Executive Summary

L&L is a startup company centered in Palo Alto, California that is committed to making test preparation resources accessible for all students. MyProctor, a free app that prepares students to feel comfortable in an SAT –taking environment, is L&L's first step to accomplish this mission. L&L is currently comprised of two members: Lindsay Rosston and Lea Sparkman.

Market

L&L market currently consists of all high school students, most of whom are required to take the SAT as part of the college admissions process. According to the College Board, a total of *** students took the SAT last year; we can expect a similar market size in following years. In the future, MyProctor will also expand to other tests, allowing students to prepare for the ACT, AP tests, and more.

Product

MyProctor is an iOS app that allows students to simulate a test day environment for the SAT and track their score improvement over time. Students may choose between two test modes: practice mode, which resembles an untimed simulation of a select group of sections; and test mode, which closely resembles the rigid environment and timing of a testing center. After each test, the app scores the student's test and displays several statistics to portray the student's progress over time. Unlike many other apps on the market, MyProctor is free for users and non-competitive, focusing on a student's personal improvement rather than success compared to other peers.

Competitive Edge

Similar apps to proctor exams are available on the app store; these applications, however, do not serve to fully prepare students for the tense test-taking environment, potentially leaving them less confident in their skills than previously. With both a practice and test simulation mode, students using MyProctor can grow familiar with the SAT at their own pace. Furthermore, our app provides them with a means to save and track progress overtime, a key feature that is unique to MyProctor. To spread awareness about our app, we will launch an advertising campaign on social media, reach out to schools, and partner will tutoring centers—all central places of many students' study environment.

1.1 Mission

Our mission is to provide all students with the opportunity to feel prepared to succeed in a testing environment, and feel confident in their time management skills. We hope that the free app will help to deconstruct the direct correlation between family wealth and an individuals SAT score, which will in turn balance the playing field for low-income students in the college admissions process.

1.2 Path to Success

MyProctor will be the only app on the market that allows students to fully prepare for tests and track their progress over time. Other apps who do not contain this feature do not foster a drive to improve and retake the test within students and thus cannot retain their users as effectively. Furthermore, MyProctor consists of a team of students who have direct and recent experience with the SAT; therefore they are capable of building an app that is specially tailored towards the students' needs.

1.3 Goals
- Form partnerships with at least five tutoring centers by the end of 2016.
- Inform at least 10 schools of MyProctor app by October 2015.
- Watch students' scores improve by 10% on average over app use experience

Product Description

MyProctor is a free app geared towards helping students succeed in their SAT exams, which are often essential components to a student's college application. Lindsay's app description goes here.

The first mode of the app is called "practice mode," in which students can familiarize themselves with the SAT prior to taking a formal practice exam. In this mode, a user can select to skip certain sections and exceed the time constraints allotted by the SAT. If a student spends 30 minutes on a 25-minute section, for example, the proctor will simply record how much time was used rather than skipping immediately to the next section when time is called. The student can view his or her improvement in time management by viewing her previous tests in the statistics section.

The second mode of the app is called "exam mode," in which students are placed in a real-life exam environment. Under this mode, the app will read the official SAT instructions, provide 5-minute warnings prior to the termination of a particular section, and enforce break/section times. Students can elect to enable distractions such as coughing, pencil tapping, and whispering to accurately simulate the nuances of a testing center. At the end of the exam, the app will walk students through the nebulous SAT scoring process to eliminate any confusion about how points can be collected throughout the test.

A third feature of this app is the statistics section, where the user can view his or her score progress by section as well as time management improvement both graphically and numerically. This portion of the app ensures that students do not lose track of their progress and are sure of what score range to expect on the official SAT.

Market Analysis

MyProctor targets high school juniors and seniors, especially those who do not have the funds to pay for extensive test preparation and tutoring. Because the app is geared towards underprivileged students, it is highly important that it stays free. Funds to support the L&L enterprise via this application will be from video advertisements, which will be played during the breaks that occur during the tests. Ads will be targeted towards the interests of young adults, including, but not limited to, upcoming sports events, summer programs, concerts and album releases, and low-cost test prep materials. Each test includes three five-minute breaks; thus, each test would contain approximately 15 minutes of spaces for advertising messages.

4.1 Target Audience and Marketing

L&L is focusing on high school juniors and seniors as the primary consumers of this app. Students who cannot afford test preparation but still would like to feel ready for their SAT will be inclined to purchase MyProctor for the benefits it provides.

To obtain low-cost publicity for MyProctor, L&L plans to advertised the application through social media campaigns as well as schools and tutoring programs such as AJ Tutoring, Building Futures Now, and the Boys and Girls Clubs of America. Centers such as these would be enthusiastic to encourage their students to download MyProctor, as the app coincides with their mission to educate and prepare students for success in high school and beyond.

4.2 Competitive Analysis

Currently, two similar apps exist on the market: Proctor and SAT Timer.

SAT Timer allows students to select the order in which they would like to take sections of their test by tapping a series of buttons, and then proceeds to display a timer that corresponds to the selected order. The function of selecting section order is both confusing to first-time exam takers as well as unrealistic to the official SAT. On the exam day, for instance, students are required to take the exam in the order in which it is printed, which cannot be changed or determined by the exam-taker. The SAT Proctor also does not track scores for its users or provide a practice mode, thus failing to provide any productive feedback to the students.

The Proctor app contains a variety of tests for students to take, including the ACT, SAT, LSAT, GRE, and Bar Exam. While this may seem useful at first glance, the app fails to tailor itself to the specific needs of high school students. The Proctor also does not allow students to track their SAT scores and view progress over time, once again providing no feedback towards the user's progress. The app also allows students to select which sections they would like to take and which ones they would like to omit, which is, as previously mentioned, not representative of a true testing environment.

Features	Exam Mode	Test-Day Distractions	Proctor Narration	Scoring Walkthrough	Score Tracker	Practice Mode
MyProctor	þ	þ	þ	þ	þ	þ
Proctor	þ	þ	þ			
SAT Proctor	þ					

Strategy and Implementation

L&L intends to effectively market the MyProctor app by stressing the complete guidance—from first test, to test day—and user-specific feedback that no other app provides. While previous apps have attempted to guide students in the SAT-taking process, they have failed to provide the key component to ensuring success: customized performance feedback. MyProctor provides students with clear milestones on what they can improve upon, encouraging them and paving the way toward a successful test day experience.

5.1 Competitive Edge

The key factors that make MyProctor unique are its flexible practice mode and its ability to track students' scoring progress over time, features that currently do not exist in any other app on the market. Studies have shown that when students have a goal to work towards, they are 38% more motivated to succeed and 32% more successful. Students will feel encouraged to continue using the app, as they will look forward to watching their scores and efficiency improve over time. Because the program is non-competitive and goals are personalized to each user, students can hone in on their own improvement rather than their scores compared to online statistics or peers. The feedback MyProctor provides is certainly the most productive, as it is a confidence booster, rather than a discouraging tool.

The L&L team, consisting of two high school students who are currently the target audience for this app, feel that a social-media focused marketing strategy is essential to capturing the attention of MyProctor consumers. L&L plans to launch a Facebook page that posts funny test-taking messages and images to engage their target audience as well as information about app updates and improvements. According to a survey conducted of ** high school students, **% access Facebook, Twitter, or Instagram while studying, providing us with an excellent opportunity to advertise our product.

Beyond social media, L&L will reach out to several different tutoring centers, especially those that provide under-resourced communities with educational opportunities. Centers such as these, whose goal is also to prepare students for tests like the SAT, will see the app as a benefit to the students they service; the MyProctor app will serve as an enhancement to the organizations. Such connections will come at no extra cost to either the tutoring centers or L&L, but will greatly benefit both parties.

Goals of Implementation

By the end of November 2016, we hope to have successfully launched our app into the App Store and gained traction with our target audience, obtaining a goal of at least 2,000 users.

Sept. 2015 Hire Full-Time Programmer

Oct. 2015 : Finish Beta Version of App

March 2016: Initial Launch to App Store

July 2016: Partner with 15 Tutoring Centers

November 2016: Obtain 2000 Users