RemindMe

RemindMe Mobile Application Development

A New Venture Creations Project
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PHINMA - UNIVERSITY OF PANGASINAN

In Fulfillment
of the Requirements for the Degree
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

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I.   Executive Summary

RemindMe is a productive mobile application built for users to help with their task and manage their time efficiently. The name "RemindMe" starts when a person does something they think they can remember anything so if they forgot to do it they have to check the date and time on their phone then start rushing to meet the deadlines. Thus, the founder came up with this idea where the user creates a task and sets the alarm feature in a mobile app which can be more convenient since there is a smartphone nowadays that improves our lives.

Our goal is to help the users to be productive and motivate them in a way that can change their habits and lifestyle. The user will prioritize their errands and help them to stay on track to avoid procrastination. This will keep their tasks, appointments, and notes in this app and they can carry it anytime and anywhere which is handy.

II.   Business Idea

These business ideas were thought up from already existing businesses, as well as new ideas using the tools and methods taught here at Business Idea Insight. Having difficulty on time management is endemic to students especially with those who are affected with many factors, inside and outside of the academic scheme. For example, a working student who studies during the day and works at night. They were most likely to get the most time allotted for their rest, resulting in forgetting the deadlines of the activities and requirements they needed to pass. RemindMe app was developed because the project members were also experienced in academic life. Because of an overflowing load of work that is needed to be done, some other tasks are being left out. That is why a reminder is really important in the life of a busy person. This app will help not just students but also in the world of business to get a reminder whenever a specific objective is needed to be accomplished in the coming days, week or even month.

III.   Business Form

For our new venture will be a RemindMe Mobile App partnership in corporation the members are my groupmates. It helps build trust in a newly formed partnership and it provides a boost in output capacity when needed. A business may be managed by several people with various skill sets if there are multiple general partners, which can improve the performance of the company as a whole. This might often be interpreted as indicating that the company has more knowledge.

IV.   Business Models

Business model describes how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts. The process of business model construction and modification is also called business model innovation and forms a part of business strategy. Our Project "RemindMe Mobile Application Development" would use the Business Model Freemium, because our

app will giving away part of our service for free and charging for premium features or services. Customers of the RemindMe free version can only access a limited feature of the app's capabilities. While the premium users have full access to all of the app's functions. Also we will use the "Advertising" business model because our app is for the users to be productive and motivate people in a way that can change their habits and lifestyle while working or studying. We will use ads to show to people that we have a mobile app that they need to guide and support them on how to balance their time in doing something that will not lead to procrastination.

V. Industry and Competitor Analysis

Our Project is under the IT industry since RemindMe is a mobile application for users to help with their task and manage their time efficiently. Most of us are using their smartphones nowadays and we use it everyday.

Threat of Substitutes - Our Venture is a great substitute compared to the other existing planners available right now.

Threat of New Entrants - All kinds of businesses have a competitor, but we will always ensure to our customers to feel safe, hassle free and easy to use in terms of using our app.

Rivalry Among Existing Forms - It is quite difficult to enter the competition if there is already a fierce competition existing. But as we searched for most and common problems that a customer encounter to other planner is that it keeps crashing due to corrupted file settings or Windows profile that will lead to affecting the productivity of the user. So we will make sure that we guarantee to fix errors of our app to make sure that user's experience is always in a good condition.

Bargaining Power of Suppliers - We will make sure that our partner companies will always maintain the quality of our app and make it the best.

Bargaining Power of Buyers- We will make sure that our users/customers will be satisfied with our services and we will improve the quality of our app.

There are the Productivity software and collaborative software which is similar to our new venture. To win against these competitors , Our new venture must have a unique feature to attract the user and it will be convenient for them to use it everyday.

List of Venture's Competitors	Direct/Indirect	Explain how they become your competitors	How do you plan to win against your competitors
Microsoft oneNote	Direct	Because they also offer the best note-taking application It gathers users' notes, drawings, screen clippings, and audio commentaries.	We will become the Top most all in one planner in managing users task and schedules, to help users in balancing their time in career and personal life.
Notion	Direct	Because they also offer the best	We will become the Top

		note-taking application, that help that's used for organizing, tracking, and managing teams with their work.	most all in one planner in managing users task and schedules, to help users in balancing their time in career and personal life.
Evernote	Direct	Because they also offer Evernote in their English or History class as a research journal, effectively replacing the traditional process of archiving research on notecards.	We will become the Top most all in one planner in managing users task and schedules, to help users in balancing their time in career and personal life.
Click up	Indirect	They also offer project management software to help their teams achieve business goals and complete project milestones. Here are use cases where ClickUp provides the right features for the job	We will become the Top most all in one planner in managing users task and schedules, to help users in balancing their time in career and personal life.
Microsoft To Do	Direct	Because they manage individual tasks across To Do, Outlook, and Planner and make a daily to-do list.	We will become the Top most all in one planner in managing users task and schedules, to help users in balancing their time in career and personal life.

VI. SWOT Analysis

STRENGTHS	WEAKNESSES
- Reliable and secure platform - Easy to use - User friendly - Increase the user's Productivity - Cooperative team	- Small team - Not available for Desktop Version - Only available on android - It can be a time consuming task writing all the reminders. - There is a limit to type Character per message.

OPPORTUNITIES	THREATS
- Growing market with have Potential - Promote the app in social media - Technological advancement offering improvements to mobile apps. - Promote by social media influencers - For managing work and increasing productivity, there is a huge increase in demand.	- Competitive Marketing - Use physical Planner Instead - Negative feedback - Poor internet connection

VII. The Four Ps of Making a New Venture

PRODUCT

RemindMe is a productive mobile app to help the user manage their time and task. This product is freemium, where users can use it for free and experience its functionality then pay for the premium version to access more features.

For the free version it has a calendar view, create a task, alarm, and add one collaborator. Where the premium version includes calendar view, create task, alarm, unlimited collaborator, focus timer, customize of the task. This product is only available for Android users.

PRICE

Users can pay 129 monthly and 7 days of free trial version for first time user. The price is 129 because we made it budget friendly so that users can afford it and it is enough for the app development cost and maintenance cost.

PROMOTION

Many people today focuses on different social media platforms and Social media is the best option to promote our app. These platforms are Youtube, Facebook, Twitter, Instagram etc. so that people can get to know more better and raise customer awareness of our app and it's free.

PLACE

Play store is an app marketplace. It comes on most Android phones and allows you to download apps we chose online because it is fast and easy to sell our product and we believe that we can sell more through online platforms.

VIII. Writing a Business Plan

Company Description - RemindMe Mobile Application

We develop a mobile application founded by Gea Vanessa Apeta and her team to provide the user's needs.

Our product is RemindMe. It is a mobile software that aids users in effective time management. In essence, it is work when someone starts anything and needs a reminder to finish it a mobile app will alert them to do so. Our team wants to assist people in learning time management skills so they may become more motivated, productive, and capable of changing their habits and way of life.

Identify Team Management - Here are the member's roles for developing RemindMe mobile app:

Gea Vanessa C. Apeta - Project Manager, Designer

Janine E. De Guzman - Documentation

Jeffrey M. De Guzman - Developer

Justine Mark DC. Laroza - Documentation

Jherssey M. Pabuna - Developer

John Michael Soliven - Tester

Overall Schedule

2022

PROCESS	Jul	Aug	Sep	Oct	Nov	Dec
Planning	■					
Built the Mobile App		■	■			
Launch the operation				■		
Launching events					■	
Promotion activities						■

Operational Plan - Our team will observe the operations of our RemindMe mobile application everyday to provide the best quality and the best user experience to our customers. RemindMe aims to help the students, the employees or even those who are just at home to offer them to be productive in their workplace to reduce tasks, effort so as not to waste time to balance the things they love to do and also their time with the family etc.

RemindMe aims to help the students or the employees to offer a budget friendly payment to its users when they subscribe to our premium version to lessen the hassle free workplace and provide a productive lifestyle instead.

Our team found out that we will be using video advertisements as a huge strategy to sell/install our product and get the attention of the people to use it in their daily lives.

IX.   Raising Capital

There are two ways to provide our funds to start our business.

Crowdfunding - Our vision at "RemindMe" is to become the recognized leader in our targeted market as a platform where entertainment businesses and start-up entrepreneurs can raise capital for their projects, and also where individuals can easily acquire all entertainment incentives they need for their occasion**.**

Our goal is to create a useful mobile application that will help consumers have a better experience and connect with their entertainment officials. We made it user-friendly and simple so that even young people won't have trouble utilizing it.

X.   The New Venture Team

Gea Vanessa C. Apeta - Project Manager, Designer
- Project management is the process of leading the work of a team to achieve all project goals within the given constraints.
- She provides assistance in project design and development activities based on customer requirements. They develop solutions to client architectural complexities.

Janine E. De Guzman - Documentation
- The process of capturing the essential project information and creating the documents necessary for its effective implementation is known as project documentation. Simply told, it's a catch-all phrase for all the documents produced throughout the project.

Jeffrey M. De Guzman - Developer
- Project developers can work on a wide range of projects, from software development to building or remodeling projects. Regardless of what they are working on, his responsibility is to make sure that everything is finished on schedule and to the highest possible standard.

Justine Mark D. Laroza - Documentation
- The process of capturing the essential project information and creating the documents necessary for its effective implementation is known as project documentation. Simply told, it's a catch-all phrase for all the documents produced throughout the project.

Jherssey M. Pabuna - Developer
- Project developers can work on a wide range of projects, from software development to building or remodeling projects. Regardless of what they are working on, his responsibility is to make sure that everything is finished on schedule and to the highest possible standard.

John Michael Soliven - Tester

- His responsibility refers to a series of tasks intended to investigate and assess the development of a specific project in order to tell stakeholders about the project's real performance and quality.

XI. New Age Sources of Income

Creating an app could be a way to make that upfront investment of time and then reap the reward over the long haul. Our app might be a one that helps mobile users perform some hard-to-do function. Once our app is public, users download it and we can generate income. Our app has a huge upside, so we design something that catches the fancy of our audience. We have to consider how best to generate sales from our app. For example, you might run in-app ads or otherwise have users pay a nominal fee for downloading the app. If our app gains popularity or we receive feedbacks, we likely need to add incremental features to keep the app relevant and popular.

RemindMe mobile application creates a way for users to help with their task and manage their time efficiently, to be productive and motivate them in a way that can change their habits and lifestyle. Since it is in the IT industry the effective way for gaining income is through Advertisement. We all know that Advertisements are showing up when we watch videos on youtube, scroll on facebook and even in our day-to-day apps. The app will prioritize the users errands and help them to stay on track to avoid procrastination, and it is an effective way to attract users which can increase the sales and the performance of our app. RemindMe mobile application has a freemium, where users can use it for free and experience its functionality. Also RemindMe will use the Subscription for the users, to pay for the premium version to access more features and where the premium version includes calendar view, create task, alarm, unlimited collaborator, focus timer, customize of the task, users can pay 129 monthly and 7 days of free trial version for first time user. The price is 129 because we made it budget friendly so that users can afford it and it is enough for the app development cost and maintenance cost. It is another source of income for the application to maintain the product or use it in any emergency for the application. By doing that, financial is a must and important factor to structurize the application into a successful outcome.

XII. Feasibility Analysis Template

PART 1. STRENGTH OF THE BUSINESS IDEA

Areas	Low Potential (-1)	Moderate Potential (0)	High Potential (+1)
1. Extent to which the idea: ● Takes advantages of the environment trend ● Solves a problem ● Addresses an unfilled	Weak	Moderate	Strong

gap in the marketplace			
2. Timeliness of entry to market	Not Timely	Moderately Timely	Very Timely
3. Extent to which the idea "adds value" for its buyer or end user	Low	Medium	High
4. Extent to which to customer is satisfied by competing that are already available	Very Satisfied	Moderately Satisfied	Not very Satisfied or Ambivalent
5. Degree to which the idea requires customers to change their basic practices or behaviors	Substantial changes required	Moderate changes required	Small to no changes required

PART 2: INDUSTRY RELATED ISSUES

AREAS	Low Potential (-1)	Moderate potential (0)	High Potential (+1)
1. Numbers of competitors	Many	Few	None
2. Stage of industry life cycle	Maturity/decline	Growth phase	Growth phase
3. Growth rate of industry	Little or no growth	Moderate growth	Strong growth
4. Importance of industry's products and/or services to customers	"Uncertain"	"Would like to Have to"	"Must have"
5. Industry operating margins	Low	Moderate	High

PART 3: TARGET MARKET AND CUSTOMER-RELATED ISSUES

AREAS	LOW POTENTIAL (-1)	MODERATE POTENTIAL (0)	HIGH POTENTIAL (+1)
1. Identification of target market for the proposed new venture.	Difficult to Identify	May be able to Identify	Identified
2. Ability to create "barriers to entry" for potential competitors.	Unable to create	May or may not be able to create	Can create
3. Purchasing power of customers.	Low	Moderate	High
4. Ease of making customers aware of the product or service.	Low	Moderate	High
5. Growth potential of target market.	Low	Moderate	High

PART 4: : Founder's- (or Founders'-) Related Issue

AREAS	LOW POTENTIAL (-1)	MODERATE POTENTIAL (0)	HIGH POTENTIAL (+1)
1. Founder's or founders' experience in the industry	No experience	Moderate Experience	Experienced
2. Founder's or founders' skills as they relate to the proposed new venture's product or service	No skills	Moderate skills	Skilled
3. Extent of the founder's or founders' professional and social networks in the relevant industry	None	Moderate	Extensive
4. Extent to which the			

	Weak	Moderate	Strong
proposed new venture meets the founder's or founders' personal goals and aspirations			
5. Likelihood that the team can be put together to launch and grow the new venture	Unlikely	Moderate Likely	Very likely

PART 5: FINANCIAL ISSUES

Areas	Low Potential (-1)	Moderate Potential (0)	High Potential (+1)
1. Initial capital investment	High	Moderate	Low
2. Number of revenue drivers (ways in which the company makes money)	One	Two or Three	More than Three
3. Time to break even	>2 Years	2-3 Years	Less than one Year
4. Financial performance of similar businesses	Weak	Modest	Strong
5. Ability of fund initial product (or service) development and/or initial start-up expenses from personal funds or via bootstrapping	Low	Moderate	High

OVERALL POTENTIAL

PARTS	SCORE (-5 to +5)	Overall Potential of the Business Idea Based on Each Part (High, Moderate, Low)	Suggestions for Improving the Potential
Part 1: Strength of Business Idea	+5	Moderate	Moderate Potential
Part 2: Industry - Related Issues	+5	Moderate	Moderate Potential

Part 3: Target Market and Customer Related Issues	+5	High	High Potential
Part 4: Founder's (or Founders') Related Issues	+5	Moderate	Moderate Potential
Part 5: Financial Issues	+5	Moderate	Moderate Potential
Overall Assessment	+5	Moderate	The overall assessment ranges from moderate to high potential. RemindMe Mobile Application is feasible but needs refinement in some areas to sustain the efficiency of this business.

XIII. Conclusion

A lot of Planner/Collaborator Applications nowadays are continue to operate, but RemindMe Mobile Application development started when a person does something, they need to be reminded if they forgot to do it instead of checking the clock or phone what time it is. Thus, the founder came up with this idea here the user creates a task and sets the alarm feature in a mobile app which can be more convenient since there is a smartphone nowadays that improves our lives. RemindMe is an online application that makes it easy for users to do their task hassle free using their smartphones.

Worrying about Messy Schedule, Procrastination, deadlines, balancing time for something that they want to do, we created RemindMe to address these issues with this project. This application will serve as an alarm for the user's which are the students and employees to make things efficient and convenient. It would be advantageous for users if the "RemindMe Mobile Application" used it in their everyday life. It is a quicker and better method to achieve profitability and a remarkable opportunity to increase public awareness of the ease of using this kind of app.

Based on the conclusion of this project venture, here are the recommendations to be considered:

1. RemindMe can help the user manage their time and schedule.
2. Ideal for the student and employees in balancing their personal and career life.
3. RemindMe Mobile Application is feasible but needs refinement in some areas to sustain the efficiency of this business.