

Curfewer Business Plan

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Table of Contents

1. [Executive Summary 1](#_Toc340506951)

[Objectives](#_Toc340506953)

[Mission Statement](#_Toc340506954)

[Keys to Success](#_Toc340506955)

1. [Description of Business 1](#_Toc340506956)

[Service](#_Toc340506963)

1. [Marketing 1](#_Toc340506968)

[Market Analysis](#_Toc340506969)

[Market Segmentation](#_Toc340506970)

[Competition](#_Toc340506971)

[Pricing](#_Toc340506972)

1. [Appendix 1](#_Toc340506973)

[Sales Forecast](#_Toc340506980)

[Milestones](#_Toc340506981)

# Executive Summary

|  |  |
| --- | --- |
|  | Write this last so that you can summarize the most important points from your business plan.  Provide a concise but positive description of your company, including objectives and accomplishments. For example, if your company is established, consider describing what it set out to do, how it has accomplished goals to date, and what lies ahead. If new, summarize what you intend to do, how and when you intend to do it, and how you think you can overcome major obstacles (such as competition).  You can also choose to use the following four subheadings to organize and help present the information for your executive summary.  Note: to delete any tip, such as this one, just click the tip text and then press the spacebar. |

## Objectives

Click here to enter text.

## Mission Statement

|  |  |
| --- | --- |
|  | If you have a mission statement, include it here. Also include any essential points about your business that are not covered elsewhere in the executive summary. |

## Keys to Success

|  |  |
| --- | --- |
|  | Describe unique or distinguishing factors that will help your business plan succeed. |

# 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 competitor, iCurfew, allows 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

|  |  |
| --- | --- |
|  | Who else is doing what you are trying to do?  Briefly describe several of your nearest and greatest competitors. What percentage of the market does each reach? What are their strengths and weaknesses? What can you learn from the way they do business, from their pricing, advertising, and general marketing approaches? How do you expect to compete? How do you hope to do better?  What indirect competition will you face, such as from internet sales, department stores, or international imports?  How will you keep abreast of technology and changing trends that may impact your business in the future? |

## Pricing

### Advertising and Promotion

|  |  |
| --- | --- |
|  | How do you intend to advertise your business?  Which of the following advertising and promotion options offer you the best chances of successfully growing your business? Directory services, social networking websites, media (newspaper, magazine, television, radio), direct mail, telephone solicitation, seminars and other events, joint advertising with other companies, sales representatives, word-of-mouth, other?  How will you determine your advertising budget?  How will you track the results of your advertising and promotion efforts?  Will you advertise on a regular basis or will you be conducting seasonal campaigns?  How will your products be packaged? Have you done research to see what type of packaging will best appeal to your customers? Have you done a cost analysis of different forms of packaging? |

### Strategy and Implementation