Planote

a Product of Budgie App Development

Splash Page

http://www.projectbird.com/planote.html

Demo

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

Version 2.0 <https://docs.google.com/document/d/1eMDFqvfjaXgOIif_LWlnjX2yXPSXlyduHEFx6LxdH2A/edit#heading=h.f2pyath9nomz>

Version 1.0

<https://docs.google.com/a/mycit.ie/document/d/1SGpLAngpuyiFcQLM_bWtwIJVxhhjLRZLNmTa1semgrs/edit?usp=drive_web>

**Interdisciplinary Group 3**

**Group 3**

Peter Bohane R00102054

Brie Lloyd-Evans R00119556

Robert Gabriel R00102430

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# **1. Promoter Details**

**Name of Business:** Budgie App Development

**Name of Product:** Planote

## **Name 1:**

Robert Gabriel

Faculty & Year: Bachelor of Science (Honours) in Web Development, Year 4

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

# **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 (INCOMPLETE)**

## **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 Smartphone app and cloud based software accessible through your pc.

## **2.1 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. Allowing it easy for students to find and sync notes.

## **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. They can easier find an store notes from point device.

**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.

**3A. PRODUCT / SERVICE**

**3A.1 The Product - Planote**

Planote is an all-in-one Timetable and Notes Taking app for students. Its intuitive design makes timekeeping easy, as you can check and update your college timetable on the go, while the Note-Taking feature makes it easy to create and organise your notes. The cloud based storage feature makes it easy to share your timetables and notes with friends and classmates, and also allows your to access your notes from anywhere, and on any device. In addition to these features, the app can also be used to track your upcoming tasks and assignments, your grades, and also your attendance.

**3A.2 Features**

* Simplicity for the user.
* Speedy performance.
* Personalization options.
* Cloud based storage.
* Multiple timetables.
* Note taking.
* Grade and Attendance tracking.
* Alerts for upcoming classes.

**3A.3 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 and classmates.

**3A.4 Advantages to Customers**

* Free to download.
* Better organization.
* Better time management.
* Better task management.
* Improves productivity.
* Ease of note access on multiple platforms at any time.

**3A.5 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. Planote is the ONLY app offering these features.

The timetable feature 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 also allows you to track your upcoming tasks and assignments, your grades, and also your attendance.

**3A.6**

**3B. INTERFACE**

**3B.1 Design Brief**

Identify a specific business opportunity and develop a media based solution using contemporary media devices and software.

**3B.2 Background Research**

**3B.6 Usability Issues**

**\*\* INCOMPLETE**

**4. INTELLECTUAL PROPERTY (INCOMPLETE)**

**5A. COMPANY DESCRIPTION**

**5A.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.

**5A.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.

**5A.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.

**5A.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.

**5A.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 10 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.

**5A.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.

**5A.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.



**6. MARKET ANALYSIS (INCOMPLETE)**

**6.1 Target Market**

**5.3 Competitors**

We took a look at other products on the market that could be in direct competition with our product. We evaluated their strengths and weaknesses:

|  |  |  |
| --- | --- | --- |
| **App** | **Strengths** | **Weaknesses** |
| Year of Release: 2012  Name: Timetable++ Schedule  Downloads: 20,000 Monthly Worldwide, Apple App Store.  Sales: <5,000 Monthly Worldwide, Apple App Store. | * Full calendar * Task Tracking * Notifications * Note taking * Exams and Marks * Pictures and audio recordings * Attendance Tracking * Device muting during lessons * Share your timetable * Unlimited number of timetables * Widgets | * Clunky Interface * Notes can not be uploaded to computer * Ads can not be removed * Notes cannot be shared |
| Year of Release: 2011  Name: Class Timetable  Downloads: 51,000 Monthly Worldwide, Apple App Store  Sales: <5,000 Monthly Worldwide, Apple App Store. | * Timetable * Task tracking * Class notifications * Timetable export * Task reminders * Nice Interface * Widgets * Upgrade to pro for just 99c | * No cloud storage * No grade tracking * No timetable and note sharing * No attendance tracking * No grade tracking |
| Year of Release: 2009  Name: iStudiezPro  Downloads: 5,000 Monthly Worldwide, Apple App Store  Sales: <1,000 Monthly Worldwide, Apple App Store. | * Timetable * Manage deadlines * Track grades and * Cloud syncing | * iPhone Only * Cant take notes * costs 2.99 * Interface is old |

**5.4 SWOT Analysis for Planote**

We developed a SWOT analysis to identify the strengths and weaknesses of our product, along with its opportunities and threats.

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |

**6. MARKETING & SALES**

**6.1 Channels of Distribution**

**6.3 Business Opportunity**

**6.5 Pricing**

**6.6 Marketing Strategy**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Method** | **How** | **When** | **Result** | **Cost** |
| Teaser Website | Build a Teaser Website | One Month Before Launch | Build up excitement before app launch | Free - 100 euro |
| Social Media | Use social media to promote our product | Beginning one month before launch and continue after launch | Consumers find out about our product | Free |
| Review Websites |  | At launch and afterwards | Generates a lot of buzz for your app if mentioned on the site | Free |
| Integrate Social Media | Encourage users to share the app with their friends by offering referral discounts | At launch and afterwards | More Downloads & Sales | Free |
| Win Awards | Apply for awards i.e. CIT Prize for Innovation | Entries by 12/02/16 | Product recognition & Prize money for development funding | Free |

## 

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**7. FINANCE**

**7.1 Sales Assumptions**

|  |  |  |
| --- | --- | --- |
| **Month** | **Sales (€)** | **Notes** |
| February | 50 | *First Month In Business* |
| March | 150 | *Entering Exam Season* |
| April | 350 | *In Exam Season* |
| May | 1000 | *Height of Exam Season* |
| June | 1500 | *Height of Exam Season* |
| July | 1500 | *Summer Break* |
| August | 2000 | *Release in UK & US - Still Summer Break* |
| September | 5000 | *College Year Begins* |
| October | 8000 | *App becomes more well known* |
| November | 11000 | *Exams Approaching* |
| December | 14000 | *Exam Season - Time of year for spending* |
| **Total** | **44,550** |  |

**7.2 Funding**

We will be starting his company with little funding. We will be building this company from personal finances and from the operating revenues of the new company.

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Costs** | **€** | **Sources of Funding** | **€** |
| Product Development | 13,000 | CIT Prize for Innovation | 10,000 |
| Marketing | 1,000 | Family/Friends | 4,000 |
| Hiring Costs | 0 | Banks | 0 |
|  |  | Angel Investment | 0 |
| Other: | 4,000 | Venture Capitalists | 0 |

**7.3 Capital Costs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Capital items owned** | **Value (€)** | **Capital items Required** | **Value (€)** |
| Equipment/tools | 5,000 | Equipment/tools | 2000 |
| Fixtures & fittings | 0 | Fixtures & fittings | 0 |
| Vehicles | 7,000 | Vehicles | 0 |
| Security & Safety | 0 | Security & Safety | 100 |
| ICT | 0 | ICT | 300 |
| Office Furniture | 0 | Office Furniture | 1,000 |
| **Total** | **12,000** | **Total** | **3,400** |

**7.3 Fixed Costs**

|  |  |
| --- | --- |
| **Fixed costs** | **€** |
| Rent & rates | 0 |
| Heat & power | 0 |
| Tel & internet | 1,000 |
| Vehicle expenses | 10,000 |
| Advertising & promotion | 100 |
| Marketing Costs | 1,000 |
| Office supplies and postage | 500 |
| Sundries | 0 |
| Accountancy & legal | 2000 |
| Insurance | 1,000 |
| Sundries | 0 |
| Staff costs | 0 (Year 1) |
| Finance charges | 0 |
| Other | 2,000 |
| **Total** | **17,600** |

**7.3 Variable Costs**

|  |  |
| --- | --- |
| **Product** | **Costs Per Annum €** |
| Stock | 100 |
| Materials | 300 |
| Domain Names + https | 300 |
| **Total** | **700** |

**8. APPENDICES (INCOMPLETE)**

### 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**

here

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phone 91% most easily accessable















