PRISM

Business Model

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Contents

Business Model

Story of Prism Project

"I have a deep love for home building and, in my quest for knowledge on decorating, designing, and constructing homes, I encountered challenges with scattered and time-consuming information online. Recognizing the need for a more organized approach, I conceived the 'Prism' project. I believe this initiative will serve as a valuable guide for users, ensuring a smoother journey towards creating their dream homes."

AUNG KHANT MYAT | THANDAR TUN | THINZAR THEINT ZAW

Product Overview

| Product Name	Prism
Slogan (English)	"Wanna build, do with **Prism.**"
Product Type	Mobile Application (Android)
Product Description	Prism is a mobile application to help users: - to help users to make sure not to miss better opportunities and better choices. - to give different kind of service in one place - to get notify promotions of several companies
Price	Free
Target Customers	All mobile users with internet access.
Distribution Channel	Google Play Store
Revenue Model	- **Ads Revenue Model**: various advertisements and promotion plans for companies to promote. - **Advertisement Model for uploaded size and images**: can get extra kilobytes for more space but may charge.
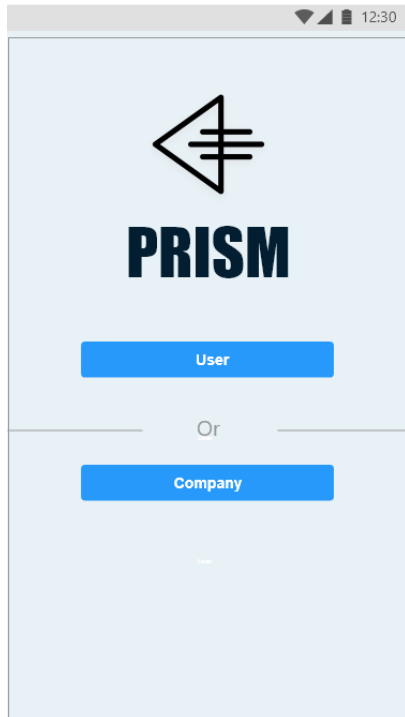
Welcome Page
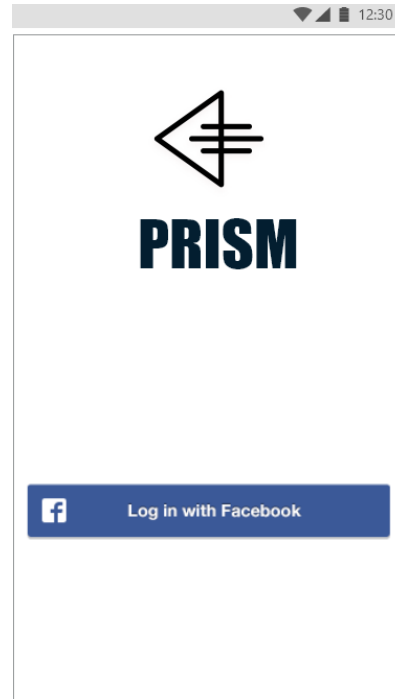
Login with Facebook account.
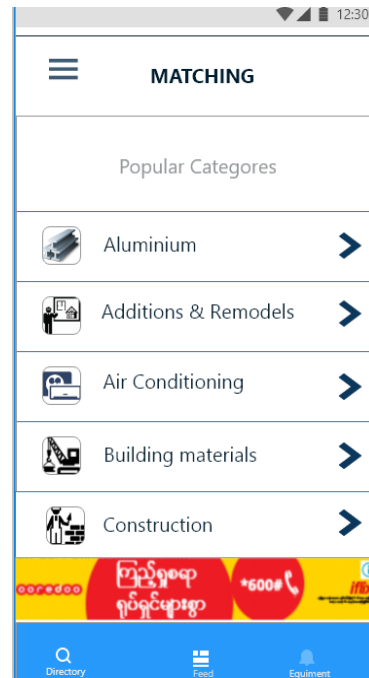
(user' view)
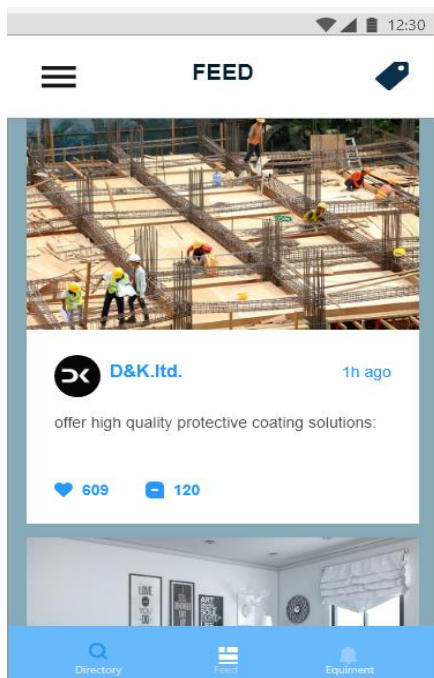
Features page to show the

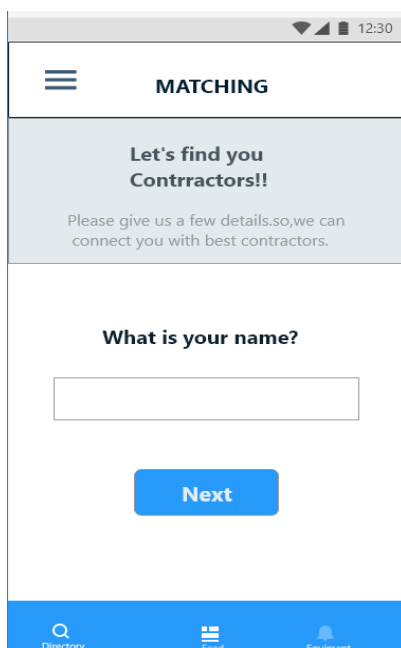Company's uploading

(user's view)
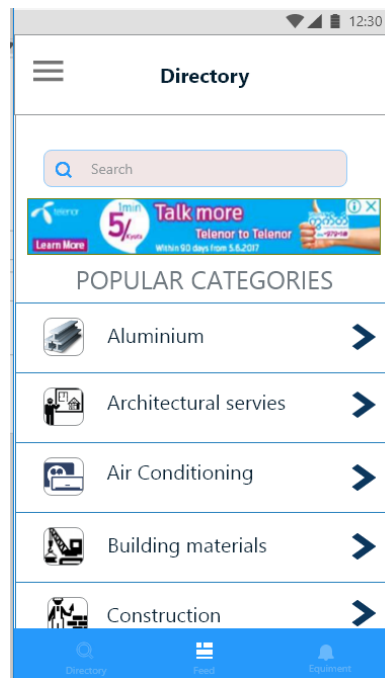
Directory Category List
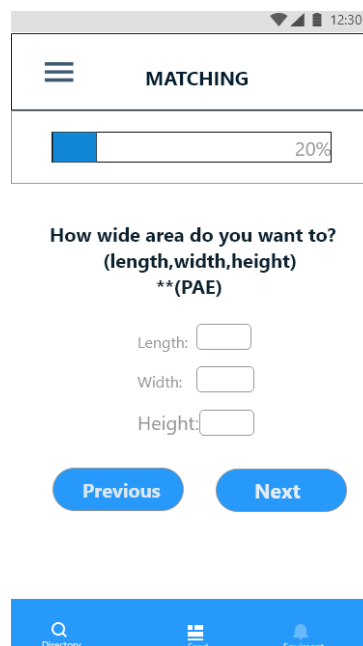
(user's view)
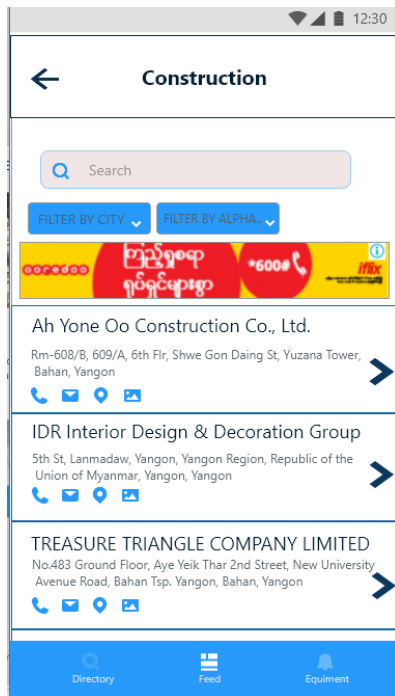
Directory of companies list

(user view)

Matching system List.

(user's view)
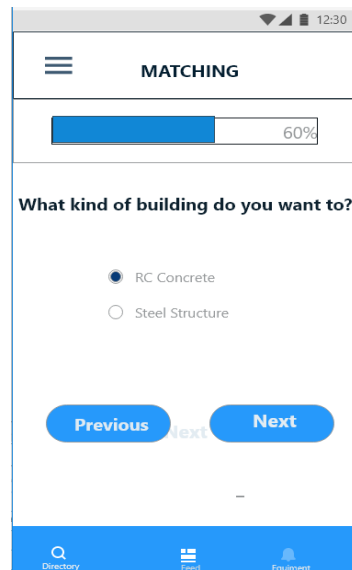

Matching System(form1)
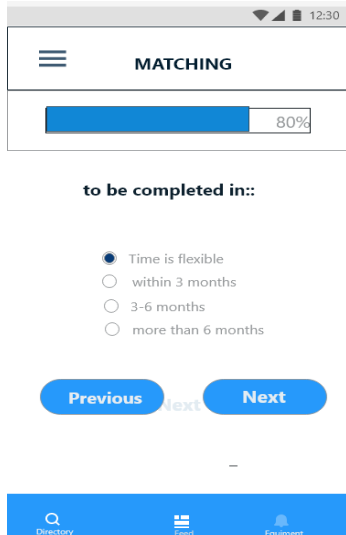
(user's view)

Matching System(form2)

(user's view)

Matching System(form3)

(user's view)
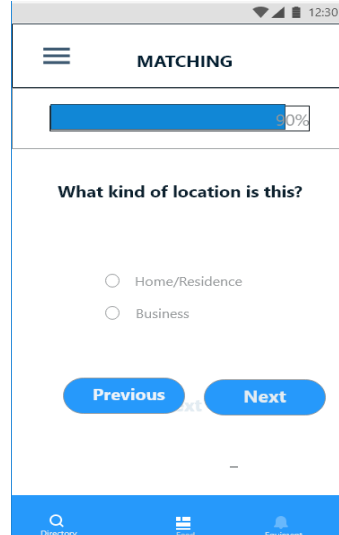
Matching System(form4)

(user's view)
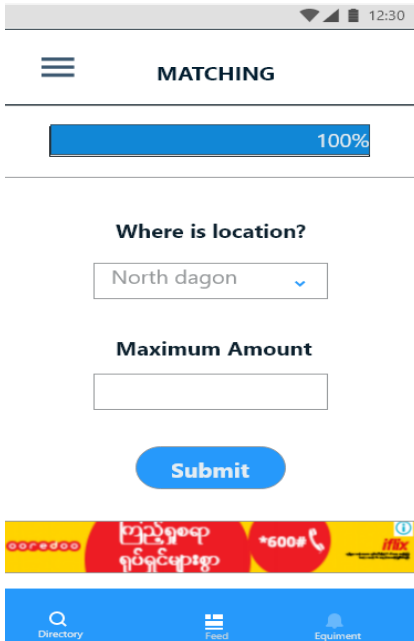
Matching System(form5)

(user's view)
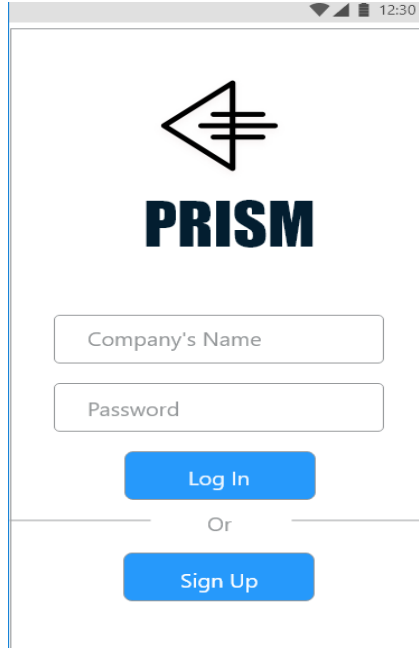
Matching System(form6)

(user's view)

Matching System(form7)

(user's view)
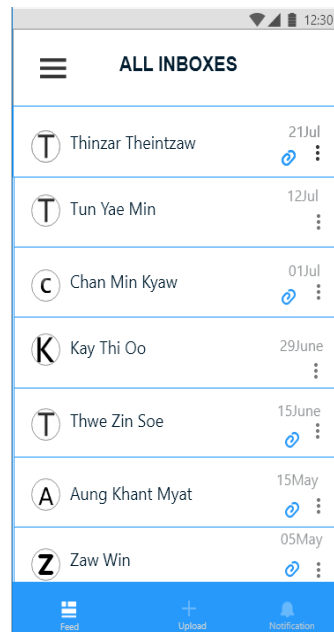
Login page

(Company's view)
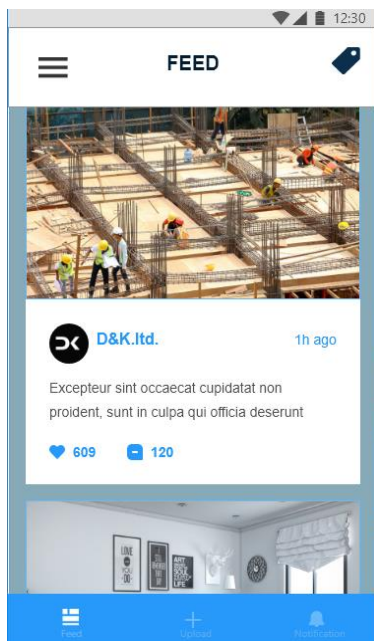
Features page to show the

Company's uploading

(Company's view)

Matching system(notification)

(company's view)
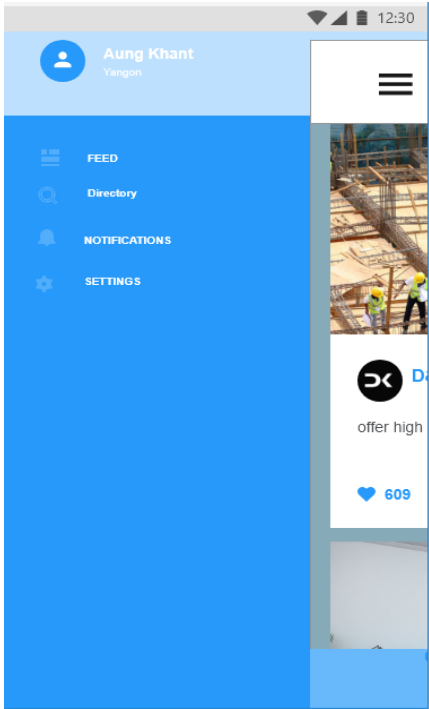
User's Menus Form
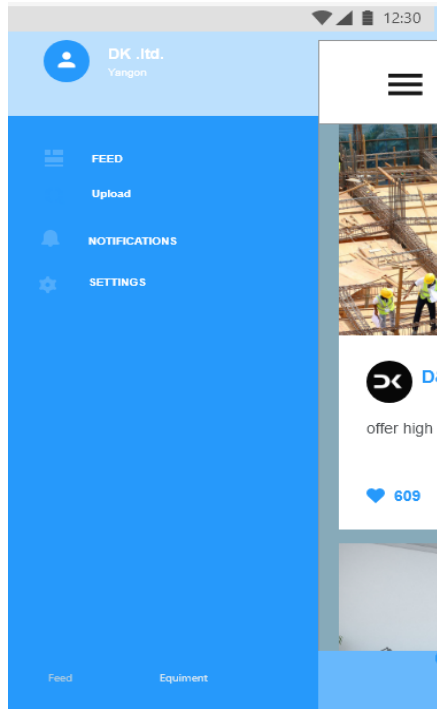
Company's Menus Form

Business Model

"Prism" has special kinds of services and three types of revenue based on these services.

1. Ads Revenue Model
2. Advertising Model for promotion
3. Monthly subscription Model
4. Strongly communication Model

1. Ads Revenue Model

Our app will include advertisements with text, images, auto-play video, etc. To provide the best services for customers, advertising statements will be at the top or bottom of our mobile application.

2. Advertising Model for promotion

The promoted service related to the construction will be showed in our app as one of the best services with the separate icon.
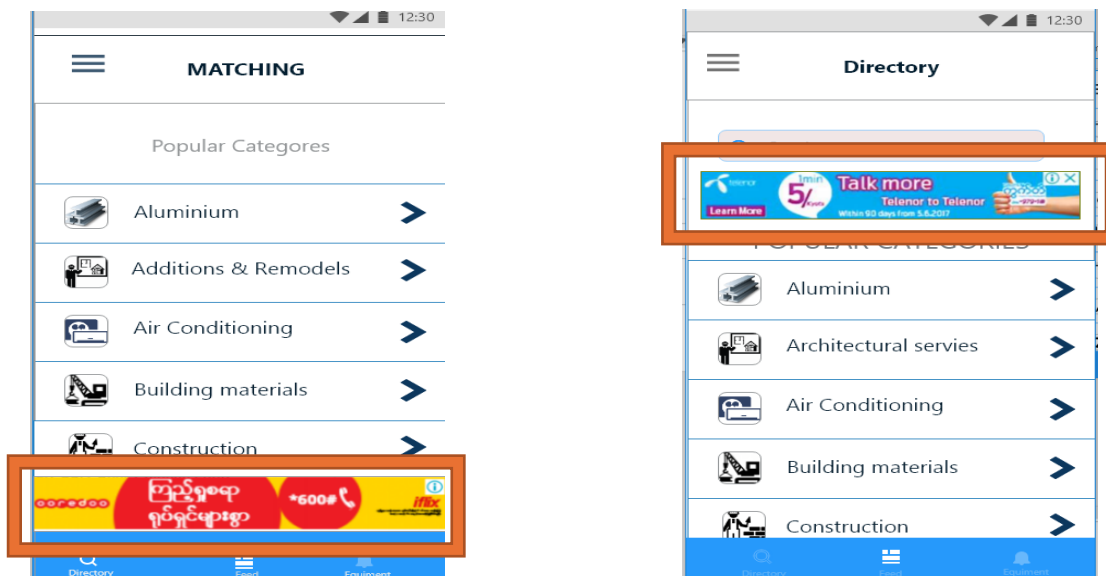
3. Monthly subscription Model

In our app, the service companies must pay a monthly subscription price to have access to a service. However, for the first time, they can use our services for 2 months as the promotion. After 2 months, they must pay subscription fees for using our app.

4. Strongly communication Model

Our mobile app will strongly provide communication between owners and contractors by using the "Best Matching System ". For example, if a customer sends the requirements about his or her project, many relevant companies will see this request and accept that project when they agree to take it. And then, the customer can choose a fond one among accepted companies list by clicking an event. By this way, our app will make it easy to communicate between them and it will be.

Market Differentiation and Strategic Values

There are many directory applications about construction in the market. They have identical techniques for directing information. However, "Prism" will support unique services rather than other listing applications and it will be a new trend in the market with competitive ideas.

Nowadays, the scope of innovative ideas increases more about service. Therefore, we have planned to take the "Prism "with these services to separate from competitors.

- ✓ **Best Matching**
- ✓ **Usage by two sides**
- ✓ **Right composition and listing**

Best Matching: "Prism" supports only listing the information but also it is a best matching which means that it will strongly communicate between owners and contractors who specialized in exactly the type of work owners want to do.

Usage by two sides: "Prism" is not just only for usage of customers; it also can be used by companies that want to advertise their services and equipment by themselves.

Right composition and listing: "Prism" will also give the listing of services provided by different kinds of companies by category. In this way, customers can choose the right service they want to do for their projects.

DIRECTORY
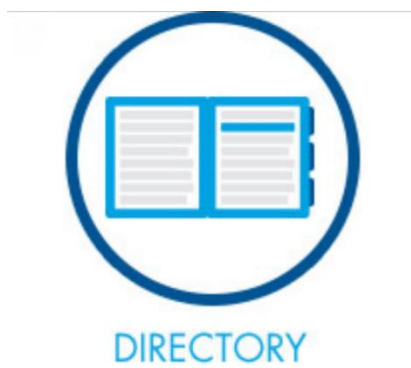
Vs

matching

Application Architecture and Technology Choices

PRISM

ARCH TO YOUR DREAM.

Customers who don't know

About construction

COMPANY
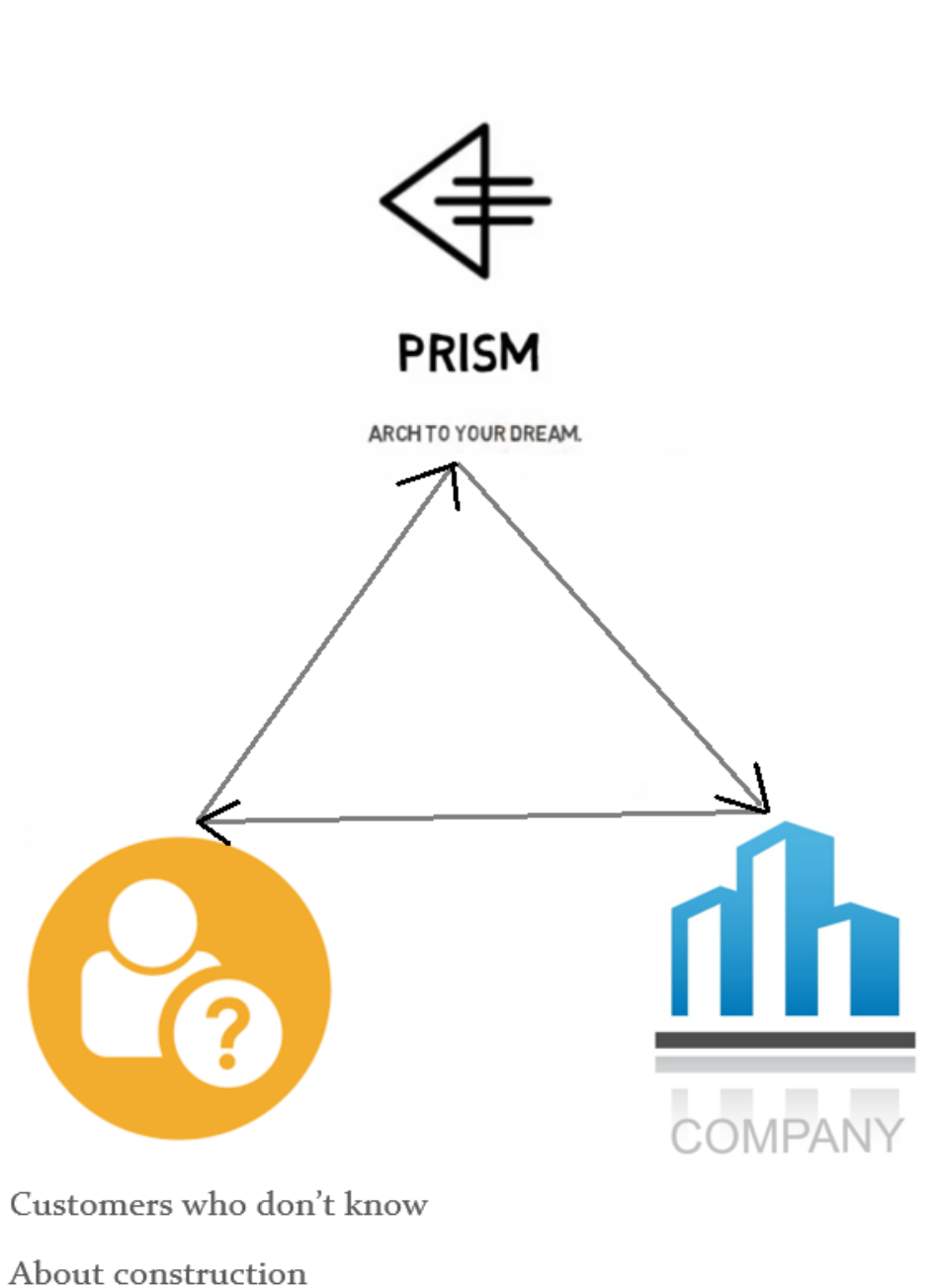
Programming Language	Java and XML.
Used IDE	Android Studio.
Used API	- Google Firebase - Google AdMob - Integration with Facebook (Login/Share)
Cloud Server	Amazon Elastic Cloud Computing Service.
Database	MySQL.

Social Innovation and Competitive Advantages

We believe our project is good and influenced social innovation. Our purpose is to provide unique services in the market. This was planned to develop not only for the benefit of companies but also for our society. Some expected pros for "**Prism**" benefits are as follows:

For App Users	✓ Improved quality of life ✓ Time saving (easy to find, many service in one place) ✓ Get notify about promotions from companies
For Companies	✓ More get in touch with customers and feedback ✓ Effective and efficient marketing ✓ Accurate data of customers' needs and behaviors
For Society	✓ Transparency: customer feedback encourages fair and strong competition in construction industries ✓ Improved quality of life ✓ Reduce traffic jam. ✓ create new job opportunities
For Prism	✓ Foreign investment can improve not only organization but also the country's economy. ✓ Can get business advantages (Income)