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BOT (Be On Time)

# BOT - Be On Time

## Business Plan

**Prepared:** *[Date prepared]*

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# Executive Summary

***[Please complete this page last]***

*[Your business summary should be no longer than a page and should focus on why your business is going to be successful. Your answers below should briefly summarise your more detailed answers provided throughout the body of the business plan.]*

# Business Concepts

## Business details

### **Products/services:**

BOT is an application for comparing different means of transport, including buses, trains and the metro, simplifying the process of searching for timetables and the best means of transport for a particular journey.

As a pioneer of this type of metasearch engine in Portugal, BOT centralizes information from several companies, allowing users to compare prices and options from different companies in one place.

## Registration details

**Business name:** Be On Time (BOT)

**Location(s) registered:** Porto, Portugal

**Business structure:** Parque Tecmaia

## Business presentation

**Mission:** Development of a mobile application to facilitate the search for public transport.

**Value proposition:** [present the value proposition]

**Vision:** [present the vision]

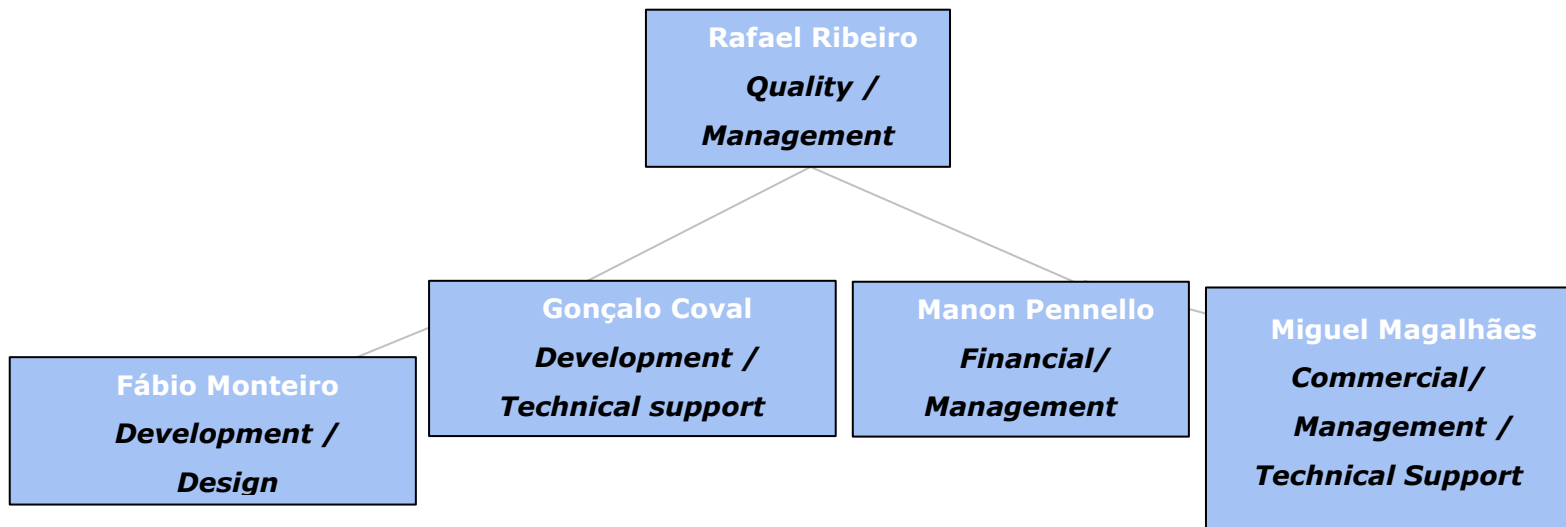
## Business premises

### **Business location:**

Parque Tecmaia is located in the city of Maia, which is part of the Porto Metropolitan Area. It offers a strategic position with access to a technological environment conducive to startups.

This space suits the needs of our mobile app development, providing a collaborative and modern atmosphere for our team. Establishing our startup in Parque Tecmaia also allows us to establish significant collaborations with local academic institutions, partnerships which offer opportunities for joint research and access to academic talent.

## BOT organization chart



## Management & ownership

### Details of management & ownership:

As the owner of BOT (Be On Time) company, the adopted management model stands out for its collaborative approach among creators or managers. At BOT, all creators equally share the management responsibility, reflected in the equitable distribution of ownership percentage among them.

Unlike opting for a model with an exclusive Chief Executive Officer (CEO), our company values collaboration and equality in decision-making. This approach aims to ensure that all involved parties have an active voice and participate actively in the development and strategic direction of BOT.

Each creator or manager holds an equal share of ownership in the company, strengthening cohesion and promoting a corporate culture where each individual contributes significantly. Not only that, but we also recognize the unique skills and competencies of each partner, leveraging their individual strengths to drive the overall success of BOT.

Regarding our involvement as a group of owners, we actively participate in managing the company, contributing to strategic decision-making, policy and guideline development, and ensuring that daily operations align with BOT's vision and values. Our approach is collaborative, seeking to facilitate an environment where all creators have the opportunity to express their ideas and contribute to the continuous growth of the company.

To formalize and protect the interests of each partner, we have in place a comprehensive partnership agreement that clearly outlines responsibilities, ownership distribution, management decisions, and other important aspects. This contract serves as a solid foundation to ensure transparency, fairness, and stability in the BOT partnership.

In summary, at BOT, we opt for a collaborative management model where all creators have an equal stake in the company, actively contributing to collective success. This approach reflects our commitment to equality, transparency, and the effective utilization of individual skills to achieve our business objectives.

**Experience:**

Rafael

Ribeiro:

Experience: One year as a junior programmer in the mobile applications area.

Education: Degree in Computer Engineering

Manon Pennello:

Experience: 2 week commercial negotiation observation internship, 2 month community manager internship.

Education: Degree in marketing techniques, specializing in digital marketing, e-business and entrepreneurship

Miguel Magalhães:

Experience: Two years as Network Manager in a company.

Education: Degree in Computer Engineering

Goncalo Coval:

Experience: Web Development and Database Management.

Education: Degree in Computer Engineering

Fabio Monteiro:

Experience: Two internships in Web Programming.

Education: Degree in Computer Engineering



## Key Personnel

### Current staff

Job Title	Name	Expected staff turnover	Skills or strengths
Executive Leader	Rafael Ribeiro	Not defined	Programming knowledge; Good communication skills;
Commercial Manager	Miguel Magalhaes	Not defined	Commercial knowledge; Programming knowledge
Financial Manager	Manon Pennello	Not defined	Accounting knowledge and methods of economic and financial analysis
Programmer	Goncalo Coval	Not defined	Solid programming skills; Experience in the field
Programmer	Fabio Monteiro	Not defined	Solid programming skills; Qualifications in database

### Required staff

Job Title	Quantity	Expected staff turnover	Skills necessary	Date required
Office Manager	1	2-3 years	Relevant qualifications in Office Management. At least 2 years experience.	Dec 09
Customer Service Representative	2	1-2 years	Strong communication skills, customer service experience.	Dec 15

IT Specialist	1	3-4 years	Technical degree, IT certifications, and experience in system administration.	Jan 05
Marketing Coordinator	1	2-3 years	Marketing or related degree, social media management skills.	Jan 20

### **Recruitment options**

We intend to obtain our required staff through a combination of online advertising, recruitment agencies, and referrals from current employees.

### **Training programs**

In the event we cannot find the required skills, we will organize in-house training programs for specific roles. Additionally, we may explore external training providers for specialized skills. The business owner/manager will undertake regular professional development to stay current in their managerial skills.

### **Skill retention strategies**

Procedural documentation will be provided for each role to ensure the skills of staff are maintained. Responsibilities will be clearly documented and communicated to staff through employee handbooks and regular meetings. Internal processes, including performance reviews and training sessions, will be implemented to regularly assess and update the skills of staff members.

## **Innovation**

### **Research & development (R&D)/innovation activities**

We will allocate financial resources for ongoing R&D activities to encourage innovation in the business. Staff members will be encouraged to participate in brainstorming sessions and propose innovative ideas. Cross-functional teams may be formed to work on specific innovation projects.

### **Intellectual property strategy**

We plan to protect our innovations through the registration of trademarks, patents, and designs. Confidentiality agreements will be in place for employees involved in R&D activities. Regular reviews and updates to intellectual property protection strategies will be conducted to adapt to changes in the business environment.

## Risk management

Risk	Likelihood	Impact	Strategy
Technical issues	Likely	High	Regular system maintenance, robust testing and quick response team
Competition	Highly Likely	Medium	Continuous market analysis, innovation and marketing strategies
Data Security Breach	Likely	High	Implement strong encryption, regular security audits and training
Regulatory Changes	Unlikely	Medium	Stay informed about regulations, adapt pricing strategies
Market Fluctuations	Likely	Medium	Diversify revenue streams, adapt policies accordingly
User Adoption	Likely	Medium	User-friendly design, effective marketing and customer support
Economic Downturn	Unlikely	High	Maintain financial reserves, cost optimization and contingency planning
Partner Dependency	Highly Unlikely	High	Diversify partnership, have contingency plans for key dependencies
Natural Disasters	Highly Unlikely	High	Develop disaster recovery plans and ensure data backups
User Privacy Concerns	Likely	Medium	Transparent privacy policies, compliance with data protection laws

## Legal considerations

The company "BOT" will be subject to various legislations that affect the operation of the business. Some examples of legislation that may have an impact include:

### **Consumer Protection Legislation:**

- Rules and regulations that protect consumers' rights in terms of transparency, service quality, and provided information.

### **Business Legislation:**

- Regulations related to the creation, operation, and dissolution of companies. This may include standards for company formation, accounting obligations, director responsibilities, among others.

### **Data Protection Law:**

- In many jurisdictions, companies are required to comply with strict data protection standards to ensure the privacy and security of customers' personal information.

### **Competition and Antitrust Laws:**

- Regulations that prohibit anti-competitive practices and ensure free competition in the market.

### **Transportation and Mobility Laws:**

- Depending on the type of services offered by the company, there may be specific regulations related to passenger transportation, licensing, safety, and other aspects related to mobility.

### **Tax Legislation:**

- Tax rules governing the taxation of the company, including income taxes, sales taxes, and other related taxes.

### **Labor Legislation:**

- Rules that regulate the relationships between employers and employees, including issues such as wages, working conditions, and benefits.

**Advertising Regulations:**

- Restrictions and requirements related to advertising and marketing, ensuring that the company's promotional practices comply with ethical and legal standards.

It is important that the "BOT" company is aware of these legislations and continuously adapts to regulatory changes to ensure compliance and ethical business operation. It is recommended to consult specialized professionals in business law and specific industry regulations to ensure full compliance.

# Marketing Plan

## Market research

Although we did not conduct a formal questionnaire, our market analysis for BOT (Be On Time) relied on extensive research methods to understand the landscape. We utilized a combination of industry reports, competitor analysis, and customer feedback to gather insights into the market dynamics.

## Environmental/industry analysis

### **Population Growth:**

- Examined population trends in the targeted areas to assess potential customer base growth;

### **Long-term Employers:**

- Identified stable, long-term employers in the region to understand potential corporate partnerships and commuter demand;

### **Economic Stability:**

- Evaluated the overall economic stability of the region to gauge consumer spending power and market resilience;

### **Seasonal Variations:**

- Investigated any seasonal variations in transportation demand to optimize service offerings throughout the year;

### **Market Size:**

- Determined the current market size for transportation services and identified potential areas for expansion;

### **Recent Trends:**

- Analyzed recent trends in the transportation industry, with a focus on emerging technologies and changing consumer preferences;

### **Growth Potential:**

- Explored growth potential within the market and identified strategic opportunities for market penetration;

#### **Market Positioning:**

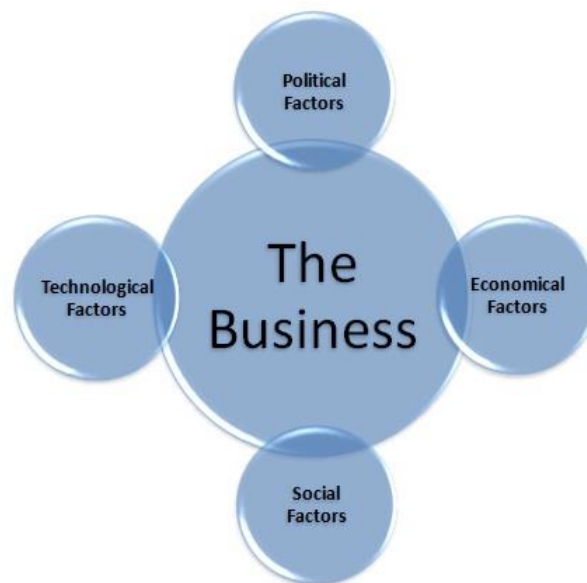
- Positioned BOT within the market, differentiating it from competitors like ComparaBUS through unique value propositions and service offerings;

#### **Customer Behavior:**

- Anticipated changes in customer behavior upon entry, considering factors such as convenience, pricing, and service quality;

By combining these analyses, we have gained a comprehensive understanding of the market, enabling us to tailor our services to meet the evolving needs of our target audience. This data-driven approach will guide our marketing strategies and help us establish BOT as a leading player in the transportation industry.

1. Include here a **PEST** analysis:



#### ***Political***

- Transportation regulations : BOT could be influenced by government policies related to the transportation sector, such as tariffs, licenses, and safety regulations.
- Technology and Privacy Policies : Data protection and privacy policies may impact how BOT collects, stores and uses user information.

### ***Economic***

- Economic fluctuations : economic variations in Portugal may affect demand for transport services. In times of economic downturn, users could opt for cheaper options.
- Exchange Rates : if BOT wishes to operate in multiple countries, exchange rate changes may impact operational costs and prices.

### ***Social***

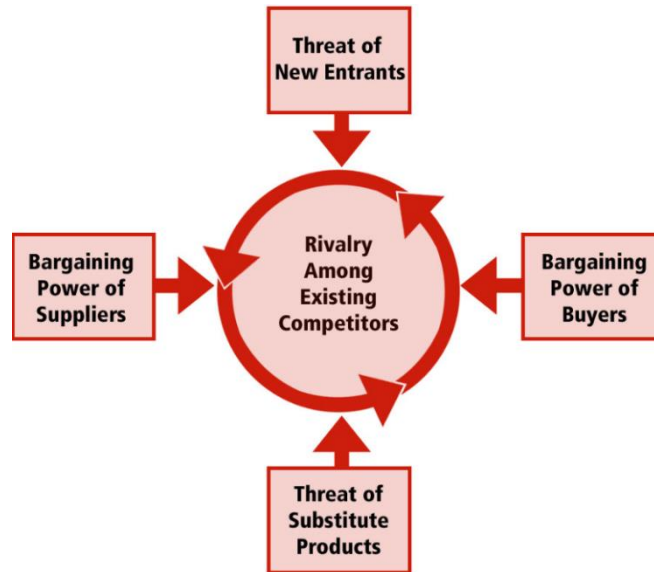
- Consumer behaviours : consumer preferences for transportation may change, for example, based on ecological sensitivity or sustainable mobility trends.
- Technology and adoption: the company must follow technology trends and ensure its application remains relevant and up to date.

### ***Technological***

- Innovation : technological advances can create opportunities for BOT, but also represent challenges if it fails to keep pace with technological developments in the sector.
- Cybersecurity : due to the nature of the personal information collected, IT security is critical to user trust.

2. Include here a **Porter's Five Forces** analysis:





**Supplier Power :**

- Transport service providers such as bus, train and metro companies have a high bargaining power as they can influence tariffs and conditions of access to information.

BOT depends on the cooperation of suppliers to access their data and must maintain strong relationships to ensure continuous access to this information.

*4/5 (high)*

**Buyer Power:**

- BOT users have some bargaining power because they have a choice between different transport comparison applications or services.

However, the centralized BOT service provides convenience to users, which can reduce their propensity to trade heavily.

*3/5 (moderate)*

***Competitive Rivalry:***

- The intensity of competition is high with the presence of several metasearch engines of transport in Portugal.

Constant innovation, quality of service and user loyalty are crucial to stand out in a competitive market.

*4/5(high)*

***Threat of Substitution:***

- The threat of substitution products is relatively low as BOT offers a single, centralized solution for comparing modes of transport.

Alternatives to BOT could include transport-specific applications, but none cover as wide a range as BOT.

*2/5 (low)*

***Threat of New Entry:***

- Threat from new entrants is moderate. Although the technology needed to create a similar application can be accessible, negotiation with existing transport companies remains a challenge.

Brand awareness and existing BOT user base is an advantage that could deter new entrants.

*3/5( moderate)*

In conclusion, BOT operates in a competitive environment with significant negotiating forces of suppliers, intense competition and a constant threat of similar products or services. To maintain its pioneering position in Portugal, BOT must continuously strengthen its relationships with suppliers, innovate to stand out from the competition, and maintain a high-quality user experience.

## Your customers

### **Customer segmentation**

The target customers for BOT are individuals who value efficient and convenient transportation services. The primary focus is on people with a busy lifestyle, professionals, students, and tourists who prioritize punctuality and reliability in their travels. The service aims to cater to a diverse age group but predominantly targets individuals aged 18-45. Social status and education levels may vary, but the common thread is the need for timely and hassle-free transportation solutions. The attitudes of the target customers are likely to be tech-savvy, time-conscious, and appreciative of streamlined processes.

### **Key customers**

The key customers for BOT are frequent travelers, commuters, and those who rely heavily on punctual transportation for their daily activities. Additionally, establishing partnerships with businesses, travel agencies, and educational institutions can be crucial, as they can recommend or provide the service to their employees, clients, or students. Customized packages and loyalty programs will be designed to attract and retain key customers. Marketing efforts will focus on highlighting the time-saving benefits and reliability of BOT services to resonate with the needs of these key customer segments.

### **Customer management**

To maintain a good relationship with customers, BOT will implement various customer management strategies. The company will prioritize effective communication through user-friendly mobile apps, email updates, and responsive customer service channels. Regular customer feedback surveys will be conducted to gather insights and continually improve services. "BOT" will establish customer service standards to ensure prompt issue resolution and a positive overall experience. To encourage customer loyalty, loyalty programs, discounts, and promotional offers will be introduced. BOT will adhere to a customer-centric approach, addressing concerns promptly and transparently. The company will also follow industry best practices and ethical standards, building trust and credibility among its customer base. Continuous improvement initiatives will be undertaken based on customer feedback, ensuring that BOT evolves in tandem with customer preferences and expectations.

## S.W.O.T. analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Technological innovation : BOT is a pioneer as a metasearch engine in Portugal, offering an innovative solution to simplify the search for schedules and means of transport.</li> <li>• Centralization of information : BOT's ability to centralize information makes it easy to compare prices and options in one place, providing significant convenience to users.</li> <li>• Wide range of means of transport: the diversity of means of transport included (bus, train, metro) expands the scope of the application, meeting the varied needs of users</li> </ul>	<ul style="list-style-type: none"> <li>• Technology dependency : excessive technology dependency could be a weakness if BOT fails to keep up with technology developments, which could affect the quality and reliability of the service.</li> <li>• Vulnerability to regulatory changes : regulations in the transport sector may evolve, which may require frequent adjustments to BOT operations.</li> <li>• Privacy challenges : collecting sensitive information could raise privacy concerns, which could affect user trust.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• International expansion : BOT could extend its successful model to other countries, capitalizing on its pioneering position in Portugal.</li> <li>• Strategic partnerships : collaborations with transportation companies could expand the range of services offered, for example by integrating ticket booking directly into the application.</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing competition : with the success of BOT, competition in the transport metasearch engine sector could increase, which will require continued differentiation.</li> <li>• Economic fluctuations : economic variations could affect demand for transport services, influencing user choices and BOT revenues.</li> </ul>

- Innovation continues : by continuing to innovate, BOT could introduce new features such as route customization or integration of sustainable mobility services.

- Cybersecurity : due to the collection of sensitive data, BOT may be exposed to IT security risks, requiring special attention to the protection of user information.

## Your competitors

### Competitor overview

Competitor	Established date	Size	Market share (%)	Value to customers	Strengths	Weaknesses
Moovit	February 9, 2012	280	88%	Price; Quality; User interface	Free and intuitive application; Offers several functionalities; Well recognized in the market; Reliable among users	In-app ads; Doesn't always provide timetables correctly; Loading time
ComparaBus	January, 2012	2		Price	Free application; Easy to use	Graphical interface; Few features
Ubirider	July 2, 2018	2-10	0,45%	Quick and efficient transport trip search	Free application, aggregates all types of transport and has direct ticket payment.	Application still under development with problems loading passports paid for by users.
Transit	April 15, 2013	11-50	51,36%	Convenience, Quality, Price, Service	Multi-Modal Integration, Real-Time Updates, Simplified Navigation, Current Location and Favorite Destinations, Community Information, Global Coverage,	Limited Coverage, Dependence on Internet Connectivity, Possible Data Inconsistencies, Limited Integration with Other Services, Dependence on Local

					Compatibility with Other Mobility Services, Time Savings.	Operator Adherence, Complexity in Less Urbanized Areas.
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## Competitor detail

### Moovit:

- **Services/Products:** Moovit provides a mobile application offering real-time public transportation information, route planning, and navigation services. It covers a wide range of transportation modes, including buses, trains, subways, and more;
- **Positioning:** Moovit positions itself as a free and intuitive application with a focus on price, quality, and user-friendly interfaces;
- **Strategy:** Moovit's strategy revolves around offering a feature-rich application that is well-recognized in the market. It emphasizes reliability and has gained a substantial market share by providing real-time updates and efficient route planning;
- **Strengths:** Free application, intuitive user interface, several functionalities, strong market recognition;
- **Weaknesses:** In-app ads, occasional inaccuracies in timetables, loading time issues.

### ComparaBus:

- **Services/Products:** ComparaBus is a platform that allows users to compare prices and book bus tickets. It focuses on providing a straightforward and easy-to-use interface for comparing bus ticket prices;
- **Positioning:** ComparaBus positions itself based on price, offering a free and user-friendly application for bus ticket comparisons;
- **Strategy:** ComparaBus's strategy is centered around simplicity and affordability. It aims to attract users by providing a graphical interface and easy usability for comparing bus prices;
- **Strengths:** Free application, easy usability;
- **Weaknesses:** Limited functionalities, graphical interface limitations.

### Ubirider:

- **Services/Products:** Ubirider offers a mobile application for quick and efficient trip planning across various modes of transportation;
- **Positioning:** Ubirider positions itself as a solution for fast and effective transport journey searches;
- **Strategy:** Ubirider's strategy includes providing a free application that aggregates different transportation modes and allows direct ticket payments. However, the application is still in development, facing challenges in loading user-paid passes;
- **Strengths:** Free application, all-encompassing transport options, direct ticket payment;
- **Weaknesses:** Ongoing development issues, problems loading user-paid passes.

### Transit:

- **Services/Products:** Transit offers a multi-modal transportation app with features like real-time updates, navigation, and community information;
- **Positioning:** Transit positions itself as a comprehensive solution for convenient, quality, and reasonably priced transportation services;
- **Strategy:** Transit's strategy involves integrating multiple transportation modes, providing real-time updates, simplified navigation, and community-driven information. It aims for global coverage and compatibility with other mobility services;
- **Strengths:** Multi-modal integration, real-time updates, global coverage, compatibility with other services;
- **Weaknesses:** Limited coverage in some areas, dependence on internet connectivity, potential data inconsistencies.



## Your partners

The creation of strategic partnerships with companies will become essential. Technological collaborations with established organizations in the market will contribute to the better development and enhancement of our application. Public transportation companies, which will be the target of our app, will also be extremely important partners. This cooperation can aim for various benefits, such as increasing visibility, distinguishing oneself from the competition, optimizing internal processes, and developing new solutions for customers.

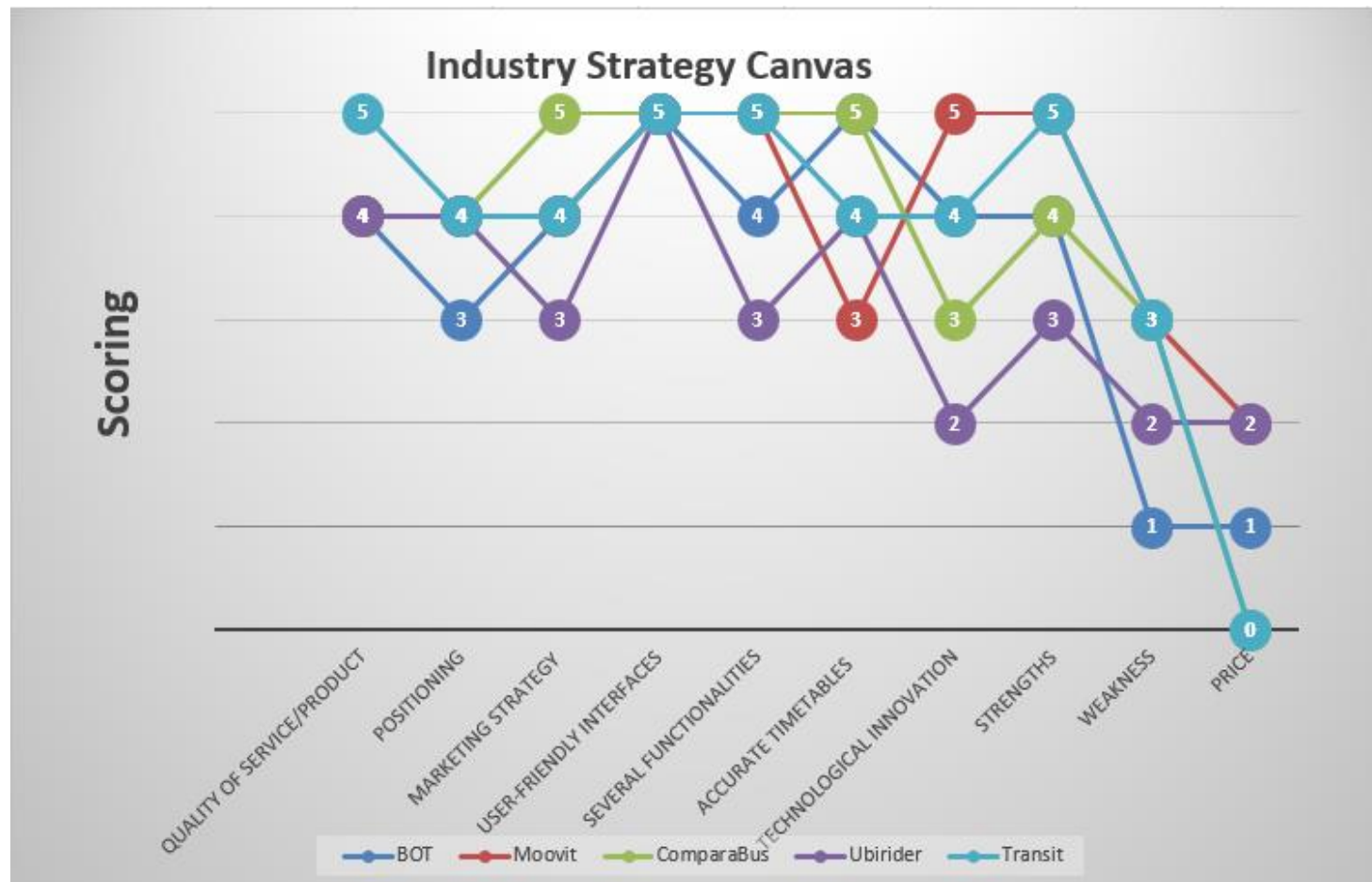
### Partners overview

Partner	Established date	Size	Benefits for your company	Benefits for your partner	Potential issues
Comboios de Portugal	Lisboa (1856)	2600	Detailed travel information; advertising; site accessibility;	Advertising; Information sharing	Possible communication failure
STCP	Porto (1946)	1300			
FlixBus	Alemanha (2013)	1000			

## Strategic positioning

### Comparative Industry Analysis

Value Element	BOT	Moovit	ComparaBus	Ubirider	Transit
<b>Quality of Service/Product</b>	4	4	4	4	5
<b>Positioning</b>	3	4	4	4	4
<b>Marketing Strategy</b>	4	4	5	3	4
<b>User-friendly interfaces</b>	5	5	5	5	5
<b>Several functionalities</b>	4	5	5	3	5
<b>Accurate Timetables</b>	5	3	5	4	4
<b>Technological Innovation</b>	4	5	3	2	4
<b>Strengths</b>	4	5	4	3	5
<b>Weakness</b>	1	3	3	2	3



## Comparative Industry Analysis

Porter Generic Strategy		
Target Scope	Advantage	
	Low Cost	Product Uniqueness
Broad (Industry Wide)	<b>Cost Leadership Strategy</b> BOT adopts a Cost Leadership Strategy by focusing on achieving operational efficiency and cost-effectiveness throughout its operations. This allows the company to offer its services at a lower cost than competitors in the broader transportation industry, making it an attractive option for budget-conscious consumers. The green color signifies the company's emphasis on cost competitiveness.	<b>Differentiation Strategy</b> BOT could also consider a Differentiation Strategy by offering unique features or services that set it apart from other companies in the transportation industry. This may include innovative technologies, superior customer service, or exclusive partnerships. However, the green color is not chosen for Differentiation Strategy as the primary focus is on cost leadership.
	<b>Focus Strategy (low cost)</b> In a narrow market segment, such as specific routes or customer segments, BOT may choose a Focus Strategy with a low-cost approach. This involves tailoring its services to meet the specific needs of a particular market niche while maintaining a cost advantage over competitors. The green color signifies the emphasis on cost efficiency in this focused strategy.	<b>Focus Strategy (differentiation)</b> The Focus Strategy with the BOT (Be On Time) differentiation advantage means that the company concentrates its efforts on specifically addressing the needs and preferences of people who use public transportation. In this case, "BOT" directs its services to a specific group of customers in order to offer something unique and easily accessible, making it easier for these customers to use public transportation.

## Advertising & sales

### Advertising and promotional strategy

Planned promotion / advertising type	Expected business improvement	Cost (\$)	Target date
Online Advertising	Increased brand visibility and website traffic	10.000\$	November 2023
Social media campaign	Enhanced engagement and community building	5.000\$	December 2023
Influencer partnerships	Leveraging trusted voices to reach new audiences	15.000\$	January 2024
Email marketing	Direct communication for customer retention	8.000\$	February 2024
Content marketing	Establishing authority and educating the audience	12.000\$	March 2024

### Sales and marketing objectives

- **Sales Team Composition:** Our sales team comprises experienced professionals with a strong background in the industry, dedicated to promoting our services.
- **Sales Techniques:** We will implement a consultative selling approach, focusing on understanding customer needs and providing tailored solutions.
- **Sales Tools/Materials:** Our team will utilize informative brochures, multimedia presentations, and online demonstrations to effectively showcase the value of our services.
- **Sales Goals/Targets:** Achieve a 20% increase in sales over the next 12 months through targeted marketing and customer engagement.

### Unique selling position

Our advantage over competitors lies in our commitment to providing comprehensive and unbiased information to our customers. Unlike others, we prioritize transparency and empower consumers to make informed decisions. This approach builds trust, fostering long-term relationships and customer loyalty.

### Sales and distribution channels

Channel type	Products/services	Percentage of sales (%)	Advantages	Disadvantages
Online	<i>Comparison services for travel and transportation</i>	70%	Global reach, convenience	Intense online competition
Local Partnerships	Collaborative promotions with travel agencies	20%	local market penetration	Limited geographical coverage
Events and Sponsorship	Sponsorship of travel-related events	10%	Enhanced brand visibility	Limited control over event outcomes

We believe this multi-channel approach will allow us to reach a diverse audience, maximizing our market share while addressing the unique challenges each channel presents.

## Marketing Mix

### Product policy

- **User-Friendly Interface:** Our platform offers an intuitive and user-friendly interface, ensuring a seamless experience for customers when comparing and booking travel services.
- **Comprehensive Information:** We provide detailed and comprehensive information about various travel options, ensuring customers have all the data needed to make informed decisions.
- **Real-Time Updates:** Our system is designed to provide real-time updates on pricing, availability, and special offers, keeping users informed of the latest opportunities.
- **Customization Options:** Users can personalize their search criteria, allowing for tailored results that match individual preferences and requirements.

### Price policy

- **Competitive Pricing:** We adopt a competitive pricing strategy, offering affordable rates for our services while ensuring quality and reliability.
- **Dynamic Pricing:** Our platform employs dynamic pricing algorithms, adjusting rates based on market demand, seasonal trends, and special promotions to provide the best value.
- **Discounts and Loyalty Programs:** Special discounts and loyalty programs are implemented to reward frequent users and encourage customer retention.

### **Promotion policy**

- **Digital Marketing Campaigns:** Engage in targeted online advertising, social media campaigns, and influencer partnerships to increase brand awareness and drive user acquisition.
- **Content Creation:** Develop and share engaging content, such as travel guides, blog posts, and multimedia materials, to establish our brand as an authority in the travel comparison space.
- **Partnership Collaborations:** Form partnerships with travel-related businesses, leveraging cross-promotions and co-marketing opportunities to expand our reach.
- **Seasonal Promotions:** Introduce special promotions during peak travel seasons, holidays, and events to capitalize on increased market demand.

### **Place policy**

- **Online Platform:** Consumers can access our services through our user-friendly website or dedicated mobile app, providing a convenient and accessible platform for comparing and booking travel services.
- **Local Partnerships:** Collaborate with local travel agencies to extend our reach and allow customers to access our services through physical locations, enhancing our presence in specific markets.
- **Affiliate Programs:** Establish affiliate partnerships with relevant websites and platforms, allowing users to access our services through affiliated channels, expanding our distribution network.
- **Customer Support:** Provide a robust customer support system, including online chat, email, and phone assistance, ensuring users have access to assistance whenever needed during the purchasing process.



## Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Detailed travel information.	Provide detailed travel information.	Comprehensive and detailed travel information.	Customer support for travel information.	Travel enthusiasts.
Advertising.	Run advertising campaigns.	Effective advertising opportunities.	Advertising collaboration and support.	Commuters.
Site accessibility.	Ensure site accessibility.	User-friendly and accessible website.	Website accessibility assistance.	Tourists.
Information sharing.				
	Key Resources		Channels	
	Travel information databases.		Online platform (website and web view to mobile).	
	Advertising platforms.		Advertising channels	
	Website development and maintenance.			
	Public transport news updates.			
Cost Structure		Revenue Streams		
Marketing and advertising costs.		Advertising revenue.		
Technology and website maintenance costs.		Premium services for detailed travel information.		
Customer support expenses.				

# Operational Plan

## Operations

### Production process

- BOT (Be On Time) focuses on providing timely services. The process involves the development and maintenance of a software platform that enables users to efficiently plan and manage their time, transportation, or related services.
- The production process is primarily software development, involving coding, testing, and regular updates.

### Suppliers

- Main suppliers include software development tools and cloud service providers.
- Maintain good relationships by ensuring timely payments, effective communication, and fostering collaboration.

### Plant and equipment

- List of current plant and equipment purchases:

Equipment	Purchase date	Purchase price	Running cost
Computers	5	4000€	0€
Services	3	700€	70€
Photocopier	2	300€	100€

Phones	2	160€	40€
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### Inventory

- As a software-based service, the inventory is virtual and includes licenses, user accounts, and software versions.

Inventory item	Unit price
<i>Software License ( Premium)</i>	4.99€

### Technology (Software):

- Custom software development for the BOT platform.
- Estimated cost: 4.99€.

### Communication channels:

- Website, mobile app, and social media for customer interaction.
- Email and telephone for customer support.

### Payment types accepted:

- Credit cards, digital wallets, and other online payment methods.

**Credit policy:**

- Credit not applicable, as services are typically prepaid.
- Collection strategies for outstanding payments implemented promptly.

**Quality control:**

- Rigorous testing before software updates.
- Regular audits to ensure adherence to quality standards.
- Continuous improvement based on user feedback.

**Action plan**

**Please note:** This table does not include sustainability milestones as they are listed in the sustainability section above.

Milestone	Date of expected completion	Person responsible
Launch of BOT platform	January 2024	Gonçalo Coval
Marketing Campaign	November 2023	Manon Pennello
User Feedback Analysis	March/February 2024	Miguel Magalhães Fábio Monteiro Rafael Ribeiro

# Financial Plan

## Key objectives and financial review

### Financial objectives

- Achieve a 20% increase in sales within the first year.
- Maintain a profit margin of at least 15%.

### Finance required

- Initial investment of COLOCAR CUSTO.
- Funding sources: COLOCAR.
- Owner's contribution: COLOCAR CUSTO.

### Finance cash-flows

[Provide here the excel sheet with the estimated cash-flows for each year of activity]

[Justify the incomes and outcomes]

- Incomes justified by projected sales and pricing strategy.
- Outcomes justified by expected expenses, including development, marketing, and operational costs.

# Viability Analysis

## Financial Performance

Include and analysis of most relevant financial indexes

*[Provide here the financial viability analysis based in the indicators of Break-even, TIR and Payback]*

## Scenario Analysis

### **Optimistic Scenario:**

- Consider a scenario where the demand for "BOT" services exceeds expectations. This could be due to favorable market conditions, effective marketing, or increased awareness. Assess the impact on revenue, market share, and profitability. Identify the resources needed to manage the increased demand and ensure scalability.

### **Pessimistic Scenario:**

- Explore a scenario where external factors, such as economic downturns or increased competition, adversely affect "BOT." Analyze the potential decrease in demand, revenue, and market share. Develop contingency plans to mitigate risks, such as cost-cutting measures or diversification strategies.

### **Regulatory Changes:**

- Evaluate the consequences of potential changes in regulations affecting the mobility and comparison services industry. This could include new licensing requirements, safety standards, or data protection regulations. Adapt the business model and operations to comply with any new regulatory framework.

**Technological Disruption:**

- Consider a scenario where technological advancements significantly impact the industry. This could involve the introduction of new transportation technologies or changes in consumer preferences. Assess the adaptability of "BOT" to these technological shifts and explore opportunities for innovation.

**Global Expansion:**

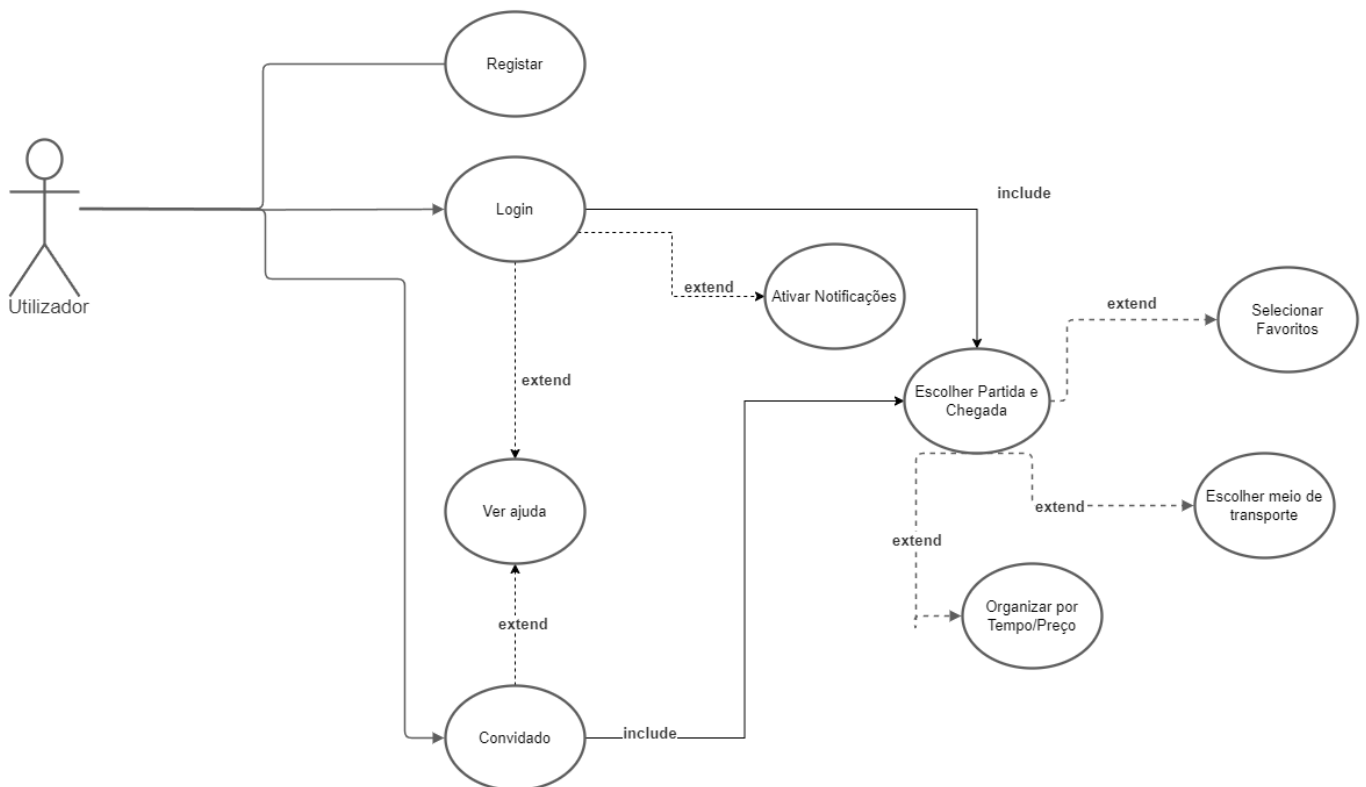
- Explore the consequences of expanding "BOT" services to international markets. Consider factors such as cultural differences, regulatory variations, and competition. Assess the financial implications and potential benefits of entering new geographic regions.

By conducting a thorough financial viability analysis and scenario analysis, "BOT" can better prepare for various business conditions and make informed strategic decisions. Regularly revisiting these analyses will help the company stay agile and responsive to changes in the business environment.

## Prototype Description

The inclusion of a product description (created by the development team) is mandatory.

### Product Features





## Prototypes Features

Include the list of prototype features using UML diagrams (sequence, state and activity diagrams). Describe what functionalities were implemented in prototype. Mockups and screenshots of the prototype can be used.

## Technology Choice

Include a short description of the used technology and logical implementation. Eventually, some UML diagrams (components and classes) can be used.

## **Annexes**

Attached is my supporting documentation in relation to this business plan. The attached documents include:

- *[List all of your attachments here. These may include resumes, inventory list, survey/questionnaire and/or financial documents.]*