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**The National Engineering University**  
**JPLPC-Malvar Campus**



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**COLLEGE OF INFORMATICS AND COMPUTING SCIENCES**

**EchoAlert: Location Tracking and  
Automatic Emergency Response**

A Business Plan Presented to the  
Faculty of College of Informatics and Computing Sciences  
**Batangas State University TNEU JPLPC - Malvar**  
Malvar, Batangas

In Partial Fulfillment  
of the Requirements for the Degree of  
**Bachelor of Science in Information Technology**  
**Major in Service Management**

**BUELLA, DANICA**  
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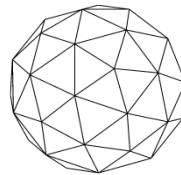
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**CHAPTER I**

**GENERAL COMPANY DESCRIPTION**



**LOREM IPSUM**  
TECH SOLUTIONS

**Vision Statement**

To be a successful worldwide information technology firm trusted by its customers for service excellence, employee care, and collaboration to produce innovative and value-driven ICT products and services.

**Mission Statement**

Lorem Ipsum: Tech Solutions is dedicated in providing security solutions and innovations for the betterment and peace of everyday living. Lorem Ipsum: Tech Solutions' aim is to provide exceptional services to clients through proven, effective innovations in tactical security measures, as well as to establish the



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security industry standard by offering smart services against which all others are assessed.

**Company Objectives**

Lorem Ipsum agency thrives:

- To establish a reputation for providing outstanding customer service and teamwork to all customers' businesses as the finest facilitator for operational efficiency development.
- To deliver excellence in security services, enabling customers, and the general public with peace of mind and guarantee of protection and safety.
- To establish a strong and trusted brand associated with being a trusted corporate strategy consultancy, which will be synonymous with improving and addressing the clients' business difficulties via technological transformation and innovation.
- To empower the youth via educational bursaries, experiential training, and job creation to support economic development, entrepreneurship, and the country's reform goal.



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**Business Description**

Lorem Ipsum agency is a start-up established by a couple of Information Technology students, majoring in Service Management, from Batangas State University, The National Engineering University, JPLPC – Malvar Campus. The start-up features their very first innovation, the EchoAlert application. Due to the huge number of unsolved kidnapping cases and public mass panic, the developers aspire to help in assuring the safety of the community.

According to the Movement for the Restoration of Peace and Order (MRPO), a non-governmental group founded in 1993 to oppose kidnappings, there will be an alarming increase in kidnappings in the Philippines by 2022. The MRPO believes that 40-48 kidnappings have occurred in 2022, the most since 2019 when 85 incidents were registered. The drop in kidnappings since then (33 in 2020 and 38 in 2021) has been ascribed to Covid-19 and accompanying government lockdowns. Kidnappings occur throughout the Philippines, but the most recent hotspots have been in and around Manila. Mass panic had been created and people are frantic about their safety. Therefore, the proponents strive to help people be at ease at all times.



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In this modern and digital age, tracking applications are more necessary than ever before, and they can protect both the user and the device. Cellphones have gotten so compact that they are exceedingly simple to lose and misplace; also, their small size makes them much easier to steal. A cellphone tracker might be useful in the event of an emergency or an accident. In the event of an emergency, such as a fire or a robbery, the fire and police departments will be able to monitor a phone and immediately identify you to assist guarantee that a person is no longer in danger. They can also locate and reclaim your phone if it is stolen, allowing customers to avoid spending a lot of money on a new phone. To put it another way, these smartphone applications can help prevent kidnappings and thefts from becoming increasingly common.

The developers recognized the value of mobile monitoring apps and worked to create a better version with new and improved capabilities. EchoAlert is more than simply a mobile tracking software. Some of the developers' innovations include the capacity for a user to capture images, record audio messages, and track location history in times of emergency. EchoAlert allows users to share their location together with their loved ones, notify them whenever they leave a place, and place alerts in emergency situations.



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**CHAPTER II**

**MARKETING PLAN**

**Opportunity and Issue Analysis**

***SWOT Analysis***

***Strengths***

It is important for an organization to accurately identify and assess its strengths in order to effectively leverage them. The following are the strengths of the application, EchoAlert:

**Emergency Location Tracking.** EchoAlert allows users to send an SOS message to their emergency contacts, together with a series of captured images and a certain length of voice recording. Moreover, location history can be logged in a span of a specific time frame, even if the phone's GPS is turned off through an advanced algorithm. Emergency responders and health rescuers can also easily find a user during an emergency.

**Locate Lost Devices.** Users can locate their lost devices through the use of the app's automatic GPS activation. High-end cellphones can track a missing device using its GPS receiver and provide real-time updates of the phone's current location.





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**Keep in Touch with Loved Ones.** Through the location sharing feature of EchoAlert, users can monitor their loved one's location activity and be updated or notified with changes and emergencies.

**Driving Safety.** EchoAlert have a built-in accelerometer and can alert drivers to patterns of poor driving behaviors, such as harsh braking, harsh acceleration, harsh cornering, and speeding. The app also can detect crash collisions and can notify emergency contacts and dispatches to arrive at the scene.

**Avoid Getting Lost.** The GPS tracking of the app can give a user the directions to a certain place. The shortest route would be calculated and can be saved or favorited.

***Weaknesses***

It is important for organizations to accurately identify and assess their weaknesses in order to address and overcome them. By understanding its weaknesses, an organization can focus on improving these areas and mitigating their negative impact on its success. The weaknesses of EchoAlert are as follows:

**Unwanted Tracking.** Even though the location shared is for selected users only, hackers and companies can still find a way to track a user's location. Because



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the app mostly needs to turn on the GPS, a user's location is susceptible from tracking.

**Abuse of Privacy.** Users can abuse the SOS feature of the app and document or record private moments and conversations. These acts violate the security use policy of EchoAlert.

***Opportunities***

Opportunities refer to favorable external factors that can potentially benefit an organization. Opportunities are an important as they can provide an organization with the potential for growth and success. By identifying and effectively leveraging opportunities, an organization can overcome its weaknesses and threats, and achieve its goals. The following are the opportunities of EchoAlert:

**Advanced Algorithm.** EchoAlert would be the first GPS tracking application in mobile that has an advanced algorithm on turning on and off the location of a cellphone at specific time intervals. During an SOS emergency, the phone's camera and voice recorder also activates for a set amount of duration.

**Essentiality and Convenience.** Due to the public fear from the alleged van kidnappings, users would be willing to use the app for their safety. It is understandable that people may have concerns about privacy when it comes to using



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GPS tracking mobile applications. On the one hand, these application can be incredibly useful for tracking the location of loved ones, especially in emergency situations. EchoAlert can also be useful for tracking valuable items, such as a phone.

***Threats***

Threats are external factors that can negatively impact an organization's performance and ability to achieve its goals. By understanding the potential threats facing the organization, leaders can develop strategies to mitigate these risks and ensure the organization's continued success. The potential threats to EchoAlert are as follows:

**Growing Competitors.** GPS tracking mobile applications are not new to the market. Many companies and organizations had already developed applications with similar features. However, EchoAlert is the first to have unique features.

**Reluctance of Use.** Some people may be reluctant to use the app because of privacy issues. Ethical dilemmas may also arise because of the picture capturing and voice record feature of the application.

**Security Breaches.** Security breaches are incidents in which sensitive, confidential, or protected information is accessed, disclosed, or otherwise made available to unauthorized individuals or entities. These incidents can have a range



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of negative consequences, including financial loss, reputational damage, and harm to individuals whose information has been compromised. EchoAlert's database holds sensitive information of its users, such as their travel patterns and frequent places. Security breaches are a threat to the application because it has the potential to make Lorem Ipsum agency to lose customers and stakeholders.

**Bugs.** Bugs can disrupt user experiences, and ultimately, the brand. EchoAlert is a mobile application that is susceptible to bugs. Bugs can also break the application as a whole. The agency company has the responsibility to resolve bugs whenever they arise.

**Competition**

The market for app development is highly competitive, with many companies and individuals vying for a share of the growing demand for mobile apps. Competition in this market can come from a variety of sources, including other app development companies, independent app developers, and even large technology companies that have the resources to enter the app development market.

This section lists EchoAlert's principal competitors. Their application characteristics and a summary of strategies are briefly discussed.



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**Life360.** Life360 is a location-sharing and family tracking app that allows users to share their location with family members and friends, and receive notifications when those individuals arrive at or leave designated locations. The app also includes features such as an in-app messaging system, real-time location tracking, and the ability to set up geofenced locations, which trigger notifications when someone enters or leaves a designated area. The app also includes a crisis response feature, which allows users to quickly and easily alert their family members in the event of an emergency.

**Glympse.** One of the most downloaded location apps on the Play Store over time is Glympse. The main idea behind the app is the ability to swiftly and conveniently inform friends, family, and coworkers of your GPS location.

One of the best aspects of this phone tracker is that users only need a web connection to view your location on a map without having to register. Glympse is distinct from other location-sharing applications like WhatsApp and Google Maps because to this.

**Google Maps.** Google Maps is a web-based mapping service developed by Google. It allows users to view and interact with detailed maps of locations around the world. With Google Maps, users can search for and find directions to specific



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locations, view real-time traffic and transit information, and explore places of interest, such as businesses, restaurants, and attractions.

**Product Offering**

Lorem Ipsum's EchoAlert application utilizes a GPS tracker for accurate location display. Users can create their own emergency contacts and share their location with them. Every user in a group gets notified of the location changes and SOS triggers of a member and through the in-app messaging. Accelerometer is also present on the product, which detects the driving patterns of a user. A car crash or collision detector is also available to notify all of the people in a group when a member gets involve in a car crash. The SOS features include the activation of the camera and voice recorder of the phone, even if it is turned off, by repeatedly pressing the volume up button. For basic users, five consecutive pictures will be captured and a ten seconds of voice record will be sent to their emergency contact group. The application also has an advanced algorithm wherein users can set intervals when the GPS of their phone would activate, to record their location. If users avail the premium version, the captures will be increased and the voice record will be longer. Premium users can see their location history for the past thirty days,



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compared to basic users who can only see history for a week. Premium users can also call for immediate emergency response from nearby police stations and medical hospitals, in the event of an emergency. The premium version also has data breach alerts to inform users if their information has been found in the dark web before it leads to identity theft.

**Distribution**

Application development is the process of creating software applications that can be used on a variety of devices, such as computers, smartphones, tablets, and other electronic devices. This process involves a number of steps, including planning and design, coding and programming, testing and debugging, and deployment and distribution.

After the development of EchoAlert, it will be distributed to users in a number of ways, depending on the type of application and the intended audience. Some common methods of distribution for application development include:

- **App stores:** Many applications are distributed through app stores, such as the Apple App Store or the Google Play Store. These platforms allow users to browse, search, and download applications to their devices.



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- **Enterprise distribution:** Some applications, such as those used by businesses or organizations, are distributed internally through an enterprise app store or other secure platform. This allows the organization to control access to the application and ensure that it is only available to authorized users.

**Objectives**

The main objective of this business plan is to provide a roadmap for the development and growth of the Lorem Ipsum Agency. This business plan outlines the goals and objectives of the agency, as well as the strategies and actions that will be taken to achieve those goals. Some specific objectives of this plan include:

- The development of a GPS Location Tracking App, the EchoAlert application and define its functionalities and features to appeal the market.
- Identify the target market and customers, including information about their needs, preferences, and behaviors, to develop effective marketing and sales strategies.





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- Outline the unique business value proposition, which is the value that Lorem Ipsum offers to customers that sets it apart from competitors. This can help the business to position itself in the market and attract customers.
- Develop a financial plan that describes the expected costs and revenues of the business, as well as any financing that will be needed to start and grow the business.

**Target Market**

A target market is an important concept in marketing and sales, as it helps businesses to focus their efforts on the customers who are most likely to be interested in their products or services. By identifying and targeting a specific market, businesses can increase their chances of success and grow their customer base.

EchoAlert's target market are the general public that could benefit from the features of the application, such as:

- **Families and Friends:** EchoAlert can be useful for families and friends who want to stay connected and informed about each other's locations. This app can allow users to share their location with others, receive notifications when



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someone arrives at or leaves a designated location, and use in-app messaging to communicate.

- **Commuters:** Public commuters can benefit from the real-time tracking of public transit, enabling them to see public transit routes and schedules, which can help commuters to avoid delays and make informed decisions about their travel plans. Their safety is also assured because of the SOS feature of the application.
- **Outdoor enthusiasts:** EchoAlert can be useful for outdoor enthusiasts who want to track their location and activities while hiking, biking, or engaging in other outdoor activities. The app can provide detailed maps, altitude information, and other features that can help users navigate and explore the outdoors.
- **Drivers:** Drivers are also considered as a target marked by EchoAlert. This includes those who use private and public vehicles for transportations such as vans and private owned cars who would like to track their location while traveling and to assist them on the safest routes and proper driving manners.
- **Emergency Responders:** EchoAlert's emergency notifications are integrated with emergency responders' databases. EchoAlert can be useful



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for them to quickly and accurately locate individuals in emergency situations.

The real-time location information can be used to coordinate rescue efforts and other emergency response activities.

**Positioning**

Positioning in app development refers to the process of defining and communicating the unique value proposition of an app, and how it differentiates itself from other apps in the market. This is an important step in app development, as it helps to define the target market and target audience for the app, and guides the marketing and sales efforts for the app.

To develop a positioning strategy for an app, developers typically need to conduct market research and analyze the competitive landscape. This can involve researching the needs and preferences of potential users, identifying the unique features and benefits of the app, and comparing the app to similar apps in the market.

EchoAlert is dedicated on delivering the best experience to users, investors, and the like. EchoAlert app provides reliable, real-time navigation and location tracking services for both personal and professional use. With a user-friendly



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interface and accurate mapping technology, the app makes it easy for individuals and to track their movements and reach their destination safely and efficiently.

**Marketing Strategy**

**Product/Service**

EchoAlert is a unique GPS tracking and emergency response application. Compared to its competitors, EchoAlert offers a more budget-friendly membership pricing. Moreover, the features of the app are never seen before. Innovations like the activation of the mobile data for GPS and the capturing of images and voice recording will be the strengths of EchoAlert. EchoAlert also has a user-friendly interface for the convenience of use of the customers. EchoAlert's specialized functionality is its emergency response and logistics.

**Place**

The start-up company, Lorem Ipsum, is based on Malvar, Batangas, where the developers reside. In accordance with consumer demand, the organization will concentrate on updating and improving an application's functionality. Our objective is to establish and expand our firm in different regions to become more well-known



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and well-known in the industry because location is also very important and plays a significant role in attracting customers.

**Pricing**

EchoAlert app is free to download on app stores like Google Playstore and Apple App Store. To unlock limited features of the application, like increased number of captures, longer voice record, automatic emergency dispatch, and data breach alerts. Premium membership costs ₱499 per month and has a seven day free trial. However, if users avail the ₱3,599 per year annual plan, they can save up to 40%. Customers and users will be assured that these premium services have high-quality features, are reasonably priced, and are worth the money they spend on them.

**Promotion**

There are many different tactics and strategies that can be used to promote the app and reach potential users. Some common marketing promotion tactics for EchoAlert include:

- **App store optimization (ASO):** ASO is the process of optimizing an app's listing on an app store, such as the Apple App Store or the Google Play Store. This can involve optimizing the app's title, description, keywords, and other metadata to make it more visible and appealing to users.



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- **Social media marketing:** Social media platforms, such as Facebook, Twitter, and Instagram, can be a powerful tool for promoting an app. This can involve creating and sharing engaging content about the app, such as videos, images, or testimonials, to reach and engage potential users.
- **Influencer marketing:** Influencer marketing involves partnering with influential individuals or organizations to promote the app. This can involve leveraging the influencer's social media following, network, or expertise to reach and engage potential users.
- **Paid advertising:** Paid advertising, such as Google AdWords or Facebook Ads, can be an effective way to promote an app to a specific target audience. This can involve creating and running targeted ads that are designed to reach potential users and drive them to download the app.

**Action Program**

An action program is a plan that outlines the specific steps and actions that will be taken to develop, launch, and promote EchoAlert. This plan would include information about the goals and objectives of the app, the target market and target audience, the unique value proposition of the app, and the marketing and promotion



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tactics that will be used. The following is the following steps for the action plan of EchoAlert:

1. The goals and objectives of the app would be defined. The features and capabilities, and the target market and target audience will be identified.
2. Market research will be conducted to define the value proposition of the app. This involves researching the needs and preferences of potential users, analyzing the competitive landscape, and identifying the features and benefits of the app that differentiate it from competitors.
3. The positioning statement of EchoAlert will be composed to serve as a compelling statement for the users and other stakeholders.
4. A marketing and promotion plan will be deployed. Specific tactics and strategies to promote the app includes freebies, online or social media marketing, and user engagement and feedback. These are the strategies to engage and retain users to improve the app.
5. Lastly, EchoAlert will be launched and made available to users. EchoAlert will be published in app stores and will be distributed through other channels.



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**CHAPTER III**

**OPERATIONAL PLAN**

**Inventory Management**

Inventory management of an application software like EchoAlert refers to the process of tracking and controlling the distribution, deployment, and usage of an application software. This can involve a variety of activities, such as tracking the number of licenses or users of the software, managing the distribution of the software, and monitoring the usage and performance of the software.

To manage the inventory of EchoAlert, it is important to have a system in place to track and control the distribution, deployment, and usage of the software. This could involve using a software inventory management tool, which is a specialized application that helps to track and manage the inventory of an application software. Some of the key activities that may be involved in managing the inventory of an application software include:

- **Tracking the number of licenses or users:** One of the key aspects of inventory management is tracking the number of licenses or users of the software. This involve monitoring the distribution of the software and





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ensuring that it is not distributed to more users than the number of licenses that have been purchased.

- **Managing the distribution of the software:** Another important aspect of inventory management is managing the distribution of the software. This involve setting up processes and procedures to ensure that the software is distributed to the right users, in the right locations, and at the right time.
- **Monitoring the usage and performance of the software:** Inventory management involves monitoring the usage and performance of the app. This can involve tracking the usage of the software by different users, and collecting and analyzing data on the performance of the software.

**Manpower Requirements**

It's inevitable that Lorem Ipsum will develop into a sizable company, making it challenging for the current four managers to run it alone. This is the main justification behind Lorem Ipsum's hiring need. More people will use EchoAlert as the company expands and becomes more reliable. The agency will need a Research and Development Manager who is responsible for overseeing the research and development activities of an organization. This involves managing and coordinating



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the work of a team of researchers and developers, and ensuring that the organization's R&D efforts are aligned with its goals and objectives. They oversee research activities and develop knowledge-based products for a company. They also develop research programs incorporating current developments to improve existing products and study the potential of new products. The R&D manager that would be hired will have a starting salary of ₱15,000 per month.

**Table 1. Manpower Requirements**

<b>Position</b>	<b>Duties</b>	<b>Salary</b>
<b>Research and Development Manager</b>	. An R&D manager is responsible for developing and implementing an R&D strategy that aligns with the goals and objectives of the organization. This involves defining the scope and focus of the R&D efforts, identifying priorities and priorities, and allocating resources and budget. An R&D manager is also responsible for managing and coordinating the work of a team of researchers and developers. This involves setting goals and	₱ 15,000 a month



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	targets, assigning tasks and responsibilities, and providing guidance and support to team members. They are also responsible for communicating with stakeholders and external partners, such as investors, customers, or regulators. This involves providing updates on the progress and performance of R&D activities, and responding to questions and concerns from stakeholders.	
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**CHAPTER IV**

**ORGANIZATIONAL PLAN**

**Organizational Chart**



**Job Description**

**Project Manager**

- **Developing and implementing a project plan:** A project manager is responsible for developing and implementing a project plan that defines the scope, goals, and timeline of the project. This involves creating a detailed schedule of tasks and activities, identifying and allocating resources, and establishing milestones and deliverables.



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- **Managing and coordinating the work of a team:** A project manager is also responsible for managing and coordinating the work of a team of individuals who are working on the project. This involves assigning tasks and responsibilities, providing guidance and support, and ensuring that team members have the resources and tools they need to be successful.
- **Monitoring and tracking the progress of the project:** A project manager is also responsible for monitoring and tracking the progress of the project, and ensuring that it is on track to meet its goals and objectives. This involves collecting and analyzing data on the performance of the project, and providing regular reports and updates to stakeholders.
- **Identifying and managing risks and issues:** A project manager is also responsible for identifying and managing risks and issues that may affect the project. This involves identifying potential risks and issues, developing contingency plans, and taking action to mitigate or address any risks or issues that arise.



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- **Communicating with stakeholders:** Finally, a project manager is also responsible for communicating with stakeholders, such as project sponsors, customers, or team members. This involves providing regular updates on the progress and status of the project, and responding to questions and concerns from stakeholders.

**Full Stack Developer**

- **Designing and implementing web applications:** A full stack developer is responsible for designing and implementing web applications using the technologies and tools in the development stack. This could involve creating wireframes, prototypes, and user flows to define the app's look, feel, and functionality, and implementing the app using programming languages, frameworks, and libraries in the stack.
- **Testing and debugging web applications:** A full stack developer is also responsible for testing and debugging web applications to ensure that they are free from defects and errors. This could involve creating test plans and cases, and using a variety of tools and



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techniques to test the app's functionality, performance, and reliability.

- **Maintaining and updating web applications:** A full stack developer is also responsible for maintaining and updating web applications over time. This could involve fixing bugs and defects, implementing new features and functionality, and upgrading the app to use the latest versions of the technologies and tools in the development stack.
- **Collaborating with other team members:** A full stack developer is also responsible for collaborating with other team members, such as UX and UI designers, software developers, and QA engineers, to ensure that the app is developed according to the project plan and design specifications. This could involve sharing knowledge and expertise, and providing guidance and support to other team members.

**Finance Manager**

- **Developing and implementing a financial plan:** A finance manager is responsible for developing and implementing a financial



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plan that aligns with the goals and objectives of the organization.

This involves defining the scope and focus of the financial plan, identifying priorities and priorities, and allocating resources and budget.

- **Monitoring and evaluating the financial performance of the organization:** A finance manager is also responsible for monitoring and evaluating the financial performance of the organization. This involves collecting and analyzing data on the organization's financial performance, and providing regular reports and updates to stakeholders.
- **Identifying and managing financial risks and issues:** A finance manager is also responsible for identifying and managing financial risks and issues that may affect the organization. This involves identifying potential risks and issues, developing contingency plans, and taking action to mitigate or address any risks or issues that arise.
- **Communicating with stakeholders and external partners:** Finally, a finance manager is also responsible for communicating with stakeholders and external partners, such as investors, lenders,





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or regulators. This involves providing updates on the financial performance of the organization, and responding to questions and concerns from stakeholders.

**Marketing Manager**

- Oversee all marketing campaigns for their company or department
- Implement marketing strategy
- Promote a business, product, or service
- Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones
- Represent the marketing team to cross-functional groups including product management, sales, or customer support

**Legal Form of Ownership**

Lorem Ipsum agency is recognized as a General Partnership. A general partnership is a legal form of business ownership in which two or more individuals own and operate a business together. In a general partnership, the partners share



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the risks and rewards of the business, and are personally liable for the business's debts and obligations.

There is some formality with this type of ownership when several business owners compete for profit, but every partner should agree on what they are accountable for and what they will receive if the firm fails. Furthermore, partners must invest equally from their funds and divide their time and effort equally among themselves. Lorem Ipsum's earnings will be distributed proportionally among the company's owners. Furthermore, the legal agreement should specify who will perform various roles and responsibilities. This includes deciding who will make business decisions, how conflicts will be settled, and how and when potential partners will join the organization.

The advantages of such an ownership are as follows:

- **Easy and inexpensive to set up:** Unlike other business structures, a general partnership does not require any formal registration or documentation, making it easy and inexpensive to set up.
- **Shared management and decision-making:** In a general partnership, all partners have equal say in the management and decision-making of the



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business, which can lead to better collaboration and more efficient operation.

- **Shared profits and losses:** In a general partnership, all partners share the profits and losses of the business equally, which can provide a sense of shared ownership and motivation to succeed.
- **Flexibility:** A general partnership is a flexible business structure that allows partners to customize their roles and responsibilities within the business, making it a good option for businesses that require a high degree of flexibility.
- **Access to capital:** A general partnership allows partners to pool their resources and access capital from external sources, such as investors or banks, which can help the business grow and expand.



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**CHAPTER V**

**FINANCIAL PLAN**

**Start-up Expenses and Capitalization**

Start-up expenses and capitalization refer to the costs and investments associated with starting a new business. Start-up expenses typically include things like legal fees, marketing costs, and salaries, while capitalization includes investments made by the founders and/or external investors. Legal fees for incorporating the business would cause ₱25,000 and a total of ₱800,000 will be invested by the developers for the development of the start-up project. Overall, ₱825,000 is the allotted capital for the business. The majority of the finances will be allocated to software development resources, with the remainder allocated to employee labor costs, product advertising, and the agency's emergency fund.

**Source of Funding**

There are many potential sources of funding for the development of EchoAlert. The following will be utilized by the start-up developers to get the financing they need:



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- **Personal savings:** The developers will use their own savings to fund their project, especially when starting out or working on a smaller scale.
- **Crowdfunding:** Crowdfunding platforms, such as Kickstarter or Indiegogo, allow the developers to raise money from a large number of individuals in order to fund their projects.
- **Angel investors:** Angel investors are individuals who provide capital to early-stage businesses, often in exchange for equity. The developers can seek out angel investors to fund their projects.
- **Venture capital firms:** Venture capital firms provide funding to businesses with high growth potential, often in exchange for a share of ownership in the company. The developers will pitch their projects to venture capital firms in order to secure funding.
- **Small business loans:** The developers will apply for small business loans from banks or other financial institutions in order to fund EchoAlert development.



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**Entrepreneurial Activity**

**Table 2. Estimated Breakdown of Sales for the month of January 2023**

<b>EchoAlert Premium Subscriptions</b>			
	<b>Price</b>	<b>Number of subscriptions</b>	<b>Total Income</b>
<b>Monthly</b>	₱499.00	238	₱118,762.00
<b>Annually</b>	₱3,599.00	576	₱ 2,073,024.00
<b>Total Sales</b>			<b>₱2,191,786.00</b>

The following are the assumptions for the following year after considering the marketing plan:

**Production Capacity**

a. The agency can produce only one software application, the EchoAlert, in the first year of its operation. Further maintenance of the application will be done in the following years.

**Estimated Customers**

a. For the first year of the launch of the application, an estimated of 10,000 users will be accumulated by the agency.



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**Cost of Labor**

- a. A Research and Development Manager is expected to hired with a wage of ₱15,000/month.

**Sales for EchoAlert Subscription**

- a. The premium subscription per month costs ₱499 monthly and ₱3,599 annually.  
b. Sales will be on electronic basis only.

**EchoAlert Statement of Financial Performance**

**For the year ended December 31, 2023**

	Note	
Total Subscription Sales	(1)	₱22,791,600
Less: Cost of Sales	(2)	<u>₱8,326,950</u>
Gross Income		₱14,464,650
Less: Operating Expenses	(3)	₱3,330,870
Marketing Expenses	(4)	<u>₱1,010,000</u>
<b>Net Income</b>		<b>₱10,123,780</b>



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**Notes to Financial Statement:**

1. Total Subscription Sales are broken down below:

Monthly Subscriptions	₱1,197,600
Annual Subscriptions	<u>₱21,594,000</u>
<b>TOTAL</b>	<b>₱22,791,600</b>

2. Cost of Sales includes:

Resources Purchased	₱5,370,280
Labor Cost	₱180,000
Other Production Costs	<u>₱2,776,670</u>
<b>TOTAL</b>	<b>₱8,326,950</b>

3. Operating Expenses:

Salary Expenses	₱300,000
Utilities Expenses	₱940,200
Development Expenses	<u>₱2,090,670</u>
<b>TOTAL</b>	<b>₱3,330,870</b>





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3. Marketing Expenses:

App Store Optimization	₱500,000
Paid Promotion	<u>₱510,000</u>
<b>TOTAL</b>	<b>₱1,010,000</b>



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