

STUDENT INFORMATION APPLICATION SOFTWARE EASY INFO APP



BUSINESS PROPOSAL

Submitted By: Group 4

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Introduction

Overbrook Technologies Pvt Ltd is a software company, founded in the year 2000. Our company is dedicated to creating mobile applications that empower and enhance users' lives worldwide. We offer high-quality apps for free made possible with the help of investors who share the same passion as us for driving positive change through technology. Our main goal is to break barriers and make technology accessible to anyone.

Our objectives are;

- Capturing Innovation at its best.
- To pass information conveniently
- To increase visibility for our clients.
- To drive engagement for our clients.

Overbrook hires only the best to ensure that you receive the best. Our company's core values are integrity and excellence. We are conscious of the time taken to deliver projects and manage budgets.



Executive Summary

Easy info App brings a solution to the challenges international students face from the first day they reach Canada. Research done on international students has revealed that they are having challenges in meeting various needs such as basic services like SIN number, presto card for transportation, and student discounts.

Easy info App will create a platform where international students can get to know all the information on areas that offer discounted and cheaper prices for their basic needs of food, clothing, etc.

The App is compatible with both the Android and IOS devices.

Statement of the Problem or Issue

Canada's education creates a world of possibilities through a high-quality education system and remains the top destination for many international seeking education (Edvoy, 2023). It is on record that Canadian Prime Minister Marc Miller has shared that Canada is on track to host over 900,000 international students in 2023. It is also on record that from 2019 to 2022, application study permits have increased by 300,000 a year, (Hornstein, J 2023)

Given to the sharp demographic increase of international students in Canada, various concerns have emerged. This are

- Student discount information.
- Finding a job without a Canadian experience.
- Language difficulties.
- Having limited resources.
- Adjusting to a new culture.

Most of the students face the same problem from the day they arrive here, the chances of getting lost due to a lack of knowledge about what to do next. Some may have no idea about the basic steps, such as obtaining the SIN number, activating the bank, collecting a free SIM or Presto card, accessing student discounts and offers on various sites, etc. The lack of assistance in such areas leads to confusion and difficulty in adapting and enjoying the unfamiliar environment. Recognizing these problems students face. Our company Overbrook Technologies introduced the Easy info App to help students with the knowledge they need to start their new colorful journey.

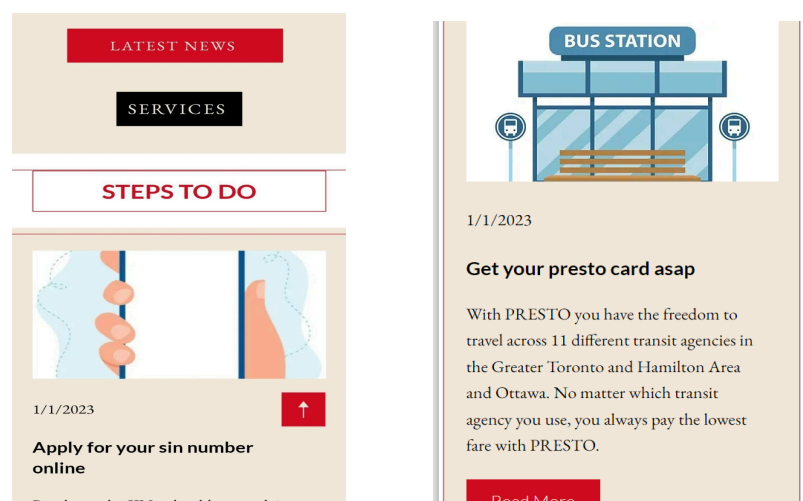
Proposed Solution.

Overbrook Technologies' Easy info App is especially made to help international students overcome the difficulties they have acclimating to their new surroundings. Our software acts as a thorough guide, offering detailed help for necessary assignments that students frequently find difficult or intimidating.



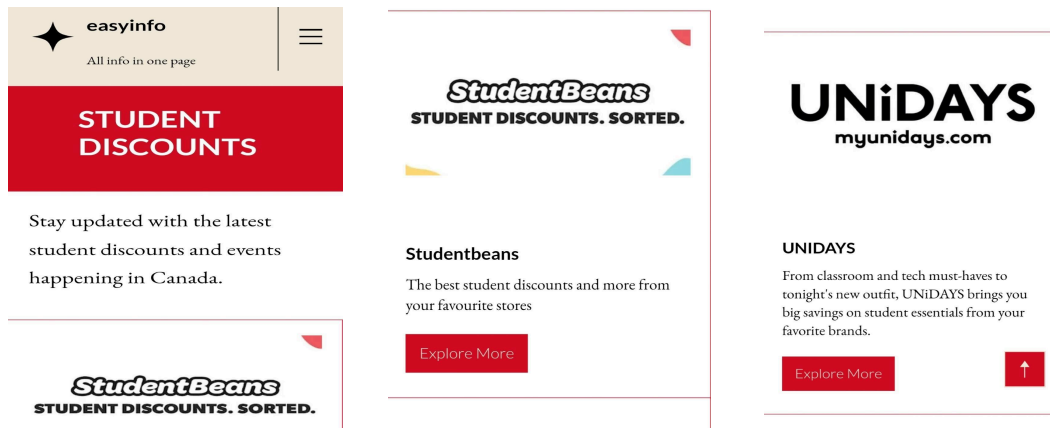
This is how our app can assist you in overcoming some major obstacles, making sure users have all the required paperwork and information while helping them through the process of getting their Social Insurance Number (SIN) and offering comprehensive guidance on how to open a bank account, together with the necessary paperwork. This aids students in laying down their financial foundation with ease.

The software makes their daily journey easier by providing them with information on where and how to get a free SIM card for their phone and a Presto card for easy access to public transit.

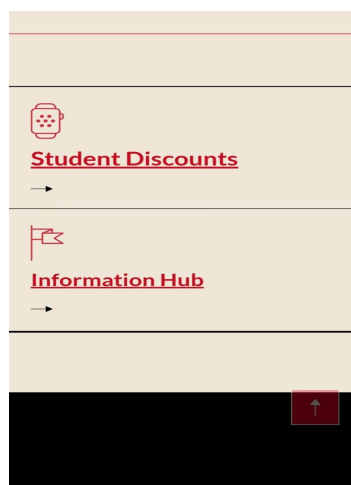


Easy info lists several websites and online resources that provide exclusive deals and discounts for students. Which helps them to save money and improve their overall student

experience. In addition to useful activities, the app provides advice and ideas on adjusting to a new setting, forming friends, and making use of the variety of experiences on available offers.



Students can easily navigate and quickly locate the information they need with the help of the Easy info App's user-friendly layout. Its design prioritizes the user's experience. Our app is updated with the most recent data and changes that are important to students. This guarantees that users will always be able to receive the most recent and proper guidance and encourages community building by enabling users to exchange advice and personal stories. This feature promotes student assistance from their peers and the sharing of valuable information.



The Easyinfo App is your best bet for resolving the difficulties associated with adjusting to a new setting. Our app guarantees that students may easily and joyfully navigate their new path by giving them thorough help on important chores and insights for an effective educational experience.

Qualifications

Many applications are readily available to give student discounts some apps charge for their premium services and there are different applications for diverse kinds of discounts, but our aim is that we bring them all in one place that is easily accessible some of the apps such as Flipp, presto, Transit, Spc, etc. But in this case, we are better than others by giving premium service for free of cost. This helps the international students and our stakeholders. Below are some of the testimonials of my company and our previous works.

Alia

01-09-2024

Overbrook has provided me with incredible business solutions. Their team has helped me at every turn, from communicating to designing to comprehending the project needs. If someone is wanting to develop mobility solutions for their business, I would strongly suggest Overbrook.

Riah

01-09-2024

Using Overbrook's restaurant seat booking app solution to launch my restaurant service has been a really pleasant experience.

Linsha

01-09-2024

I wanted to take a moment to thank you for the wonderful experience that we have had doing business with your organization. From the beginning to the end, your staff has continuously shown a high degree of professionalism, knowledge, and dedication to quality.

Multiple honors, including the Diamond Award (2002, 2013, 2021). Overbrook Technology Services (OTS) has been acknowledged for its efforts towards employee welfare with multiple awards, including the Excellence Award (2022).

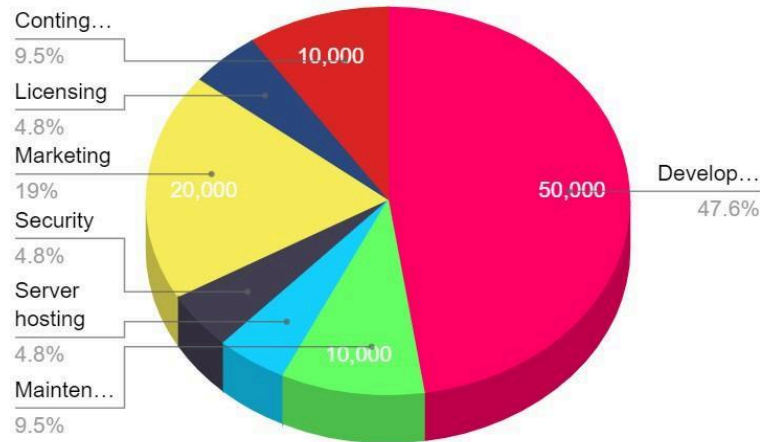
Timetable and Cost

This is a medium-complexity mobile application. We must include information about accommodation, grocery stores, and malls. That is why collaboration with other companies as well as management teams is needed, which will help us to develop this informative and helpful platform.

Moreover, we need to add a plethora of features to this reliable application so that people do not have to suffer any issues with it and can access this platform easily. Consequently, this medium-complexity mobile application development cost can vary from \$100,000 to \$300,000 and it can take 7 months to 1 year to be published.

Cost Category	Estimated Time (IN MONTHS)	Description	Estimated Cost (CAD)
Development	3 - 5	App design, coding, testing, and initial launch	\$50,000 - \$150,000
Maintenance	Parallel timeline	Regular updates, bug fixes, and technical support	\$10,000 - \$30,000
Server Hosting	1	Infrastructure for storing and processing app data	\$5,000 - \$20,000
Security	1	Implementing and maintaining robust security measures	\$5,000 - \$15,000
Marketing	1 - 2	Promoting the app through various channels	\$20,000 - \$50,000
Licensing/Third-party	1	Use of third-party services or software licenses	\$5,000 - \$15,000
Contingency	2	Unforeseen expenses and additional features	\$10,000 - \$20,000
	Total months :12	Total Estimated Cost	\$105,000 - \$300,000

Pie Chart



Benefits Statement

Investing with us is a sure guarantee of success since our portfolio of clients speak highly of our services. By committing to our product, our clients are assured of productivity from our service since there has never been a downtime. Our remote servers located in various sites are always on standby to ensure no downtime occurs. Our infrastructure is well resourced, and our support team is always a call away. Our services are free to all international students.

Conclusion

International students are facing many challenges when they arrive in Canada some of them are Lack of guide, Cultural differences, Student discounts while Shopping, Activating GIC, Transport difficulties etc. There are a lot of issues but there are solutions for every problem which are available for example for transportation we have transit app, but the student may not know about it. So, to solve every problem we are providing an app which gives the solution for every issue they have in a single platform. There everything is readily available and easily accessible free of cost.

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