* Yes
* No
* Sometimes

***Are you ever late for classes, deadline or important meetings as a result of having the wrong time?***

* Yes
* No

**Would you share notes with friends more often is there was an easy way to do so?**

* Yes
* No
* Maybe

**Do you use your phone's timetable/calendar application?**

* Yes
* No

**Do you use a notes app?**

* Yes
* No

**Would you use an app that integrated both taking notes and your class/work timetable?**

* Yes
* No
* Maybe

**Do you use Cloud-based software/programs such as Dropbox, Google Drive or Skydrive?**

* Yes
* No

**Do you currently find it difficult or time consuming to transfer text files and documents from your phone to your PC/Laptop?**

* Yes
* No

# Survey Results

# Secondary Research Bibliography

### Calculating Target Market:

Irish Student Figures:

<https://www.education.ie/en/Publications/Statistics/Key-Statistics/>

World’s most educated countries:

<http://newsfeed.time.com/2012/09/27/and-the-worlds-most-educated-country-is/>

Education Statistics US:

<https://en.wikipedia.org/wiki/Higher_education_in_the_United_States>

<http://nces.ed.gov/fastfacts/display.asp?id=372>

Education Statistics UK:

<https://www.hesa.ac.uk/stats>

<https://www.hesa.ac.uk/intros/stuintro1213>

1. "Download Paper - World Academy of Science, Engineering ..." 2015. 12 Nov. 2015 <<http://waset.org/publications/10002606/mobile-collaboration-learning-technique-on-students-in-developing-nations>> [↑](#footnote-ref-0)
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3. "800 million Android smartphones, 300 million iPhones in ..." 2013. 12 Nov. 2015 <<http://venturebeat.com/2013/02/06/800-million-android-smartphones-300-million-iphones-in-active-use-by-december-2013-study-says/>> [↑](#footnote-ref-2)
4. [↑](#footnote-ref-3)