BUSINESS PLAN TEMPLATE

Applied Software Development – [Institution Name]

ADD a FRONT COVER

ADD a
CONTENTS PAGE

Executive Summary

Brief overview of the project, its goals, and key value proposition.

1. Business Description

Describe the business idea, mission statement, and the problem your software addresses.

The business idea is to mitigate social media and general phone addiction in a way that promotes digital wellbeing, encourages carbon literacy and reconnects users with the natural world.

Media apps are designed for endless scrolling, but every minute carries an unseen cost – to our attention, wellbeing, and the planet. The MauiScreenTime app aims to equip users with an oversight of the greater impact of their digital habits, and empowering user with tools to mitigate phone overuse and become more informed consumers of social media.

2. Market Analysis

Outline your target market, customer segments, and demand for your product. This will be covered through your work with Vickie!

- Vicky will do with us

3. Competitor Analysis

Identify key competitors and analyze their strengths, weaknesses, and market position.

Include a table or bullet points for comparison.

- Ben will do with us

4. Marketing & Sales Strategy

Explain how you will promote, price, distribute, and sell your software product.

Look at the forest.cc app

5. Product Development & Technology

Describe the software solution, its main features, technology stack, and development methodology (e.g., Agile/Scrum).

The software solution tracks user screen time spent on Social Media apps, quantifying it into CO2eq, and gamifying the reduction of screen-time with the incentive of planting trees for x amount of CO2eq "saved" from a decrease in use of social media applications.

To support this, the project main features are a user consent system for data collection, a screen time usage collection service, CO2eq conversions, and a dashboard for reporting this data.

The project uses C# .NET MAUI cross-platform framework with SQLite for local, on-device data storage, and the source code is hosted on Github for source control. The project follows Agile Scrum, with frequent feedback loops from stakeholders and team members at the end of sprints to inform development as it moves forward.

6. Operations Plan

Summarize the development timeline, resources, tools used, and daily operations of the project.

Four releases of the project from initial design planning to fully tested release span at around 2 months each, prioritising core application logic and then refining it into an intuitive and effective UI/UX. The resources used are student manpower, guidance from delivery staff and using Github source control with JIRA for project management, the Visual studio IDE and MS Teams to communicate. The daily operations of the project are to check communications, work from JIRA tickets in Visual Studio and to commit progress to Github.

7. Financial Plan

Estimate development costs, projected revenue (if applicable), and resource allocation.

Include budget tables, break-even analysis, and assumptions if possible.

 – Ben will help with

Budget for rebel fund (Lois wants it to show how it's funded)

8. Risk Analysis

Identify potential risks (technical, market, financial) and your mitigation strategies.

A risk register was made with the team to identify, prioritise and offer mitigations for various risks to both development and project management (Keenan. 2025).

9. Meta Skills Reflection

Reflect on the soft skills developed during the project, such as:

☐ Critical thinking

☐ Problem-solving

☐ Teamwork & communication

☐ Adaptability

☐ Time management

☐ Self-motivation

Describe how these skills were applied and improved throughout the project. Use the meta-skills tools provided to assist you.

Link the meta skills pdf

Conclusion

Summarize the overall value of the project, its potential impact, and future development opportunities. This may include insights, recommendations for next steps e.g. prototyping/launching in the market etc.

References

Keenan, L.
(2025d) *laurenk_personal_repository_2025/UI_Enterprise_Transformation /LO1. xlsx, laurenk_personal_repository_2025/UI_Enterprise_Transformation /LO1.xls x at main*. Available at: https://github.com/TortoiseLeaf/laurenk_personal_repository_2025/blob/main/UI _Enterprise_Transformation/LO1.xlsx (Accessed: 26 November 2025).