



## **Business Plan**

GDG Devfest  
2016 Season

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## 1. What is Aug.it ?

Aug.it is a Surveying and Mapping company, which intends to deliver crucial information in compact form about various products in real-time using Augmented Reality Technology.

Whenever we go for shopping, there is always a baffling number of choices available for same product. And how do we make a choice? How do you get to know best price available? Well, let's pick the one with our favourite color. Here we provide a solution: Point the camera on the shelf and in real time we'd tell you things you need to know and compare available products. And help you make best pick.

But most of us are buying things online, right? Well, in that case point camera on your computer screen and we'd let you know is it the best you can get or there's something more. And all this in real time.

Food products make a special category. In this case, we'd help you pick product with best nutritional value. *What if I want to eat some junk food?* Well, in that case we'd pick something less junky for you. In this category we plan to begin packaged food and then moving onto unprocessed array.

## 2. Target Market/Target Customers

### A. Demographic Profile of Our Target Customers

Location: Developed and Emerging markets.

Language: English (later we can expand in other linguistic group)

Education: High School +

Age: 16 - 50

Income: Upper and middle income groups

Gender: Neutral with special attention to female group.

Nationality/Ethnicity: Neutral

Marital Status: Neutral

Religion: Neutral

### B. Brief Profile of Our Target Customers

- Health and appearance conscious individuals
- Wants a healthy lifestyle, but has a lack of time
- Shopping loving individuals
- Favors quality over cost

### 3. Milestones

Identification and Characterization are two fundamental steps in our design. In first step, when user points camera onto the product or a group of products using features recognition method product is identified. In characterization step we have to retrieve relevant information from our server in real-time and display it onto user's screen.

In our model efficiency is directly dependent on scale therefore it is a very crucial factor in model. Sheer availability of huge number of choices makes database making a very tedious task. Hence in beginning we should divert our complete attention to only one category such as food products.

Our important milestone will be to make a complete database of one category. It should scale up very rapidly with time. Database shall contain unique identification features of each product and relevant information about product. Our further milestones will depend upon our ambition to scale-up.

## 4. Distribution Plan

Our plan is to deploy our app on Google Play Store. Gradually, this app should also be made available on Apple and Windows Platforms.

Here we have enlisted some of our distribution strategies:

**Release early:** it's very important for growing our user base and attracting investors' attention. As Forbes suggests "Release core features, then leverage communities to grab early adopters".

**Word-of-Mouth Marketing:** Use invitation to scale in a new place. It gives user a sense of being exclusive and therefore generates a buzz around user.

**Differentiate niche:** Our product is offering something new. It is intended to users in pursuit to gain in terms of appearance and health. It enables us for peer-to-peer advertising.

## 5. Promotions Strategy

1. **Attractive Visual Appearance:** Create Attractive graphics and memorable icons. Look is insight into content. App shall stand out on store. A great visual design is key to big impact.
2. **Addition of Social Media Component:** Posting automatically on user's fb wall or on twitter when user completes certain action not only lets user interact with others but also gives provides us an advertising opportunity without any cost.
3. **Something New:** We are targeting a user base which is in pursuit to gain in terms of appearance and health. And our app is providing them with a medium to do that. It gives them a reason to care about app therefore they are more likely to use it.
4. **Pursue Influencing Opportunities:** Products intended to do long-term *Real* benefit to user can get proactive media opportunities by various influencer source such as blogs and health section in newspapers.
5. **Partnership with Third-Party Publishers:** Although frowned upon, but it can provide us with some sudden boost if and when required.

## 6. Retention Strategy

1. Making app easy to use, updating app in regular interval and giving updates informations on app and via mail, so that customer knew the new things that we have added to the app.
2. We will provide a simple, easy steps anonymous feedback system so that if any user doesn't like a feature or have issue in using it, he can give feedback and also he can take help to navigate through the app.
3. We will write blogs about new feature that we are going to add in application, so that user will completely know about how to use that feature without any issue.
4. We can send newsletter to users about our product to grab their attentions.
5. Based on the amount of time spent by user on our app, we can provides them with loyalty points which they can redeem during purchasing on our partners app.



## 7. Online Marketing Strategy

1. We will create pages on Social media websites such as Facebook and gives info about our products and features.
2. We will write regular blogs explaining the working of app and gives riddles to figure out new upcoming features of our app.
3. We will create a website where users can ask about issue and other users can provide answer to them with loyalty point based system. Higher the loyalty point more features he can access from our paid version app and can get other perks too.
4. We will gives ads on famous websites which has a huge audience.
5. We can make youtube videos explaining each features of app and how to use our app for maximum benefits.

## 8. Strategy for Increasing Transaction Prices

1. We can provide existing users with offers like to refers their friends to download our app and in return they will get ads free app for some duration.
2. Offering users to download ads free paid version of app at discount rates.
3. Providing Coupon/ Discount offers for purchase of app/ services on our Joint venture companies for download of paid version of ads free app.
4. On successfully increased users on large scale, we will increase the price of our paid version app to increase the transactional prices.

## 9. Joint Ventures & Partnerships

Building an audience is a lot of work. So, we look forward to working with a Joint Ventures as it will give us exposure to their audience which helps us to build our market and users. Beside this, as we going to give the percentage of the profit that we going to earn to the Joint Ventures partners, so we does not have to spend lot of money in beginning to build audience and in return it will helps us to build audience in less time. Also as audience of the Joint Ventures trust them which will also help us to gain their trust more easily and will able to develop positive reputation.

## 10. Financial Projections

For as much time as possible, we intend to keep our app free from monetization although if need be we can switch to paid plans. Our strategy for initial time is very elegant, gain as much as possible in term of customer base. We believe we have a potential for exponential growth, although we intend to keep the hype low as low as possible to gain greater stability.

At Aug.it, we intend to get to 25,000 user base by the end of our first operational year which should be followed by exponential growth in upcoming time period. Also by the end of first operational year, we have intention to become a million dollar company which again shall be followed by exponential growth.

Reference :

Business template based on GrowThink Free Template.

Strategy ideas from Forbes.