Let's Save Lives

iHELP BUSINESS PLAN

24th March 2017

USB COMPANY

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Contents

USB – iHelp App

1.0 Executive Summary

1.1 The problem

In our daily lives, our bodies are accustomed to a certain routine. However, when met with an unfamiliar situation, or emergency, response to the situation often leads to unpleasant consequences. Over the years, Kenya has had a variety of emergencies and disasters such as fires and health disasters. As our human nature, we tend to act on impulse and not the right response action depending on the knowledge of the person on the matter. In fact, in the top 50 causes of death in Kenya, traffic accidents is the 11th, suicide the 20th, injuries the 21st, fires the 26th,with health issues in the between. Time is consumed when inquiring of personal details when calling for an emergency and this adversely affects the life at risk. The problem we are trying to solve is the inefficiency of emergency services. In emergencies, the sick or the injured sometimes wait for more than 12 hours before they get definitive care hence lives rarely saved. According to the Kenya Council of Emergency Medical Technicians (KCEMT), there are only 68 ambulances in Nairobi.

That is why a Kenyan company, USB, located in Nairobi Kenya decided to come up with a security- based emergency mobile application called iHelp. The purpose of this business plan is to launch iHelp that will help solve the problem stated above.

1.2 App Overview.

iHelp, by USB Company, is an app that focuses on increasing efficiency of emergency services and providing awareness on appropriate responses. It provides an interface on which one can access various emergency services, such as police assistance and ambulance services from one platform. Moreover, one can participate in quizzes and learn more about adequate response actions to emergencies such as terrorist attacks. One can also connect with various health professionals and hold information sessions about various topics. Once the user opens the app, they key in their personal details like names and phone numbers for the database to have a record of the number of users. It then shall lead them to the homepage where there are different choices to choose from e.g. Emergency help, iHelp kit and Feedback center. Each of the choices have different purposes; The emergency help button has panic buttons for different types of emergency, the iHelp kit has the response information and information sessions section and the

feedback center shall give users a chance to communicate with administrators about problems they have encountered and offer improvements.

1.3 Services offered

The services offered by iHelp include:

- ✓ Ambulance services
- ✓ Police assistance
- ✓ Suicide Help lines
- ✓ Drug Abuse Help lines
- ✓ Child Abuse Help lines
- ✓ Help Kit

2.0 Company Description.

USB business is a Limited Liability Company.

2.1 Mission

To provide easier and faster access to helpline services and enable people to be knowledgeable and respond appropriately to different emergencies.

2.2 Vision

To have a safer environment and save lives.

2.3 Objectives

- To come up with a working mobile application.
- To have helpline services accept to work with iHelp.

2.4 Key Company Principles

Support, teamwork, and understanding.

2.5 Key people in the company

Tara Ogoti- Head of Operations.

Supervising staff, project management, working with clients, and solving problems

Yvonne Wangithi –Head of public relations.

Creates and maintains a favorable public image for the organization they repress.

Shamim Rashid-Head of finance.

Works out on the start-up capital and the revenue iHelp is to earn. She also deals with methods used to earn the revenue.

Angela Awino-Head of marketing.

In charge of promoting\advertising the app.

Precious Musyoka-Head of technology.

Deals with the technology used to develop the application.

2.6 Organization and Management

Design

The technology team, bearing in mind the needs of the user, designed the application. They ensured the application is appealing and pleasant to the eye.

Technology

Developing uses MIT app inventor, but as the application grows, iHelp is going to use advanced programming languages like Java and C++ to give it more features and functions.

Marketing and sales

The marketing manager analyzes the market size and different ways of making iHelp attractive to the target audience.

Service and Product line

iHelp offers a range of services that all work towards catering for the people's well-being and general health. These services are listed above.

Target Audience.

The target audience is Kenya's tech-savvy generation, between the age of 15 and 45. This is because currently, those are the people with the most number of smart phones in Kenya.
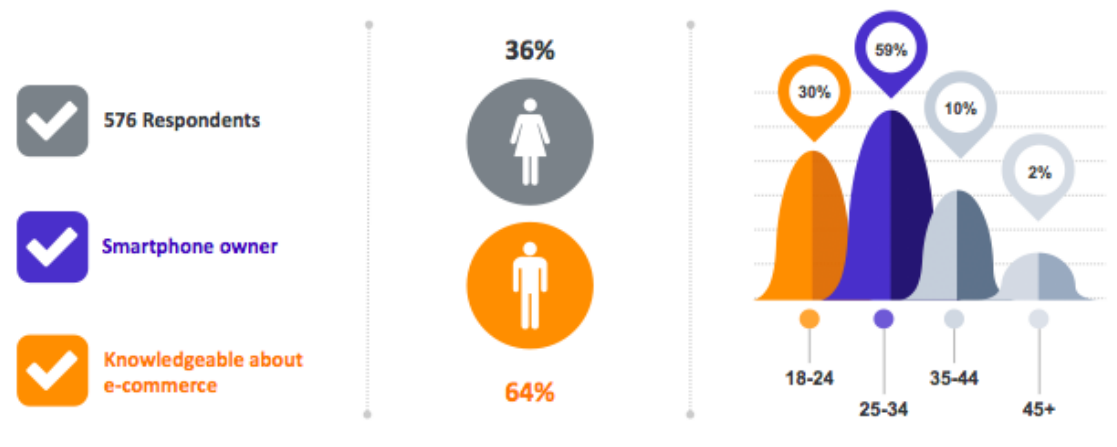
2.7 Product and Market Overview

We plan to sell a security-based emergency mobile application, iHelp, to people in emergencies.

2.8 History of the app

The app is created by 5 people who met and found out that emergencies have not been attended to well in Kenya. It became very personal when one of the team members lost her dear neighbor Mama Kim. She was like a mother to her and even her strict parents would leave her under her care. However one fateful day, as she was coming home for lunch, she saw smoke coming from her compound and ran towards her house .To her dismay, she ran for her dear life ablaze hoping to cut out the fire. Our team member ran up and down in search of help but all was in vain. Sadly, Mama Kim died a painful uneventful death.

2.9 Future goals

- USB Company strongly believes that iHelp has great potential to grow to East African countries, African countries and globally in the years to come.
- This will be achieved by making iHelp USSD applicable. This way, those without smart phones can also be assured of being safe all the times.
- USB Company also plans to have iHelp translated in different languages like Swahili and German.
- Adding biometric features to those who have smart phones so that it can be easier to log in just by voice recognition. This will be more beneficial to the blind and the physically challenged
- Making iHelp available in the IOS market in addition to the android market.

3.0 Product Description.

3.1 Description

iHelp is an emergency help app. iHelp provides the user with a platform to communicate with different help lines in case of any emergency. The user is able to acquire information on appropriate response actions such as how to handle an emergency victim. Furthermore, a center where they may report any unattended need or air their views about the application is provided. . In the case of any emergency, the user will tap the icon for the app. The user will see a welcome page and the almost immediately, the user will see a main menu with the three options:

- Emergency services
- Help Kit
- Feedback center

In the emergency service option, there are several options such as police services, ambulance services, suicide helpline, abuse helpline, and drug abuse helpline. Once any of the buttons is clicked, he\she is directly connected to the main headquarter of the helpline. The user can also send an image of the emergency if the situation allows. The user will then receive a message assuring him/her that help is on the way.

Under the help kit sector, the user will get information on what to do during different emergencies e.g. terrorist attacks, fire outbreak. Videos on how to use different gadgets during emergencies will be available.

On the feedback center, the user and the emergency services will get to give their views and problems they encounter while using the app. This way, USB Company gets to improve its services and make iHelp the solution.

*Look at Appendix C for the application prototype and block diagram.

3.2 Advantage over competition

iHelpfaces direct competition from MedAfrica, MyFlare and Ololashe, all of which either give emergency services or health information. Our advantage is that our application provides for

both of these services cost-effectively and has a help kit to educate users on how to handle emergencies.

3.3 Product development.

iHelp is in the process of development. To be specific, the programming and designing the application is already done using dummy data for demonstration purposes.

During implementation, the application will need incorporation of real data and connection to the different help centers.

3.4 Research and Development.

A department is put in place to obtain new knowledge that might be used to create new technology, products, or services.

 Its main responsibilities are:

- Researching about customer changing needs.
- Researching about the trending technology.

4.0 Market Analysis

4.1 Product Outlook

iHelp provides the user with a platform to communicate with different help lines in case of any emergency. The user is able to acquire information on appropriate response actions such as how to handle an emergency victim. Furthermore, a center where they may report any unattended need or air their views about the application is provided. Data has shown that every minute saved can increase the chance of survival by 8%. In Kenya, there are around about three million emergencies per year and around 300-450 thousand ends in death. Even if only 10% are attributable to slow response times, potentially 30-45 thousand lives per year could be saved. iHelp enables the user to communicate with a variety of emergency services, information on appropriate emergency response actions and a platform to air their views, more so, report any cases unattended.

4.2 Needs of the Market

- Need for a collection of all help lines in one place.
- There is the need for a quick response from help lines during emergencies.
- Knowledge on different types of measures to take during emergencies.

4.3 Market description

By marketing this app to mainly adults and school going children, mainly the teens, iHelp is assured of a better and safer Kenya by target users having access to phones and having the understanding to go for help when an emergency arises. iHelp is giving power to the teens to feel more secured for they know they do not have to necessarily rely on their parents for help when an emergency arises they will be able to know that iHelp will be on their way.

4.4 Key Competitors.

iHelp key competitors are:
- MedAfrica
- MyFlare
- Ololashe

4.5 Market share

iHelp has no users at the moment but through the advertisements, it shall be in use by many users such as the vibrant teenagers who are always active on the internet. iHelp shall quickly and easily penetrate the market.

4.6 Customer Research

Interviews were conducted with several potential users and this is a summary of data collected:

Fire Victim:

"I lost a very close neighbor who was like a mother to me due to fire. I wish I had a mobile application like iHelp to help me easily reach the fire department. It probably would have saved Mama Kim's life."

One of the Speed Judging Judges:

"iHelp is a very essential application in our society. People panic during emergencies and are in need of immediate help. In our country Kenya, helplines are not easy to reach. If iHelp helps in filling that gap, then it will help save many lives."

Garissa University Terror attack survivor:

"During the attack, instead of sending incidents on WhatsApp for help as we did, I would have used iHelp to directly seek help from the respective helplines like police."

Naivasha tragedy eyewitness:

"In the terrible accident where the victims of the road accident were burnt beyond recognition, iHelp would have been used to alert the nearest firefighters before the situation got out of hand."

4.7 Customer Demographics

According to research, the sample of graphics below show data gathered by various organizations in 2014 showing death rates and the causes in the world. These situations can be reduced let alone prevented through emergency helplines and creating awareness. iHelp targets the age group of 15-35
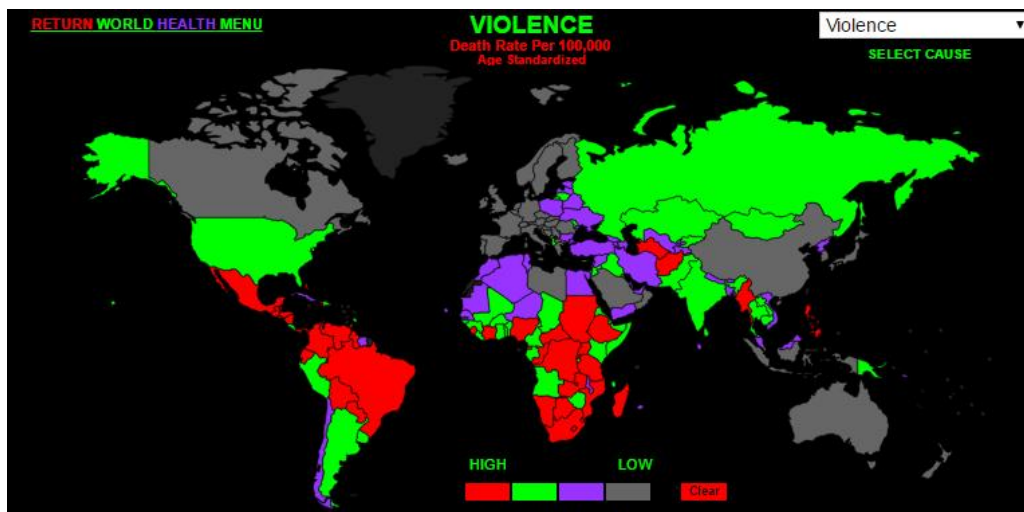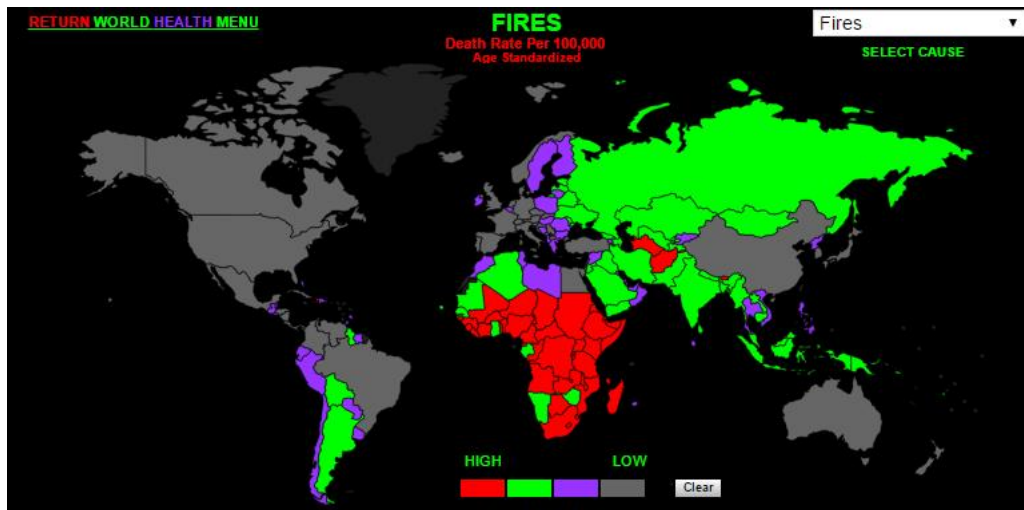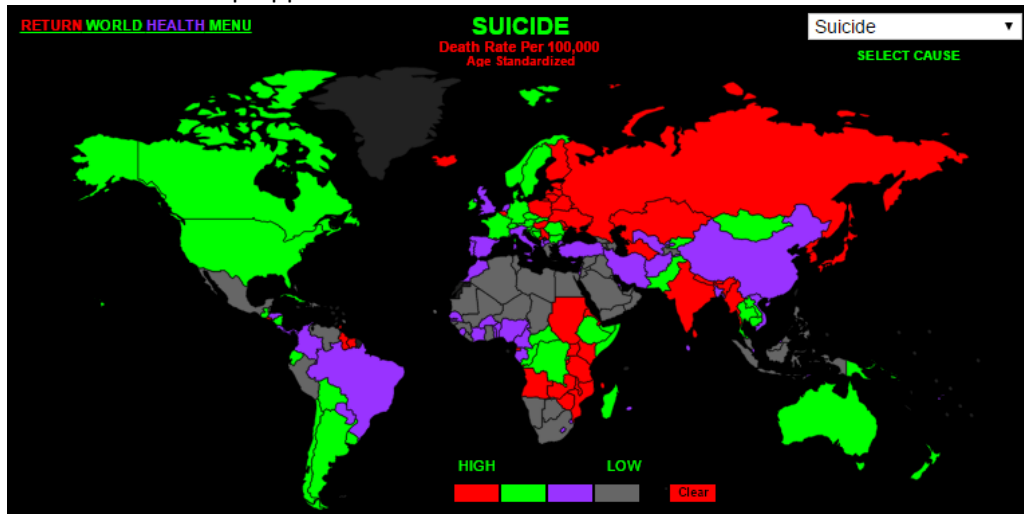
4.8 Competitor analysis

Our competitors, mentioned above, give either emergency services or health information. The advantage that iHelp has over these competitors is that it provides for both services cost-effectively and has a help kit to educate users on how to handle emergencies.

Functionality	iHelp App	Other Apps
Emergency services	🟩	🟩
Feedback Center	🟩	🟧
Help Kit	🟩	🟧

- Green = Available   Orange = Not available

5.0 Marketing Plan

5.1 Market Penetration

iHelp will reach the target market through advertisements on media platforms and social media like Facebook, Instagram and Twitter. Targeting the tech-savvy generation, market penetration will be very easy since this generation is always on the internet.

5.2 Pricing, Promotion, and Distribution

iHelp mobile application is priced according to the standard and affordable prices as projected in the financial projection.

Promotion of the application will be done through offers and prices that will run in the application,

Distribution of the app will start with a particular Kenya county. When implementation is successful, the application shall be distributed to the other counties, Kenya, Africa, then to the world.

5.3 Distribution Strategy

Being a startup company, initial distribution will be done by the five members who will personally approach a partner and customer. As the company grows, more advanced strategies will be put in place.

5.4 Company Employees

To start with, the company will only need the five employees namely:

Tara Ogoti- Head of Operations.

Yvonne Wangithi –Head of public relations.

Shamim Rashid-Head of finance.

Angela Awino-Head of marketing.

Precious Musyoka-Head of technology.

As the company grows, more employees will be recruited to work under the departments mentioned above. The number of employees will depend with the work available at that particular time.

6.0 Financial Projection

*Look at Appendix B for more information.

According to our research, we have found out that 3 million emergency cases are reported every year. Out of these,60% is in urban areas. We plan on each user downloading the app for 0.25$. Therefore, for the first year, we are going to earn revenue of approximately 450000$.We also hope to expand our market at a rate of 5% annually. This will give us a projected revenue of 487500$ for our second year.

Since we are all high school students, we will not require a lot of capital to develop this app. However, we will require help for the start-up. This will be earned from our currently running business of selling items and aid from friends and relatives. According to research, we have carried out in school, 90% of the population has shown interest in the app. Therefore, we have a reason to believe others all through the country would have a similar interest.

7.0 Appendices

Appendix A : References

1- *"HEALTH PROFILE KENYA." World Life Expectancy. World Health Organization, n.d. Web. 19 Mar. 2017.*

2- *"Flare: This Startup Is Building an Uber for Ambulances." IHUB. N.p., n.d. Web. 20 Mar. 2017.*

3- *"Whitepaper: The Growth of the Smartphone Market in Kenya." Jumia Blog. N.p., 09 June 2015. Web. 20 Mar. 2017.*

4- *"Kenya's State of Emergency Due to Shortage of Ambulances." N.p., May 2013. Web.*

Appendix B: Financial Statements

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Balance Sheet

As of 24th March 2018

	Amount ($)	Amount ($)		Amount ($)	Amount ($)
Current Assets			Current Liabilities		
Cash	100		Tax	60,500	
Investments	393,000		Unearned Revenue	450,000	510,500
Inventory	16,075		Fixed Liability		
Prepaid Insurance	1, 500	410,675	Shareholders loan		75
Fixed Assets					
Patent		100,000	Opening Balance Equity		100
Total Assets		570,675	**Total Liabilities and Owner's Equity**		510,675

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Cashflow Statement

For the Year Ending 23ᵗʰ March 2018

Operating activities		
Cash received from customers	$450,000	
Cash paid for salaries	(250,000)	
Cash paid for other items	(75,000)	
Cash provided by operating activities		$125,000
Investing activities		
Money to side business		(25,000)
Financing activities		
Payment of dividends		(15,500)
Increase in cash		$84500
Cash, March 24 2017		100
Cash, March 23 2018		$84600

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Income Statement

For the Year Ending 23th March 2018

Revenues		
Services to customers	$450,000	
Interest revenue	15,000	
Total revenues		$475,000
Expenses		
Salaries	$250,000	
Other operating expenses	75,000	
Total expenses		325,000
Net Income		$150,000

Appendix C: APP PAPER PROTOTYPE

Block diagram