Meet the team

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PROJECT MANAGER

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PROGRAMMING

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PROGRAMMING

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DESIGN & MEDIA

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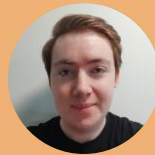DOCUMENTATION

OPHELIA KORONTINI
DOCUMENTATION

OSCAR GOEFRON
MARKETING

THOMAS RICHARDSON
FINANCE

ROMAN KULEV
QUALITY ASSURANCE

ETHAN CUDE
QUALITY ASSURANCE

ALAN BROOKES
PROGRAMMING

Our Values

- Individuals and interactions over processes and tools

- Working software over comprehensive documentation

- Customer collaboration over contract negotiation

- Responding to change over following a plan

Product Demonstration

Marketing

The opportunity

Problems to solve:

- Limited Accessibility of Current Information

- Inaccuracies in Existing Bird Databases

- Lack of a Wildlife Identification App

- Gap in the Market for a Comprehensive Solution

Target Market and Niche

The primary target market for Fauna Finder - Campus universities This includes:

- Environmental Sciences and Biology Departments

- Sustainability Offices

- Campus Life or Student Affairs departments

- Outdoor/Adventure Clubs or Societies

- University Marketing Departments

- Students' Unions

What is currently available

Merlin Bird Id

iBird

Birda

BirdNET

Birds of European
FIeld Guide

UK Birds

GoBird

Features and Benefits

How are we better than our competitors:

- **User accessibility:** The app includes educational resources on bird species and their behaviours, which are easily accessible to users.

- **Information:** Tailored specifically to the University of York's campus, providing detailed information on the wildlife that can be found there.

- **Customisation**: Fauna Finder will be sold to universities with the ability to customise the app to their specific area.

Process & Quality Assurance

Collaboration & Communication

- Our team structure promotes collaboration and multi-disciplinary expertise.

- Weekly team meetings create internal communication channels

- Communication channels promote open dialogue, idea sharing, and constructive feedback among team members.

- Scrum project management methodology

Team and Development Process

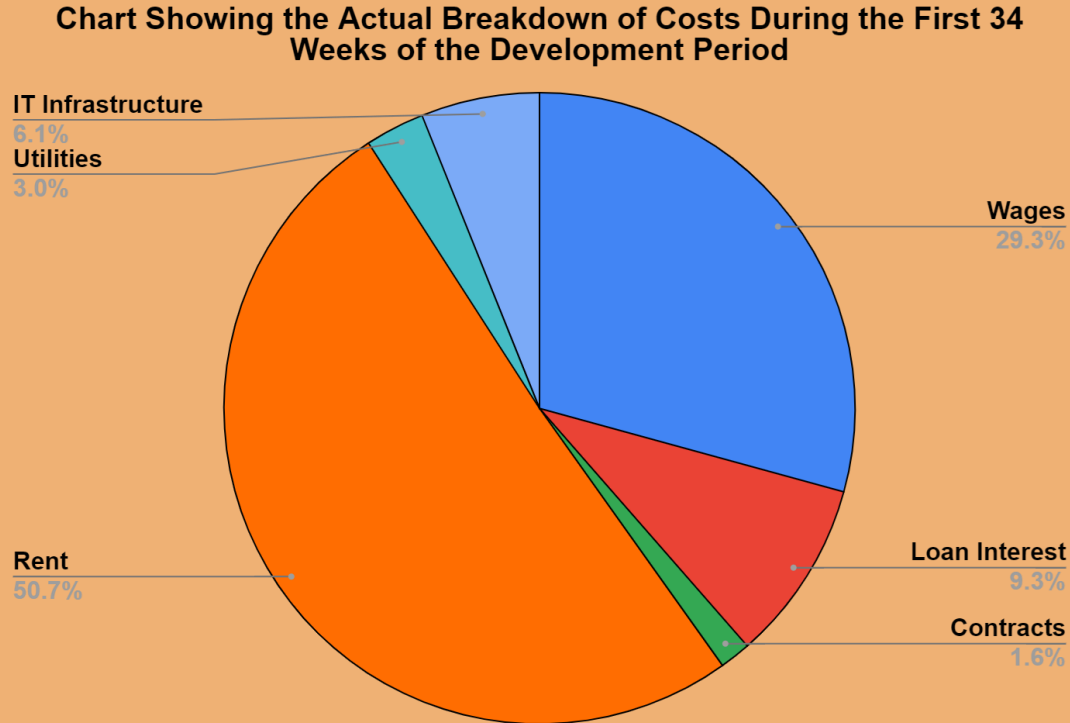To simplify the product development process, Penelope splits the project lifecycle into 5 distinct phases:

- Initiation Phase
- Planning Phase
- Execution Phase
- Control & Monitoring Phase
- Closure Phase

Finance

How have we invested the loan

Chart Showing the Actual Breakdown of Costs During the First 34 Weeks of the Development Period

IT Infrastructure 6.1%
Utilities 3.0%
Wages 29.3%
Loan Interest 9.3%
Contracts 1.6%
Rent 50.7%

Pricing

- Unique for every university

- Based on their size (number of students)

- Larger the price = more time dedicated to that university

- Selling Price = Number of Students × Price per Student
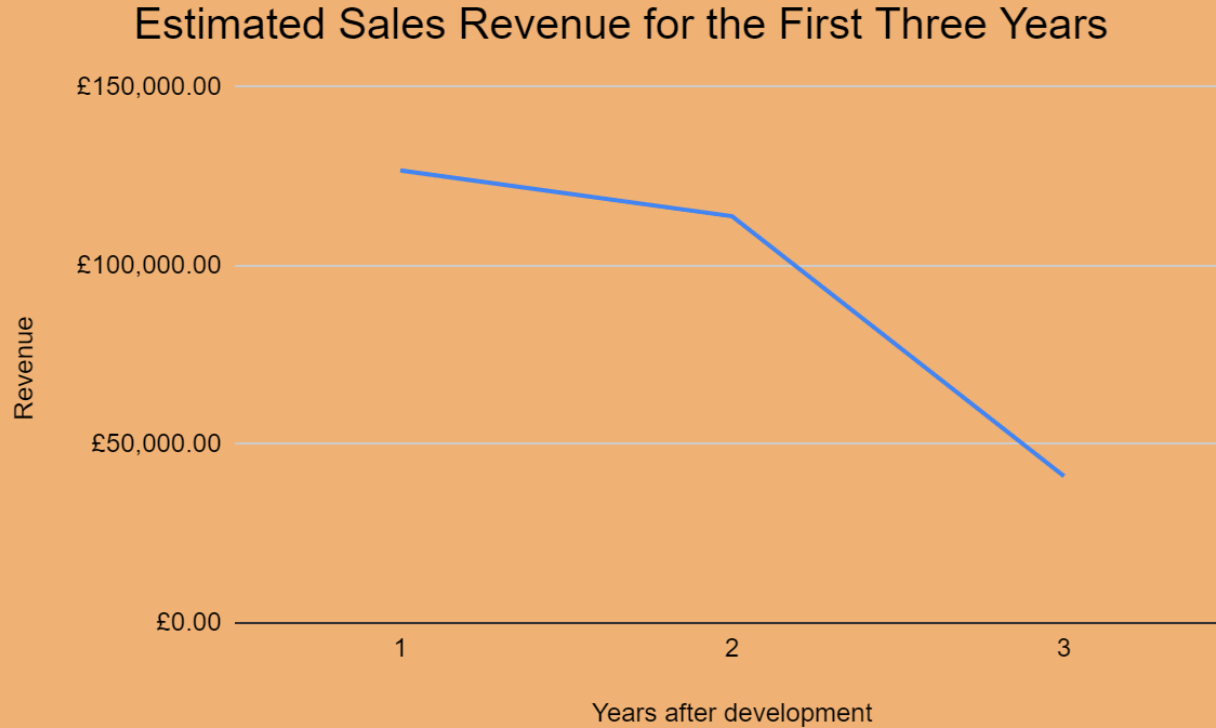
Price Per Student	£0.25

First Year Sales Forecast

Sales Forecast for the First Year Post-Development

Further Sales Forecast

Estimated Sales Revenue for the First Three Years
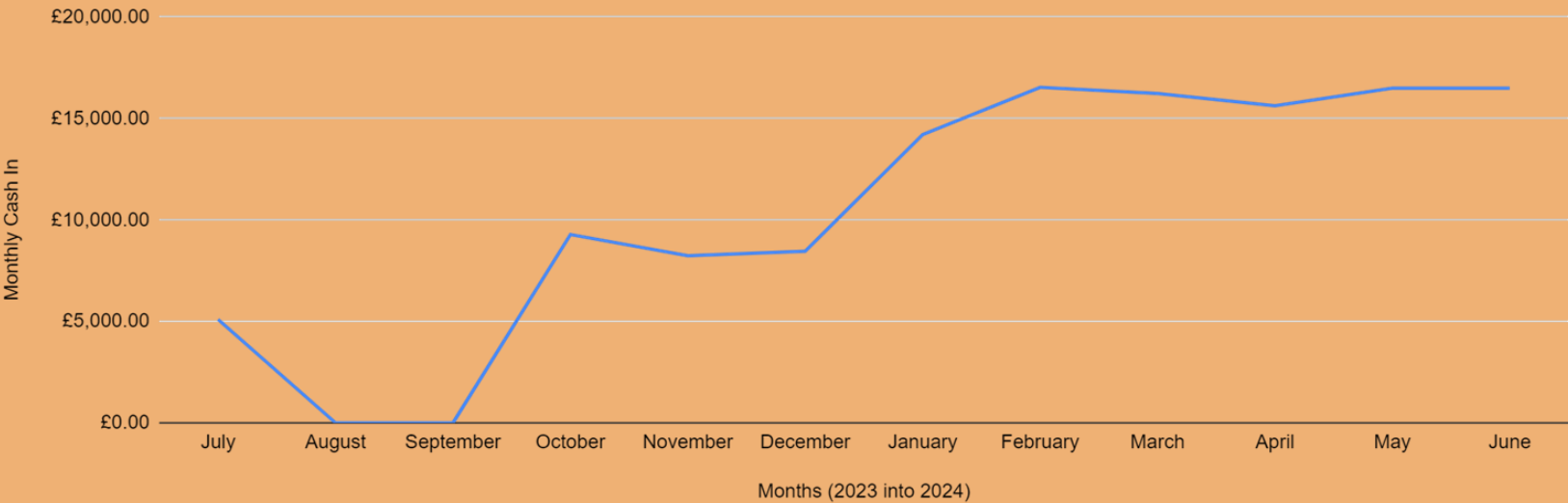
To Conclude

Future developments

- Camera & sound recognition
- User guided improvements
- Expanding to cover other countries (other language options)

Q&A