# 

Planote

Group Version 3 : 01.11.2015

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# Promoter Details

**Name of Business:** ‘Unknown’

## Name 1:

Robert Gabriel

Faculty & Year:

Full-time Student

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## Name 2:

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Full-time Student

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# Confidentiality Agreement

This agreement is made between, Interdisciplinary Group 3 (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 Interdisciplinary Group 3 on behalf of CIT

by by

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

Print Name: Print Name:

Date: Date:

# 1. Executive Summary

## Our Company

Company Name application 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

* What specific opportunity / problem are you addressing?

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

* Origin of idea, how was the idea generated?

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

## Customer Value Proposition

* Describe your customer value proposition in no more than 50 words

Company Name 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

## 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.

# 2. Product or service

## Development background

The idea of Timetable and Notes Taking App 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, Peter designed the Web Interface, and Robert did all the coding.

## Benefits and features

1. Easy to use.
2. Note organization.
3. Task management.
4. Time management.
5. Grade and Attendance tracking.
6. Alerts for upcoming classes.

## Premium Features

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

## Unique selling points:

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

## Advantages to customers:

1. Free to download, pay for more features.
2. Better organization.
3. Improves productivity.

## Disadvantages or weak points:

1. Difficult market to break into as app stores are saturated with junk apps.
2. 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.

# 3. Intellectual Property

## Does this product have the potential to be legally protected?

Yes

## Is it legally protected? Please list patent no.

No

## 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.

We also plan to copyright the logo and the name for the app if not ready taken.

# 4. Company Description

## 4.1 About our Business

‘Unknown’ 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, 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 the Timetable and Notes app to the Irish Google Play Store by 31/01/16.
* Update the layout and features of the app based on user feedback.
* Release the full app to the Irish Google Play Store by 01/04/16
* Release the app on the Irish Apple App Store by 01/06/16 thus doubling our target market.
* Release the app 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.
* Avoid losing money in the first year of trading.
* In Year two, we will extend the features of the Timetable and Notes app to allow businesses and sports teams to use it. (rather than just students.)
* Add support for multiple languages in our app, 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.
* Increase Turnover year-on-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.
* Have a new App up and running a by 01/01/2019.
* Make a Net Profit in Year 3 of trading.

## 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, 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.

## 4.9 Industry Description

# 

# Section 5 - Marketing

## 5.1 Market research

The Market research we conducted helped us collect valuable information about who our customers are and determined what our market is for our Timetable note taking app (Name Needed).

The steps below include some information we received from it and helped us define our business for future growth in a wise and profitable direction.

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.

In Ireland, during the 2013/2014 school year, there were over 367,000 Second-Level students and 169,000 Third-Level Students.

### Primary Research

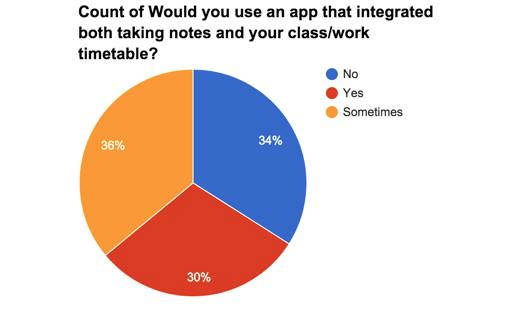
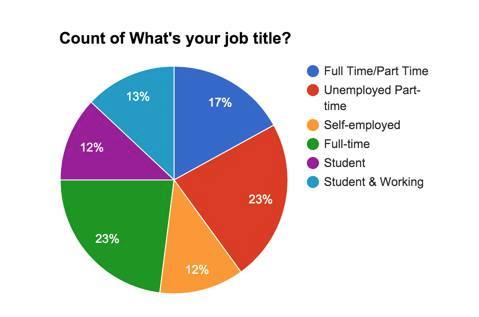
**Interviews**

During the research stage, we conducted interviews with two key customer segments which include “College students” and “ Lecturers”.

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

**Surveys:**

To get a better understanding of the user base and the customer demographic, we conducted surveys which can be seen in the appendix. The use of the survey and the questions asked was to get a better understanding of the customers (majority students) and the devices they use, how they use their devices and problems they face. The results are the following and speak for themselves.



The results show an increase of phone use for notes taking, the deduction of satisfaction when it comes to the current User interface for these app. This shows the trends in markets for the future of both app and mobile devices and shows a market opening in the near future. The results showed which mobile phone operation system had a bigger share in the college of cit. We plan based on this is to release the app on this platform first over the other as it has a bigger market share.

**Observations:**

**Analysis:**

### Secondary Research

**Published statistics:**

census, housing and social security data, and so on

India 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 studen in grades 9 through 12.

**Media:**

documentaries for example, as a source of information

**Personal documents**:

diaries

## Market trends or issues

The trend for tablets and smart phones to have an application for everything is on the rise, everyone is looking for new ways to make everyday life as stress free and user friendly as possible. So it is important to always be on top and to show off the results.

## 

## Customers (who are your customers?)

Our first customers will be current students (whether first or final year) and campus faculty. The app will be advertised on campus at the start of the school year this will direct students and faculty to the app store where they will be able to purchase and download it.

## 

## 

## 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 | * 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. | * 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 |  |  |

## Promotion

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

# Place/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.

**Audience of 1 billion[[4]](#footnote-3) active daily users.**

## 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[[5]](#footnote-4) active daily users

## Is there evidence of a real international 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.

## Is there potential for additional products/services?

Yes, cause the tools developed can be licenced under to other company's for better search and organizing of the data they are storing .

# Section 6 - Finance

## 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.

## 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 |

## Exports

None

## 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 |

## 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

Some of the fixed costs included the Data breach insures and Genial insures. We wont be running or renting an office in the first 2 years.

|  |  |
| --- | --- |
| **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 |

# Appendix

## Pricing

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/

## 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

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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)
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