**Overview:**

As we mentioned in the research section of our poster, blank percent of people procrastinate each day and to put it simply, we decided to create this app to help bring out the productive side of people and to eliminate laziness. Like other apps on the market we have a built-in checklist and a notification system to remind you about your goals. What makes our app special, is the use of visualization techniques to help people achieve their goals even faster. This is proven to help people:

* Ignite their creative subconscious to help them come up with more ideas
* Increase their motivation
* Help them to focus on their main goal

We have also worked with top athletes and other professionals to provide customers with bonus videos on the techniques that they used to excel in their field.

One of the features that seemed most effective during the prototype stage of our product was the app’s ability to show the consumer what they could’ve achieved if they hadn’t procrastinated and wasted their time on non-essential activities. This works so well because it gets the user to think “If I could have achieved that in x number of weeks, imagine what I could of achieve if I put more time and effort into my goal”

**Possible Markets:**

Currently our app is only available in the UK, Ireland and America. Our plan in the near future is to bring this app to different non-English speaking markets. However, before we do this, they’re some things that we must overcome. In general, our culture compared to non-English speaking countries is often very different and because of this we felt like we would be alienating a lot of potential customers based of our design alone. So, we decided that it would best for us to wait until we have a product that’s geared towards their tastes rather than ours and to ensure that the translations being used are of the highest of standards. We are currently offering a beta to selected countries where the product will be improved upon based off the feedback given.

We believe that by implementing this type of Global marketing Strategy that we will be able to maximize our sales and increase our profits

**Ecommerce**

As mentioned, before we have partnered with several athletes and as part of our contract, they have agreed to advertise the app on their social media accounts, this includes Instagram and Twitter.

We also have a global marketing strategy planned where ads produced by our company will vary from place to place depending on the region and its’ culture and tastes. This should theoretically increase sales as the marketing of the product changes in order to appeal to customers everywhere

The main method of the revenue generated will come from the advertisement on the app itself. Later, we will also include the option for users to pay for an ad free version. The reason why we made this app free is because users are more likely to download an app where there are no perceivable costs and where no credit card information is needed. Doing this means that there are no acquisition barriers for the user as they can just delete the app without having to look for a refund.

This app is currently available to purchase on the Google Play store and on IOS devices