

Curfewer Business Plan

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# Executive Summary

Curfewer is a Houston based start-up which is revolutionizing the way curfews are enforced by parents. Gone are the days when the child has to wake up their parents at all hours of the night to let them know they are home safely; now, all that needs to happen is for the child to enter the house and the parent will receive a notification saying they have arrived. This allows for a moderate authoritative parenting. By not allowing the parents to see the location of their child at all hours of the day, we gain trust from the child who will no longer have to worry about parents prying into their business.

## Mission Statement

Curfewer will change the way curfews are enforced.

# Description of Business

Curfewer is a mobile application which negotiates curfew times between parents and children, enforces these curfew times, and results in penalties for missing curfews (i.e. sending the child’s location to the parent). This application enforces curfew times even when parents are away from the house’s location while still keeping the GPS location of the child protected unless a curfew is broken.

## Service

This application provides the ability for parents to be updated when their children have arrived safely at home without the need to wake anyone up. At any time during the night, a parent can check their phone to see if their child made it home safely. Our main competitors, iCurfew and Funamo Parent Control, allow parents to track their child’s location at any time of the day while also enforcing curfews. We feel that this is a violation of children’s privacy and seek to prevent this application from turning into a radical parenting. Curfewer seeks to create a trusting relationship between the parent and child which results in a mutual agreement of use.

# Marketing

Curfewer relies on a mutual agreement of use between the parental party and the child’s party. To accomplish this, we do not include a feature which allows the parent to directly track the location of their child. This application works to keep the child safe and to alert the parents of their location in the event that they do not make it home on time while still respecting the child’s privacy.

## Market Analysis

Our target audience consists of concerned parents who want their child to be able to be with their friends during the night without giving them free-reign. This differs from the market of many potential competitors which are geared towards authoritative parents wanting to know the location of their child at all times. Because we target moderate parents between authoritarian and permissive parenting, we have a much larger target audience.

## Market Segmentation

Our initial application is developed on an Android platform. As shown below, using this platform reaches over half of the smartphone market.

## Competition

Our largest competitors, iCurfew and Funamo Parent Control, are developed for the purpose of tracking individuals with no regard for the privacy of their child. We differ from this model by providing a platform that develops trust between the application and the child and keeping location information private to the child and targets a more moderate authoritarian audience. Funamo Parent Control is the largest competitor in the Android market and would be the main competitor prior to entering the iOS market. iCurfew is only offered on the iOS platform and again, is meant for authoritarian parents and misses a large share of the moderate audience.

## Pricing

This application uses a subscription-based pricing model allowing for two parental devices and four children devices for a total of six devices. The price will be set at a monthly fee of $2.50. In addition to this, a free trial application will be released for proof of concept to parents and will work on one parental device and one child device. This version will be monetized to generate revenue from advertisements.

## Advertising and Promotion

Our application will be initially available for download from the Google Play Store. The advertising needs to target an older audience in order for parents to begin suggesting the use of this app to their children. To accomplish this, advertising will be initially via print (i.e. flyers, newspapers, etc.), local radio stations, and Facebook advertising. After gaining a foothold in the market, word-of-mouth promotion will be the primary form of advertising within a given region.

## Strategy and Implementation

The strategy for growing our user base will consist of strong print, radio advertising, and Facebook advertising within a single city until a quota of ten thousand users is met.