

Enjoy Yinling App business plan

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第I章 Sales proposition

1.1 Introduction of APP Content:

The app is committed to becoming an intangible cultural heritage education resource platform centered on the elderly. By connecting non-inheritors and intangible cultural heritage institutions and relying on the Android App independently developed by the team, a path of inheritance and innovation of "intangible cultural heritage + tourism", "intangible cultural heritage + cultural innovation" and "intangible cultural heritage + education" serving the elderly

group can be created to meet the growing cultural needs of the elderly group. Reshape the image of the elderly group, make them play their role in educating people again, and finally realize the purpose of alleviating the problem of social aging.



(Developing prototype sample drawing)

1.2 Sales Proposition

1.2.1 Promote the development of education industry for the elderly, and provide inclusive services to cover Guangzhou-Foshan area

Relying on the independently developed App, build a resource linkage circle of non-genetic inheritors, university teams and community nursing institutions. Through the team's connection and cooperation with non-genetic inheritors or related institutions of intangible cultural heritage, jointly build a resource platform

for the elderly of "intangible cultural heritage + tourism", "intangible cultural heritage + cultural innovation" and "intangible cultural heritage + education", and make profits through these three lines. To improve the quality and efficiency of the education industry for the elderly, and improve the supply of high-quality education resources for the elderly. At the same time, the team effectively links with the community nursing institutions in Guangzhou and Buddha to accelerate the development of education for the elderly, further expand the coverage of inclusive service supply, meet the cultural and educational needs of the elderly, and contribute to the country's active response to the problem of population aging.



(Figure 1: Distribution chart of population proportion in 1920)

1.2.2 Solve the government's pain points and help the elderly to "re-socialize"

In February 2022, The State Council issued the "14th Five-Year Plan for the

Development of the National Cause for Aging and the Old-age Service System", advocating the innovative development of education for the elderly, building and improving a basic, inclusive and diversified old-age service system, to meet the growing needs of the elderly for multi-level and high-quality old-age care; The App takes intangible cultural heritage research as the main line, and through the two forms of "tourism" and "courses", effectively links various social resources, innovates and develops education for the elderly, provides a resource platform for intangible cultural heritage education for the elderly, and the elderly re-integrate into the mainstream society through continued learning and lifelong learning, helping the elderly to "re-socialize". At the same time, education for the elderly can help cultivate a positive outlook on aging, alleviate the psychological gap of the elderly after retirement to a certain extent, effectively improve the mental health problems of the elderly, and effectively enhance the sense of gain, happiness and security of the elderly. In this way, we can also cooperate with the government and obtain government subsidies.

第II章 Target user roles

2.1 User Profile Description:

- (1) Age: retirees aged 65 and above
- (2) Family economic status: live in Guangzhou, Foshan and Shenzhen, well-off family, have a certain monthly pocket money.
- (3) Common problems:
 - ☐ The elderly idle time is too long, idle, prone to loneliness, silence and other

negative emotions.

(2) The elderly need companionship and care, and have great social needs.

□ The elderly should break the age bias by changing from the role of "teacher-receiver" to "teacher-giver".

(4) The cognition and understanding of the intangible cultural heritage of Broad Buddha:

As "witnesses" of the growth process of the intangible cultural heritage of Guangzhou and Buddhism, the service objects still have a shallow understanding of the intangible cultural heritage and do not understand the new culture. They lack the way to obtain real and effective information, and lack the sense of experience, so it is difficult to form a clear and correct understanding.

第三章 Marketing channel

3.1 Elderly groups

(1) For the projects mainly aimed at the elderly, the combination of traditional marketing channels and new media marketing channels favored by the elderly should be selected for promotion, so as to improve the visibility of the project and attract the participation of target users.

(2) In terms of traditional marketing channels, media platforms for the elderly can be selected, such as magazines for the elderly, TV stations, radio, etc., to promote the project through traditional media and improve the exposure and awareness of the project. In addition, traditional publicity materials such as leaflets and brochures can be distributed in communities, parks, shopping malls and other places where the elderly gather to attract the attention and participation of the elderly.

In terms of new media marketing channels, platforms commonly used by the elderly, such as wechat and other social media platforms, should be selected to establish the official account of the project, carry out online publicity, release project-related information, activities and other information, interact with users and improve user stickiness. In addition, promotion activities can be carried out on various senior websites, forums and other network platforms where the elderly gather to attract the eyes of the elderly.

(3) To sum up, it is necessary to combine traditional marketing channels and new media

marketing channels to promote the project according to the characteristics of the elderly, so as to improve the popularity and influence of the project among the elderly.

3.2 Government and other social institutions

(1) Word-of-mouth marketing: Due to the strong public benefit nature of the project, the advantages and values of the project can be transferred by establishing cooperative relations with existing government-related charity organizations and volunteer organizations, and more volunteers and charity organizations can be attracted to participate in the project through the financial support and endorsement of the government.

(2) Public relations marketing: The feature of the project is to serve social public welfare undertakings, so the publicity and reputation of the project can be improved through media publicity and public relations activities. For example, by working with the media to promote the benefits and value of the project, or organizing public benefit events to increase the visibility and social awareness of the project.

4. Key financial metrics

4.1 Financial Component

The growth of App is divided into four stages: cold start-up period, growth period, maturity period and transition period, namely, early stage, early middle stage, middle stage and long term. At present, App is still in the cold start-up stage, and the financial indicators set up are mainly forecast. Five key indicators are set up: revenue forecast, cost forecast, profit and loss forecast, estimated payback period of investment and estimated return on investment

4.2 Revenue Forecast

App income sources include advertising, non-legacy creation, business diversion dividend, government subsidies, education for the elderly, and tourism for the elderly. In the short term, app is mainly in the growth and development stage, and its revenue is mainly government subsidies, which are expected to be 2w/ year. In the first two years, the app will be responsible for its own profit and loss. From the third year, the APP will gradually become mature. Its core income is divided into

four parts: advertising (50%), business dividends and drainage fees (30%), tourism and education for the elderly (10%), cultural and creative products of intangible cultural Heritage ip (10%), with an estimated profit of 10w, which will gradually increase by 10w to 30w every year. Long-term development of app or transformation, the income is mainly advertising, the estimated annual profit of 10w.

4.3 Cost forecast

Initial product development fund of 1w, app promotion fund of 30w.

4.4 Profit and loss forecast

In the early stage, the investment of app is more but the income is less. In the short term, the app is in the loss stage. In the growth stage, the app gradually moves to profit, and in the mature stage, it achieves full profit.

4.5 Related expected investment

Expected payback period: 2 years

Expected return on investment: the App cycle is expected to be 7 years, the total profit is expected to be 80w, the average annual profit is expected to be 16w, the investment is expected to be 30w, the return on investment is expected to be 53%