



Check my Schedule

Business Plan

About me

My Name is Nathan Redpath.

I am a Final Year student at Ulster University studying BSc Interactive Media. I have always had a passion for socialising and I am a vocal extrovert. I am always wanting to learn new things and improve myself. I rarely turn down the opportunity to attend an event or hang out with friends. My friends and family are very active in the community around Lisburn. I was head boy in school, club captain for multiple sports clubs. I have won awards for leadership and engagement. I have completed a years placement with Ulster University International Recruitment and Mobility team which involved designing for engaging events to attract students and provide events for them at the same time.

The Idea

I often find myself double booking myself or having too much socialising to juggle my life, especially in recent times with Lockdown online events and socialising availability as such often have me losing track of time.

I often use the calendar application although struggle to fill it out and can never get my schedules to align with my friends. It becomes very difficult to remember plans and line them up with friends.

This lead me to thinking of ways my calendar could be collaborative and further how it could not only provide a way to work each others plans to find free time.

CheckmySchedule would allow a useful and effective way to store the information from a calendar application that would work itself within the application, and provide collaborative scheduling calendar areas that allows to pick out free time.

The area where CheckmySchedule would be able to shine is its ability to pull from Google to suggest plans to the users of the group. This could be based of multiple things such as the weather, previously made plans, budget, lockdown restrictions in a moving Covid-19 world, the time etc. This would allow the CheckmySchedule to outshine its competitors and supply that something different.

CheckmySchedule will be developed with mindfulness to opportunity, what will provide users with an easier time making plans together.

How can it draw from data to provide options to users without the frustration of not being able to think or decide on plans. How can it sync up group members calendars and provide a collective way to map out individual user calendars against each other in an effective manner.

I will construct ways to market, promote and finance this application to propose it as a well thought out and effective business plan. I will map out CheckmySchedule against its competitors and where the gap in the market lies to create the perfect collaborative planning application with opportunity to grow in the future.

I will use my knowledge of what has limited other scheduling applications and what the target audience seeks from scheduling applications themselves to provide an effective option that puts forward the idea of making plans seamlessly.

One of the biggest limitations at hand at the moment is with getting users to fill out schedules. I will explore other challenges that face the application and see how we can minimise these into small threats.

Overall a creative and friendly approach my be made to CheckmySchedule.



Contents

1

**The
Executive Summary**

2

**The
Introduction**

3

**The
Offering**

4

**The
Market Opportunity**

5

**The
Competition**

6

**The
Marketing**

7

**The
Financials**

8

**The
Milestones**

The Executive Summary

The Vision

Check my Schedule is an interactive scheduling tool designed to make scheduling plans with others simpler.

The ability to have a virtual calendar that allows for organising plans with others.

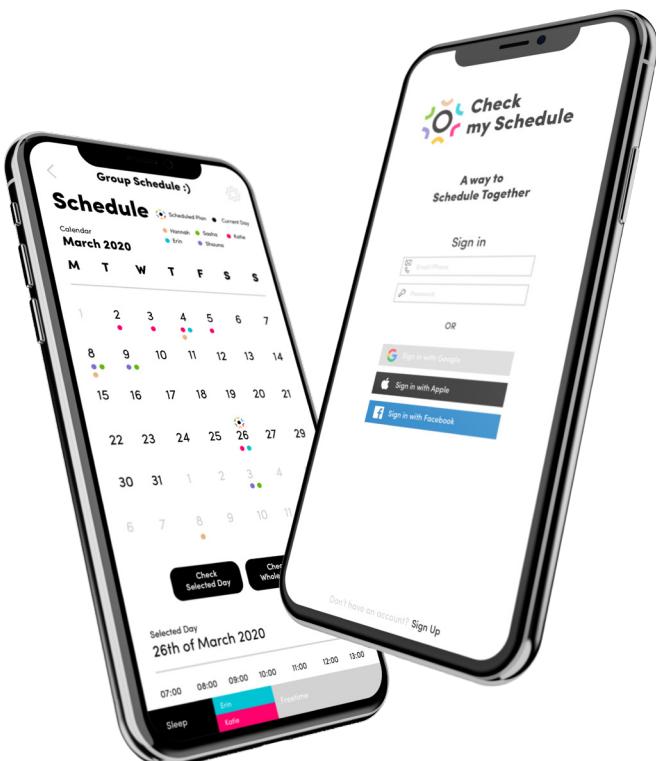
Organising plans easier



The Business

The tool is designed to provide gaps in users schedules to provide opportunities where meeting and socialising with friends is available.

Key Features:



- A login user account.
- An interactive personal calendar
- An interactive collaborative schedule that pulls from the users individual calendars.
- The option to pull information from the current devices calendar.
- Data in the form of plan suggestions pulled from Google Maps with budget, weather and time recognition.
- Customisation within the Application
- Push notification to remind users to fill calendar.

The tool will be free although utilise advertising monetisation. The ability to remove ads at £0.79 per annum.

It will be available as a mobile application available on the Apple Store and Google Play Store. The product will launch in January 2023



The Company

Check my Schedule was founded by Nathan Redpath in April 2021 and proposes a collaborative application that allows for scheduling social meetings between friends. Nathan is currently a final year on the BSc Interactive Media course at Ulster University. Having experience in job roles as a creative designer where it proved essential to create effectively designed experiences to engage users. Nathan has a passion for socialising and often finds hard to balance time between friends, work and essential human needs.

Developing the application is an exciting opportunity for Nathan to take experience from his time studying BSc Interactive Media, his passion for developing projects that can make a difference and his energetic and excited approach to social events.

The Market

The application will be aimed on a Global Market. It will primarily aim towards millennials although cater to older users up to 55 and further keep in mind anyone could use it. 21% of millennials open an application 50+ times a day and 49% of people global open applications 11+ times a day, mobile applications continue to see a 6% growth annually. 98% of revenue from applications come from free applications^[1].

The categories that Check my Schedule would fit into on the application store are within the most popular; Lifestyle being 4th, Utilities being 5th, Productivity being 10th and Social Networking being 14th^[2].

Research towards Digital Calendars and how millennials organise plans to socialise with their friends. 70% of people rely on a digital calendar, this average remains above 71% up

to the age of 55 with mobile calendars leading the competition^[3]. Hanging out with friends is the second most popular reason social networking is used across all generations. Check my Schedule aims to make this process seamless and provide more options when wanting to hang out with friends^[4].

Summary of Financial Projections

The costs of developing whilst marketing this application are £85,631.40 and it is anticipated that these will be financed through a start up grant of £90,000 – £100,000, the promoters will own capital of £6.2% and a start up loan which is to be repaid over 10 years.

Annual profit is expected to be -£8,086.77 in 2023, based on 68234 ad impressions and 682 removal transactions which is based of 0.001% and under utilising a productivity application on mobile purchasing a unit at £0.79 or £0.07 per each ad impression. Net sales are expected to grow by 40% per annum.

Annual profits before interest are expected to be £5,890.96 in 2024, then increasing to £33,846.42 in 2025. Within 5 years it would be expected that the application will have generative a cumulative cash flow of £33,846.42

[1] BuildFire. 2021. Mobile App Download and Usage Statistics (2021) - BuildFire. [online] Available at: <<https://bit.ly/2O8bWmy>> [Accessed 29 March 2021].

[2] Statista. 2021. Apple: most popular app store categories | Statista. [online] Available at: <<https://www.statista.com/statistics/270291/popular-categories-in-the-app-store/>> [Accessed 29 March 2021].

[3] ECAL. 2018. 70% of adults rely on digital calendar - ECAL. [online] Available at: <<https://ecal.com/70-percent-of-adults-rely-on-digital-calendar/>> [Accessed 29 March 2021].

[4] Marketing Charts. 2019. [online] Available at: <<https://www.marketingcharts.com/charts/reasons-for-using-social-networks-by-generation/attachment/adobe-reasons-for-using-social-networks-by-generation-oct2019>> [Accessed 29 March 2021].



The Offering



About

Nathan Redpath founded Check my Schedule in 2021. Check my Schedule proposes an avenue for friends to organise their schedules in a collaborative method than allows them to organise socialising and plans together. It enables users to identify their free time across their friends schedules to allow them to make plans together.

Check my Schedule has been influenced and inspired by the lack of collaborative scheduling applications and the complex nature which occurs among friends when attempting to organise plans. It manages and compiles data from users to suggest plans to the users which match their inputs. The application can be updated offline although requires an internet connection to upload the schedule to the collaborative scheduling functions.

The application will be a mobile application available on the Apple Store and Google Play Store.

Features

The features of Check my Schedule include:

Login user accounts

- This will allow the users to create an account with Check my Schedule. This will enable users to be able to store their information online and therefore access on multiple devices whilst

also opening opportunity for expansion into a browser extension or web application. This will allow contact details for all users which can then be utilised within marketing.

An interactive personal schedule/calendar

- Each user will have their own personal schedule/calendar where they can update their schedules. This will then feed into the collaborative area(s) they are part off.

An interactive collaborative schedule/calendar that pulls from the users individual calendars.

- Group schedules will allow for users to upload their schedules and make plans with other users within the group at ease. This will then insert the plans into the group users individual schedule and allow them to identify free time together. Also a custom plan option.

The option to pull information from the current devices calendar.

- There will be the option to update their personal schedule with their personal devices calendar.

Data in the form of plan suggestions pulled from Google Maps with budget, weather and time recognition.

- Within the interactive collaborative schedule/calendar section there will be opportunity to input details surrounding the plans such as budge, weather, unavailable time etc. This will then pull relevant plans from Google to suggest to the user.

Customisation within the Application

- The ability to use and edit colours associated with category of plans and different members of the group.

- The ability to edit unavailable time, pulling from Google and group titles in the settings.

Notifications

- Push Notifications to update schedules.

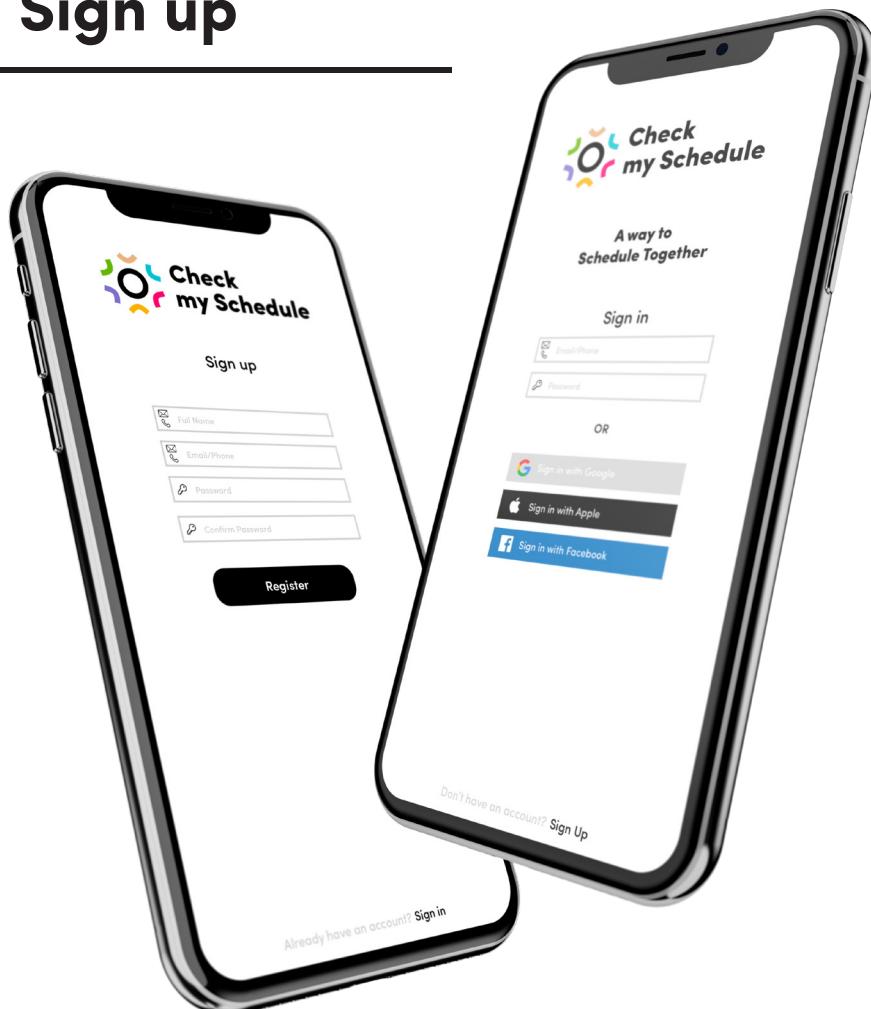
Prototyping

The aesthetic of Check my Schedule

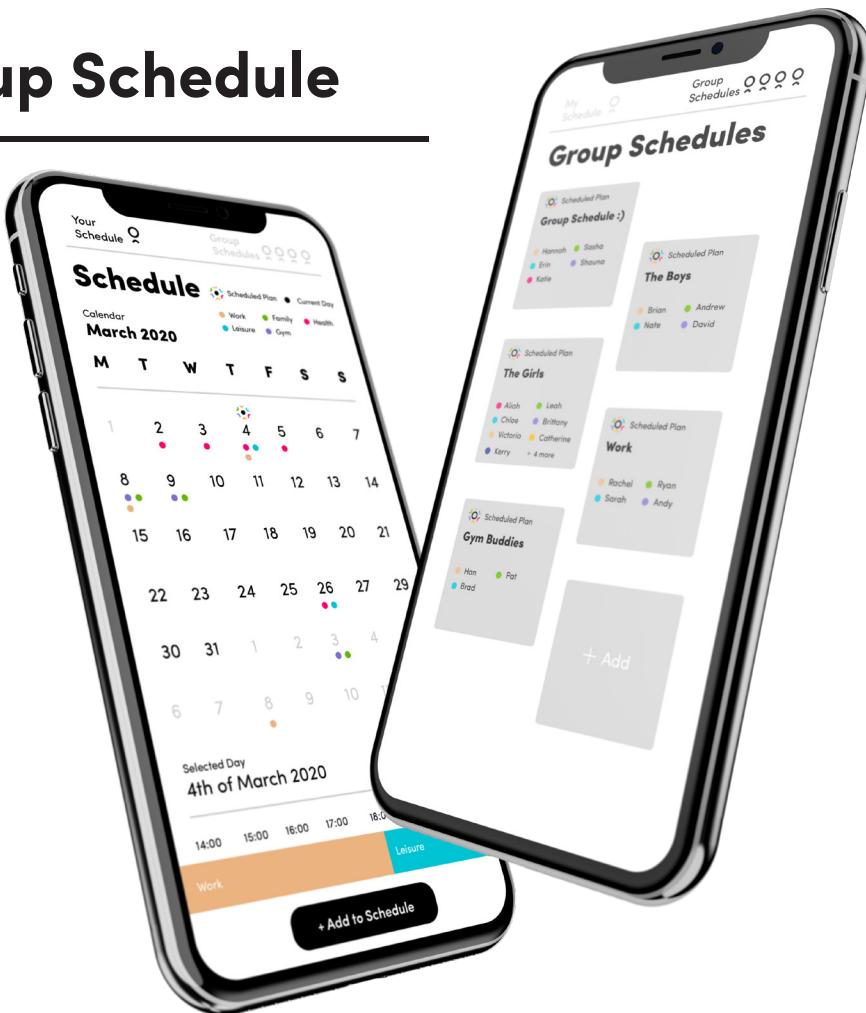
I will develop prototypes showcasing the application and the features available that was discussed prior.

The aim of the application is for it to provide a simple opportunity for users to develop and schedule plans together through collecting user data and combining this effectively in a user-friendly manner.

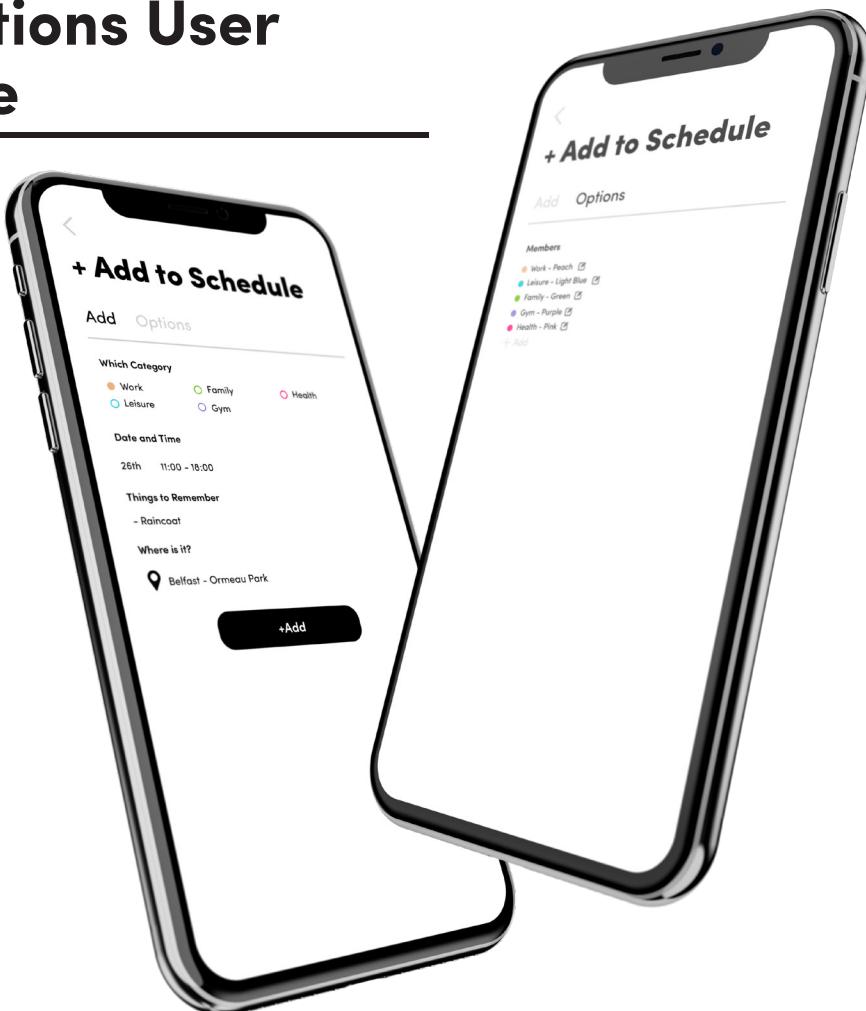
Sign in/ Sign up



My/Group Schedule



Add/Options User Schedule



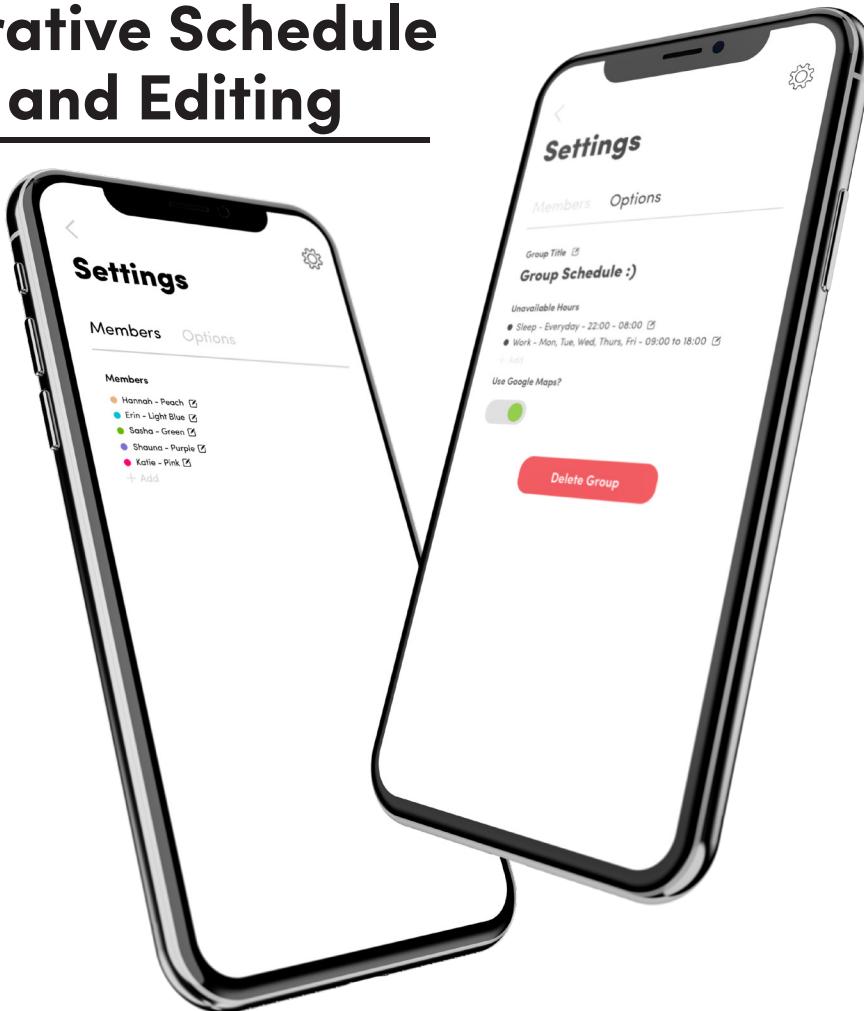
Collaborative Schedule and General Planning



Collaborative Custom and Proposed Planning



Collaborative Schedule Settings and Editing



Challenges

The online market place can be a complex area. It will be important to identify and build around these challenges.

- Data security through secure hosting of the application.
- Utilising a vibrant and effective approach to help with marketing. Alongside a search friendly application name.
- It is important to ensure optimization across devices and that the application avoids crashing as 71% of uninstalls come from crashes. Especially on iOS where bugs 67% of bugs lay^[1].

- 58% of mobile application users gain frustration from UI inconsistencies and a further 52% from performance based issues, 70% of users abandon an application based of loading times^[2].

- 51% of users discovered a new product when conducting a search on their phones^[3]. Mobile application have continued to grow 25% year on year, finding a way to stand out in this market will be crucial^[4].

In 2021 mobile is the key to success. Focus should prioritise improving a products to deliver more value to customers. With many failing to consider key trends in strategic growth plans, from the insights in statistics we can see probable opportunities. These have potential to greater success, cutting costs and surpassing the competition. By deliver value, applications need to meet expectations^[5].

[1] App Samurai | Mobile Advertising Platform. 2020. Mobile App Performance Metrics For Crash-Free Apps. [online] Available at: <<https://appsamurai.com/mobile-app-performance-metrics-for-crash-free-apps/>> [Accessed 31 March 2021].

[2] Clearbridge Mobile. 2021. 50 Stats for Mobile App Growth and Success in 2021 | Clearbridge Mobile. [online] Available at: <<https://clearbridgemobile.com/stats-for-mobile-app-growth-and-success/>> [Accessed 31 March 2021].

[3] Hubspot.com. 2021. 2021 Marketing Statistics, Trends & Data — The Ultimate List of Digital Marketing Stats. [online] Available at: <<https://bit.ly/39w6lbG>> [Accessed 31 March 2021].

[4] App Annie. 2021. 2020: What Happened in Mobile and How to Succeed in 2021 | App Annie Blog. [online] Available at: <<https://www.appannie.com/en/insights/market-data/2020-mobile-recap-how-to-succeed-in-2021/>> [Accessed 31 March 2021].

[5] Clearbridge Mobile. 2021. 50 Stats for Mobile App Growth and Success in 2021 | Clearbridge Mobile. [online] Available at: <<https://clearbridgemobile.com/stats-for-mobile-app-growth-and-success/>> [Accessed 31 March 2021].



The Competition

SWOT Analysis

There are a range of scheduling applications on the market.

From the market research I have conducted, none of these include the features/tools that social groups attempting to collaborate and make plans.

These tools would prove beneficial to users of scheduling applications. From my research into the competition and through relevant benchmarking combined with industry knowledge I will be able to draw from the strengths and be aware of weaknesses to allow Check my Schedule to be even better.

The SWOT analysis showcases Check my Schedules biggest competitors. I intend to develop a more practical and improved application that fulfils user needs.

I will be able to compare and contrast whilst identifying strengths, weaknesses, opportunities and threats to each of the relevant applications.

I intend to take features from each and allow Check my Schedule to stand out among the competitors within the industry. The aim will be to create a product that is cost effective whilst providing the necessary tools to create and schedule plans.

A consistent trend with calendar applications is that they rely on user input. I want to try avoid this as much as possible by minimizing it will reminder notifications mixed with keeping it simple to update your calendar. Also using a colourful playful approach to making plans.

Strengths

- Allows users to organise plans among multiple people.
- Encourages making new friends through attending events.

Opportunities

- The application is very event driven, lacks an opportunity for smaller groups of friends.
- Suggestions of locations to hang out or hold meetings when making plans.
- A way to categorise plans/groups.

Weakness

- Only the leader and admins of the group can propose plans.

Meetup

Free

Threats

- Is entirely user dependant to work, therefore multiple dead event pages.
- Users can charge to host events.
- Users do not always attend events as no personal attachment.

Strengths

- Allows to sync to your device calendar.
- Allows for collaborative planning and booking block times and making them unavailable.
- Corporate design for businesses. Contact features.

Opportunities

- The application is very event driven, lacks an opportunity for smaller groups of friends.
- Suggestions of locations to hang out or hold meetings when making plans.
- A way to categorise plans.

Weakness

- Have a very strict approach to plans, no real evidence of custom settings.

Hubspot

Free

Threats

- Lack of variety and customization of plans.
- Relies on user input.

Strengths

- Share calendars with team mates.
- Unifies the Office 365 into a calendar format.
- Multiple time zone views.

Opportunities

- A more colourful and informative format to organise calendar.
- Suggestions of locations to hang out or hold meetings when making plans.

Weakness

- Has double booking preventions.
- Can quickly become overwhelming when combining the complete office 365 kit.

Microsoft
Outlook

Free

Threats

- Relies on user input.
- Double booking can occur causing friction when collaborating.

Strengths

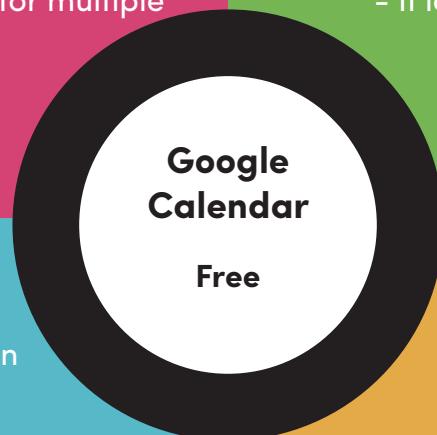
- Works with almost every other calendar so that it can all be pulled to one place.
- Can have multiple calendars for multiple things.
- Colour coordinated calendar inputs.

Opportunities

- Suggestions of locations to hang out or hold meetings when making plans.
- A way to have a collaborative calendar with others.

Weakness

- Google calendar perhaps is the best opportunity as a base calendar application.
- It lacks collaborative opportunities.
- No default setting application.



Threats

- Relies on user input.

Strengths

- Colourful approach.
- Widgets for devices for easy access to plans.
- Friendly Language approach

Opportunities

- A way to collaboratively create plans and check team member availability.
- Suggestions of locations to hang out or hold meetings when making plans.

Weakness

- A very 2D and back to front approach to calendar design.
- Needs a more fluid approach to navigation.



Threats

- Relies on user input.

Meetup



Your groups

+ New group

Outdoor Yoga & Meditation

JavaScript Lab

Sailing Social Group

See all >

Highlights

Monthly Ride

Last week

The Art of Sushi

Public group

Hand-Rolled Sushi Making Class

You're going

Change

Thursday, June 27

12:00 pm - 3:00 pm

WeWork

950 6th Ave, New York, NY

Hosted by Chris Lewis

30 people are going

TOMORROW, 7:30 PM

Learn to make Pottery!

Hubstop



Call Email Text

Activity Associations About Attachments

Filter Activity (11/11)

Add note Add task Log activity

February 2021

Task Feb 20, 2021 10:00 AM

Buy treats for Milo

VIEW

Contact Created

Activity

Associations

About

Filter Timeline

Add note, activity, or task

11 December 2018 at 3:13 PM

The lifecycle stage was changed to Lead

11 December 2018 at 3:13 PM

Settings

Offer Feedback

Get Help

Account

HubSpot Caller ID

Conversations

Notifications

Troubleshoot Notifications

Logout

Microsoft Outlook



S M T W T F S

11 12 13 14 15 16 17

18 19 20 21 22 23 24

FRIDAY, SEPTEMBER 23

ALL DAY Buy groceries for the week

9:00 AM Outlook Mobile Marketing Meeting

2:45 PM Coffee chat

5:00 PM Dinner with friends

6:00 PM Jon's birthday party

SATURDAY, SEPTEMBER 24

10:00 AM Beer + Yoga Oktoberfest

1:1

All Day

Date Wed, May 29

Time (PDT) 2:00 PM → 3:00 PM

Duration: 1 hour

Location

Teams Meeting

Description

Repeat None

Alert 15 minutes before

Calendar

Birthdays

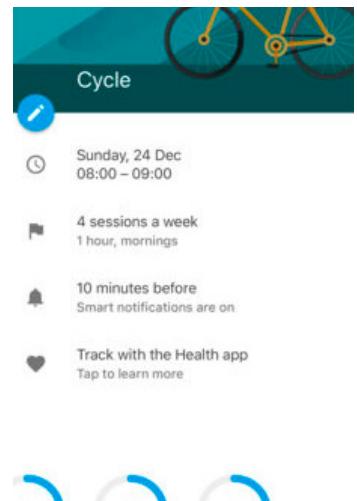
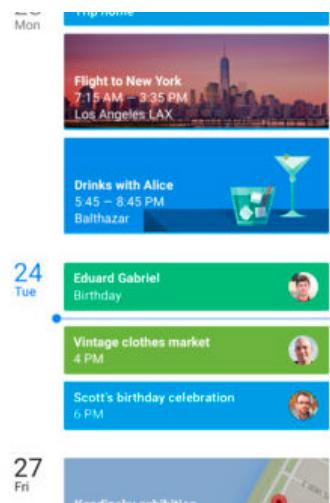
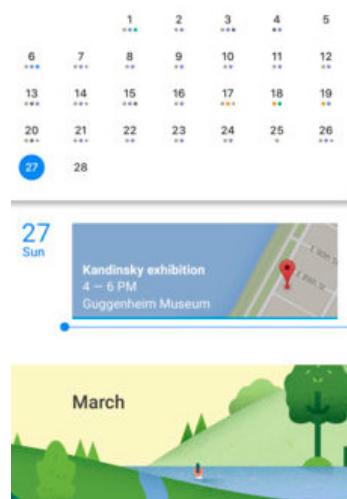
Add an Account

Add Shared Calendars

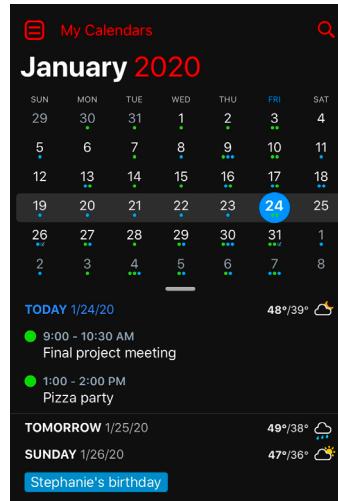
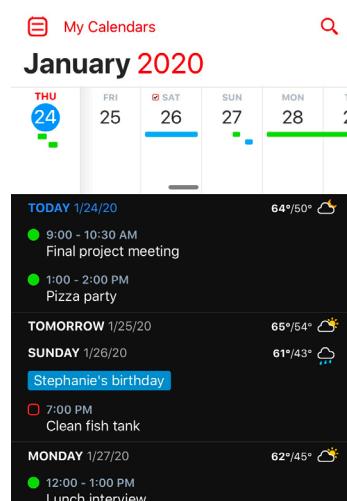
Interesting Calendar

Calendar Apps

Google Calendar



Fantastical 2



Area Potential

Features to take inspiration:

- Widgets on the mobile home screen.
- Post Notifications.
- Colourful Approach.
- Chat option.
- Weather.
- Collaborative Calendar.
- Chat and Contacts

The background of the image consists of numerous overlapping, semi-transparent arcs in various colors, including black, white, blue, orange, yellow, green, red, and purple. These arcs are of different sizes and are scattered across the entire frame, creating a dynamic and layered visual effect.

The Marketing

Promotion

To promote Check my Schedule, I will develop and design merchandise that will be made available. These will include, stickers, flyers and t-shirts.

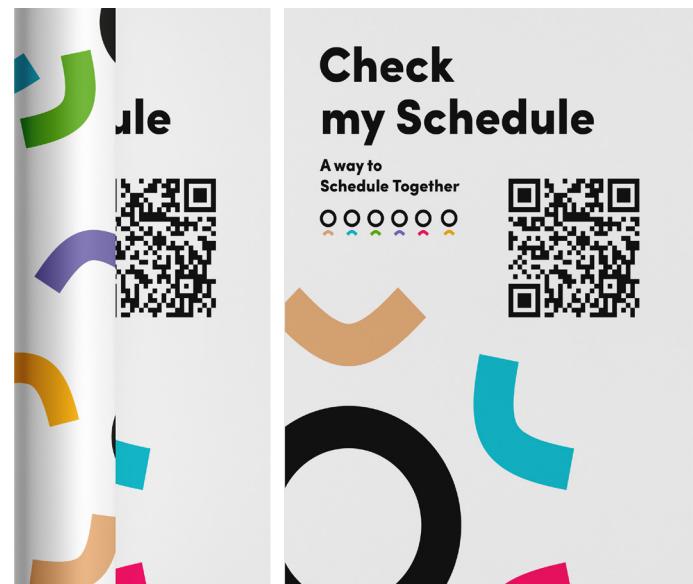
I will also develop print material to promote the application. These will take the form of posters and smaller business cards, for a longer and shorter engagement with promotional material. These will then be strategically placed in areas where groups of friends would often visit or socialise at (bus stops, coffee shops, parks, etc.). Thus encouraging a smoother opportunity for them to make the plans they are already conducting. They will take advantage of QR codes as the application is designed for mobile and therefore QR codes will allow for a seamless direction to the application.

The primary way to promote the application will be through relevant social media free promotion and Google Ad spaces. The social aspect of social media and where most plans are made in social media group chats should allow to target the audience who would need the application the most.

Using this conjunction with online competitions that encourage sharing the application to users social media in return for the opportunity of winning merchandise tied to the application.

Check my Schedule should have a higher priority ranking on the application stores due to the nature of the name; 65% of applications are found on the store through direct search of keywords^[1].

The budget for marketing is built with the target of being low cost through social media and online promotional material mixed with minimal printed promotional material.



[1] Clearbridge Mobile. 2020. A Step-By-Step Guide to Marketing Your Mobile App. [online] Available at: <<https://clearbridgemobile.com/step-by-step-guide-marketing-mobile-app/>> [Accessed 29 March 2021].

Mock Ups

The Promotion of CheckmySchedule

I will develop Mock ups showcasing the promotional material for the application that was discussed prior.

The aim of the promotional material is for it to provide a simple opportunity for potential users to discover the application and allow for effective marketing. Also demonstrating how the marketing will be put into practice.

Stickers



Competition

0 Your Entries 84233 Total Entries 1014 Days Left

Win a T-shirt on CheckmySchedule

Complete the ways to enter below to increase your chances!

9 Ways to Enter

	Download CheckmySchedule	+1
	Share on Facebook	+1
	Like on Facebook	+1
	Share on Twitter	+1
	Follow on Twitter	+1
	Follow on Instagram	+1
	Share a Selfie of a CheckmySchedule plan	+1
	#CheckmySchedule	🔒
	Share on Instagram Story	+1

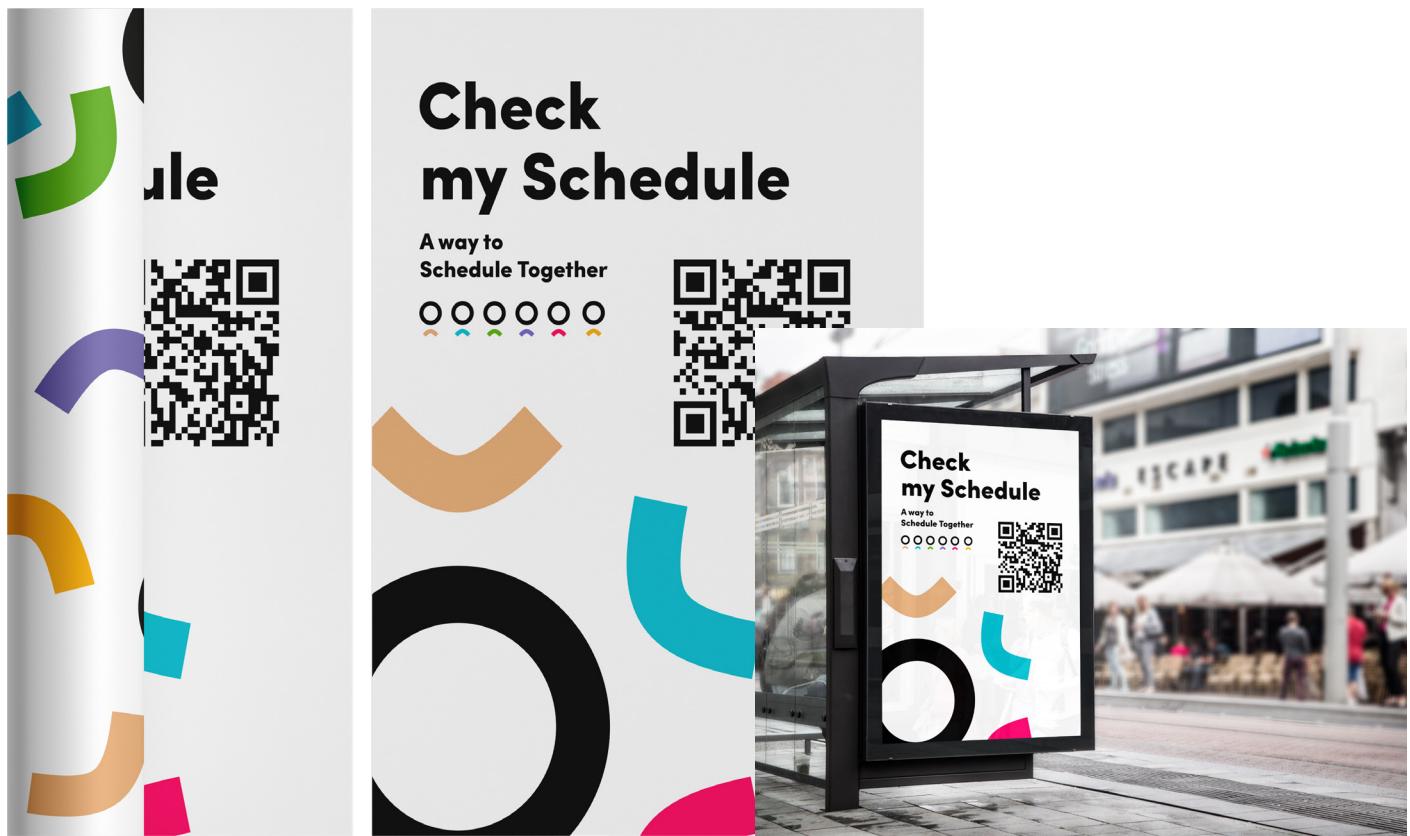
9 Ways to Enter

	Download CheckmySchedule	+1
	Share on Facebook	+1
	Like on Facebook	+1
	Share on Twitter	+1
	Follow on Twitter	+1
	Follow on Instagram	+1
	Share a Selfie of a CheckmySchedule plan	+1
	#CheckmySchedule	🔒
	Share on Instagram Story	+1

T-Shirt



Posters



Business Card



Twitter

 Checkmy Schedule
@CheckmySchedule

Follow

We would like to introduce you to a way to schedule together!

Check my Schedule

A way to Schedule Together



1:14 PM - 26 Feb 2021

1 Retweet 11 Likes

1 11 11 1

Add another Tweet

 Checkmy Schedule
@CheckmySchedule

Follow

Win some of our exclusive T-Shirts by signing up to Check my Schedule and sharing us! <Competition Link>

Check my Schedule

A way to Schedule Together



1:14 PM - 26 Feb 2021

1 Retweet 11 Likes

1 1 11 1

Add another Tweet

Facebook

 CheckmySchedule
@CheckmySchedule

Home About Photos Reviews Events Posts Community Create a Page



Like Follow Share ...

Status Write something on this Page...

Unblast 18 hrs Win some of our exclusive T-Shirts by signing up to CheckmySchedule and sharing us! <link>

Check my Schedule

A way to Schedule Together



Like Comment Share

82 Write a comment...

Community See All

Invite your friends to like this Page 107,476 people like this 99,000 people follow this Sara Helwe likes This

About See All

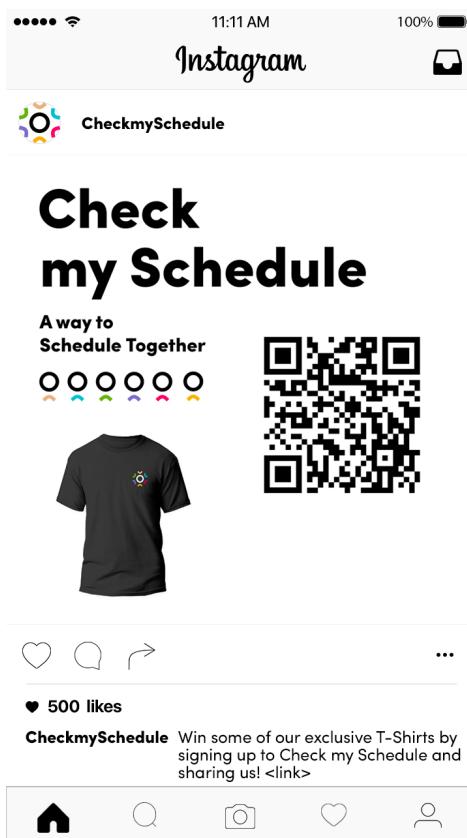
Contact on Messenger Get CheckmySchedule

People 107k likes

Pages liked by this page

Artists Liked Developers Liked Designers Liked

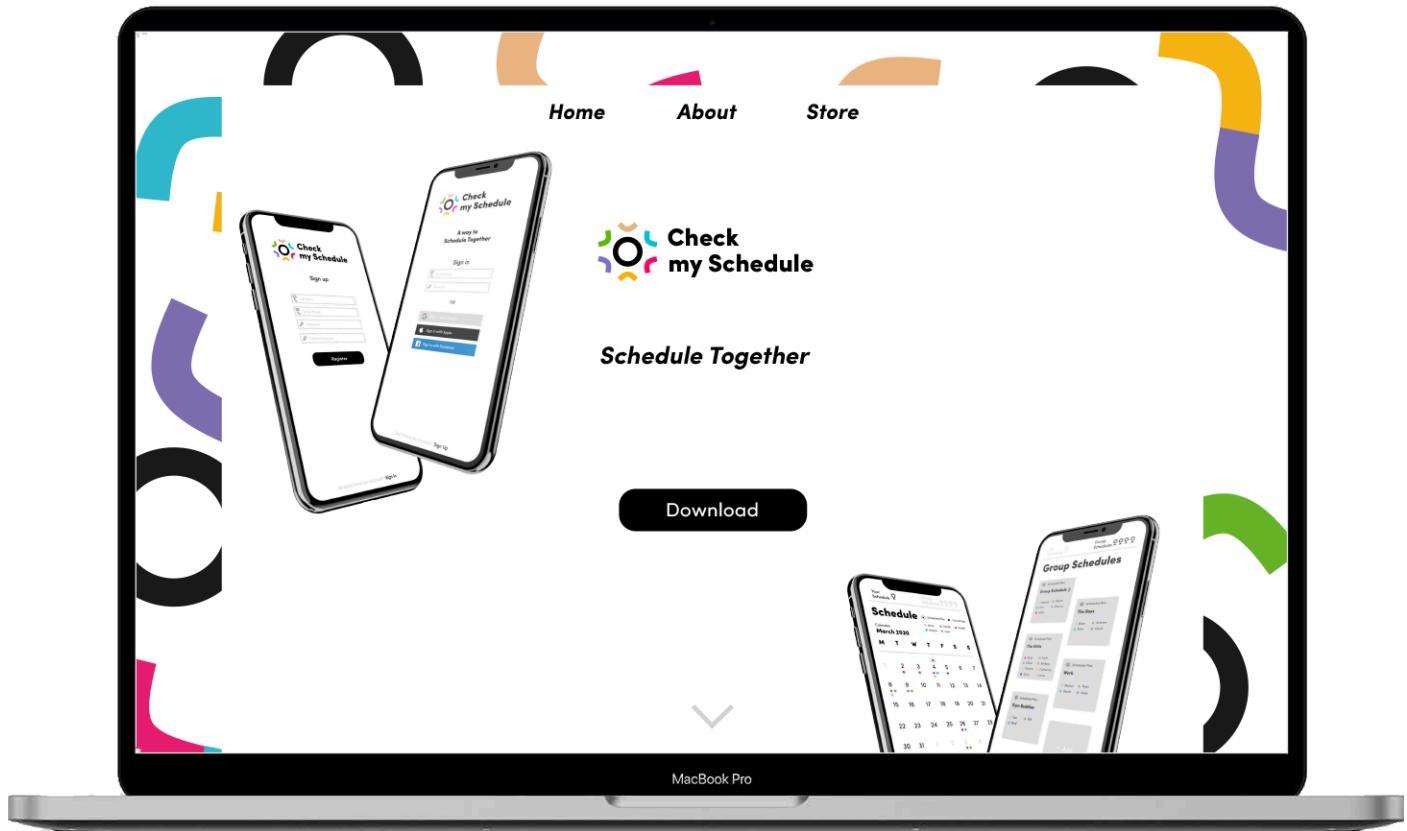
Instagram



App Store Examples

Two screenshots of the 'Check my Schedule' app page on the App Store. The left screenshot shows the main landing page with sections for 'Group Schedules' (The Boys, The Girls, Work, Gym Buddies) and a calendar for March 2020. The right screenshot shows the 'About this App' section, highlighting 'Plan together' and 'Utility' as key features. Both screenshots show a 4.6 rating and over 95K reviews.

Website



User Profile - Andrew



Andrew is 24 years old, he is a student studying biology. With his studies and the fact that he has a large amount of friends he often finds it difficult to find time for everything. He uses a physical diary to try keep up with everything but often finds himself double booking. CheckmySchedule will help Andrew keep on top of his life and avoid double booking with his friends.

User Profile - Erin



Erin is 27 years old, she is a recent graduate and has recently got a job working 40 hours a week. Erin has been struggling to make plans with her friends and feels like she is losing touch. She has a very organised life and wants to suggest plans to her friends but does not know how to broach the subject. CheckmySchedule would provide Erin with a seamless route to making plans with friends.

User Profile - Alex



Alex is 22 years old, he is currently unemployed on his gap year and has a lot of free time. Alex has a lot of friends although they have all jobs or are studying. He would like to know when his friends are free without bothering them. He also would like an easy way to pick out things for them to do as he is often indecisive. He does not have a large amount of money compared to his friends so he feels pressured to decide on plans that he can afford. CheckmySchedule will allow for Alex to find out when his friend are free and input his budget for plans that fit him. It will then also suggest plans from Google so he can pick the best one for his friends. They can then confirm if they will attend.

User Analysis

The unique approach of CheckmySchedule allows for Andrew, Erin and Alex to all be friends use the application for different reasons whilst achieving the same goal; Collaboratively making plans with each other that fit the needs of the friend group.

The application will be mindful that anyone can use the application although will provide a guide on how to use the application will mostly presume that users are familiar with calendars.

In an era where majority of users are moving towards using digital calendars^[1] primarily in millennials CheckmySchedule aims to capitalize this and the users digital literacy to allow them to engage with the application. It also as lockdown measures ease it could be the perfect time for users to re-engage with making plans. CheckmySchedule will provide places to go based of the user input and decide where is open which can be a mystery in current 2021 Lockdown measures around the world.

What's Out There?

This application will be aimed at the global market. CheckmySchedules primary target audience is millennials although will cater to users up to the age of 55 and effectively recognise that anyone can use it. Thus it should be marketed to such which I will discuss in the digital marketing strategy.

21% of millennials open an application 50+ times a day and 49% of people global open applications 11+ times a day, mobile applications continue to see a 6% growth annually. 98% of revenue from applications come from free applications^[2].

Research towards Digital Calendars and how millennials organise plans to socialise with their friends. 70% of people rely on a digital calendar, this average remains above 71% up to the age of 55 with mobile calendars leading the competition^[3].

As CheckmySchedule will be launched during a lockdown it is important that it is mindful of how it can schedule and suggest virtual events. Some examples could suggest zoom or an online games night.

During Lockdown mobile application usages raised by over 40% globally^[4]. Collaborative team applications such as Microsoft teams have seen as many as 95 million users join over Lockdown^[5]. As the world resumes normality, CheckmySchedule could provide a way to aid this resumption of normality.

The application will be sold online via the application stored (Apple and Google). 2.14 billion world wide engage with buying online, it is forecasted that by 2023 22% of all transactions will be online, further this long term, by 2040 it would be expected that 95% of purchases would be online, overall online sales increased globally by 60% due to Covid-19^[6].

The use of a shared calendar improves efficiency and preparation among users provide a more collective method to organisation^[7].

[1] ECAL. 2018. 70% of adults rely on digital calendar - ECAL. [online] Available at: <<https://ecal.com/70-percent-of-adults-rely-on-digital-calendar/>> [Accessed 29 March 2021].

[2] BuildFire. 2021. Mobile App Download and Usage Statistics (2021) - BuildFire. [online] Available at: <<https://bit.ly/2O8bWmy>> [Accessed 29 March 2021].

[3] ECAL. 2018. 70% of adults rely on digital calendar - ECAL. [online] Available at: <<https://ecal.com/70-percent-of-adults-rely-on-digital-calendar/>> [Accessed 29 March 2021].

[4] Pymnts.com. 2021. Consumers Used Apps 40 Pct More During Lockdown. [online] Available at: <<https://www.pymnts.com/mobile-applications/2020/consumers-used-mobile-apps-40-percent-more-during-lockdown/>> [Accessed 1 April 2021].

[5] Business of Apps. 2021. Microsoft Teams Revenue and Usage Statistics (2021). [online] Available at: <<https://www.businessofapps.com/data/microsoft-teams-statistics/>> [Accessed 1 April 2021].

[6] Webinterpret. 2021. 10 significant ecommerce statistics you need to know in 2021. [online] Available at: <<https://www.webinterpret.com/au/blog/ecommerce-statistics/>> [Accessed 1 April 2021].

[7] Tullio, J. and Mynatt, E., 2007. Use and Implications of a Shared, Forecasting Calendar. Lecture Notes in Computer Science, pp.269-282.

Calendar/Scheduling Application Industry

The calendar/scheduling industry fall upon the productivity category primarily. 75% of adults agree that their smart phones help them with being productive, 54% would find their phone helps reduce anxiety and to further this 60% of people find their phone helps them with preparation^[1]. I want to use CheckmySchedule to improve these benefits people find from their phone. You often find a calendar application within the top 5 within the productivity category on the application store. It is important that CheckmySchedule can improve on these applications whilst offering something different and filling that gap in the industry. A study done by GoodFirm (2019) shows that productivity applications dominate the application usage statistics^[5].

As prior discussed I have conducted research towards Digital Calendars and how millennials organise plans to socialise with their friends. 70% of people rely on a digital calendar, this average remains above 71% up to the age of 55 with mobile calendars leading the competition, Ages 24-25 (millennials) leads the market for those engaging with a digital calendar at 74%^[2]. Hanging out with friends is the second most popular reason social networking is used across all generations. Check my Schedule aims to make this process seamless and provide more options when wanting to hang out with friends^[3].

Looking at an example of a competitor in Google Calendar. It would be seen to be top in multiple countries. Majority of people find the application through search. Majority of people using the application are perhaps utilising

a chat, communication or social application along side the calendar application^[4] (this leaves opportunity for an in application chat function).

Majority of people globally are updating their calendar through their phone sitting at 46%^[2].

One of the key challenges with Calendar/Scheduling applications is getting people to fill out their schedules. This will be imperative to get the collaborative functions to work together. Friends should encourage each other although CheckmySchedule plans to make use of reminders in the form of push notifications. 77% of users permit push notifications across applications^[5].

Google Calendar holds majority of the Calendar application market share at 19%^[6]. Although majority users are using Google Calendar for education and workplace based scheduling. This provides opportunity for a social based application to fill the gap in the market.

Globally research has shown that majority of users engaging with productivity applications are between the ages 24-35. This providing an obvious target audience. It is forecasted that this will only increase^[2]. Calendar management is currently third in the most popular reason to utilise a smart phone and with 21% of millennials opening an application 50+ times a day and 49% of people global open applications 11+ times a day, mobile applications continue to see a 6% growth annually. 98% of revenue from applications come from free applications^[7]. Combine this with 62% of people worldwide own mobile devices this forecasts an effective growth for CheckmySchedule within today's market.

[1] Thinkwithgoogle.com. 2021. [online] Available at: <<https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/smartphone-productivity-tools-usage/>> [Accessed 1 April 2021].

[2] ECAL. 2018. 70% of adults rely on digital calendar - ECAL. [online] Available at: <<https://ecal.com/70-percent-of-adults-rely-on-digital-calendar/>> [Accessed 29 March 2021].

[3] Marketing Charts. 2019. [online] Available at: <<https://www.marketingcharts.com/charts/reasons-for-using-social-networks-by-generation-attachment/>> [Accessed 29 March 2021].

[4] Similar Web. 2021. Google Calendar Statistics | Ranking. [online] Available at: <<https://www.similarweb.com/app/google-play/com.google.android.calendar/statistics/#trafficSources>> [Accessed 1 April 2021].

[5] Goodfirms.co. 2019. Mobile App Download & Usage Report 2019: Stats You Must Know. [online] Available at: <<https://www.goodfirms.co/resources/app-download-usage-statistics-to-know>> [Accessed 1 April 2021].

[6] Slintel.com. 2021. Google Calendar Calendar Tool | Top Customers and Competitor Details 2021. [online] Available at: <<https://www.slintel.com/tech/calendar/google-calendar-market-share#Google%20Calendar-alternatives-and-competitors>> [Accessed 1 April 2021].

[7] BuildFire. 2021. Mobile App Download and Usage Statistics (2021) - BuildFire. [online] Available at: <<https://bit.ly/2O8bWmy>> [Accessed 29 March 2021].

Digital Marketing

I want to use a range of digital marketing approaches to effectively and efficiently promote CheckmySchedule.

I plan to put in place a digital marketing strategy to provide continuous online promotion. The idea is to promote the application through social media and ongoing user interaction utilise word of mouth and sharing throughout users to promote the application in return for a reward. This digital marketing campaign will begin before the application launches. The aim is to use promotional competitions to engage users. This will aim to generate more leads across the applications life cycle. It will be important to use relevant and effective rewards. As previously discussed majority of users that utilise productivity applications also utilise social media applications. This provides a hand in hand opportunity for users to be utilised to promote the application on social media.

Due to the social and collaborative nature with CheckmySchedule and the fact that 90% of millennials are on social media^[1] it would seem crucial to avail of social media as a primary marketing method primarily on social media platforms such as Facebook, Twitter and Instagram where millennials primarily use. This leaves opportunity to expand the market by expanding onto TikTok to target Gen Z in the future.

The use of B2C marketing will primarily be followed. Aiming at a large scale market and wanting to provide them with an emotionally fulfilling experience under and reliant brand. The priority will be the message of making plans together. It must be delivered clearly and effectively. Customers must receive a good ROI from their time as we should from their interaction from their reviews, sharing

and social media input.

The limitations of this is keeping the audience at a distance to the point of they lose touch. It will be important to provide a high quality product that meets customer needs effectively that is under good maintenance so the customer feels in touch with the brand and maintains a healthy relationship.

"Several studies have shown that social media has a 100 percent higher lead-to-close rate than outbound marketing. Furthermore, promoting your business on social media is not a significant investment. As little as 6 hours per week invested in social media marketing increased traffic for more than 84% of participants"^[2]

As noted earlier the target audience for CheckmySchedule is Millennials, both males and females. The digital marketing campaign will promote the application to the target audience effectively and increase engagement from Facebook, Twitter and Instagram. A website will be designed to promote the application.

The application itself will have its own social media pages on Facebook, Twitter and Instagram which I will post to daily between 1pm-3pm as this is the best time for user engagement globally^[3]. I will then be able to examine the data gained from social media channels to further the marketing opportunities. It will also allow me to see when the audience is most active and tailor the social media posting approach.

Competition

Using competitions that require the user to share the project through multiple platforms in different ways in return for entries can be a great way to establish the brand whilst promotion products online. It allows for promotion whilst creating a buzz in the market

[1] Needle, F., 2021. 75 Essential Social Media Marketing Statistics for 2021. [online] Blog.hubspot.com. Available at: <<https://blog.hubspot.com/blog/tabid/6307/bid/23865/13-mind-bending-social-media-marketing-statistics.aspx>> [Accessed 1 April 2021].

[2] B2B Marketing. 2021. The Real Power of Social Media Marketing | B2B Marketing. [online] Available at: <<https://bit.ly/3wgSUEN>> [Accessed 1 April 2021].

[3] Neil Patel. 2021. Is There a Generic Best Time to Post On Social Media Platforms?. [online] Available at: <<https://bit.ly/39yTNWh>> [Accessed 1 April 2021].

place. Competitions also offer advantages. When people agree to participate, we are effectively collecting an audience and when the entries involve users following pages associated with the applications or completing tasks that would promote the application in return for entries.

Users are then engaging with the brand and sharing it through their social platforms or a digital word of mouth. It is then essential the application functions and emotionally fulfils user^[1]. We can then collect this audience and data for analysis to better promote in the future. Social media pages will also let us gauge our demographic better.

Relative to other marketing tools, contests are often relatively low cost, depending on the setup and prize.

Examples of such competitions will now be discussed.

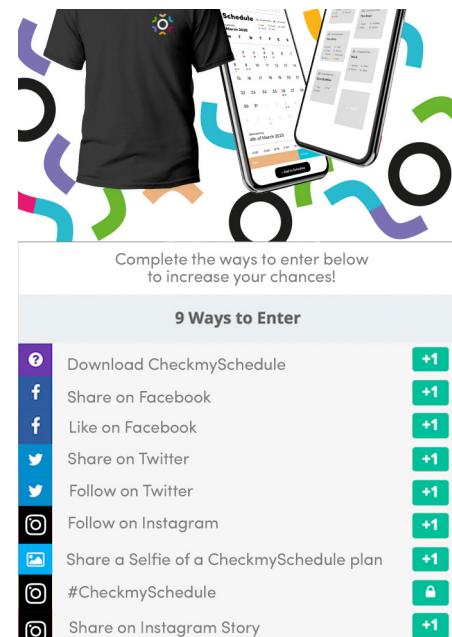
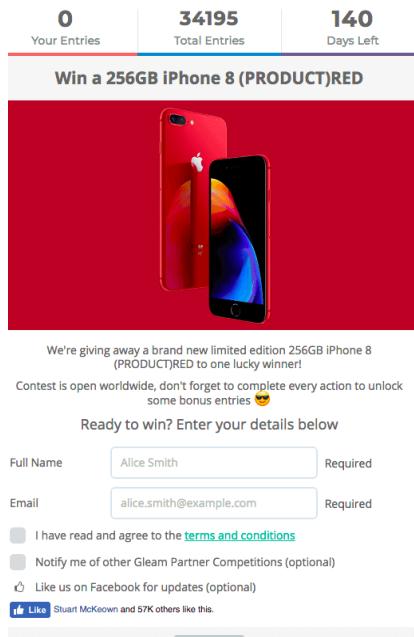
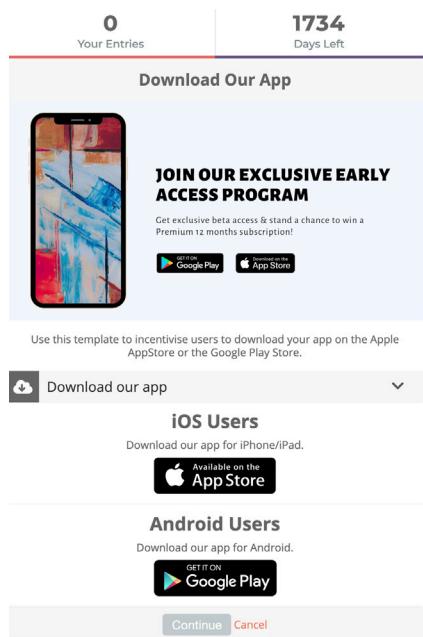
The application intended for use for this feature will be Gleam.io^[2]. Gleam is a popular service for competitions in a structured approach. It is used to promote applications through competitions and rewards. I intend to take a similar approach to other examples of Gleam competitions which gain plenty of traction and spreadability due to the ease of

sharing. This will help the application reach its target audience through a digital word of mouth in return for a reward.

Prizes could consist of Amazon gift cards, ad free experiences of CheckmySchedule or exclusive merchandise from the application that can not be bought. This exclusivity should provoke users to engage further.

Examples below show user information, engagement and promotion can be exchanged for the chance of a prize. I also intend to promote CheckmySchedule across multiple social platforms. This allows for further promotion and encourages sharing of the competition. A similar application is Fantastical 2 has over 20k followers on social media. As the social avenues grow custom competitions can be posted to our social platforms to cut costs for Gleam.io.

As seen before, the possible entry avenues are displayed below.



[1] Small Business - Chron.com. 2021. Are Contests Effective Marketing Tools?. [online] Available at: <<https://smallbusiness.chron.com/contests-effective-marketing-tools-61299.html>> [Accessed 1 April 2021].

[2] Gleam.io. 2021. Gleam: Business Growth Platform. [online] Available at: <<https://gleam.io/>> [Accessed 1 April 2021].

How will it work?

Facebook Free

I will produce regular posts for Facebook and post these at peak times globally between 1pm-3pm daily. I will then monitor the Facebook analytics and tailor this to suit the Facebook followers. I will develop promotional material and feed all competitions through this avenue.

Instagram Free

Similar to Facebook I will produce regular posts to promote CheckmySchedule and post them between 1pm-3pm keeping in mind the different ways of communication such as hash-tags between Facebook and Instagram when I design the posts. Again competitions will be fed through this avenue.

Twitter Free

Again posting regular posts to Twitter between 1pm-3pm taking advantage of the communication methods on Twitter to allow the spreadability of the posts. Again competitions will be fed through this avenue as well.

Website £10/yr Domain Fee Free Hosting through Vercel

Creating a website will help promote the application online if the user does not engage with social media. This would be in the event they find a poster or business card. It will provide more information on the application and be a hub point for CheckmySchedule.

Posters Initially £69

Poster will be placed in social locations such as bus stops and coffee shops and companies discretion, this will allow for users to spot the eye catching branding and peak the curiosity of users.

Gleam.io £120/yr

Gleam will be the service utilised for constructing competitions, it will be an effective way to construct regular competitions. It provides an effective way to count entries and track which users have done what in regards to the competition. It will act as a strong B2C marketing technique.

Stickers £15/3000

Stickers are a form of merchandise that could be used in competition as a reward. It is an effective way of promoting the brand in a simple way as stickers can be placed anywhere. They could also be provided to people who engage in specific tasks through Gleam.io.

T-Shirt £9/1 Shirt

T-Shirts are another form of merchandise that could be utilised in competitions as rewards. This also opens opportunity for a merchandise store in the future which could provide another source of income.

Business Card £4/500

Our short form of engagement and promotion, this is meant to be something that is cheap to print and easy to hand out, keep and pick up. Although business cards are not a traditional way to promote an application, they provide a quick engagement similar to how users engage with social media posts but in reality.

Future Strategy

The application will have milestone based approach to development, marketing and release.

Milestone 1 - Developing the application whilst seeking funding (April 2021 – July 2021). Here I will conduct research and develop CheckmySchedule. I will produce a business plan to seek funding.

Milestone 2 - Building CheckmySchedule (August 2021- April 2022). During this milestone we will develop the application and start testing and tailoring the application to its completed stage, going through multiple drafts. The marketing material will start to form here and social media presence will create buzz.

Milestone 3 - CheckmySchedule launches and seeks users in May 2022 this milestone will last till April 2023). The application will launch on the application stores and target millennials. Feedback should begin to grow and future ideas should begin to come together.

Milestone 4 - Opportunity for growth should be identified, the application will be established and look for opportunities in the market beyond April 2023. Analytics and feedback will be examined to improve the product and tailor it to a absolute complete state. User reviews will be encouraged and user needs will continue to be met.

I will then look for further opportunities in the market and how it can improve or define similar products.

The costs across the milestones are identified in the financial projections.

Future Opportunities

Some of the future opportunities for CheckmySchedule to expand on its market after the initial launch:

- Desktop Application
- Browser Extensions.
- Business Package Extension.
- Further Merchandising Opportunities.

The market should continue to grow as application engagement overall continues to rise. The application should show a bright future as we come out of lockdown and people resume socialising. CheckmySchedule will only aid this process.

Milestone 1

Research, Early Development and Funding

April 2021

CheckmySchedule created

May 2021

Research and early development, finding avenues for funding

July 2021

Finalise Business plan, propose and have funding approved for Milestone 2

Milestone 2

Building, Early testing and Early Buzz

August 2021

Start planning content, design and development begins, Recruit services needed.

August 2021 - October 2022

Start to produce early prototypes and compile user testing and drafts to improve the project.

November 2022

Start promoting the application in a teasing fashion, generate early buzz around the application

Milestone 3

Research, Early Development and Funding

December 2022

Settle a date to launch the application on Apple and Google, Productivity applications launch well in January.

**December 2022-
January 2023**

Marketing campaign is in full throttle, Feedback on the campaign and application are received. Application and marketing has been effective, whilst finalising the application continues.

January 2023

Application Launches

Milestone 4

Building, Early testing and Early Buzz

February 2023

Continue digital marketing strategies and consider reviews from users. Explore what users are thinking, keeping the application under monthly updates and focusing on issues, keeping the application under good maintenance. Emotionally fulfil the consumer.

Looking Forward

Looking for opportunities in the market, how can CheckmySchedule improve. Start to implement future updates.





The Financials

Pricing Strategy Customers

When pricing my product I have made sure to consider multiple aspects.

The basics of the pricing strategy is the cost plus pricing. This would allow me to work out how much different elements of the application will cost, then allow calculation for how much profit could be forecasted. This will allow me to ensure the expected profits for CheckmySchedule will cover the cost to develop and maintain CheckmySchedule.

I have reviewed competitor prices and packages they offer and how CheckmySchedule can provide a cost effective productivity application that competes with similar applications. Fantastical 2^[1] and Google Calendar would appear to functionality and marketability be the biggest rivals to CheckmySchedule. Fantastical 2 provides a free trial option for two weeks with users although costs £4.59/month afterwards. This can be lowered to £3.25/month although with annual commitment. Google calendar on the other hand provides a free option that is popular due to comfortability with the brand. This leaving great opportunity for CheckmySchedule as there is only a paid option in terms of collaborative predictive productivity applications.

Fantastical being based on a £4.59 per month I have decided to price my application at £0.79 monthly fee to remove ads. I considered making the application fully paid or free although this could limit user engagement by forcing ads or the idea of a paid wall. The idea of a free application works well as it can profit from advertising sales. CheckmySchedule has opportunity to fill the gap in predicting plans and providing options for friends. Based of the need for an application like this and it being free with ads, a monthly fee of £0.79 seems fairly represents the product.

Using previously examined data to estimate the number of users we could expect per year. Taking this logically into the business plan context and considering 0.001% of productivity application users engage with the application within the first year. Followed by 0.002% and 0.004% in the following year respectively. This would give us a projection for how the application will perform and allow us to map out costs vs. profits. This would be mean the amount of users that would engage with the application would be estimated to be, I will then estimate on average 14.5%^[4] of users will further to remove ads for £0.79. This is considered to be a conservative estimate and minimally projected as the target audience is on a global scale and the desire for an application like this in the market to fill the gap.

New Customers

The application is easy to access for all users. It is estimated that yearly users will double up annually until 2023. A further 1% of users would be expected to remove ads.

Revenue Deductions from Apple

To allow CheckmySchedule on the Apple Application store the cost is £71/yr for a developer account^[2].

Operating Expenses

Interface Designer - This will to be develop and design the application. The need for an interface designer to work collaboratively with an application programmer is essential to produce successful versions of CheckmySchedule. The interface designer will be essential first year and cost £29,095^[3] working full time. Thy will then only be needed

[1] Flexibits.com. 2021. Fantastical. [online] Available at: <<https://flexibits.com/fantastical>> [Accessed 2 April 2021].

[2] Developer.apple.com. 2021. How it works - Apple Developer Program. [online] Available at: <<https://developer.apple.com/programs/how-it-works/>> [Accessed 2 April 2021].

[3] Payscale.com. 2021. User Interface Designer Salary in United Kingdom | PayScale. [online] Available at: <https://www.payscale.com/research/UK/Job=User_Interface_Designer/Salary> [Accessed 3 April 2021].

[4] Hof, R., 2020. Why Most People Won't Pay To Block Mobile Ads. [online] Forbes. Available at: <<https://www.forbes.com/sites/rob-erhof/2015/07/09/would-you-pay-to-block-mobile-ads-no-most-of-you-would-not/?sh=142a293872df>> [Accessed 4 April 2021].

15%^[1] of the time in the following years for maintenance and so will cost £4364.25/yr after.

Application Programmer - CheckmySchedule will have need for an application programmer to build the application work across all mobile applications. This will allow for the backend to be effective and provide the solution needed for the application. Application developer will cost £30,819^[3] for the first year, similar to the interface designer they will be only needed full time for the first year. They will be needed for maintenance there after. Cutting this down to 15%^[1] of the cost to £4622.85 for following years.

I will manage the social media and digital marketing avenues, this should be conducted as a part time basis of almost 20 hours a week. Although will be consistently needed throughout the applications life and development, this will be to develop a consistent visual style and conduct analytical research to best market the application. This will cost £12,640.50/yr^[4].

The domain to hold the site on will be £10 per year. Along side Gleam.io which will be utilised costing £7.20 per month or £86.40 for the year.

Marketing

The marketing activities that have been discussed have minimal costs whilst trying to maximise effects. The social pages will be set up by myself although I will account for the cost of a social media manager. I intend use If This Then That to regulate an ensure then they are uploaded at the right time.

The majority of the marketing costs will be spend on Gleam.io at £7.20/month to run the competitions priorly discussed. I will break down the overall marketing costs in a table.
Funding.

[1] Bird, J., 2011. Lientz and Swanson on Software Maintenance. [online] Swreflections.blogspot.com. Available at: <<http://swreflections.blogspot.com/2011/04/lientz-and-swanson-on-software.html>> [Accessed 3 April 2021].

[2] Princes-trust.org.uk. 2021. Support for starting a business | The Prince's Trust. [online] Available at: <<https://www.princes-trust.org.uk/help-for-young-people/support-starting-business>> [Accessed 2 April 2021].

[3] Payscale.com. 2021. Application Developer Salary in United Kingdom | PayScale. [online] Available at: <https://www.payscale.com/research/UK/Job=Application_Developer/Salary> [Accessed 3 April 2021].

[4] Payscale.com. 2021. Social Media Manager Salary in United Kingdom | PayScale. [online] Available at: <https://www.payscale.com/research/UK/Job=Social_Media_Manager/Salary> [Accessed 3 April 2021].

[5] Tnlcommunityfund.org.uk. 2021. Empowering Young People | The National Lottery Community Fund. [online] Available at: <<https://www.tnlcommunityfund.org.uk/funding/programmes/empowering-young-people#section-1>> [Accessed 4 April 2021].

Print materials and Merchandising products including Posters, Stickers, Business cards and T-Shirts for competitions will be produced and broke down in the table as well.

The website will be an essential part online and sit as a location for users to submit reviews, bugs and overall feedback. It will be there for people who do not own social media. As Vercel provides free hosting I will only need to pay domain costs yearly at £10/yr. I will factor all of this into the pricing table.

The overall aim will be to provide effective marketing in effective and audience based places whilst keep the costs as low as possible.

Funding

There are a number of start up sources that would be ideal as a support funder. The two I have identified which will aid my company to thrive are:

The Prince's Trust Enterprise Programme^[2]. This programme offers grants for innovative ideas from 18-30 year old's living into UK. Inspiring them to turn their big ideas into reality. They also provide guidance and workshops to help with producing the project, I will attend these part of the 20 hours I have free as a social media manager. This loan will come to 5k.

I will seek further funding from the National Lottery Empowering Young People Funding^[5]. They are primarily looking for project to reverse the effects of Covid-19 with my application aiming to bring people together again it will hope to reverse the social damage done to people and help them reconnect with people in a simple fashion.

Financial Analysis

Looking at the start up costs the financial analysis shows the start up costs for CheckmySchedule show to be £85,631.40.

This mostly consists of costs to develop the application front-end and back-end. It is anticipated that the funding would initially fund 50% of the start up costs in the form of a grant. The grant I will be aiming for will be around £90,000 - £100,000 from both Princess Trust and The National Lottery.

Throughout financial projections the first 2 years the application endures development it is forecasted to utilise the loans applied for. In the first year it is projected to spend £12,640 in salaries to produce the business plan. The second year throughout the bulk of the development and marketing the application will spend a further £72,991.40.

The first year the application is live revenue would be expected to be £13,977.73 with a -£8,086.77 total profit due to continued expenses.

Looking towards the sales with the application utilising ads and a fee to remove the ads, the application will use banner ads generating £0.07 per impression and then a £0.79 fee to remove these ads.

The second year the application is live financial projections should maintain with less being spent on development and aiming for more user engagement, up to 0.002% of productivity users should have engaged with the application, there should be an expected expense of £22,064.50 with £27,955.46 in earnings providing a £5,890.96 profit.

In the third year, similar to the second year I would expect more user engagement. Up to 0.004% of productivity application users should have interacted with the application. This year should show the most profit.

£33,846.42 in profit with £22,064.50 being spent and £55,910.92 being earned.

I have set reasonable and realistic anticipations that up to 0.004% of productivity application users will engage with the application over 3 years.

I have set up a giveaway model that is subject to change, the template for giveaways will be monthly competitions on a rotation of T-Shirt give away and £20 Amazon Vouchers.

it is anticipated that the funding will all be redistributed into the application, covering costs until depleted.

The profit should continue to grow after this although consideration must be taken of the future opportunities and how these may effect earning although attract more users.

[1] Princes-trust.org.uk. 2021. Support for starting a business | The Prince's Trust. [online] Available at: <<https://www.princes-trust.org.uk/help-for-young-people/support-starting-business>> [Accessed 2 April 2021].

Financial Forecast

	2021	2022	2023	2024	2025
New Customers	0	0	68,234	136,468	272,936
Ad Removal Revenue	0	0	£9,893.93	£19,787.86	£39,575.72
Ad Revenue	0	0	£4,083.80	£8,167.60	£16,335.20
Total Revenue	0	0	£13,977.73	£27,955.46	£55,910.92
Gross Margin	0%	0%	0%	21%	60%
Gross Profit	0	0	0	£5,890.96	£33,846.42
Operating Expenses	£12,640	£72,625	£21,698.10	£21,698.10	£21,698.10
Marketing Expenses	0	£366.40	£366.40	£366.40	£366.40
Cum Cashflow	£12,640	£72,991.4	£22,064.50	£22,064.50	£22,064.50
EBITDA	-£12,640	-£72,991.40	-£8,086.77	£5,890.96	£33,846.42
Cashflow	£87,360	£14368.60	£6,281.83	£12,172.79	£46,019.21

Marketing - Yearly Estimate

Domain	£10
Poster	£69
Gleam	£86.40
Stickers	£15
T-Shirts	£54
Amazon Cards	£120
Business Cards	£12

Operating Expenses - Yearly Estimate

Apple Store Costs	£72
Interface Designer	£29095 in year 2 then thereafter £4364.25
Application Programmer	£30819 in year 2 then thereafter £4622.85
Social Media Manager	£12,640.50
T-Shirts	£54
Amazon Cards	£120
Business Cards	£12

3.13% of 218 billion^[1] people that downloaded productivity application in 2020 for a realistic approach I will predict 0.001% these users will engage with CheckmySchedule being 68234.

The application only intends to use banner ads which generate £0.07 per impression. Making sure to neglect profits of the users that have paid to remove adverts. I will employ myself as with the social media manager at 50% job role salary as prior discussed across all years and input this wage into the table for financial fairness. These financial forecasting are based of 100k loans from national lottery and princes trust

[1] Statista. 2021. Statista – The Statistics Portal. [online] Available at: <<https://www.statista.com/markets/424/topic/538/mobile-internet-apps/#overview>> [Accessed 4 April 2021].



