Target Problem

Nowadays many people specially young generation spend a lot of unproductive hours on different places including social media. Some want to maintain good and bad habits, productivity, lifestyle, fitness, are unable to maintain consistency.

The Solution

If they can maintain these in a suitable way it would help them stay on strack.

❏ To build an application to help people improve productivity & good habits that are important keys for all classes of people.

❏ In this application, User can create their own habits as per their wish.

❏ The application will help the user to maintain good habits for a healthy lifestyle through some interesting features

Our Uniqueness

❑ In this application, User can create their own habits as per their wish.

❑ There will be a strong community network; User can make friends, write blogs, share their experience or ask for help.

❑ There will be a ranking board for individual habit through which user can see the ranking of himself as well as his friends.

Market Size

- ❖ This product is a universal platform as people of all ages and professions can use it.

- ❖ Initially, our target group is young generation aged between 15 to 40.

- ❖ Total population of Bangladesh is 166.3 million among them 83.15 million are aged between 15-40. Among them 71.5 million are smartphone users and 51.48 million have internet access. If we can reach 10 million of them, it will be huge. So, hopefully the market size will be large.

Our Progress

Some features have been implemented, others will be implemented soon.

Use case of bdapps API

We'll make use of the SMS send, receive, and report service api.

To inquire balance and perform direct debit, we will utilise the CAAS api.

For managing the user subscription process, user base size, user subscription

status, and notifying users, we will utilise the subscription api.

The OTP api's otp request and otp verify services will be used.

Marketing Plan

- ❏ Our user group is about 71.5 million people in Bangladesh. Our target is to reach about 10 million people.

- ❏ Initially, we'll offer all the features for free of cost. After reaching 5k downloads, we'll offer 1 month free trial and later make premium activation for some attractive features (Graphical reports, exercise tracking etc.).

- ❏ Includes Course Purchasing and Product buying from related Shops.

- ❏ Ads will be shown in our app by which we can generate some revenue as well.

- ❏ One can invite others to download the app. For each download by the invitation link, he will get 50 bytecoins. 100 bytecoins = 10 tk.

Targets and Plan of action (1st year)

❏ In 1st year, we'll try to Establish and Reach our Target market.

❏ We'll try to reach 10k downloads.

❏ As it's a startup, so initially we'll offer all the features for free of cost and after certain amount of downloads we'll make some features premium and try to increase the financial growth gradually.

❏ We'll add new features and improve our app as per our users' review.
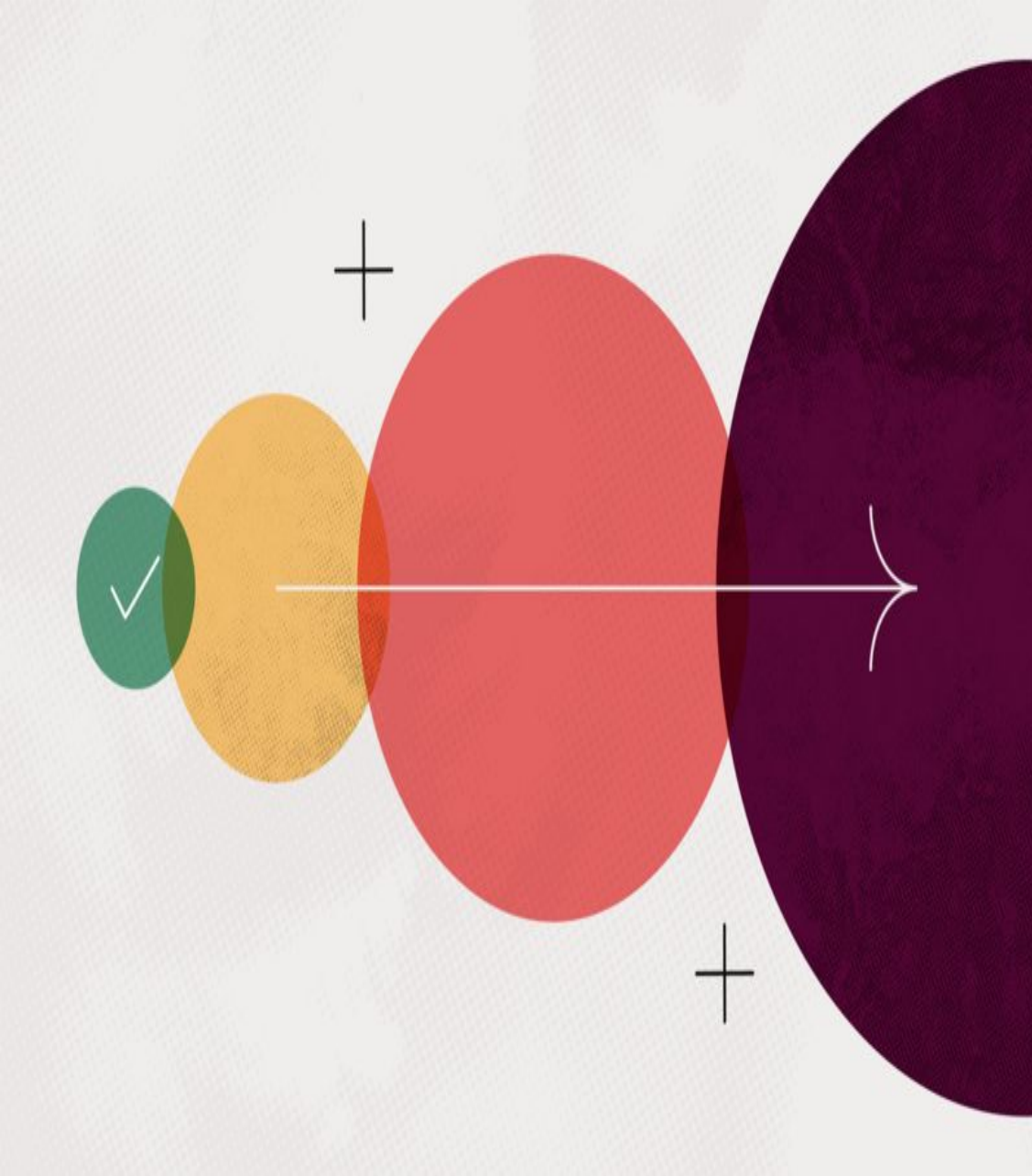
Future Plan and Scope

❑   Our application is not only limited to geographical boundaries, it can be used globally.

❑   So, we'll try to improve our app to be useful for the people worldwide.

Technology Stack

- ANDROID CLIENT :

  Flutter

- USER AUTHENTICATION :

  Firebase

- DATABASE :

  MySQL

- VERSION CONTROL :

  git

- COLLABORATION:

  GitHub

Meet the Team

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Developement

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Developement

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Case Study and research

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Open For Questions