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BOT (Be On Time)

BOT - Be On Time Business Plan

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Executive Summary

In the vibrant landscape of Portugal's transportation sector, a revolution is underway, led by the innovative application, Be On Time (BOT). BOT is not just a metasearch engine; it's a transformative solution poised to redefine how individuals navigate and experience transportation in Portugal. Its success is rooted in a strategic alignment with market trends, a commitment to customer needs, and a dedication to simplifying the journey planning process.

At the heart of BOT's success is its commitment to addressing the evolving challenges faced by commuters in Portugal's rapidly changing transportation landscape. As urbanization intensifies and diverse mobility options emerge, the need for a unified platform becomes paramount. BOT rises to this challenge, offering a one-stop solution for diverse transport modes, catering not only to the tech-savvy modern commuter but also to a broader demographic seeking seamless and reliable transportation solutions.

The key features that distinguish BOT include its emphasis on effortless journey planning, multi-company integration, and a dedication to cost-efficiency. The user-friendly interface of BOT streamlines the traditionally cumbersome process of searching for transportation timetables, providing instant access to comprehensive information. As a pioneer in Portugal, BOT stands out by centralizing data from multiple transportation companies, allowing users to effortlessly compare prices, schedules, and service options on a single, centralized platform. Moreover, BOT is committed to ensuring cost-conscious travel, presenting a holistic view of transportation choices so users can easily identify the most economical options without compromising on quality or convenience.

The dynamics of the market, characterized by increasing urbanization and a tech-savvy consumer base, provide an ideal environment for BOT's adoption. With more people residing in urban areas, efficient transportation becomes crucial, and BOT addresses this complexity with its comprehensive approach. The rising prevalence of smartphones and digital platforms further supports BOT's success, as its intuitive interface caters to the preferences of today's tech-savvy consumers.

Understanding the needs of modern consumers is at the core of BOT's design. The application recognizes the value of time in today's fast-paced world and empowers users to swiftly plan their journeys, reducing the time spent on researching schedules and options. In response to the demand for transparency in pricing and services, BOT provides a clear comparison, ensuring users make well-informed decisions. In an era where reliability is paramount, BOT ensures users can depend on accurate and up-to-date information, adding an extra layer of convenience to users' travel plans.

In conclusion, Be On Time (BOT) is not just a metasearch engine; it's a visionary solution, embracing the future of transportation in Portugal. Its strategic positioning, dedication to customer needs, and transformative features position it as an invaluable tool in the contemporary urban landscape. BOT is not merely navigating the present but is poised to lead the way into a future where transportation is seamless, efficient, and user-centric.

Business Concepts

Business details

Products/services:

BOT is an innovative application designed to revolutionize the way people navigate through various transportation options in Portugal. As a comprehensive metasearch engine, BOT excels in simplifying the journey planning process by comparing and consolidating information from buses, trains, and the metro. This not only saves users valuable time but also empowers them to make informed decisions based on their preferences and needs.

Key Features:

- **Effortless Journey Planning:** BOT streamlines the traditionally cumbersome process of searching for transportation timetables by offering a user-friendly interface that provides instant access to comprehensive information.

- **Multi-Company Integration:** As the pioneer of its kind in Portugal, BOT stands out by centralizing data from multiple transportation companies. Users can effortlessly compare prices, schedules, and service options, all in one centralized platform.

- **Cost-Efficiency:** BOT is committed to ensuring cost-conscious travel. By presenting a holistic view of transportation choices, users can easily identify the most economical options without compromising on quality or convenience.

Market Relevance:

In a rapidly evolving transportation landscape, BOT emerges as a game-changer by addressing critical challenges faced by commuters. As urbanization intensifies and diverse mobility options emerge, the need for a unified platform becomes paramount. BOT not only caters to the tech-savvy modern commuter but also appeals to a broader demographic seeking seamless and reliable transportation solutions.

Market Dynamics:

- **Increasing Urbanization:** With more people residing in urban areas, efficient transportation becomes crucial. BOT addresses the complexities of urban mobility by offering a one-stop solution for diverse transport modes.
- **Tech-Savvy Consumer Base:** The rising prevalence of smartphones and digital platforms creates an ideal environment for BOT's adoption. Its intuitive interface caters to the tech-savvy preferences of today's consumers.

Customer Needs:

BOT is meticulously crafted to meet the evolving needs of modern consumers who seek not just convenience but an elevated travel experience. By understanding and prioritizing the following customer needs, BOT positions itself as an indispensable tool for anyone navigating Portugal's transportation network:

- **Time-Saving Solutions:** BOT recognizes the value of time in today's fast-paced world. It empowers users to swiftly plan their journeys, reducing the time spent on researching schedules and options.

- **Transparent Decision-Making:** Users demand transparency in pricing and services. BOT fulfills this need by providing a transparent comparison of prices and services, ensuring users make well-informed decisions.

- **Reliability and Convenience:** In an era where reliability is paramount, BOT ensures that users can depend on accurate and up-to-date information. The convenience of accessing all transportation details in one place adds an extra layer of reliability to users' travel plans.

In conclusion, BOT is not merely a metasearch engine; it's a transformative solution poised to redefine how individuals navigate and experience transportation in Portugal. Its alignment with market trends and dedication to customer needs position it as an invaluable tool in the contemporary urban landscape.

Registration details

Business name: Be On Time (BOT)

Location(s) registered: Porto, Portugal

Business structure: Parque Tecmaia Building

Business presentation

Mission:

Our mission at Be On Time (BOT) is to revolutionize the way individuals navigate and experience public transportation in Portugal. We are dedicated to the development of a mobile application that simplifies the journey planning process, making it effortless for commuters to find and utilize public transport options seamlessly.

Value proposition:

Be On Time (BOT) offers a unique and transformative solution that goes beyond being a mere metasearch engine. Our value proposition is centered around three key pillars:

Effortless Journey Planning:

- BOT provides a user-friendly interface that streamlines the traditionally cumbersome process of searching for transportation timetables. We empower users to swiftly plan their journeys, reducing the time spent on researching schedules and options.

Multi-Company Integration:

- BOT stands out by centralizing data from multiple transportation companies. We offer a one-stop solution, allowing users to effortlessly compare prices, schedules, and service options on a single, centralized platform.

Dedication to Cost-Efficiency:

- BOT is committed to ensuring cost-conscious travel. We present a holistic view of transportation choices, enabling users to easily identify the most economical options without compromising on quality or convenience.

Vision:

Our vision at Be On Time (BOT) is to lead the way into a future where transportation in Portugal is seamless, efficient, and user-centric. We aspire to be the go-to mobile application that addresses the evolving challenges faced by commuters in the rapidly changing transportation landscape. BOT aims to become an invaluable tool in the contemporary urban landscape, catering not only to the tech-savvy modern commuter but also to a broader demographic seeking reliable and cost-effective transportation solutions.
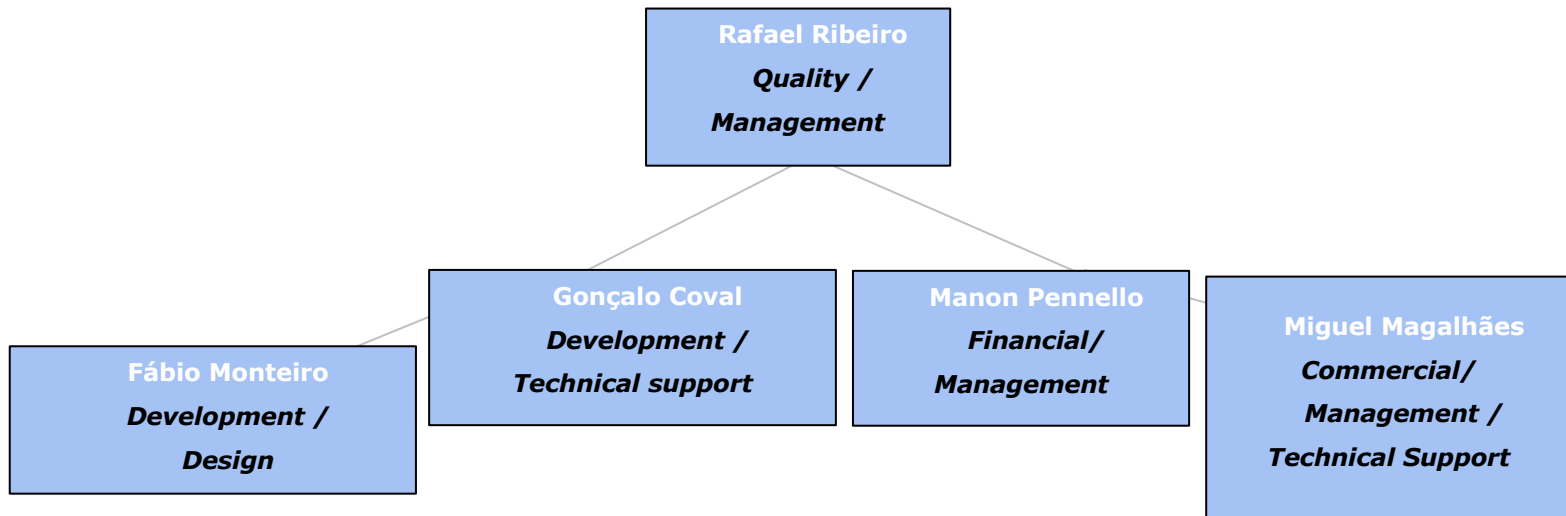
Be On Time (BOT) is not just a mobile application; it's a visionary solution that embraces the future of transportation in Portugal. Our strategic alignment with market trends, commitment to customer needs, and transformative features position us as pioneers in the field, dedicated to making public transport accessible, efficient, and enjoyable for all.

Business premises

Business location:

Be On Time (BOT) is strategically based in the vibrant city of Porto, Portugal. Porto's dynamic urban landscape provides an ideal environment for the development and implementation of our innovative solution. The city's rich cultural heritage and commitment to technological advancements align with BOT's vision for the future of transportationOur physical presence in Porto positions us at the heart of the transportation ecosystem, allowing us to closely collaborate with local transportation companies, understand the unique needs of the community, and continuously evolve our application to meet the demands of the market.

BOT organization chart

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                          ┌─────────────────────┐
                          │   Rafael Ribeiro     │
                          │    Quality /         │
                          │    Management        │
                          └─────────────────────┘
```

Fábio Monteiro *Development /* *Design*	Gonçalo Coval *Development /* *Technical support*	Manon Pennello *Financial/* *Management*	Miguel Magalhães *Commercial/* *Management /* *Technical Support*

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 Magalhães	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 that the required skills are not readily available, our commitment to workforce development drives us to initiate targeted in-house training programs for specific roles. These programs will be meticulously designed to bridge skill gaps and ensure that our team is equipped with the latest industry knowledge and competencies.

In-House Training:

Our in-house training initiatives will be tailored to address the unique demands of various roles within the organization. This includes hands-on workshops, mentorship programs, and skill-building sessions conducted by seasoned professionals within the company. By fostering a culture of continuous learning, we aim to cultivate a skilled and adaptable workforce that can effectively contribute to the company's growth.

External Training Providers:

To further augment our team's capabilities, we may collaborate with external training providers specializing in niche skills. These partnerships will enable our employees to access cutting-edge knowledge and expertise beyond the scope of in-house programs. By leveraging external resources, we ensure a well-rounded skill set that aligns with industry best practices.

Professional Development for Business Owner/Manager:

Recognizing the pivotal role of leadership in driving organizational success, the business owner/manager will actively engage in regular professional development activities. This includes attending relevant workshops, conferences, and courses focused on enhancing managerial skills, staying abreast of industry trends, and fostering effective leadership practices.

This proactive approach to professional development ensures that our leadership remains at the forefront of industry advancements, fostering an environment of innovation and strategic decision-making. By staying current in managerial skills, the business owner/manager not only sets a precedent for continuous learning within the organization but also ensures that our leadership is well-equipped to navigate the dynamic business landscape.

In summary, our comprehensive approach to training encompasses both in-house programs tailored to specific roles and strategic collaborations with external training providers. Simultaneously, our business owner/manager is committed to ongoing professional development, underscoring our dedication to cultivating a skilled and adaptive workforce at all levels of the organization.

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

Our market analysis for BOT (Be On Time) was a robust and thorough process that involved a comprehensive exploration of the transportation landscape. While a formal questionnaire was not administered, we employed a combination of proven research methods to extract valuable insights into the market dynamics.

Research Methods:

- **Industry Reports:** In-depth examination of industry reports provided a macro-level understanding of the trends, challenges, and opportunities within the transportation sector. These reports, sourced from reputable agencies, served as a foundation for shaping our market strategy.

- **Competitor Analysis:** A meticulous evaluation of key competitors allowed us to identify gaps in the current offerings and understand the competitive landscape. This analysis delved into the strengths, weaknesses, opportunities, and threats posed by existing players, enabling us to position BOT strategically.

- **Customer Feedback:** Direct engagement with potential users and obtaining feedback played a pivotal role in shaping the features and functionalities of BOT. We conducted focus groups, online surveys, and one-on-one interviews to gather qualitative data on user preferences, pain points, and expectations from a transportation comparison platform.

Key Findings:

- **Emerging Trends:** Industry reports highlighted the growing preference for integrated transportation solutions. This insight guided us in developing BOT as a comprehensive metasearch engine that centralizes information from various transportation providers.

- **Competitive Landscape:** Competitor analysis revealed specific areas where our product could outshine others. By understanding competitor weaknesses and strengths, we strategically positioned BOT to offer a unique value proposition, emphasizing user convenience and cost-effectiveness.

- **User-Centric Features:** Customer feedback played a crucial role in shaping the user interface and features of BOT. Insights from focus groups and surveys guided us in implementing intuitive design elements and functionalities that directly address user needs and preferences.

By leveraging these research methods and distilling key findings, our market analysis not only informed the development of BOT but also laid the groundwork for a marketing strategy that resonates with the evolving needs of our target audience. This evidence-based approach ensures that our marketing initiatives are well-aligned with the dynamic landscape of the transportation industry.

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:
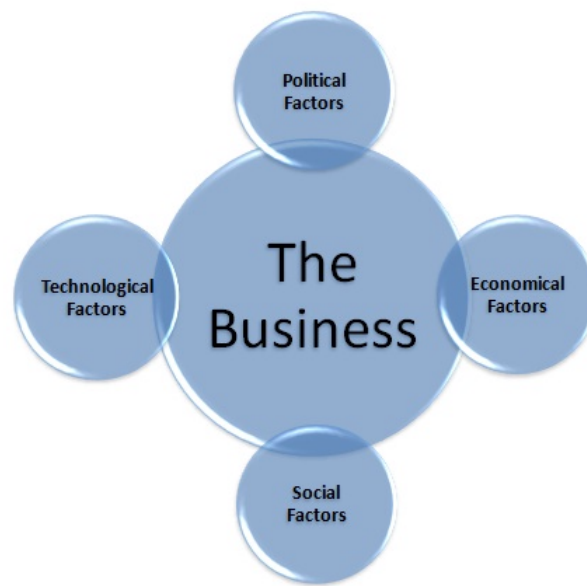
Political

- 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.

⅘ (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
- 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. - 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. - 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	- 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. - Vulnerability to regulatory changes : regulations in the transport sector may evolve, which may require frequent adjustments to BOT operations. - Privacy challenges : collecting sensitive information could raise privacy concerns, which could affect user trust.
Opportunities	**Threats**
- International expansion : BOT could extend its successful model to other countries, capitalizing on its pioneering position in Portugal. - Strategic partnerships : collaborations with transportation companies could expand the range of services offered, for example by integrating ticket booking directly into the application. - Innovation continues : by continuing to innovate, BOT could introduce new features such as route customization or integration of sustainable mobility services.	- Increasing competition : with the success of BOT, competition in the transport metasearch engine sector could increase, which will require continued differentiation. - Economic fluctuations : economic variations could affect demand for transport services, influencing user choices and BOT revenues. - 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, Compatibility with Other Mobility Services, Time Savings.	Limited Coverage, Dependence on Internet Connectivity, Possible Data Inconsistencies, Limited Integration with Other Services, Dependence on Local Operator Adherence, Complexity in Less Urbanized Areas.

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.
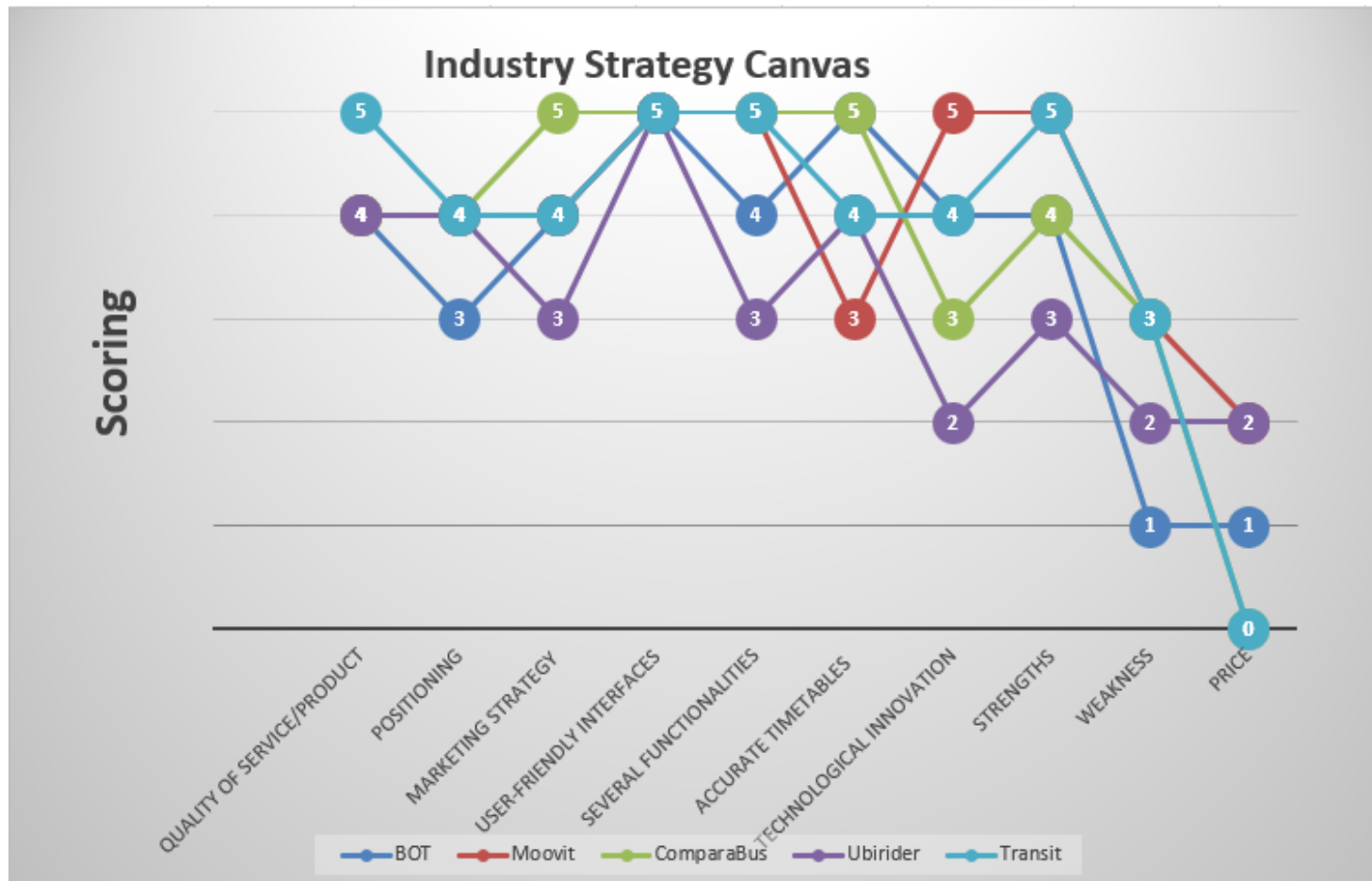
Partners overview

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

Comparative Industry Analysis

Porter Generic Strategy		
Target Scope	**Advantage**	
	Low Cost	**Product Uniqueness**
Broad (Industry Wide)	Cost Leadership Strategy	Differentiation Strategy
Narrow (Market Segment)	Focus Strategy (low cost)	Focus Strategy (differentiation)
		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	*Comparison services for travel and transportation*	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 brad 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) is dedicated to delivering prompt and efficient services through a meticulous production process centered around the development and maintenance of a sophisticated software platform. This platform serves as the backbone, empowering users to seamlessly plan and manage their time, transportation, and related services.

Software Development Lifecycle:

- **Requirements Gathering:** The process kicks off with a comprehensive phase of requirements gathering. We engage with stakeholders, including potential users and internal teams, to identify and document the functional and non-functional requirements of the BOT platform.

- **Design and Architecture:** Our development team translates the gathered requirements into a robust software architecture. This phase involves designing the user interface, determining system functionalities, and establishing the overall structure of the platform to ensure optimal performance and user experience.

- **Coding:** Skilled developers then embark on the coding phase, where the software is built based on the established design and architecture. Utilizing industry best practices, we employ agile methodologies to ensure flexibility and responsiveness throughout the coding process.

- **Testing:** Rigorous testing procedures are integrated at every stage of development. This includes unit testing, integration testing, and user acceptance testing to identify and rectify any bugs or inconsistencies. Our commitment to quality assurance ensures that the BOT platform operates seamlessly and reliably.

- **Deployment:** Once the software reaches a stable state, it undergoes deployment, making it accessible to users. Deployment is carefully orchestrated to minimize disruptions and ensure a smooth transition to the updated or newly developed features.

Regular Updates and Maintenance:

- **Continuous Improvement:** BOT's commitment to excellence extends beyond the initial development phase. We follow a proactive approach to gather user feedback, monitor performance metrics, and identify areas for improvement.

- **Regular Updates:** Based on user feedback, technological advancements, and market trends, we roll out regular updates to enhance features, address emerging needs, and ensure the platform remains at the forefront of innovation.

- **Security and Stability:** Ongoing maintenance focuses on preserving the security and stability of the platform. This includes implementing security patches, optimizing performance, and conducting routine checks to prevent and address potential issues.

By detailing each stage of the software development lifecycle and emphasizing our commitment to continuous improvement, this operational plan provides a comprehensive overview of how BOT's production process ensures the delivery of a reliable, user-centric, and technologically advanced platform.

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€

Inventory

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

Inventory item	Unit price
Software License (Premium)	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
User Feedback Analysis	March/February 2024	Miguel Magalhães Fábio Monteiro Rafael Ribeiro
Expasion to New Regions	April 2024	Gonçalo Coval
Implementation of User-Requested Features	May 2024	Fábio Monteiro
Performance Review and Optimization	June 2024	Rafael Ribeiro
Partnership Development	July 2024	Manon Pennello
Mobile App Launch	August 2024	Gonçalo Coval
Marketing Campaign	November 2023	Manon Pennello

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 5.000€.
- Owner's contribution: 5.000€ (1.000€ each).

Finance cash-flows

	2023	2024	2025	2026	2027	2028
Incomes						
Product Sales (National market)	15 000,00 €	16 500,00 €	18 150,00 €	19 965,00 €	21 961,50 €	24 157,65 €
Product Sales (International market)	6 000,00 €	6 600,00 €	7 260,00 €	7 986,00 €	8 784,60 €	9 663,06 €
Services (National market)	12 000,00 €	13 200,00 €	14 520,00 €	15 972,00 €	17 569,20 €	19 326,12 €
Services (Internationl market)	5 000,00 €	5 500,00 €	6 050,00 €	6 655,00 €	7 320,50 €	8 052,55 €
Other incomes	2 000,00 €	4 000,00 €	6 000,00 €	8 000,00 €	10 000,00 €	12 000,00 €
Total of incomes	40 000,00 €	45 800,00 €	51 980,00 €	58 578,00 €	65 635,80 €	73 199,38 €
Costs						
Investments	5 000,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Loan Payments	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Buildings + Renting	14 880,00 €	14 880,00 €	14 880,00 €	14 880,00 €	14 880,00 €	14 880,00 €
Salaries	2 000,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Equipments	5 160,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Advertising	4 000,00 €	4 400,00 €	4 840,00 €	5 324,00 €	5 856,40 €	6 442,04 €
Supplies	1 000,00 €	1 100,00 €	1 210,00 €	1 331,00 €	1 464,10 €	1 610,51 €
Travel	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Vehicles	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Telephone and Communications	120,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Miscellaneous services	2 520,00 €	2 646,00 €	2 778,30 €	2 917,22 €	3 063,08 €	3 216,23 €
Total of costs	34 680,00 €	23 026,00 €	23 708,30 €	24 452,22 €	25 263,58 €	26 148,78 €
Net Income	5 320,00 €	22 774,00 €	28 271,70 €	34 125,79 €	40 372,22 €	47 050,60 €
Discounted net income	5 320,00 €	19 803,48 €	21 377,47 €	22 438,26 €	23 082,95 €	23 392,46 €

Financial indicators	
Discount rate	15,00%
NPV	115 414,62 €
IRR	227.32%
Payback	3,00
Payback (year+months)	2 + 11

Annual Growth Rate	
Product Sales	10%
Services	10%
Advertising	10%
Supplies	10%

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

Viability Analysis

Financial Performance

Here is the Financial Indicators of our Cash-Flow:

Financial indicators	
Discount rate	15,00%
NPV	115 414,62 €
IRR	227.32%
Payback	3,00
Payback (year+months)	2 + 11

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

As explained throughout this Business Plan, the "BOT" is an application primarily focused on visualizing various schedules in different public transportation modes, from buses to subways, in the areas registered in the application. Additionally, it allows users to view and search various news mostly related to public transportation, such as notices of schedule changes. Users can also log in or register in the application's database, enabling them to add desired schedules to favorites and subsequently access the needed schedule more quickly. Regarding schedules, users can search and filter by areas, lines, origins, destinations, companies, and stops. These are presented directly to the user upon selection, facilitating the verification of correct routes and desired times. Users can also add them to their favorites, as mentioned above.

It is important to note that, initially, the application's development was intended for mobile devices. However, after a group meeting where a better approach was discussed, it was decided to transition to a website. This allows any user with internet access and on their preferred device to access schedules, making the use of "BOT" more convenient. Nevertheless, considering an alternative for the application, a WebView was employed to use the website as an application, giving the user that choice.

Product/Prototypes Features

Cases Diagram:
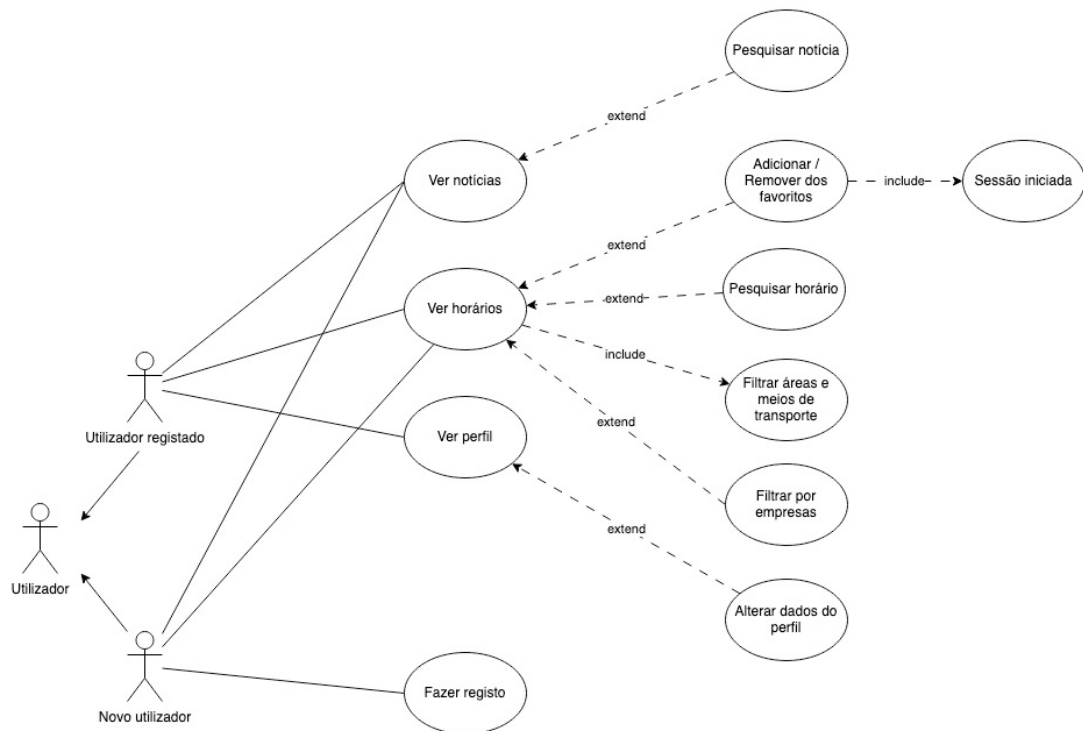
New user (not logged in):

- See news (can search for a specific news);
- Check for schedules (has to choose area and transportation; can search/filter a specific schedule by name, keywords such as stops, and companies);
- Create an account and log in.

Existent user:

- See news (can search for a specific news);
- Check for schedules (has to choose area and transportation; can search/filter a specific schedule by name, keywords such as stops, and companies; can add or remove schedules from user favourites);
- See profile (can change profile data).

Funcionalities:

Effortless Journey Planning:
- **Functionality:** Users can input their starting point and destination, and the application provides instant access to comprehensive information on various transportation options.
- **UML Diagrams:** Sequence diagram showcasing the flow of actions during the journey planning process.

Multi-Company Integration:
- **Functionality:** BOT centralizes data from multiple transportation companies, allowing users to compare prices, schedules, and service options on a single platform.
- **UML Diagrams:** Activity diagram illustrating the steps involved in integrating data from different transportation companies.

Cost-Efficiency:
- **Functionality:** The application presents a holistic view of transportation choices, enabling users to easily identify the most economical options without compromising on quality or convenience.
- **UML Diagrams:** State diagram demonstrating the states and transitions related to cost-efficient travel options.

User-Friendly Interface:
- **Functionality:** The interface streamlines the process of searching for transportation timetables, ensuring a positive user experience.
- **UML Diagrams:** Mockups or screenshots of the user interface design, possibly accompanied by an activity diagram depicting user interactions.

Transparent Comparison:
- **Functionality:** BOT addresses the demand for transparency by providing clear comparisons of pricing and services, empowering users to make well-informed decisions.
- **UML Diagrams:** Sequence diagram illustrating the steps involved in presenting transparent comparisons.

Real-Time Information:
- **Functionality:** Ensures users can depend on accurate and up-to-date information for their travel plans.
- **UML Diagrams:** State diagram showcasing the states related to information updates and transitions.
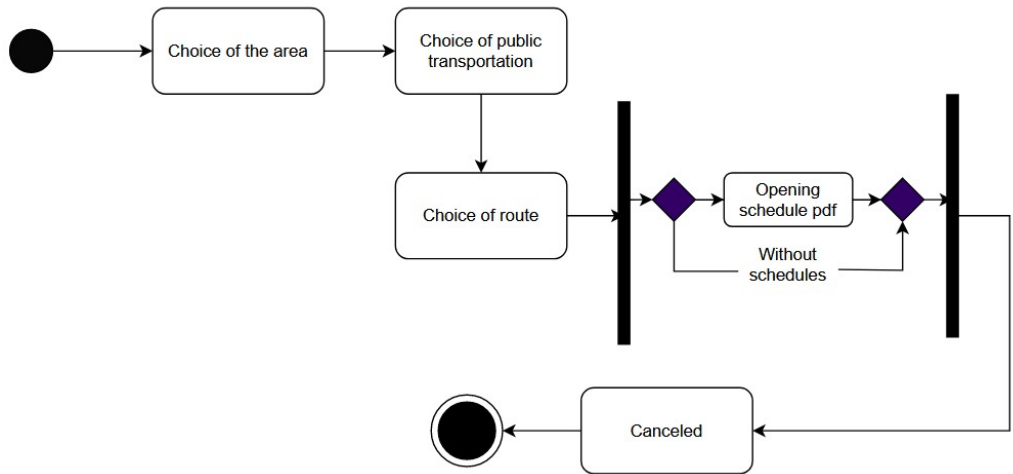
Diagrams:
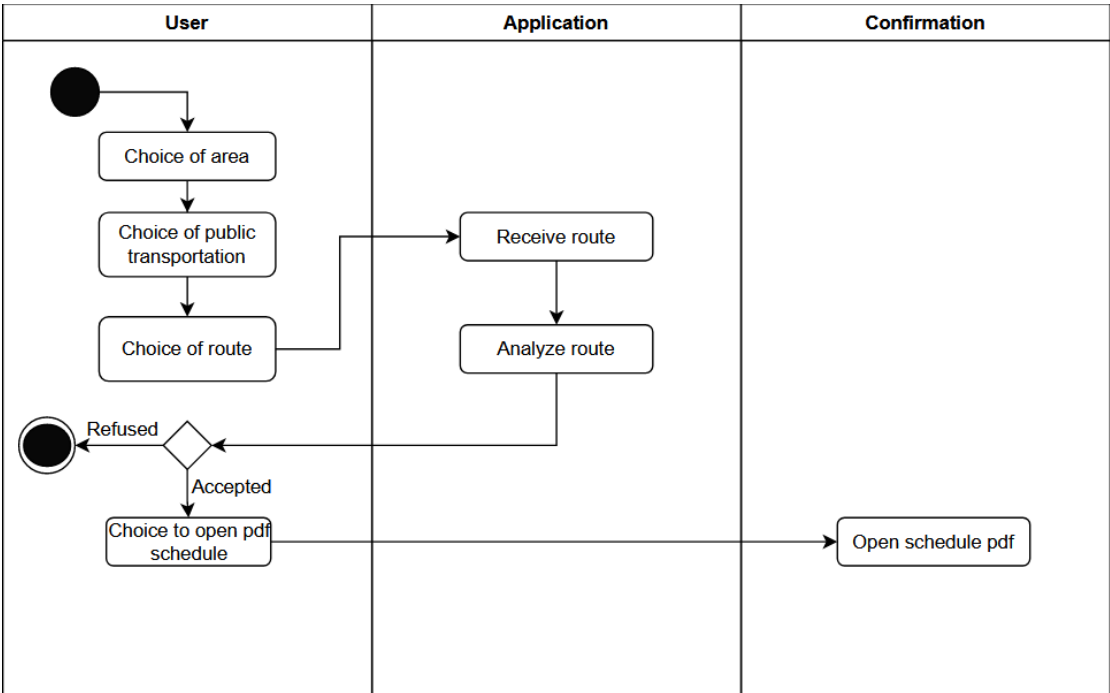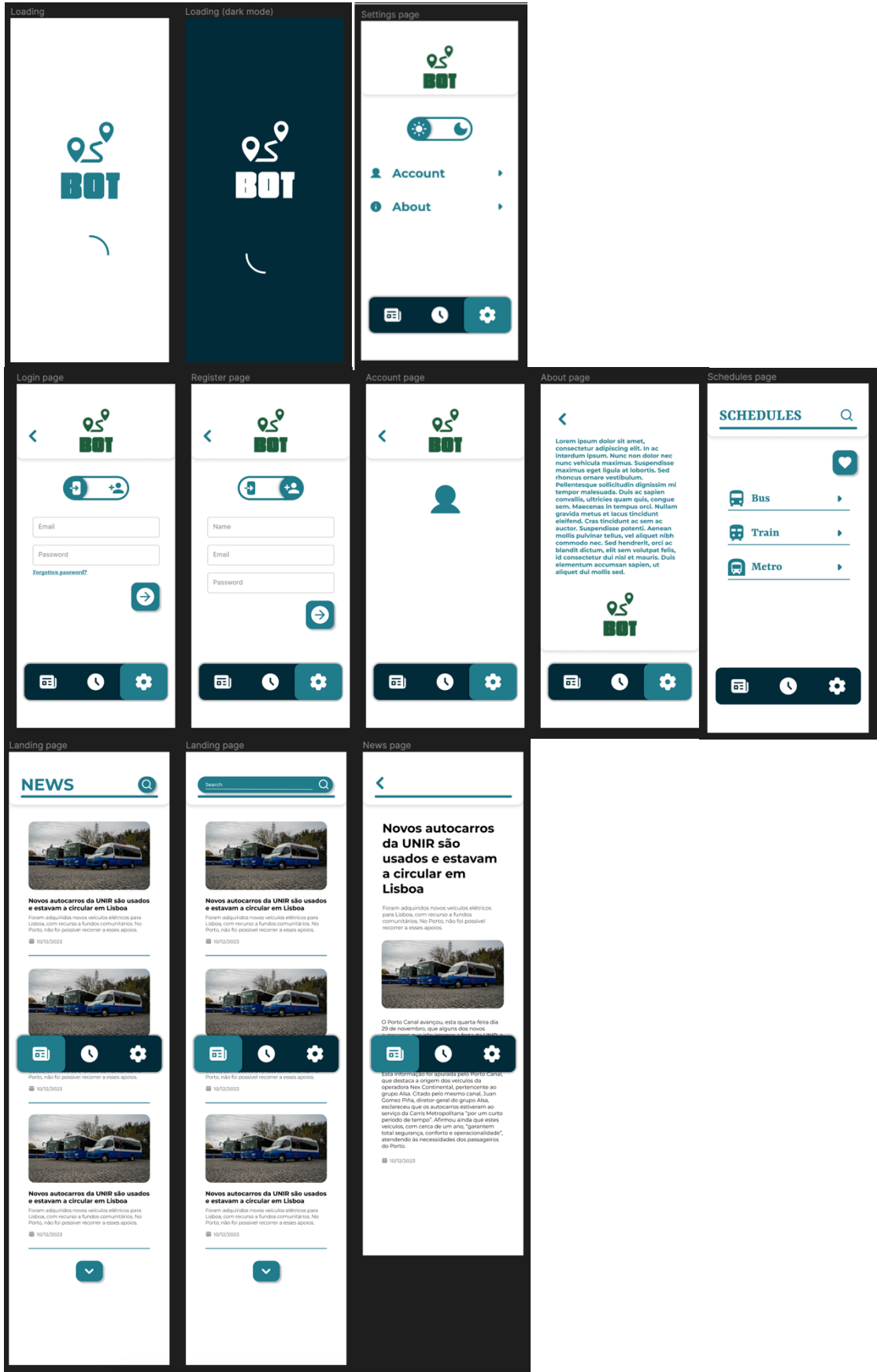
Sequence Diagram:
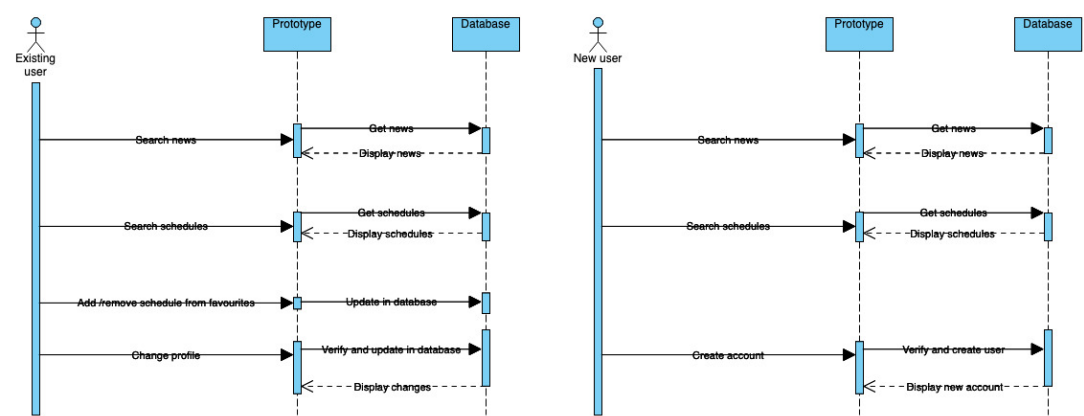
State Diagram:

Opening schedule process

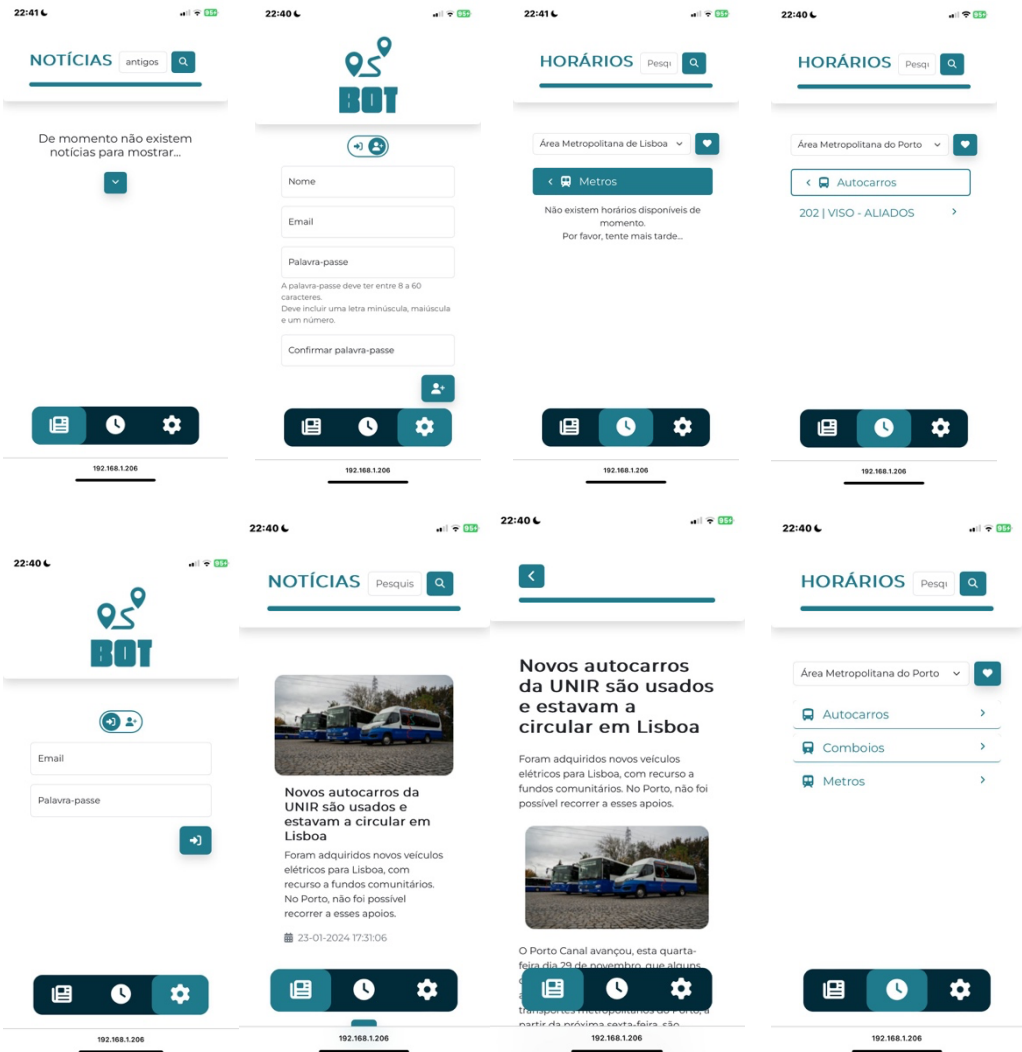*Activity Diagram:*

Mockups of the Application:

Mobile Application:

Technology Choice

Technology and Logical Implementation:

Technology:

- **Frontend:** BOT employs modern web or mobile application technologies for its user interface, ensuring a seamless and intuitive experience. Technologies like React.js or Flutter may be utilized for web and mobile platforms, respectively.
- **Backend:** A robust backend, potentially built with technologies such as Node.js or Django, manages data processing, integration with transportation companies, and real-time information updates.
- **Database:** The application may utilize a relational database (phpmyadmin) for storing user data, journey details, and integrated transportation information.

Logical Implementation:

- **User Authentication:** Utilizes secure authentication protocols to ensure user data confidentiality and integrity.
- **Journey Planning Engine:** Implements an algorithmic engine that optimizes journey plans based on user input, transportation options, and real-time data.
- **Integration Layer:** Connects with various transportation companies through APIs, allowing seamless data retrieval and updates.
- **Cost-Efficiency Module:** Implements logic for calculating and presenting cost-efficient travel options, considering factors such as price, convenience, and quality.
- **User Interface Components:** Utilizes reusable components for a consistent and user-friendly interface design, accommodating various devices and screen sizes.

Component Diagram:

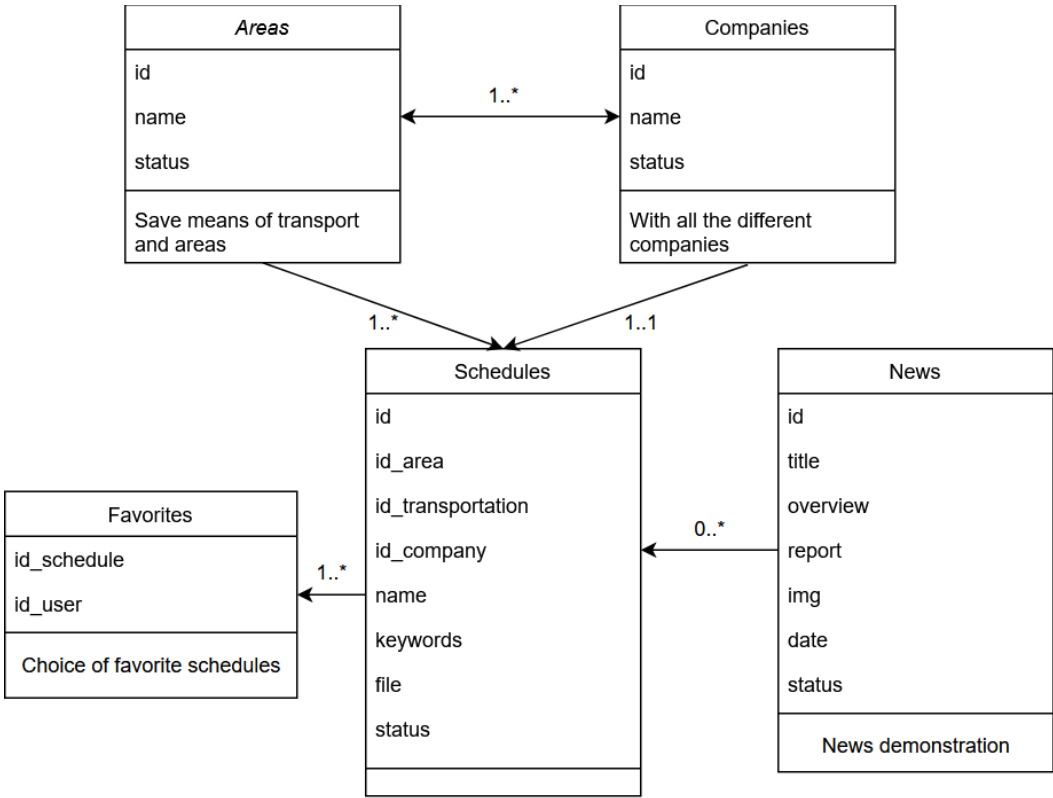Provides a high-level view of the system's components and their interactions.

Components may include User Interface, Journey Planning Engine, Integration Layer, Cost-Efficiency Module, and Database.
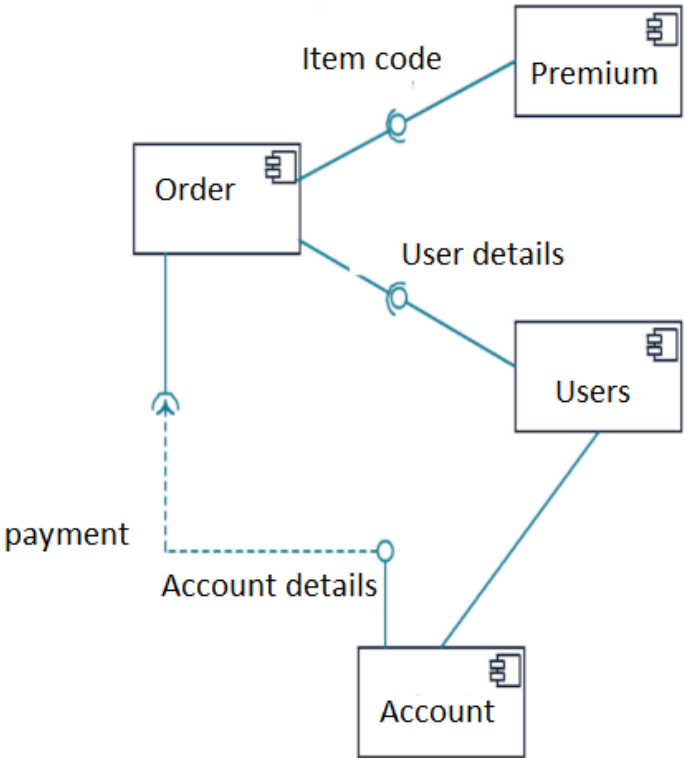
Class Diagram:

Illustrates the structure and relationships of classes within the application.

Classes may include User, Journey, TransportationCompany, CostEfficiencyCalculator, and DatabaseConnector.

Class Diagram:

Areas
id
name
status
Save means of transport and areas

Companies
id
name
status
With all the different companies

1..*

1..*   1..1

Schedules
id
id_area
id_transportation
id_company
name
keywords
file
status

News
id
title
overview
report
img
date
status
News demonstration

0..*

Favorites
id_schedule
id_user
Choice of favorite schedules

1..*

Components Diagram:

Annexes

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

- Business Plan Template.pdf
- Financial_Plan_-_Basic.xlsx
- Porter_Strategy_Template.xlsx
- Business_Model_Canvas_Template.xlsx
- Industry Strategy Canvas.xlsx