

AI Goal Tracking

Business Plan

Goals are going unmet. Goose seeks to replace typical notification reminder apps with adjustable AI-generated personas, to offer users a novel goal-tracking experience that matches their motivation style.

Submitted by:

Tiago Assuncao Reis	- tjar20
Sebastien August	- swla20
Jakob Aylott	- jma66
Alex Bohdjalian	- ahb43
Callum May	- cnm39



TABLE OF CONTENTS

Product Section	3
What Is Our Product?	3
Why Is Our Product Needed?	3
What Are The Goals Of Our Product?	3
What Personas Will Our App Deliver?	4
Our Use Of Emotional Design	4
Market Section	5
Habit Formation	5
Market Size	5
Competitor Analysis	5
Target Market	6
Primary Research	7
Strategy Section	8
Company Overview	8
Strategic Priorities	8
APIs and Ecosystem Disintermediation	9
Development Timeline	9
Talent Plan	10
Marketing and Sales Plan	11
Risks	12
Finance Plan	12
Funding	12
Reference List	13
Contribution form	16
Appendix	17
UX App Prototype	17
Competitor Stats	17
Consumer interview results	18
UX Design Questionnaire	19
3-Year Financial Projections (Assuming Bootstrapped Approach)	21

Product Section

What Is Our Product?

Goose is the AI-driven goal-tracking app that will enable users to reach the goals that they give up on each year. With its easy-to-use user interface and personalisable AI personas, Goose will offer users a novel goal-tracking experience that will rival existing apps. When using Goose, users set goals and receive notifications ('honks') in the character of their chosen persona. Our unique selling proposition (USP) is that users can select a persona that appeals to them most from a roster of distinct personalities, or describe the personality they would like the language model to take (as a premium feature). To deliver further personalisation, users can tune the persona according to their preferences. Goose will also adapt a user's goals based on how they are doing to ensure a sustainable experience. Goose combines this state-of-the-art technology with a user-friendly UI to help our users to meet their goals, big or small.

Why Is Our Product Needed?

Setting and achieving goals can be difficult, with many people failing to achieve their New Year's resolutions, often due to a lack of clear planning and motivation (Norcross, Mrykalo and Blagys, 2002). Goal-tracking apps have emerged as a solution to provide accountability and support for users, with studies showing their effectiveness in helping users achieve their goals. According to a study by the University of California, individuals who use goal-setting apps are more likely to achieve their objectives than those who do not (Harkin *et al.*, 2016). These apps offer features like progress tracking and reminders, which help users stay motivated and on track towards their goals. Additionally, goal-tracking apps can assist users in setting realistic goals by breaking them down into smaller, more achievable steps.

Similarly, despite our best intentions, achieving personal, financial, or work-related goals can be a challenging task. In response to these challenges, goal-tracking applications like Goose offer a structured approach to goal-setting, which can help individuals stay focused and motivated towards meeting their objectives. By providing accountability, reminders, and a clear plan, these apps can help users overcome the barriers to success and achieve their goals.

There are numerous goal-tracking apps on the market, but just how effective are they? Several studies have been conducted on the effectiveness of goal-tracking apps. A study published by Schoeppe *et al.*, 2016 found that individuals who used goal-tracking apps were more likely to achieve their goals than those who did not use any tracking method. The study showed that 84% of participants who used goal-tracking apps successfully achieved their goals, compared to 43% of those who did not use any tracking method. This demonstrates the potential of goal-tracking apps if they are well-implemented, and encourages prospective customers to get involved with this market. Another study from the Dominican University in California (Morrissey, 2016) found that individuals were more likely to stick to their goals if they tracked their progress visually. The study found that individuals who used visual tracking features were more motivated to continue working towards their goals. Therefore, a well-designed goal tracker with strong visualisations can be a highly effective tool for hitting the goals that people have struggled to reach before.

What Are The Goals Of Our Product?

Goose aims to provide users with pre-made goal templates and a 'goal-tuning' feature to make goals more achievable, by taking into account user burnout. These templates will be tailored to different types of common goals, such as drinking water, exercising, brushing teeth or studying. Each goal will track relevant metrics such as location, time spent, amount consumed, and more. It also offers personalised personas that adapt to each user, incentivizing feedback to improve the model over time.

Additionally, our app will offer the option for users to create custom goals, where they can specify the metrics they want to track. To achieve this, we will use machine learning algorithms based on user feedback and data analysis to tweak user goals and encourage them to keep using the app.

What Personas Will Our App Deliver?

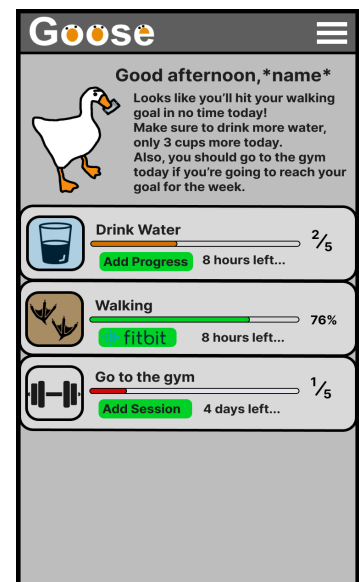
Goose offers preset personas with tunable personalities such as the default persona of a goose, a caring mother, a tough-love drill sergeant and a joke-cracking 'Wise-quacker'. The parameters that can be tuned for each personality will be specific to the persona. For example, the tough-love drill sergeant can have the harshness of his responses tuned. This is however a premium-only feature; available to users who subscribe to our service as described in the Marketing and Sales Plan in the Strategy Section.

The personas will be produced using an AI language model, ideally integrated with ChatGPT/OpenAI, due to its performance, publicity, and investment appeal. If this is not possible, we will investigate developing an in-house model with sufficient complexity to meet our requirements. The personas will adapt to each individual, using both explicit and implicit data. Explicit data will be feedback given by users directly, as prompted by questions from the persona. Implicit data will be the level of user achievement, which can be measured by how successful a user is at meeting a goal as well as how they integrate third-party data with the service (given consent).

To incentivise feedback in the early stages of the app's lifecycle, users will be rewarded for their responses, such as free premium version access. To prevent a stagnant model, especially in the absence of explicit feedback or achievement, some aspects of it will have some random variation. This will ensure that the model always branches out in its methods, potentially discovering new and effective approaches.

Our Use Of Emotional Design

Emotional design, which aims to elicit positive emotional responses and user experiences, is a key component of our development and UX strategy. Our use of personas, inspired by Duolingo's owl mascot Duo (Chen, no date), establishes a personal connection between the user and the app, encouraging frequent app usage. With our personas being user-specific, we hope to create a unique relationship between each user and their goose persona, similar to Duo's role in Duolingo but tailored specifically to each user. An active social media presence can further enhance user engagement by showcasing amusing or interesting messages from goose personas. This is a similar tactic used by Duolingo to target Gen Z with 'absurdity marketing'. Our app also employs a subtle colour palette (See Appendix UX App Prototype) of white, black, and grey, accented with orange to reflect a goose's beak. This palette prevents distraction, promoting focus and motivation. Orange, associated with optimism, complements our app's purpose. Vivid colours (blues, greens, reds) are reserved for key interactive buttons. The app icon (See Appendix UX App Prototype) features a prominent goose face on a bright green background, ensuring easy identification and subtly prompting app usage. This design reinforces the Goose brand and may inspire additional motivation.



Market Section

In the following sections we will set out to verify the feasibility of implementing our business plan. This will involve answering the following questions: What is the market size of habit-tracking apps and is it projected to grow? What opportunities and threats exist in the market? What are the strengths and weaknesses of our competitors? Who are we specifically trying to target?

Habit Formation

According to Lally *et al.*, 2010, it takes most people 66 days to change a habit, and writing down goals increases completion rates by 42% (Acton, 2017). Logging habits in our app should have a similar effect as writing them down, thus improving the chances of completion. Additionally, having a person to keep you accountable can increase chances of success by about 70%. The personas of Goose can be compared to having an accountability person, which should improve its success rate over other apps. Reminders of new habits lead to a 12% increase in completed goals (Patalano and Seifert, 1997), and tracking new habits advances behavioural change. All of this indicates that habit tracking is a task that can be supported by software, backing Goose as an effective solution to the problem.

Market Size

According to an industry research report investigating the global habit-tracking app sector, the estimated size of the global market in 2023 is \$8.82 million (TheExpressWire, 2023). The report forecasts a compound annual growth rate of 14.05% up to 2028, which would result in a market size of \$19.41 million by 2028. The growth of this sector presents a lucrative opportunity for a habit-tracking app that can offer a novel user experience, such as the app we are proposing.

Competitor Analysis

A direct competitor to Goose is Habitica (HabiticaRPG, no date), a freemium productivity app that 'gamifies' habit-tracking by borrowing elements from retro RPG games. Habitica has had 110,561 downloads in the last thirty days as of writing (Crunchbase, no date a) and a monthly visits growth of -0.4%, indicating a very steady interest in the user base (Crunchbase, no date b). In the spirit of retro RPG, users earn 'gold' and other items for completing their tasks, 'level up' after gaining enough experience points, and create their own customisable avatars. Users can also join 'guilds' where they can share and track their goals with others. The app is free but offers in-app purchases and subscriptions for in-game items, a 1-month subscription being priced at \$4.99 a month. Unlike Goose, Habitica does not offer pre-designed goal templates for certain habits and instead tracks habits in the form of a to-do list. This form of habit-tracking does not account for certain metrics related to a task such as time spent or amount consumed, constraining users to limited yes-no inputs.

An indirect competitor to Goose is Whoop, a wearable technology brand that sells wrist strap devices along with a subscription to their app. Whoop is a very successful product, with an estimated \$55M annual revenue (Owler, no date c) and 35,453 downloads in the last 30 days (Crunchbase, no date c). Whoop has a £27 monthly subscription (Whoop, no date), far higher than Habitica, but for a more premium product which includes hardware. The "Whoop Strap" tracks several metrics related to fitness such as heart rate, sleep quality, and calories burnt. The app is fed data from the wrist strap and tracks the user's progress. By offering a device that can automatically and accurately measure data, Whoop would compete with Goose for users that are focused more on fitness. This user base is a small but committed segment of our target audience and thus Goose must contain features that meet their needs, such as having data from fitness-tracking devices fed into the app via APIs.

Additionally, BetterMe (BetterMe Limited, no date) is a highly successful product with an

estimated annual revenue of \$25-100M (Owler, no date a), and it comes at a monthly subscription of \$19.99. While this may be more expensive than some other fitness apps, it provides a more extensive and professional product that can significantly improve the user's motivation. However, the high cost of offering advice from human coaches may limit the appeal of BetterMe's coaching feature to only dedicated users. In contrast, Goose, which would have lower costs as messages to the user would be generated by an AI model, could offer motivating language that emulates what a coach would provide, even if it cannot offer exact technical knowledge as a certified coach.

Target Market

Identifying our target market is crucial for setting our pricing strategy and gathering relevant data to continuously improve our product. Goose is designed to serve individuals of all ages who aim to achieve their personal growth and goal-setting aspirations.

To better understand our customers, we've developed customer profiles for three key demographics: young, middle-aged, and older individuals. Our app can help young people improve their education by setting study and skill-related goals, while middle-aged users can use it to prioritise diet and professional work-related goals. Older customers can track their medication and personal care goals with the app.

<p>Name: John Age: 20 Occupation: Student</p> <p>Scenario: A young customer named John is an Undergraduate and wants to improve his grades and study habits. He downloads Goose and creates a goal to study for at least 2 hours every day. At first John struggles to stay on track with his goals and his grades do not meet his expectations. So, he adjusts Goose's personality presets to be more harsh which motivates him to improve his grades significantly. Furthermore, thanks to the novelty of the personalities in our app, we can rely on younger people to share our app on social media.</p>		<p>Name: Mary Age: 45 Occupation: Business Executive</p> <p>Scenario: A middle-aged customer named Mary is a busy executive who wants to improve her health and lose weight. She downloads Goose and creates a goal to exercise for at least 30 minutes every day and track her calorie intake. With the help of Goose's AI persona, which motivates her with a firm but supportive approach, Mary is able to stay focused and make significant progress towards her goal.</p>		<p>Name: Harold Age: 65 Occupation: Retired</p> <p>Scenario: An older customer named Harold has recently been diagnosed with diabetes and needs to track his blood sugar levels and medication schedule. He downloads Goose and creates a goal to monitor his blood sugar levels regularly and take his medication as prescribed. With the help of Goose's personalized reminders and AI persona, which is designed to be gentle and reassuring, Harold is able to manage his diabetes effectively and improve his overall health.</p>	
---	---	--	---	--	---

- **Young customers:** typically 18-24, in or graduated College/University, tech-savvy and comfortable with using digital tools. Often driven by personal growth and development.
- **Middle-aged customers:** typically 35-50, multiple responsibilities such as work and family, often overwhelmed making it difficult to achieve goals.
- **Older customers:** typically 65+, dealing with health and age-related challenges, would benefit from a tool to keep them organised that is not too complicated.

Younger and middle-aged people are generally more likely to experience burnout due to their multiple commitments and high-pressure environments. They may benefit significantly from our persona-tuning features and burnout avoidance mechanisms within the Goose app.

For younger customers, our persona-tuning feature allows them to adapt their goal-setting approach according to their unique needs and preferences, helping them better manage their academic, social, and early career goals. By incorporating burnout avoidance strategies such as regular breaks, self-care reminders, and a balanced approach to goal-setting, they can maintain motivation and avoid mental exhaustion.

For middle-aged customers, our persona-tuning feature enables users to customise the app to focus on their work-life balance, family commitments, and personal development goals. The burnout avoidance mechanisms provide these users with a systematic way to prioritise their goals and set realistic expectations. This includes reminders for self-care, time management tips, and suggestions for delegation to help prevent burnout and maintain overall well-being.

User Experience Research

User experience (UX) is crucial for good app design, so we conducted a short UX questionnaire with a handful of participants to understand what potential users want from a goal-tracking app. The participants highlighted that the quality of the user interface would influence whether or not they continue using the app, so we designed the app to be straightforward, visually pleasing, and intuitive. Participants also said that widgets and goal templates would make the app more efficient to use. The results also provided us with an idea of what personality traits users would like to be able to adjust for their personas, such as humour, calmness, aggression, and positivity. The variation in responses further justifies the use of individually tailored personas. Finally, users suggested a number of 3rd party services they would like to synchronise Goose with, including Fitbit and Google calendars. All of the results from the questionnaire have been analysed and incorporated into our prototype design (See Appendix UX Design Questionnaire, UX App Prototype).

Primary Research

We conducted a comprehensive interview with 20 participants, primarily university students, to gauge their general attitudes toward their organisational skills, self-motivation, and habit-tracking and organisation apps. Our interview questions were designed to avoid any bias, as suggested in the 'mom-test' (Fitzpatrick, R. 2013), and focused on the field of habit tracking and organisation as a whole, along with pricing options of apps at a broad level.

We first asked participants to rate their own organisational skills and self-motivation on a scale of 1-10. The average score for both categories was around 6.3, indicating room for improvement and a potential market for our app. We then inquired about any regular commitments participants have, with 95% of respondents having at least one activity to log in to the app, with 85% of those having an activity they organise themselves, primarily fitness-based. This insight supports our idea of integrating with fitness apps like MyFitnessPal. We also asked if having another person to keep up with would help them stick to their goals. 70% of participants agreed, suggesting that personifying our app with personas could be a valuable feature.

70% of participants had given up on a hobby in the past over the age of 16, where they wish they hadn't, providing another insight into our app's potential to prevent regrettable discontinuations. When we inquired about preferred pricing methods, the highest pick rate was free with a premium version (35%). This result supported our decision to release the app for free with a premium version and provide a trial of the premium as a reward for early feedback.

60% of participants found habit-tracking apps useful, while 10% could be convinced by our app's Unique Selling Points (USP) after some discussion. The remaining 30% had their interviews terminated here, as their feedback was no longer relevant. None of our participants had used a habit-tracking app regularly before, and many found them boring and difficult to engage with, which we aim to address through our app's personas. We asked about the appeal and use of habit-tracking apps, with 56% of participants finding the adaptability of personas significantly appealing. Many preferred an encouraging or supportive figure, while some wanted a more disciplinary, straight-to-the-point persona. These insights support our ideas for preset personas.

Finally, we inquired about the pricing of our app, with 50% of respondents feeling that our proposed £3.99 per month for a premium subscription was a fair price. While 25% found it a little too expensive, ~6% thought it should be a higher price to indicate luxury quality, and ~19% would only pay that price with an initial free trial or discounted period.

Strategy Section

Company Overview

As a start-up with limited funds and resources, a more practical option is to start as a private limited company, due to the benefits of not needing to answer to any stockholders, and there being no need for disclosures. This will allow us and our investors to work with greater discretion. However, whilst a public company would allow us to publicly sell shares to easily gain investment, the legal complications would outweigh these benefits. Additionally, the large expense of underwriting fees required to take a company public would be difficult to raise with the limited capital available.

Regarding location, we have chosen to start with a hybrid working approach. This means work time will be split between in-person work at a small Bath-based office (given investment), and online home-working. The small office allows us to reduce initial costs. Hybrid working will also be beneficial when hiring, as according to the Office of National Statistics, 2022, 54% of IT companies are utilising remote working. Many people have reported that hybrid working improves work-life balance, making us as appealing as possible as an employer. When an in-person meeting or team-building event is necessary, Bath will be our chosen location.

Strategic Priorities

In this section, we outline our priorities. When making business decisions, we will prioritise the features on this list, as we have identified that these are the most important features for the success of Goose. These may change as our app grows, dependent on feedback from investors and customers.

Being a goal-tracker, our highest priority is the adding and removing of goals. This feature is ultimately what will allow us to retain our user base, so it is vital that this aspect is not jeopardised when making business decisions. Luckily, this is also relatively simple to implement and should not require large changes frequently if implemented correctly.

The AI persona system is also a priority. This is our USP, so this should be prioritised wherever possible as it sets us apart from our competition. This feature is significantly more complex than the goal-tracking aspect, so it will require a larger investment of both time and money. However, the AI persona system is a priority when it comes to an investment as this novel feature has the potential to attract new customers.

Another priority is our paying customer base. The previous two features apply to all customers, but paying customers will be our primary source of revenue. Therefore, it is important to provide exemplary service to these customers by having a dedicated customer service team to ensure user satisfaction, as well as making it easy for our users to communicate with us. By working especially closely with our paying customer base, we can retain our existing premium customers and maximise revenue.

Our final priority is growing the user base. Whether free or paying customers, a growing user base is highly important for the success of Goose. Firstly, our machine learning algorithms work more effectively with a larger dataset, so more customers will mean more accurate predictions and better performance. Secondly, a larger number of customers can mean a larger number of potential premium customers, resulting in higher revenue. However, most importantly, more customers using our app means a larger share of the users in the market, meaning we will have more negotiating power with investors and third-party apps. As discussed later, an established user base shows the potential of Goose to investors, as well as making it more appealing to businesses to purchase institutional subscriptions.

APIs and Ecosystem Disintermediation

Initially, to generate custom personas, we can utilise OpenAI's language models. As of the 1st of March 2023, OpenAI released their new GPT3.5 models, resulting in a cheaper, more powerful model than their existing products. Utilising these recent developments will allow us to build customer interest around our product, and will allow us to save on costs and increase performance. A number of large companies, such as Snapchat, have implemented the new GPT3.5 models. Using this technology, despite its relative unreliability due to its recent release, can keep us relevant to consumers in a fast-changing market, and keep us ahead of the competition.

To further solidify our novelty in the market, it could be worth investing in a purpose-built language model specifically for Goose, ideally in the future. Whilst this would be challenging, the benefits, if successfully implemented, would result in an AI system that is both significantly better than competitors and difficult or expensive to copy.

According to our market research, there is no existing product in the goal-tracking sector that allows users to create a unique language model. Whilst some goal-tracking apps may choose to use a persona of some form or another, they are limited in the sense that they do not adapt to suit users' needs. Similarly, any character-based goal-tracking apps are fixed to selected characters and do not have the ability to let the user define the character they choose.

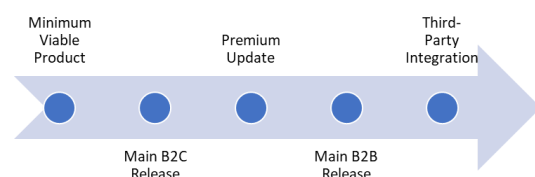
To protect against the risk of ecosystem disintermediation, such as existing apps creating entertaining characters to 'coach' the user to reach their goals, one mitigation strategy is to offer integration into other apps. This would involve letting other, more specialised goal-tracking apps use our persona system in their app. Whilst this will require some development on our side, collaboration with well-established apps such as MyFitnessPal can generate income for us by accessing their user base. That is, users of MyFitnessPal, that otherwise may not use our app, could potentially subscribe to our service.

Another feature which would set us apart from the competition is our goal-tuning feature. As burnout is a major problem in reaching goals, goal-tuning allows the user to alter their goals to make them more attainable. These algorithms can be developed in-house, meaning they will be difficult to copy, but they could also be difficult to develop. Similar to the language model, one method of mitigating ecosystem disintermediation would be to sell this to other goal-tracking apps, along with the persona system. This addition would mean that integrating our services would provide more benefits than developing their own systems. However, these systems must be highly effective and well-implemented as we risk other apps providing a similar service. Therefore it is imperative that our systems outperform competitors.

Development Timeline

In terms of app development, we start by producing our minimum viable product (MVP). By using flexible frameworks such as React Native, we can develop simultaneously for both Android and iOS to appeal to a larger market. The initial goal for our minimum viable product is to produce the goal-tracking aspect of the app. For functionality, we simply require that the user can set a goal to track, inputting the name of the goal and the target they wish to reach. Additionally, we require our USP, the personas, at this stage. For our minimum viable product, this involves creating some preprogrammed personas to demonstrate functionality. After creating these aspects, we have a product that we can pitch to investors if necessary, as well as launching the app as a beta version to gather user feedback.

After we have the framework created, we can move on to the main business-to-consumer (B2C) release. As the AI personas are our USP, we need to implement these before we release the



app to the general public. We can use the OpenAI Whisper API to both replace the preprogrammed versions and add further free personas. We can then gather feedback about their performance. It is important to note that at this stage, the user cannot create a custom persona yet. The feedback we gather at this stage will allow us to tune the performance of the custom personas before their release in the premium update. Since the app will be free at this stage, our product will have greater appeal to consumers who are looking to try the app. This will yield a larger number of users to gather feedback from.

Next is the premium update. This update will bring premium features and the option to purchase subscriptions, which will be a major revenue source. Following testing from the main B2C update, we can now allow premium users to create their own personas. Other premium features include an unlimited number of goals, persona-tuning and goal-tuning using machine learning. The most important feature at this stage is the custom personas so it is vital that these are executed well. Persona and goal-tuning can be delayed to a further update if necessary, but it is important to have lots of premium features to attract customers.

After some smaller updates involving bug fixes and algorithm improvements, we can move on to the main business-to-business (B2B) release. As we are pitching to businesses rather than individuals, we must have a polished product at this stage. This has the potential to be very lucrative, as we will be selling business licences rather than individual subscriptions. Additional features will need to be added to support this, such as organisational goals and dedicated customer service to maintain a good client relationship. Other important features are shared goals and goal-syncing. Shared goals can work for specific teams in an organisation, or for tasks shared between members of a team. Goal-syncing is important for this as it will allow users to track their shared goals together. These features allow us to pitch the app to businesses as a way of improving team performance and staying on track.

After the main B2B update, Goose will now be a well-established product. In order to compete with apps that have a large market share but more specific use-case, such as MyFitnessPal, we can partner with them to integrate our persona system into their product. Again, as we are pitching to businesses, we require a fully developed and established product to persuade them, hence why this is after the B2B release. With the backing of other businesses from the B2B side of the business, we can use this to add authority to our product and discourage other goal-tracking apps from copying our persona system. Instead, we can encourage them to partner with us, generating revenue for us and accessing more of the market.

Talent Plan

As a start-up with limited access to funding, we will start developing as a 5-person team. As we all have programming experience, we will all contribute to the minimum viable product at the start, led by our CTO Alex Bohdjalian. Alex has the most experience as a software developer, so it is logical that he will lead the development of the app, with assistance from the rest of the team. As Callum May has experience in front-end development, he will be in charge of UX design choices, although the whole team can provide feedback on this. As we scale, Tiago Assuncao Reis will take the role of product manager as he is the most familiar with both our product and the field. To help our business grow, Jakob Aylott will take the role of business developer, finding new business opportunities to increase revenue, as he is experienced in client-facing roles. Sebastien August will take charge of team organisation and management, allowing the team to work together efficiently.

As we gain funding, it will be necessary to recruit more members to the team to accommodate our growing business. One of the most important roles to recruit will be a software engineer to develop the app. Led by Alex, we will create a software team to produce the features required for our releases. We will have a smaller development team after initial funding, and we can build the team as we gain more funding in order to grow the app.

During development, we can identify key talent gaps in our team, which we can then recruit for. Through practical experience gained by creating Goose, we can determine whether we require consulting services or a full-time role for specific difficulties that we face during development.

Marketing and Sales Plan

Our marketing strategy is split into two sections, social media presence and online advertising. During both development and release, we will establish an active online presence. This will consist primarily of social media accounts, including Twitter, Facebook, TikTok and Instagram, as well as a dev blog to discuss the details behind our development journey. The social media pages will be for the benefit of the general public including short-form attention-grabbing video content on TikTok and Instagram aimed at the younger population; straightforward and informative posts on Facebook for an older audience; and direct consumer interaction on Twitter. Our dev blog will be more focused towards current and potential stakeholders, including investors, and will be a technical overview of our development journey. It will detail the design choices we have made, with details of reasoning and implementation. Considering this, we will not publicise what could be stolen to reproduce our product. This variety of online presence methods ensures that we can communicate with our entire user base in a suitable manner.

When we receive funding, we can allocate a portion of the budget to advertising. As Goose is an app, we will primarily focus on online advertising through social media platforms as it is the most cost-efficient method of reaching our target market. We will focus on 'absurdist' marketing, with whimsical and creative advertisements that will generate interest in our product. Through platforms like YouTube and TikTok, we can appeal to the younger end of our target market. Word of mouth will be the main way to reach our older customers, although they may still be accessible through other social media apps such as Facebook.

Following user interviews, we will be using a 'freemium' pricing structure. We will have a free version of the app with limited services, supported by a premium subscription-based model for additional features. We will be pricing the premium version at £3.99 per month and £35.99 per year. This is slightly cheaper than our main competitor, Habitica, priced at \$4.99, or \$47.99 per year. As we are new to the market, being a cheaper service could persuade users to try Goose, allowing us to gain user feedback. This pricing structure allows users to test the product before they purchase, as well as allowing them to try for a month if they do not want to commit to the full year. As the full-year plan is cheaper, this can persuade users to commit to the longer subscription, generating more revenue in the short term. Also, users are less likely to switch to a competitor when all of their progress and habits are already logged into our app, especially when it has adapted to them on an individual level.

	Cost	Goals	Personas	Goal-tuning	Persona-tuning
Free Version	Free	3 goal limit	3 default personas	⊖	⊖
Premium	£3.99/month, £35.99/year	Unlimited goals	Unlimited, custom personas	✓	✓

Goose will be distributed via the major app stores for smartphones: Apple App Store and Google Play Store. The fees required to distribute our app on the Apple App store are an annual fee of \$99 and a 30% subscription commission fee for the first year and only if we make over \$1 million in annual app revenue, otherwise it is 15%. On the Google Play Store, a one-time fee of \$25 and a 15% commission fee (swing2app, 2022). These fees are considered in our pricing strategy.

Risks

Certain risks emerge when using an AI language model to generate text for our app. One such risk is the model-generating text that may be deemed offensive. AI-generated text may be considered rude, include profanity, or perpetuate harmful stereotypes, all of which negatively impact user experience. As we are planning to licence OpenAI's API, we can not directly make direct changes to the model, thus we are limited in how much we can mitigate this risk. We plan to allow users to report offensive text and have a team of moderators who can investigate the cause and provide feedback to OpenAI if necessary.

It is also worth noting that using OpenAI's API poses some risk as it has occasionally had some downtime, but according to OpenAI's website, we found that as of writing it is down less than 1% of the time.

Generating personalised notifications requires access to user data, which could raise risks associated with privacy. If not handled properly, user data may be compromised in a data breach, exposing users' sensitive information, tarnishing Goose's reputation and provoking legal action. To mitigate this risk, we plan to maintain strict data privacy standards and adhere to the relevant regulations of where we are operating (such as The General Data Protection Regulation for EU use).

Finance Plan

Our finance plan is conservative and flexible, assuming no funding and taking a bottom-up approach. In the first year, we will focus on producing the minimum viable product. The costs associated with this are all related to business setup, focusing on registering the business and the various administrative costs associated with this. We aim to release the B2C update and premium update in 2024, gaining 10,000 users with 1000 months of premium purchased across the year. COGS covers hosting and database costs. We aim to spend £5000 on social media advertising, focusing on YouTube and TikTok in 2024. We hope to gain a large number of users through our advertising campaign, so it is important to invest in advertising early to build our user base. We will start to generate a net profit in 2025, with fast growth from our advertising campaigns. We will reinvest further into promotional content, as well as invest in both R&D and people to help grow our brand. We estimate that as we scale, rent, insurance and professional fees will also increase. We have a net profit estimate of £9000, with an operating margin of 26%. We will continue to scale in 2026, with the releases of B2B services and third-party integration. This will start to yield much more revenue, although we will need to increase the size of the team to accommodate this. Over the first 5 years of Goose, we aim to generate \$4 million USD, just under half of the total habit-tracking app market size (TheExpressWire, 2023). Additional funding will be used to hire additional staff to build the app faster, focusing on B2B releases and third-party integration, as well as being used on marketing the product to grow the user base. For further details, see the appendix.

Funding

Currently, our financial projections assume no funding as we follow a bootstrapping approach. Due to this, we have limited hiring capabilities and we cannot work full-time on Goose.

Therefore we are asking for £500,000 to invest in the business. We will use £30,000 each as a salary in the first year, allowing us to work full-time on the project and speed up production. Our 3-year financial plans would therefore be accelerated, meaning we can release key updates much faster. We can allocate a much larger budget of £50,000 in the first year to advertising, increasing our user base. We can build our software development team by hiring a specialist contractor on a 1-year contract, increasing the length if necessary. We can also rent office space for the year to increase productivity and professionalism, and we should have some spare funding left for emergency costs and potential funding for year 2 in case we do not receive series B funding.

Reference List

(Acton, 2017)

Acton, A. (2017) *How to set goals (and why you should write them down)*, *Forbes*. Available at: <https://www.forbes.com/sites/annabelacton/2017/11/03/how-to-set-goals-and-why-you-should-do-it/?sh=79d5c8eb162d> (Accessed: 19 March 2023).

(BetterMe Limited, no date)

BetterMe Limited (no date) *BetterMe: Health coaching*, *App Store*. Available at: <https://apps.apple.com/us/app/betterme-health-coaching/id1264546236> (Accessed: 19 March 2023).

(Chen, no date)

Chen, Y. (no date) 'How does duolingo integrates emotional design'. doi: 10.25236/FER.2020.030712.

(Crunchbase, no date a)

Crunchbase (no date a) *HabitRPG Downloads*, *Crunchbase.com*. Available at: <https://www.crunchbase.com/organization/habitrpg/technology> (Accessed: 19 March 2023).

(Crunchbase, no date b)

Crunchbase (no date b) *HabitRPG Financials*, *Crunchbase.com*. Available at: https://www.crunchbase.com/organization/habitrpg/company_financials (Accessed: 19 March 2023).

(Crunchbase, no date c)

Crunchbase (no date c) *Whoop Downloads*, *Crunchbase.com*. Available at: <https://www.crunchbase.com/organization/whoop-inc/technology> (Accessed: 19 March 2023).

(swing2app, 2022)

swing2app (2022) *How much does it cost to publish an app on the app store?*, *Swing2app.com*. Blog. Available at: <https://www.swing2app.com/blog/how-much-does-it-cost-to-publish-an-app-on-the-app-store/> (Accessed: 21 March 2023).

(TheExpressWire, 2023)

TheExpressWire (2023) *Habit tracking app market size in 2023*, *Digitaljournal.com*. Available at: <https://www.digitaljournal.com/pr/news/habit-tracking-app-market-size-in-2023-new>

-technological-development-and-latest-innovation-in-information-technology-sector-till-2028 (Accessed: 21 March 2023).

(Fitzpatrick, R. 2013)

Book. Title: *'The mom test: How to talk to customers & learn IF your business is a good idea when everyone is lying to you.'* Publisher: Createspace. Date published: 10 Sept. 2013.

(HabiticaRPG, no date)

HabiticaRPG (no date) *Habitica: Gamified taskmanager*, App Store. Available at: <https://apps.apple.com/us/app/habitica-gamified-taskmanager/id994882113> (Accessed: 19 March 2023).

(Hamari, 2017)

Hamari, J. (2017) 'Do badges increase user activity? A field experiment on the effects of gamification', *Computers in human behavior*, 71, pp. 469–478. doi: 10.1016/j.chb.2015.03.036.

(Harkin *et al.*, 2016)

Harkin, B. *et al.* (2016) 'Does monitoring goal progress promote goal attainment? A meta-analysis of the experimental evidence', *Psychological bulletin*, 142(2), pp. 198–229. doi: 10.1037/bul0000025.

(Lally *et al.*, 2010)

Lally, P. *et al.* (2010) 'How are habits formed: Modelling habit formation in the real world', *European journal of social psychology*, 40(6), pp. 998–1009. doi: 10.1002/ejsp.674.

(Morrissey, 2016)

Morrissey, M. (2016) 'The power of writing down your goals and dreams', *HuffPost*, 14 September. Available at: https://www.huffpost.com/entry/the-power-of-writing-down_b_12002348 (Accessed: 21 March 2023).

(Norcross, Mrykalo and Blagys, 2002)

Norcross, J. C., Mrykalo, M. S. and Blagys, M. D. (2002) 'Auld lang syne: success predictors, change processes, and self-reported outcomes of New Year's resolvers and nonresolvers', *Journal of clinical psychology*, 58(4), pp. 397–405. doi: 10.1002/jclp.1151.

(Office of National Statistics, 2022)

Office of National Statistics (2022) *Is hybrid working here to stay?*, Gov.uk. Office for National Statistics. Available at: <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/isahybridworkingheretostay/2022-05-23> (Accessed: 19 March 2023).

(Owler, no date a)

Owler (no date a) *BetterMe1 Revenue*, *Owler.com*. Available at:
<https://www.owler.com/company/betterme1> (Accessed: 19 March 2023).

(Owler, no date b)

Owler (no date b) *HabitRPG Revenue*, *Owler.com*. Available at:
<https://www.owler.com/company/habitrpg> (Accessed: 19 March 2023).

(Owler, no date c)

Owler (no date c) *Whoop Revenue*, *Owler.com*. Available at:
<https://www.owler.com/company/whoop> (Accessed: 19 March 2023).

(Patalano and Seifert, 1997)

Patalano, A. L. and Seifert, C. M. (1997) 'Opportunistic planning: Being reminded of pending goals', *Cognitive psychology*, 34(1), pp. 1–36. doi: 10.1006/cogp.1997.0655.


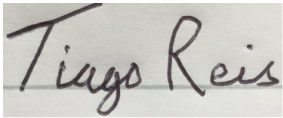



(Schoeppe *et al.*, 2016)

Schoeppe, S. *et al.* (2016) 'Efficacy of interventions that use apps to improve diet, physical activity and sedentary behaviour: a systematic review', *The international journal of behavioral nutrition and physical activity*, 13(1), p. 127. doi: 10.1186/s12966-016-0454-y.

(Whoop, no date)

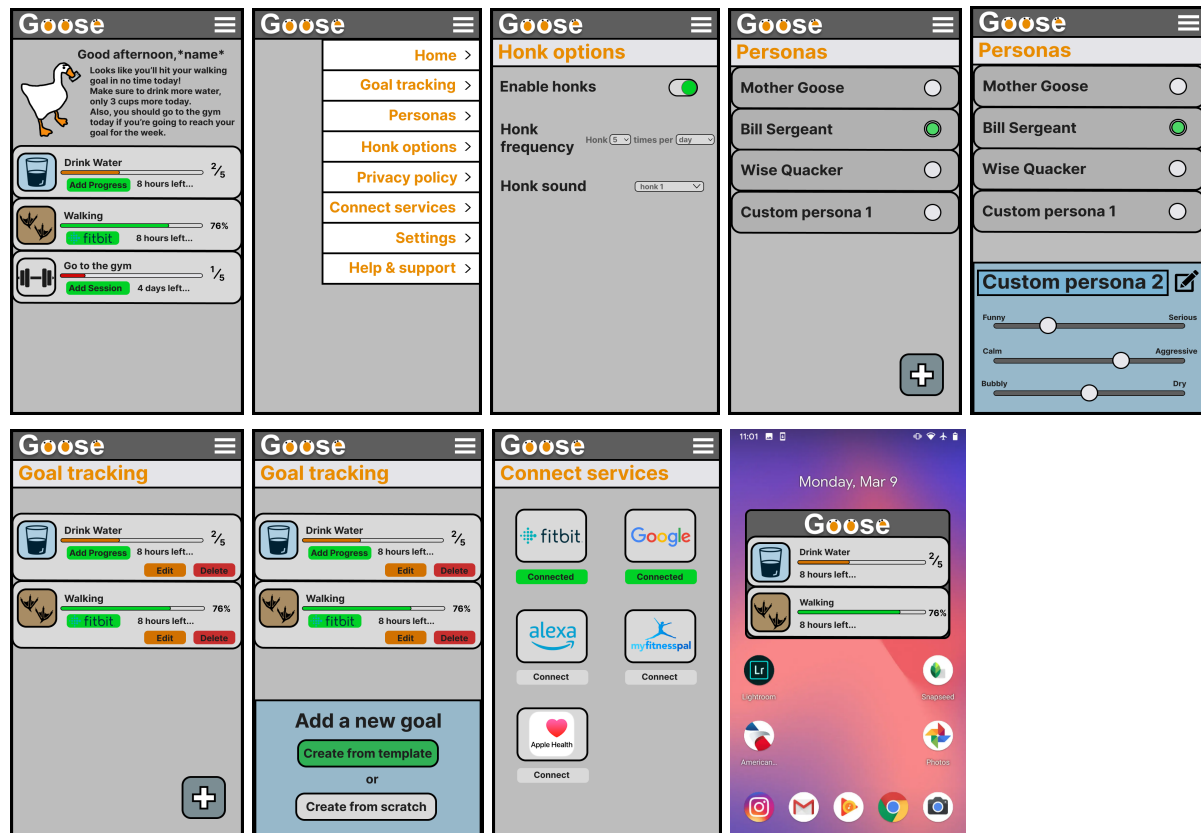
Whoop (no date) *Whoop Membership Page*, *Whoop.com*. Available at:
<https://join.whoop.com/en-uk/select/membership> (Accessed: 19 March 2023).

Contribution form

Name	ID	Percentage	Signature
Callum May	cnm39	20%	
Tiago Assuncao Reis	tjar20	20%	
Jakob Aylott	jma66	20%	
Sebastien August	swla20	20%	
Alex Bohdjalian	ahb43	20%	

Appendix

UX App Prototype



Competitor Stats

- HabitRPG/Habituca

- Estimated annual revenue: <\$1M (Owler, no date b)
- 1 Month Subscription - \$4.99 (Base pricing largely off of this)
- Downloads last 30 days (Habitica) - 110,561
- Monthly Visits growth: -0.4% (very steady)
- Funding - \$41.2k

- WHOOP

- Estimated revenue: \$55M
- 1 Month Subscription - £27 (12 month minimum)

- Downloads last 30 days - 35,453

- BetterMe

- Estimated annual revenue: \$25-100M
- 1 Month Subscription - \$19.99

Consumer interview results

Demographics:

Age:

18-24: 14
25-40: 2
41-60: 3
61+: 1

Gender:

Male: 11
Female: 8
Other: 1

Q1 How would you rank your organisational skills from 1-10? - ~6.3

Q2 How would you rank your self-motivation skills from 1-10? - ~6.3

Q3 What regular commitments do you have- e.g. gym, sports, clubs, instrument lessons, language lessons-

19/20 Have an activity

Social events - 8
Lessons/Practice (Languages and instruments) - 6
Gym - 6
Running - 4
Swimming - 3
Cycling - 2
Hockey - 2
Football - 2
Religious activities - 2
Personal Trainer sessions - 1
Tutoring - 1
Skateboarding club - 1
Online Course - 1
Cricket - 1
Rugby - 1
Home Exercise - 1

Q4 Do you find it easier to commit to something if you are keeping up with someone else? - e.g. gym buddy - Yes:14/20, Don't Know:2/20, No:4/20

Q5 Have you ever stopped committing to something you wish you hadn't, older than 16, if so, why? - e.g. instrument, exercise - Yes:14/20, No:6/20

Q6 What type of pricing plan do you prefer for apps and why? - free with pop up ads, free with premium version, subscription, base cost.

- Freemium:7/20, Subscription:6/20, Base Cost:4/20, Free with Ads:3/20

Here we gave participants a description of Goose

Q7 Would you find use in a generic personal goal-tracker app, if so why? - Would:12/20, Don't think but could be convinced by our USP's:2/20, Would not:6/20 (Ended interview for these 6)

Q8 Have you ever used a goal-tracker or similar fitness app? - 0/16 for Habit tracking, 3/16 for Fitness apps, 2/16 for Language apps

Q9 What problems do you / could you see in similar apps? - Boring: 3/16, Too much effort (e.g. logging data): 4/16, No problems: 1/16, Would forget: 1/16, Unnecessary: 1/16, Irritating/Intrusive: 1/16, Too strict:1/16, Don't know: 3/16, Too Self-reliant: 1/16

Q10 Do you feel the adaptability of the persona's traits to you as a user adds significant appeal to the app? - Is significant:9/16, Is not:7/16

Q11 What type of persona do you think would best suit you? - E.G. kind and encouraging or harsh like a drill sergeant - Supportive and encouraging figure: 4, Harsh and Direct (Drill Sergeant): 2, Friendly/equal partner: 5/16, Professional Assistant: 2/16, Malleable:1/16, No Preference/Don't Know: 2/16

Q12 Do you think £3.99 is a reasonable price for this app, with all features, per month? - Yes:8/16 Too Expensive:4/16, Too Cheap:1/16, Under condition of starting trial/discount: 3/16

UX Design Questionnaire

"Our product is called Goose, and it is an AI-based goal tracking application. The goal of the app is to keep people organised and motivated to complete tasks in their lives, such as going to the gym, walking, drinking water or brushing their teeth. The app will allow you to create and track goals, and get feedback and reminders from an AI persona-controlled assistant that is tailored to the user. The following are a series of questions to help us determine how to design the app with users in mind."

1. "On a scale from 1 to 5, how important is an app's user interface in your choice to use that app? Why have you given this score?"
2. "Do you use widgets on your mobile device's home screen? Would you like to see widgets for an app like this?"
3. "When creating a new goal, would you find it convenient to have a set of templates to choose from?"
4. "Which existing goal tracking, exercise and other services would you want to be able to link to this app?"
5. "If you were making a custom persona that would remind you of goals and encourage you to complete them, what personality aspects would you want to control?"

6 responses:

Response 1:

1. 4 - I find it quite frustrating when apps are ugly or difficult to use. I don't like when things aren't clear
2. I do use widgets, but only for a couple of apps. I only use widgets if it is for something that I need to quickly check and doesn't take too much space on my home screen. And yes, I would like to see widgets for an app like this.
3. Yes, a set of templates sounds like it would save a lot of time
4. I have a Fitbit that I use to reach my walking goal. It would be nice to connect that to an app like this
5. I would like the option to make the persona funny as I would respond well to that

Response 2:

1. 3 - It's not the end of the world if an app has a bad interface if it still works as it is supposed to, but it would be nice if it was
2. I don't usually use widgets as I don't find them that helpful. However for this app, widgets sound like a convenient way to check in with goal progress so I think they would be good for this.
3. Templates would definitely make it faster so I would like them to be an option, but I also think I should be able to make a goal from scratch for less specific goals
4. I already use MyFitnessPal to track my fitness goals, so being able to connect it to this app would mean I could have all my goals in one place
5. I think it would be cool if the persona's overall vibe could be altered. Maybe something like how bubbly and energetic the persona is. I would also like it if the persona could be funny

Response 3:

1. 5 - I absolutely hate when apps are not clear about how to use or they have an ugly design
2. I don't really use widgets because I don't really see the point, so I wouldn't use them for this app
3. I would like templates because I don't like spending lots of time typing stuff in on my phone.
4. I think it would be nice if I could tell my Alexa that I had completed part of a task so that it could update my goals with progress.
5. I would like the persona to just be clear and to the point. I don't want it to be wacky or annoying, nor overly talkative.

Response 4:

1. 4 - if an app is easy to use and has a nice design, it makes me enjoy using it more and less likely to stop.
2. Yes, I use widgets a lot on my phone and tablet. I'd definitely like to see widgets for this app so I can see my progress without having to open the app all the time.
3. Yes, I don't want to have to think about details when making a goal - I will get bored and stop if it takes me a long time
4. It would be cool if I could link my Google calendar for synchronised tracking. I would also want to connect my Fitbit for health goals
5. I would want to be able to make the persona friendly and encouraging, and maybe funny but not too over the top

Response 5:

1. 5 - I struggle to use my phone anyway as I can find it all quite confusing, so I need apps to be clear and straight-forward to use
2. I don't use widgets as I'm not sure exactly how they work, so I am not bothered either way.
3. After reading the description of this app, I think templates would be very useful. The templates would save time and also encourage me to track new good habits like drinking enough water.
4. I don't really have anything I would need to connect to the app
5. I would like a persona to be encouraging and positive to keep me motivated because I respond well to positive feedback.

Response 6:

1. 3 - I don't tend to struggle with using apps that aren't that well designed, but it does bother me when things are very unclear and might stop me from using that app.
2. I use widgets a lot as they save me a lot of time since I don't need to open each app to check what's going on with them. I think this app would greatly benefit from having widgets.
3. Templates sound useful as they could be made to suggest goals that are achievable and realistic, which would be good for people that typically aim too high or low
4. I would like to be able to connect my Fitbit and Apple Health to the app. It would also be good if I could connect my Google calendar to it
5. I would personally want the persona to be quite tough and unforgiving, since that is the style of motivation I am used to and respond well to. A drill sergeant type persona would be perfect for me.

3-Year Financial Projections (Assuming Bootstrapped Approach)

	2023	2024	2025
Subscribers (free/premium)	0 (0)	10000 (1000)	75000 (11250)
Gross Revenue	£0	£4000	£44887.50
Net Revenue	£0	£3800	£40000
COGS	£0	£700	£3500
Gross Profit	£0	£3100	£36500
Gross Margin	0%	81.50%	91.25%
Marketing and Sales	£0	£5000	£10000
R&D	£0	£0	£2000
People (software development, other talent gaps)	£0	£0	£10000
Other (rent, insurance, professional fees)	£1000	£200	£4000
Total Operating Costs	£1000	£5200	£26000
Operating Profit	-£1000	-£2100	£10500
Operating Margin	0%	0%	26%
Net Profit	-£1000	-£2300	£9000
Investments			
Cash Generated	-£1000	-£2300	£9000