Business Plan

Company: CatchingFire

Product: OnFire

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Executive Summary

Nowadays, many people have forgotten the importance of fire hazard education. By simulating a fire scene and promoting it among students, we hope to strengthen people's awareness of danger and sharpen their skills in escaping to guarantee a higher rate of successful escape.

Scan To Watch

Demo Video

Scan To Watch

Pitch Video

About Company

Zikai Wang:

Student from High School Affiliated to Renmin University of China.

Leadership of art design and video editing.

Jiayi Feng:

Student from High School Affiliated to Renmin University of China.

Leadership of program design and programming.

Yining Shi:

Mentor, teacher of High School Affiliated to Renmin University of China.

Problems and Missions

Fire hazard is threatening people's lives, however, many people don't take them seriously.

For instance, a few weeks ago, in Russia, a large scale of fire hazard happened in the supermarket, which killed 64 people. A whole class of children, only 4 or 5 years old, was delightfully watching movie on the top floor while the flames broke out and eventually devoured them with their stifling cries, reverberate in the room. Over 40 of them died. They were all innocent youngsters growing towards their hopeful future. But a fire took away their lives brutally. As you can see, fire may happen at any times or any places, stealing away people's lives and hope. It has created numerous tragedies that people can't really predict, and it will create even more if we still choose to ignore them.

The problem is, as dangerous as it may sound, most people don't believe it will happen on them, so they don't take regular maneuver seriously, resulting in a careless attitude that could hardly help to improve their self-rescue skills. Last year in our school's maneuver we could see students walking slowly, joking to each other as if it was just an after-class break.

So we want want to seek for the reason beneath such phenomenon and look for solutions. With the help of this APP, hopefully people will be able to regain their awareness of danger as

well as sharpen their skills in escaping and eventually guarantee a

higher rate of successful escape. We hope that with our effort, there

will be less fire and less people die of fire hazard in the world.

Product Description

1.Product Form

We decided to develop a phone APP which simulates the scene of fire, allowing users to practice fire escape and react to different situations on their phone.

Our APP offers users with unprecedented experience of tense, breathtaking and impressive feelings in escaping practice. Not only is it fully functional, but it also has the advantage of low cost and easy to use.

2. Core Function-User Guide

When you enter our APP, you have two player control modes to select: Joystick Mode or Gyro Mode.

With Joystick Mode, you can control the player with a virtual joystick. And with Gyro Mode, you can control the player's direction by tilting your phone, and walk by touching your screen.


Then, you'll find yourself in a classroom with a fire threatening your

life. Getting used to the environment, you have to find the fastest way

to escape from the building before the fire catch up with you.

On getting to certain locations, such as fire escape doors or

elevators, questions related to fire escape will pop up. It's of great

necessity for you to choose in the limited time. We believe that with

this kind of exercise, your ability to respond quickly and correctly to

emergency is sure to increase.
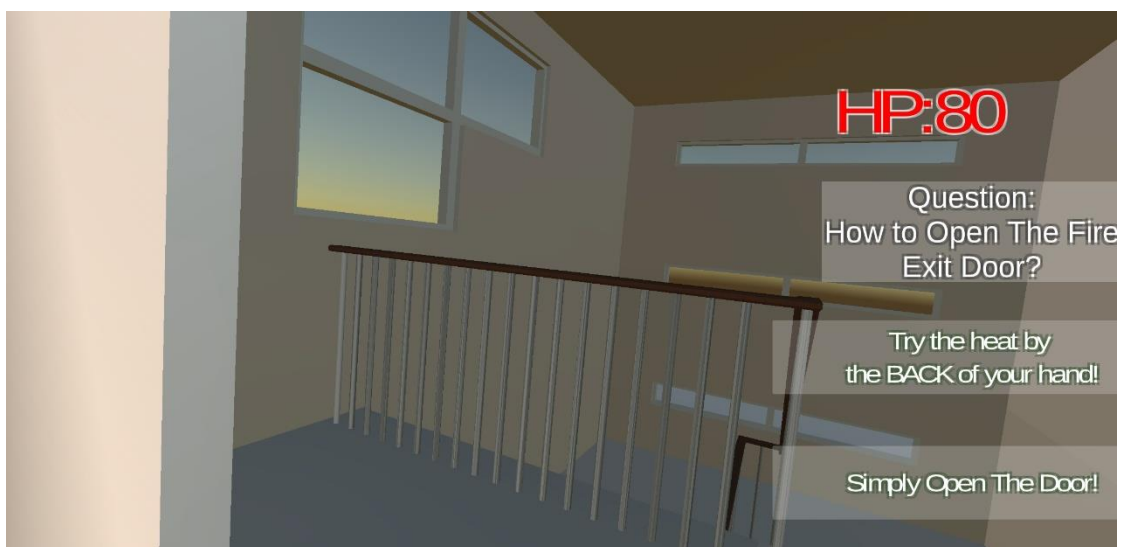
HP: Your health point will decrease with time. And the closer the

fire gets to you, the faster it decreases.

3.Future Direction

Firstly, we are going enhance our original version. By building more realistic models, our APP will adapt to a more adequate amount of circumstances. And there will be more emergency situations which required quick response with the improvement of program.

Secondly, we are thinking of doing another iteration by using AR. Users can see the real campus through their phone camera, while seeing the virtual signs only on the phone canvas.

At last, not only do we want our APP to enhance people's awareness of danger, but we also want it to help people escape when real disaster occurred. So we are planning to add a new feature in the future. With the use of network localization, our APP will be able to guide users out when they're in unfamiliar places.

Branding and Promotion

Branding

Our team name is Catching Fire, and our APP name is On Fire. Not only are they catchy and easy to remember, but they also emphasize the theme of our APP, which is fire. Catching Fire expresses our hope to prevent people from the danger of fire, and On Fire means we want our APP to be widely used.

Promotion

In the initial stage, our main group of targets is children and students on campus. We will promote our APP through social media such as Facebook, Twitter, and Weibo. For further information about our APP, we will upload videos to video websites such as YouTube and Bilibili.

Due to our limited budget, we can't afford large-scale advertising, so we'll ask students around us to try out our APP, and establish our APP's name among students. After new features being developed in the future, our APP will also be suitable for office worker and can be used in shopping malls.

Market Analysis

Market Research

To get a detailed information of the current fire education, we carried out online questionnaires and face-to-face interviews. We surveyed various age groups ranging from middle schools to graduates to reduce statistical bias.

As a result, we found out that campus fire safety education requires a more helpful system, besides the traditional educating methods.

In measuring of the product form, affordable and convenient are the keywords. So APP would be a good choice.

Potential Market

We hope to produce the APP to all the people involving in campus fire safety education, including:

- Students
- Teachers
- Parents
- Schools
- Government

They are all the potential users.

Competitive Product

As we searched in all kinds of ways, there aren't many existing products which share the same usages as ours. So we can only compare with the traditional educating drill and the last generation product of our own company.

Traditional Educating Drills

	TRODITIONAL	ONFIRE
Main Capacity	Route selection	Awareness of danger; Skills in escaping
Number of Users	Whole school	Single person
Advantages	Easy to manage; Train the harmonization; Full of experiences	Novel and attractive; Train the individual ability; Save space Can feel the real environment
Disadvantages	Fail to draw attention; Need people to manage; Can't feel the real environment	None experience; Require phones

OnFire has a functional complementation with the tradition method, which means we can use both of them to do the educating training.

Last Generation—VR

Our original product was based on VR tech.

In the virtual world, users are set in a teaching building with somewhere on fire. What they need to do is to escape the building as

quickly as possible.

	VR	APP
Cost	High	Low
Visual effect	Very good	Good
User feedback	Excellent	Excellent
Feasibility	Hard	Easy
Sustainability	Good	Good

The APP takes the advantages and changed the deficiency from the VR version.

Business Model

Timeline

2018	Popularize to our own campus.
2019	Spread to other schools by cooperating with the headteachers.
2020	Turn into a business product and put up to APP stores.
2025	Persuade the government to add OnFire to required course of campus fire safety education.

Future directions

Besides the timeline, since our project has a good compatibility, for future development, we have multiple possibilities.

1.For technic, we are thinking of doing another iteration by using AR. Users can see the real campus through their phone camera, while seeing the virtual signs only on the phone canvas.

2.For society, with almost the same system, we can expand the scope to a wider range to deal with other hazards like earthquake where urgent evacuation or self-rescue skills involved.