BLUE HOPE

BUSINESS PLAN

Blue Hope Application

CREATED BY: DEV LOVERS

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Technovation
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SUMMARY

1 EXECUTIVE SUMMARY

In the midst of so many problems that the current society is passing, hope comes when there are people willing to help others. Giving is a way to encourage love and solidarity in a community.

Blue Hope is a non profit organization with the dream of helping the world to be better. To help with this, the company has as main goal to establish a bridge between charities and people willing to make donations through an application called Blue Hope for Android and Ios.

Blue Hope refers to the hope of a better world that will build from the donations that will come through the app. It has a wide market segment, involving all types of charity and also anyone who wants to donate.

The service offered will bring problem solving and social union for social causes, being easy to use when compared to other competitors.

2 COMPANY DESCRIPTION

Blue Hope is a non-profit company located in the city of Santa Isabel, São Paulo. The company was founded by Ketryn Demski, Maria Eduarda Braga, Mayara Reghin and Rafaela de Castro.

The business was created in 2019, based on the experience of the founders themselves, realizing that many wanted to help the poor community of their cities, but did not know where to start, what charities were looking for and what they could do. On the internet, they have found no way to find or communicate with these institutions. When faced with this reality, they realized that many people went through this situation and when they heard about Technovation and its proposal, they saw an opportunity to solve this problem.

The mission of the company is to facilitate communication between potential donors and charities, helping society to have more solidarity and love for others. Every good deed, no matter how small, is a step toward a better world, and Blue Hope wants to be a bridge for these good deeds to happen

Thus, the main objective is for the company to become known in the São Paulo Metropolitan Region, bringing together charities and users from all cities in the region, and draw the attention of companies and people willing to invest in the project.

3 ORGANIZATION AND MANAGEMENT TEAM

According to the authors of the book *Teamwork - Motivate and Energize Your Team Already*, Brian Clegg and Paul Birch (2003), "teamwork supposedly combines the talents of individuals to generate something more than is possible with each individual taken separately ". In this way, the good organization and management of the team is fundamental to the success of a company.

To ensure a balanced and productive work, each member of the company was responsible for one aspect in the development of the project, but always helping each other meeting to check the whole project development.

• Ketryn: created the prototypes, edited the videos and worked with the development and programming of the application.

• Maria: created the company's visual identity and future projections (brand, logo and typography).

• Mayara: worked with the business plan and application development and programming.

• Rafaela: worked with the marketing plan and the financial part.

But beyond those directly involved with the project, there is also the participation of mentors who assisted in the execution and revision. Paulo and Thiago are teachers at the Santa Isabel Technical School and both have many years of experience in the area of technology education, which allowed them to provide useful support and advice for the project.

4 MARKET ANALYSIS

According to the Brazilian entrepreneur José Dornelas, the market analysis is one of the components of the business plan that presents the understanding of the market of the company, its customers, its competitors and how much the company knows in data and information the market where it operates, market analysis allows to know up close the environment where the product / service is.

According to a survey conducted by the CharitiesAid Foundation, a UK-based institution and represented in Brazil by IDIS, the Brazilian citizen is generous and likes to donate. Besides personal satisfaction (51%), the Brazilian also takes into account the cause (41%) and the belief that all should help solve social problems (40%).

To reveal individual donor behavior, the researchers heard 1,313 people nationwide - all over 18 and with Internet access. IDIS brought the Country GivingReport 2017 survey to Brazil with the knowledge that the knowledge and reflection on the donor's behavior are powerful weapons to make donation a more present theme in Brazil's public and private sector. The importance of research that helps us understand the motivations of a donor is clear in the space that this type of study receives in the media.

As well as the donation Brazil survey, released by IDIS in 2016 and that first traced the profile of the donor in the country, the numbers of GivingReport 2017 Brazil surprised. The revelation that more than two-thirds of the population (68%) made some kind of donation in the last year is surprising because philanthropic donation is a rare theme in Brazilians' conversations: "Donation is not a theme, we do not hear comments about it in our day to day. So, we got the impression that Brazilians do not give, "explains Paula Fabiani, president of IDIS, noting that the donation is something common in Brazil, although not much discussed.

4.1 Field Research

Following the line of thinking of the specialist and executive director of Idealis Research & Communication, Alexander Luiz: "The studies raise real and reliable data that communicate the entrepreneurs with decisive information for making decisions. Its main objective is to provide subsidies that make the business viable. "
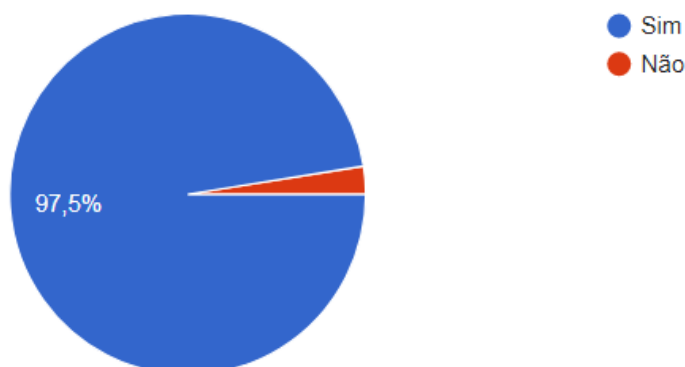
From this, the company Blue Hope carried out a field research, contacting institutions and possible donors virtually. The purpose was to know the reality and the opinion of the target public, in order to make feasible the project. The research was divided into two questionnaires: one for representatives of charities and another for possible donors. We used Google Forms, which is a tool of the company Google, which conducts searches through an online form.

The research was started on March 15th, 2019 and disclosed to institutions and public niches. 40 people were interviewed, being those of the cities of Santa Isabel and Arujá in São Paulo - Brazil, between March 15th and March 25th, 2019.

4.1.1 Potential donors

QUESTION 1 - Have you or have you ever had an interest in helping charities?
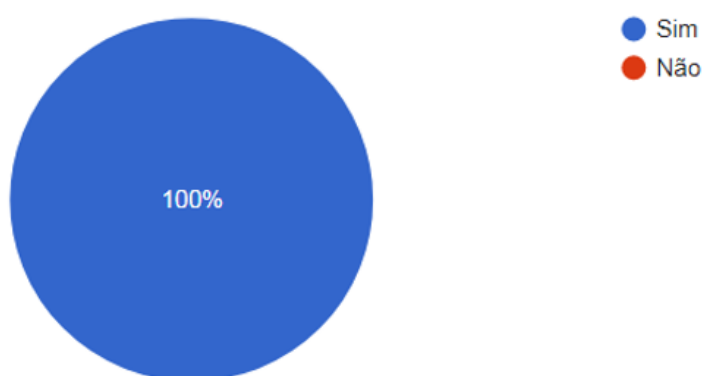
GRAPHIC 1 -

Source: The author (2019)

97.5% of the respondents answered yes and only 2.5% answered no, demonstrating that there is interest in helping charities.

QUESTION 2 - Do you have or have you ever had trouble finding nearby charities to do collaborations?
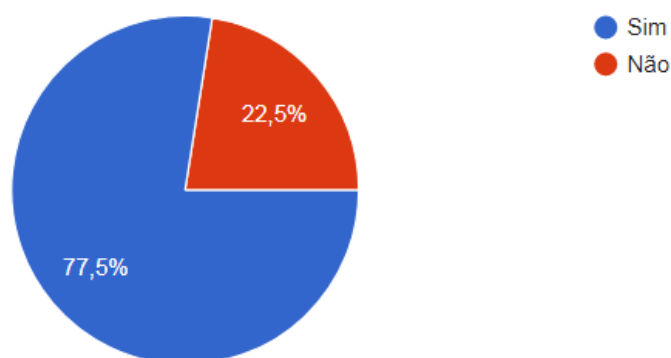
GRAPHIC 2 -

Source: The author (2019)

Regarding question 2, it was verified that 100% answered yes, evidencing the problem of the difficulty of finding charitable institutions.

QUESTION 3 - Do you know anyone who would like to do collaborations with charities but do not know how?
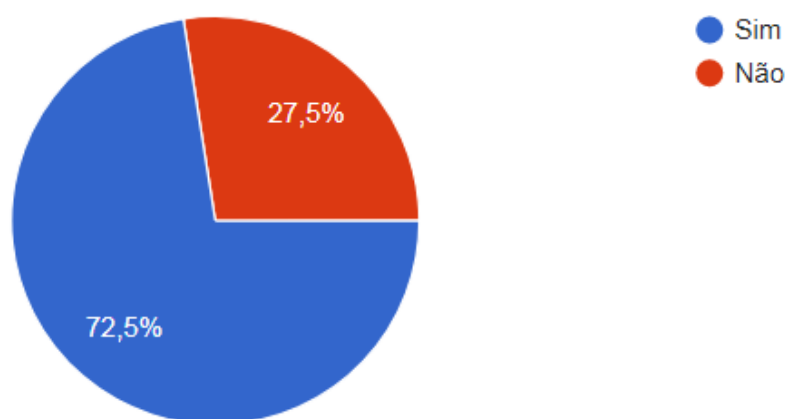
GRAPHIC 3 -

Source: The author (2019)

77.5% of the respondents answered that yes and only 22.5% answered no, showing that not only the individuals themselves, but also the people around find this problematic.

QUESTION 4 - Would you use an application that provides information from charities near and / or receiving charities virtually, so find out how to make collaborations and get in touch with them?
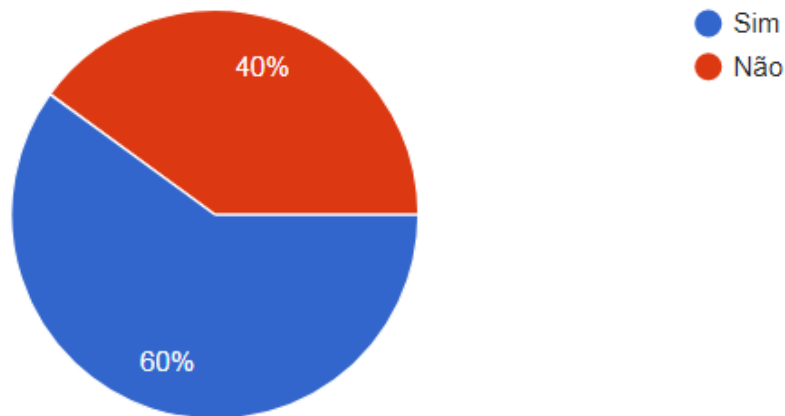
GRAPHIC 4 -

Source: The author (2019)

More than 70% of users replied that they would use the platform, showing that there would be interest in it.

QUESTION 5 - Would you be willing to make some small monetary donation to keep the application in the air?
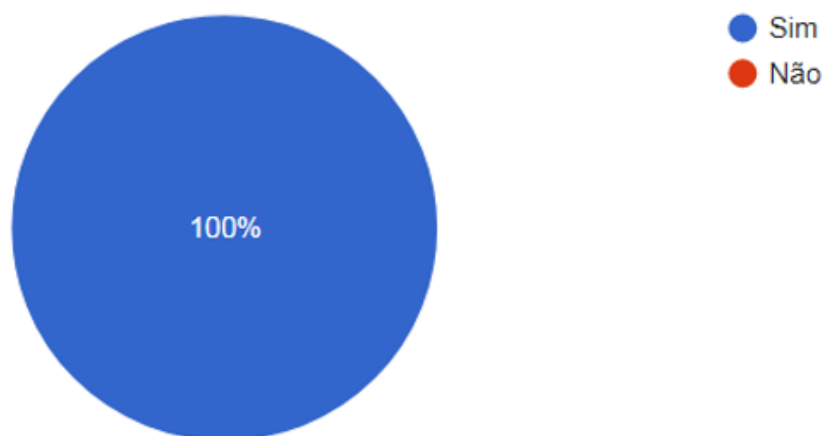
GRAPHIC 5 -

Source: The author (2019)

More than half of the respondents said they would make a small donation to help maintain the application, creating a possibility of income from donations.

4.1.2 Charities

For the field research to verify that charities can use the application, we use the Google Forms tool. Four institutions were interviewed, being the municipalities of Santa Isabel and Arujá in São Paulo - Brazil, on March 19th, 2019.

QUESTION 1 - Have you seen cases of people who want to collaborate with charities but do not know how?
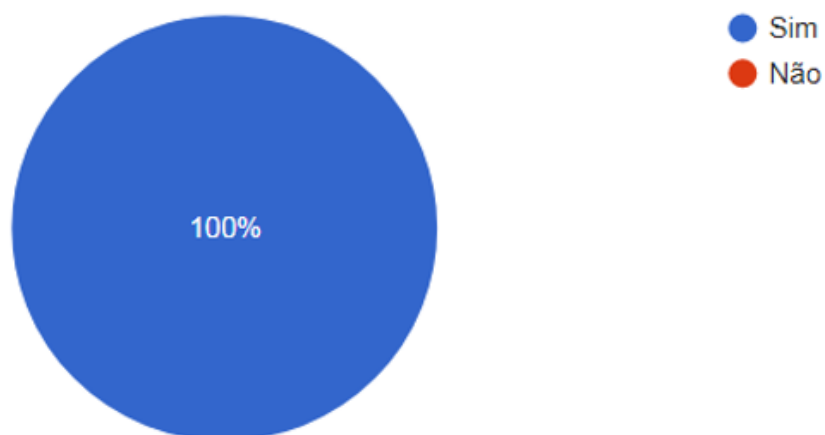
GRAPHIC 1 -

Sim ●
Não ●

100%

Source: The author (2019)

All the interviewees answered yes, evidencing the existence of the problem already mentioned previously.

QUESTION 2 - Do you feel that your institution has difficulties in disseminating itself digitally?
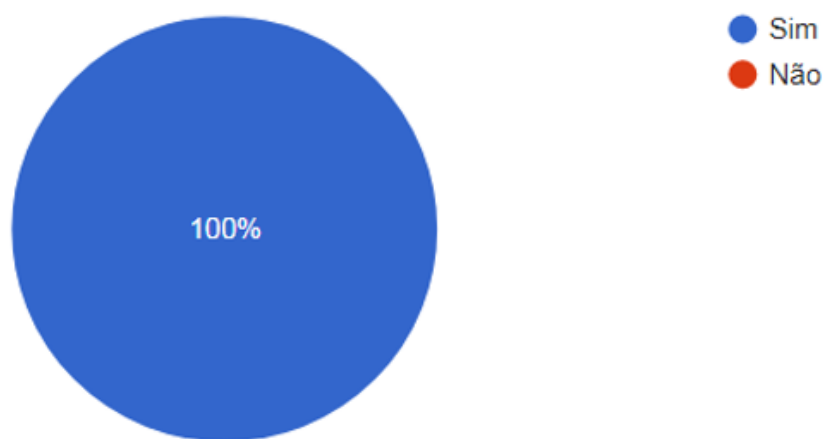
GRAPHIC 2 -

Sim ●
Não ●

100%

Source: The author (2019)

It was found that all the institutions find it difficult to get promoted in the digital environment, a problem that could be solved by the existence of an application such as Blue Hope.

QUESTION 3 - Would you use an application that makes it possible to publicize charities and find an audience willing to collaborate?
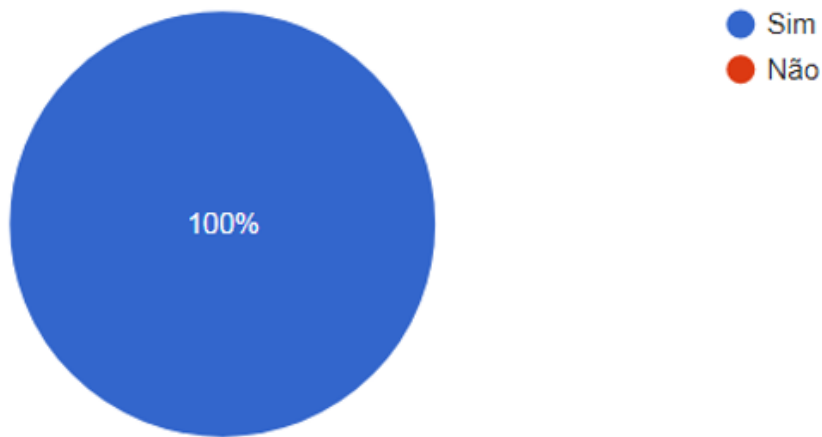
GRAPHIC 3 -

Source: The author (2019)

Regarding question 4 asked the respondents, 100% answered yes, ensuring that charities would be interested in getting promoted through the platform.

QUESTION 4 - Would you be interested in making information about the institution (such as visiting times, solicitation of participation in campaigns, etc.) available to a profile in this application?

GRAPHIC 4-

Source: The author (2019)

Regarding the question asked to the interviewees, it was verified that 100% answered yes. Such a question was asked to get a view of the functions that the application could have.

4.2 Competitor analysis

According to Sebrae, "The entrepreneur must identify who his competitors are and act from that analysis". Therefore, it is necessary to know their own characteristics, strengths and weaknesses and from them to compare with identical or similar competitors, to obtain certain advantages and certainties in future actions in the market and in the projection thereof.

4.2.1 Direct Competitors

Direct competitors are those who have the business, product or service line that is identical or extremely similar to the niche market.

4.2.1.1 JoyZ

"JoyZ" is an application aimed at making donations to charities by the application itself through its own currency "Joy". Although they have been in the market for a little over a year, they have not yet taken root, leaving room for other applications in the industry.

Positive	Negative
Market Time	No donations other than cash

It resembles a social network	Uses a virtual currency that may not be trusted
Web Contact	Too many ads

4.2.2 Indirect Competitors

Indirect competitors are those that offer products or services different from your niche, but which may reach the same audience.

4.2.2.1 Partakethe Bread

They are based on the geolocation of the donors so that they are directed to the nearest places and can donate anything they want. They are respected internationally, but are not known in Brazilian national territory.

Positive	Negative
Layout style well-arranged	Poor structuring of the system
Direct Information	Delay in communication with the user
International Popularity	Don't work only with charity, people can donate anything to anyone
	Has no focus on a social cause, have become an app of "exchanges"

4.2.2.2   Exército da Salvação

They locally collect varied clothes and objects, sell them in thrift stores, and then direct the capital. People contact them to fetch such materials and they forward one of their fleet trucks.

Positive	Negative
Make transports	Poor structuring system
Direct Information	Delay in communication with the virtual user
Very popular	Everything is done physically

4.3 Conclusion

Based on this analysis, the Blue Hope app idea is feasible and well-accepted by the target market. Therefore, it is possible to start with a description of the services and structuring the business.

5   SERVICES

According to Kotler (1988), "Service is any activity or benefit that one party may offer to another, which is essentially intangible and does not result in the ownership of anything. Its production may or may not be linked to a physical product." Thus, as the service is an activity that benefits the other and is intangible, the company Blue Hope offers its customers the application of the same name, free of charge.

Through the application, charities can create profiles to publicize their areas of expertise, needs, goals, means of contact, location, and other information about how people can help. Users can also view posts from these institutions and share with friends. Thus, users can look for organizations within their reach and contact them to find a way to help, whether through monetary donations, materials or visits and volunteering.

6 STRATEGY & IMPLEMENTATION

6.1 Branding and Promotion

The best way to remember a company is through your logo and name. To do so, the visual identity of the Blue Hope app was created in order to be in all the means of promotion of the app.

The color used in the logo was the Blue (# add8e6). The blue symbolizes the detachment of worldly life, purity and peace, and the same represents the dreams, which brings the idea that our platform aims and "dream" to make the world a better place with people who are supportive and willing to help those who need it the most.

The elements that make up the logo are a house, which refers to security, comfort and a stable place, representing charities. The location symbol represents the possibility of finding these charities. The hands holding a heart in the center refer to the idea of charity, solidarity and love.

To promote the platform in the market, will be used social networks like Facebook, Instagram, Pinterest and Twitter, posters and cards distributed by employees and partner companies.

Lectures will also be held at schools and companies talking about solidarity and the advantages of the app, as well as visiting institutions and helping them

to create profiles and use the app. Thus a greater number of charities and donors will be reached, so that they may become users.

6.2 Current situation and distribution

The Blue Hope application already has a prototype based on wirefrimes. In this first version of the application, charities register, post what they need and contact information and users can use the application to view this post, having the option to share with friends.

The Blue Hope app will be available in the Apple Store and Google Play between August and September this year, as it still has adjustments and improvements to be made by that date.

Users will be able to download these applications for free. The application has a post sharing option, which shows a message inviting you to install the application, which makes it easy to publish and distribute.

7 FINANCIAL PLAN AND PROJECTIONS

To get the money needed to develop and deploy the application, Blue Hope brings together a crownfunding action to raise money, that is, an action with a large group of people who come together to fund the project. In addition, the donation of hardware and the office of the company are given by project sponsors and the founders themselves. In this way, there will be no expenses with hardware and leases. Still, developers will volunteer, minimizing development spending.

The Blue Hope application revenue model will be based on donations from users, through the company profile in the app, and also partnering with companies.

The companies 'Patricia Festas' and 'Lu cakes', based in the city of Santa Isabel, São Paulo, generously agreed to support the project, donating the amount of R $ 250.00 in the first year and an amount of R $ 100.00 in the others, for payment expenses for 5 years. In the future, there are plans to create new partnerships with other companies concerned with the social side.

However, to stay in the air, there will be some operating costs, as the costs to publish the app ($100/year on Apple Store and $25 one-time fee on Play Store).

To minimize costs, the image editors and operating systems used will be the free ones, such as Linux, GIMP and Inkscape, which, although not well known, provide useful tools and great performance.

The company's profit projection will be unstable in the first year, running the risk of being non-existent due to development fees and softwares. However, in the following years, when the business will be established, profit projection will increase constantly, through donations and money received from the partnerships signed.

From the second year of the company, with the donation of the partnerships already signed, totaling R$ 500.00 plus an expected range of donation of R$ 200 per year, and discounting operating costs, a profit of

approximately R$ 200.00, which will be used according to the needs of the project.

Throughout the project, the profit received will be converted into improvements for the application.

8 FUTURE PROJECTIONS

Even both the company and the Blue Hope app are recent and small in the market, there is great expectation of growth and support. To improve the application, the company intends to develop some more functionalities, such as:

• Profile for the user who are not a charity.
• More posting options for charities, such as audio-visual resources, maps and options for viewing and deleting their posts.
• System of searches of nearby institutions through geolocation.
• A chat system, so that institutions and users can communicate directly on the platform.

Such improvements will be implemented throughout the project, considering that the application is still in its initial version.

In relation to the area of action, it is intended that by 2022, the application has already registered institutions throughout the state of São Paulo and, if possible, be spread throughout Brazil.

Over time, after reaching market space and user confidence, it is expected that users can recommend the application to friends and family, and support the project. We aim to increase the number of employees in the app maintenance and financial part, so we can cover all the costs of keeping the app working in the future and make Blue Hope more and more complete, improved and supported, taking as a result a tool that helps society.