

## **Business plan for the application mobile 'Uday'**

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## 1. Executive Summary

In times of crisis like these, the most successful companies have emerged, since, as Joseph Schumpeter argues, "the crisis increases the creativity of entrepreneurs". Start-ups allow young entrepreneurs with a strong ambition to face the challenge of finding solutions to problems arising from continual changes in people's lifestyle.

Our Start up was born in this context, proposing an innovative idea in an app-centered world, using voice and its emotionality as the protagonists in communications and human-machine interactions. We are talking about the world's first full-voiced social network: Uday.

Uday is the first network that allows the user to replace typing with the voice.

To make it even more intriguing Uday is the use of voice interfaces: thanks to voice recognition, each user can log in with voice commands and activate all the functions within the app.

The user can finally give voice to their Selfies, going beyond the limits of the image and telling the most beautiful moments of her life, her dreams and her projects daily, a kind of storytelling app, made of memories, tips, stories, People and especially voices, transforming the classic Selfie, common to all social, into the first Selfie Vocal.

A quick and immediate way of making the world feel like you are expressing, playing, singing, listening to your voice, sharing your ideas and enchanting followers with your voice.

So there will be those who will suggest cooking recipes, who will be the press review of the Middle East countries, who will give heart-to-heart advice and who will talk about politics.

The most interesting and unique aspect of the project that distinguishes it from all the social networks of video and text content is certainly the use of the voice, which lets you tap intimacy notes that even Twitter, Facebook and other social networks may want to reach.

## 2. General Company description

### 2.1 Company summary

Uday was born in Italy, in Caivano in the province of Naples, by two brothers with a strong creativity and a passionate passion for technology:

- Mohammed Ahammed Safy El Dein CEO and UI - UX Designer, graduated in Architecture at the University of Naples Federico II
- Ahmed Ahammed Safy El Dein Aowd CFO and CTO, choreographer - dancer and Project Manager of events at different disco in southern Italy

We have not yet founded the company, this in order to avoid initially capitalizing and safeguarding our capital, but will be part of the start of the project.

## **2.2 Mission**

Being able to enter the market and be the first power of social networks. Expansion at national and international level by implementing and updating new services we have offered

## **2.3 Objectives**

Communicative Revolution  
Create a new type of users  
Reinterpret man-machine relationship

## **2.4 Keys of success**

Creativity and vision.  
Easy and effective usability.  
High emotional impact technology, which provides substantial and useful value.

# **3. Product**

## **3.1 Product description**

This is an ambitious and innovative project that allows users to create, share and listen to "audio" postings, Selfie Vocal. The power and emotionality of the voice are back to the brunt of the social world.

Uday is the first vocal social network, a social platform where you do not write but share photos and videos, with audio messages. Valuing the ever-increasing voice spread in instant messaging applications, Uday reaffirms this desire for sound, creating a socially devoted voice and sound.

But how does Uday work? From the first access, you can activate functions with simple voice commands, with which you can create your own profile, record audio post / selfie messages, and perform searches and activate functions within the app.

The peculiarity of our app will lead to a different fruition of the smartphone, where, to interact with the app, typing or typing is not indispensable, but only the use of voice. A man-machine reinterpretation.

The heart of the system is the creation of Selfie Vocal: a photo / selfie with audio recording, where you can tell the most salient moments of your day, fueling the interests and curiosity of your friends or acquaintances who in turn can leave a voice commentary.

Resuming the logic of brevitas that is the basis of Twitter's success, we have limited the duration of each 30-second recording. So in theory there are no streams of consciousness but rather quick and immediate jokes.

User-generated content can be navigated using a single search criterion, the name entered by the same users at the time of the upload. Each selfie vocal is accompanied by an audience counter, the number of users who have listened to it, this will decree the most successful and the most viral ones.

There are millions of mobile apps, whether it's a way to go to a meeting, record a workout or add cappuccino costs to the weekly budget, one thing is clear: apps are now integral to our daily newsgroups and users. They use apps on average 30 hours a month, according to Nielsen. So why should a user join Uday?

We feel the answer to that question immediately. Explain how important it is to use Uday by analyzing some key aspects:

#### 1) The voice

Telling an important moment in your life, with the image alone, would now risk limiting its potential. With the addition of voice you will have the opportunity to create immediate, lasting and emotionally profound perceptions.

#### 2) Voice Commands

The English writer of science fiction and futurist Arthur C. Clarke, one of the greatest visionaries of the twentieth century, had predicted, among other things, the advent of global access to information, instant search algorithms and smartphones. But above all, he coined what is known as Clarke's Third Law: "Any sufficiently advanced technology is indistinguishable from magic." And voice recognition is in fact indistinguishable from magic. According to us, talking to our devices is a key milestone in the evolution of technology. We are slowly shifting to a more natural form of interaction with digital systems. It's the "magic of voice" that is eliminating the need for user interfaces such as keyboards, switches, and touch surfaces.

It is evident that from the originality of these two aspects, we feel that we have all the cards to attract a large crowd of curious users and make considerable innovation.

### **3.2 Development Requirements**

The first question we are about is what type of application we want to develop. There are basically two types: a native version and a web-based version. Both have advantages as well as disadvantages, which will be specified in this paragraph.

First of all, we define what native and web applications are.

A native application is for a specific mobile device (smartphone, tablet, etc.) and is installed directly on the device. Users usually buy these applications through an online market such as the App Store or Android app on Google Play.

When we talk about mobile web applications, we refer to Internet-enabled applications that feature mobile-specific features. They are accessible via the mobile device's web browser (ie on the iPhone, which is Safari by default) and you do not have to download and install it on your device.

We compare both types with respect to the following factors:

#### User interface:

In terms of overall look-and-feel, there is little difference between the two, making for a consistent user experience.

#### Development:

For native applications, any mobile application development platform (for example, iOS, Android) requires its own development process and has its own native programming language. The web application runs in the web browser of the mobile device and everyone can have their own functionalities and delicate. Mobile web applications are mostly written in HTML5.

#### Hardware Interface:

Native applications can interface with the device's natural features, information, and hardware (camera, accelerometer, etc.) Mobile web applications can access a limited amount of native device features and information (orientation, geolocation, media, etc.)

#### Monetization:

Developers can charge a download price and application stores will typically handle the payment process (in return for a percentage of sales). Uploading users to the mobile web application requires setting up a paid system or subscription. We will talk further about the different business models possible for an application.

#### Distribution:

Native applications are downloaded directly to a mobile device from stores and markets and run as a standalone application (no web browser is required). Users must download and install application updates manually. Web applications are accessible through a web browser on a mobile device. You do not have to install a new software because the updates are run on the web server without user intervention. Since there is no app store for the Mobile Web, it may be more difficult for users to find our application.

#### App Version:

As a result of distribution methods, native application users may choose to ignore an update, causing different users to run different versions of the app, while all web application users are in the same version.

### STRENGTHS

Native apps	Web apps
Generally faster performing mobile web applications	They have a common code base on all platforms
App stores allow users to find native apps	No installation is required
Approval processes of an app store can help users ensure the quality and security of the app	Direct control over application deployment (no shop approval required)
The tools, support, and best practices of standard development provided by equipment manufacturers can help speed up development	

## WEAKNESSES

Native apps	Web apps
They are usually more expensive to develop, especially if they support more mobile device	Mobile web applications can not access all device features (still)
Multiple platform support requires multiple code basics and may involve higher costs in development, maintenance, push updates, and more.	Support for multiple mobile web browsers can cost more for development and maintenance, etc.
Users can have different versions and make our application more difficult to maintain and provide support	Users can be present on different mobile browsers and may make our application more difficult to maintain and provide support
Approval processes of an app store may delay launching the app or prevent app release	For users, it may be more difficult to find a mobile web application due to the lack of a centralized application store

### Conclusion:

As we can see, more factors need to be considered to decide what kind of application we want to develop, such as business goals, target targets, technical requirements, and so on. We have chosen to choose a native application for the following reasons:

- Direct access to a large group of consumers through existing stores. The native applications are easy to manage Find and Install. The App Store of Apple, Google Play, etc. They are great places to search and download apps;
- Complete integration with payment systems. Apple users are known to be voracious of consumers and two clicks away from buying an app. Apple has 400 million active iTunes account files on the file that make app purchases really easy;
- Greater adoption by users, volume of use, and engagement of users (ie, duration of session usage).

## 4. Market

In order to carry out Uday's study, however, it was necessary to find a theoretical framework that would allow us to have an overview of the current market and of all the theories related to the development of a Successful Start-up to gain its merits and defects and create the the most appropriate development model for our mobile app.

## 4.1 Market analysis

Social media has probably represented the biggest change from the industrial revolution to our present day, not only have influenced our social relationships but have made tremendous changes to the world of communication.

But Facebook & Co seems to be in a slightly waning phase. Those who seem to go strong at this time are the applications of Instant Messaging, which begin to be used also within marketing strategies, and in particular the most frequent use of voice notes at the expense of typing

According to data published by the Statist, social / instant messaging apps are preparing to overcome social media / networks by the number of active users and there is no point in betting that the adoption rate will soon be much higher than the second coming in the next three years to be Almost equivalent to the total Internet users. There is no doubt that this is the social media marketing game ground and the opportunity to seize by brand and publisher to establish more intimate, more personal and personal relationships and conversations.

Another obvious trend in recent years is the exponential increase of personal assistant via chat and on demand. From the voice servers of Apple (Siri) and Microsoft, to Echo, the Amazon device captures any voice command, including the purchase of products.

The conversational model is the main mode of interaction with our mobile devices, integrating this original model with all the interactions that can be made online (from simple search, to banking), are turning our smartphone into a true And our own personal concierge, always available, who supports us in the choices, assists us in purchases and research, facilitates the use of services. All this on the go, in mobility.

From this scenario it is clear that conversational experience is a fundamental shift that will determine the type of applications that will be developed in the future and will change the style of services that will be designed and delivered in the future.

On the analysis of these phenomena in progress and on the characteristics of this growing market are the mechanisms utilized by Uday to structure our business idea.

## 4.2 Competitor

The future is in the hands of leaders such as Facebook and CO. According to the analysis conducted by Kantar Media, a media monitoring and analysis company, the future of social media will move on different plans: on the one hand there will be Facebook and Twitter and a small group of leading social media ; On the other, the competitors will present new and different projects.

In the financial sphere, the industry giants have a tremendous weight that allows them to buy any social network that has a strong and significant impact on users: 1.44 billion Facebook users; Whatsapp and Instagram count 900 million and are both Mark Zuckerberg. In addition, to name a few, we have Youtube, the world's largest virtual content catalog, Pinterest, an emerging platform that offers users a new shopping experience; Alongside the social media also the Digital Lab industry that in recent years has had positive feedbacks and answers. These are considered as new digital incubators for the novelties presented and for the excellent operation of the offered service: lack of advertising, geolocation, self-destruction, sharing of knowledge, live streaming.

As competitors from the already established leaders and therefore our new proposal is fortunate to have the means to create something that is projected in the future already available; The disadvantage is the low level of feedback from users who remain loyal to the already established social media.



In fact, in this world, where giants make the competition harder, it will be increasingly difficult to reveal their skills and novelties: it will not be enough to realize a new project but it will have to give a new experience to the users, let them measure with different dynamics Now unexplored. Leaders, however, are unlikely to miss the opportunity to buy emerging and promising social networks, thus creating further consolidation.

It will be interesting to see then the real challenge, if not impossible, of creating a product that will mix some of the cards at the powerful table and have the ability to offer a unique and highly competitive service.

### 4.3 Assessment of the competition

When you enter a market with a new product or service, it is crucial to examine and analyze the competition. Competitive assessment is a business planning tool that will help us make good business decisions taking into account the presence of competitors and their potential impact.

An evaluation typically involves creating a list of competitors and creating a profile for each competitor that includes information such as the types of products and services they sell, their market share, marketing strategies, and significant strengths and weaknesses.

Before going further, we must distinguish between different market types:

- New market  
Usually a new market is created by disintegrating innovation. There are no customers, no competitors. A need that previously did not exist was created
- Existing Market  
An existing market is a market where competitors are known, customers are known and, above all, the basis of competition is well-known (these are the features that are very important to consumers and for which consumers are ready to download Their current supplier). The winning odds of an existing market are only made when you perform better on these features. Competitive analysis must be around these features  
.
- Re-segmented market  
It is an existing market that we want to segment, which means that we have found some features or needs of customers in an existing market that managers do not deal with.

Given the characteristics and peculiarities that distinguish our project, it seems clear that we are re-segmented. The strategy to use here is to create a new network and be the first to offer a great, new and exciting advantage.

### 4.4 SWOT Analysis

SWOT analysis is a method used to evaluate strengths, weaknesses, opportunities and threats of an enterprise. The aim is to align our strategies to the reality of our business environment in order to:

- ✓ Maintain and build our strengths
- ✓ Take advantage of our opportunities
- ✓ Correct or eliminate our weaknesses
- ✓ Contrast the threats

### Internal analysis

From an internal analysis, assessing the opportunities and threats we have:

- Uday Opportunities is Extreme Original, the power of voice and sound can create emotional bonds between people, brands and consumers.
- Possible threats might come from international social and ap / instant messaging companies that could copy the idea and implement their service by introducing voice enhancing their social impact.

### External analysis

As for the external analysis, we will analyze the strengths of weakness and the threats that might come from outside.

- Within the market where we want to operate the strengths that Uday offers are definitely an innovative impact on the communications platform, creating a certain loyalty to the users.
- Weaknesses may be that at the beginning of our business it will be difficult to engage users to use a new medium as we are new entrants to the market.

## S.W.O.T Analysis

### INTERNAL

### ANALYSIS

### EXTERNAL

#### OPPORTUNITY

The power of voice and sound to create emotional ties between people, brands, and consumers.

#### STRENGTHS

Innovative impact  
Emotional communication

#### THREATS

Large international networks and apps could implement their service with our social innovation.

#### DEFENSE POINTS

Convince users to use a new network

## 5. Strategy and Implementation Summary

### 5.1 Marketing strategy

The next question we have to ask is how can we reach our potential users? How can we make them aware that our application is available and loyal to them?

So before you talk about business, you must first determine the success of your app.

We are of the idea that the success of a mobile app passes by different factors such as originality, dynamics, and ease of use, only an exact combination of these factors will lead to viral apps and hence its success.

Our first goal is to launch the app for free and reach a wide range of users.

Downloading this type of application is open, any type of user can access it from the teenager who uploads a video or snaps selfie with her short vocal note to the entrepreneur who promotes her business with a photo of her brand Accompanied by "gingles".

With such a dock, we expect to reach 1 million users in the first 12 months of launch.

This will be accomplished by our viral marketing strategy.

The term "viral" refers to viruses, organisms that "can pass through filters that hold other elements" such as bacteria. For the web this is based on the originality of an idea that, because of its unique and precious features, spreads rapidly and exponentially like a virus. In the case of smartphone and tablet applications, a viral app is what users share with enthusiasm through social networks, email, chat, and even with good old passphrase (pull out the phone and - "Look, this app is a bomb, You have to try it! ").

The virality of an application is like the NOS fired in a carburetor of a car (do you know Fast and Furios?); Is the best resource for an app developer, because word-of-mouth is much more powerful than any pay-per-click advertising.

Advertising is something artificial, constructed, and people tend to ignore it.

The word word is natural: you use a tool because it is practical, it facilitates the work, it is cool ...

So it becomes natural to talk about it and the voice spreads.

- "If he uses it, I also want it"

- "Try it and watch if I like it"

- "Mark says that app is a bomb ... I have to try it!"

All are thoughts that you will surely sometimes have done We are naturally built for viral sharing.

It is necessary to specify that virality is not something that is added to your app, like "I put two sharing buttons to make viruses." It does not work like this.

It is not a marketing strategy that can be executed once it starts. The app must be designed from the beginning to allow social interaction. Virality is consequently followed.

It means that there is a reason to talk about an app, so this must be well developed: it must be easy to use, it must offer something to the user, it must have a fascinating graphics, it should not confuse it by offering too many deviations ".

Virality is interaction with people and the seduction that comes from this interaction. To succeed, your application should have these four requirements:

1. Must have something precious to share
2. It must make it easy for users to share and for friends to participate
3. Must reward users for sharing and offer them incentives to return
4. more people use the application, plus the application must have added value (frequently updated and upgraded)

"Sharing" means having in common with others or even sharing with others. This push to "participate" is inherent in man. It's a bit like love, the more talk and the more it becomes yours. Sharing brings the idea into itself to offer something precious to the other and at the same time to take joy in it from this gesture.

Virality is this. It is not created but derives from the good work done before.

## 5.2 Viral Marketing features

Here are 4 features we will work to push users to try our app and share it with friends as soon as possible.

### 1 . Easy!

- Or a careful design of usability. The best applications are the easiest to use. The user should not have any doubts about how to do one thing, which button to press.
- Remove all the barriers that users might encounter to use our app and share it with friends. • Allow registration with a simple voice command to app
- During authentication, we will show friends profile images with an immediate invitation to interact with you.
- We will motivate users from the first screen, showing clearly how they can increase their network and start sharing.
- All in sight. We will put the main action in the eyes of the user.

### 2 . Check for users

- Virality and transparency are two antithetical terms, so it is necessary to be crystal clear, clearly indicating what is shared and giving users full control over it. If users do not trust or suddenly see content that appear on social networks without their permission, the reaction will not be the best. Or they stop using your app or, worse, they leave negative reviews on iTunes.

### 3. Always attract new and old users.

- You do not need to see the user downloading the app as a goal to reach, but rather as a trampoline to get more.  
Here is what we will do:
- We'll send notifications to urge users to use the app again but not exaggerate. The idea is to offer a product that improves over time but without abuse. If we send too many notifications, you're spamming.

### 4. Sharing? No thanks, I'm alone

- • What I am saying now seems to contradict the entire article, yet it is true: your app should be enjoyable and functional for users even without the social aspect of sharing. The latter must be something more.

Most people do not invite others to join the app without knowing before the app is valid and functional. So your app must have something meaningful and interesting for the user to do right away without inviting friends. The rest comes alone.

Therefore, it does not make a viral application at work. It's not the ultimate touch to increase the number of users, the app will be designed right away so that virality is a natural consequence of its use.

In summary:

- Offer something significant to share
- Transparency on how the app works and what it shares
- The connection with friends and the ability to invite new ones must be at the center of the app
- Use notifications carefully to let users get back to using the app
- Also consider the lonely user

### 5.3 Sales strategy

Our business model describes how we create, distribute and capture value and generate revenue, or how we will make money through our application. Monetizing an application can be the most challenging aspect when you embark on a mobile business. Will our application be free to users or will it be charged? What will be the paid services within the app? What is the appropriate pricing model for our application? These are some of the questions that will be discussed here.

Today, there are about 5 existing business models in the mobile application industry:

- Pay for download
- In-app advertising
- In-app purchase
- Freemium
- Subscription

#### 1) Pay for download

This model generates revenue directly from the App Store when users download them. We're fixing a price and the user pays that price to download the application. This model works for almost any application. One disadvantage is once the application is sold, there is no way to sell the application to the same customer a second time.

#### 2) In-app advertising

In the advertising model, users download the application for free. Instead, ads are posted (usually banners, but not always - many new types of innovative ads are available these days) and are paid by advertisers when users click on ads

#### 3) In-app purchase

With this model, the application itself can be free (but not necessary) and the mainstream revenue stream is generated by in-app purchase. The applications consist of a usable initial part and a usable part only if the customer decides to buy it. For example, a game has five free levels and plays the sixth level that the user has to buy the level.

#### 4) Freemium

These applications are free. The goal here is to make money. Free is a powerful motivator to convince people to download a product. This model generates income only from other business activities, such as:

- Increased sales of related products. Here we usually have two applications, one free and one paid. The free application is used as a demo to show the user how powerful the paid application is. The free application is more likely to be downloaded than the paid application and therefore the free application can be viewed as a marketing move. The user is able to check the free application and decide if he will buy the paid application.
- Building our reputation. These applications are promotional tools that extend the power and the company's offer. Great examples of these are eBay or Facebook.

## 5) Subscription

A subscription means that a customer has access to a service or product until a fee is paid. The fee is paid for a limited period of time; If it has expired, the customer must renew the subscription. Magazines or newspapers work with this model.

Which models will we choose?

To answer this question we can break down the following questions:

- Using the application with long advertising time (advertising)?
- Will my users be willing to pay for my app? Or should I keep it free and monetize through advertising?
- Is my application so good that users buy it without first trying a free version (pay per download)?
- Can my application have multiple services and be sold separately (purchase in apps)?
- Or should it be all packaged as an update (Freemium)?

Considering our type of app belongs to the social segment - app instang messaging, the business models that we will consider are Freemium and in-app advertising:

Annie's App and IDC, as a result of an exploration of the Freemium model explosion (ie free-of-charge applications as a base but becoming paid for with additional and more advanced features) and In-App Ads, and more generally the main Mobile App growth factors and the approaches that are claiming to generate revenue from this growth have recently drawn up the "Mobile App Advertising and Monetization Trends 2013-2018" report.

The figures leave no doubt: Revenue from the "Freemium" Mobile App and In-App Advertising advertising in 2014 increased by more than 70% in 2014, and revenue from Mobile App is growing as much as By 2018, the main forms of monetization for digital businesses will be. - "Continuous innovation in Mobile App, monetization models, and Mobile Advertising is driving a significant growth in turnover from Freemium and In-App Advertising. Publishers have enough know-how to make money from the strong use of apps that they are able to generate, "said Bertrand Schmitt, CEO and co-founder of App Annie.

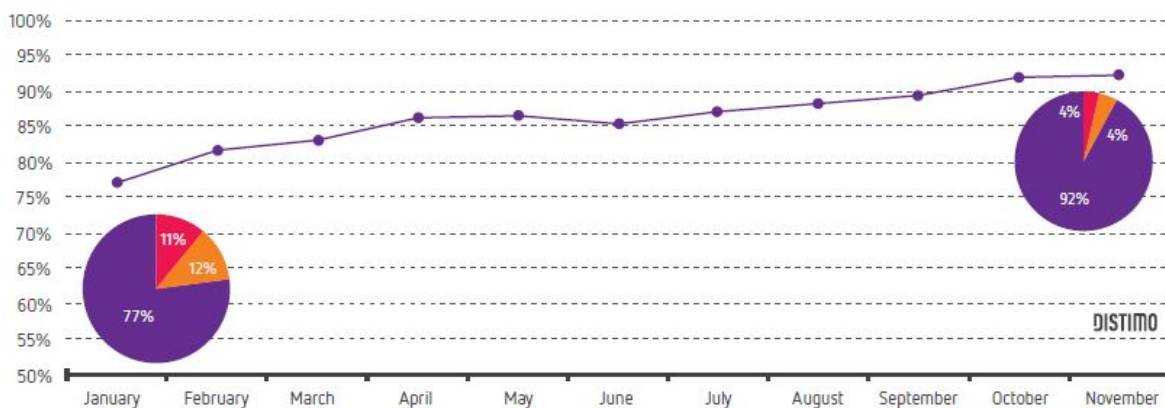
It is above all the turnover achieved thanks to the "freemium" strategy to be increased by 72% in one year. The "In App Advertising" market, thanks to Mobile advertising within the App in 2014, grew by 71%, and according to the report by 2018, in the top 10 mobile markets, will exceed that of the engines Of research, which today is clearly the dominant part of the Digital Advertising market.

This is also confirmed by a recent Distimi report, 92% of the total revenue earned in Apple's App Store in November 2016 came from in-app advertising for free applications, moving from 77% since January 2016. Only 4 % From apps paid with in-app purchases. This trend is also visible on Google Play.

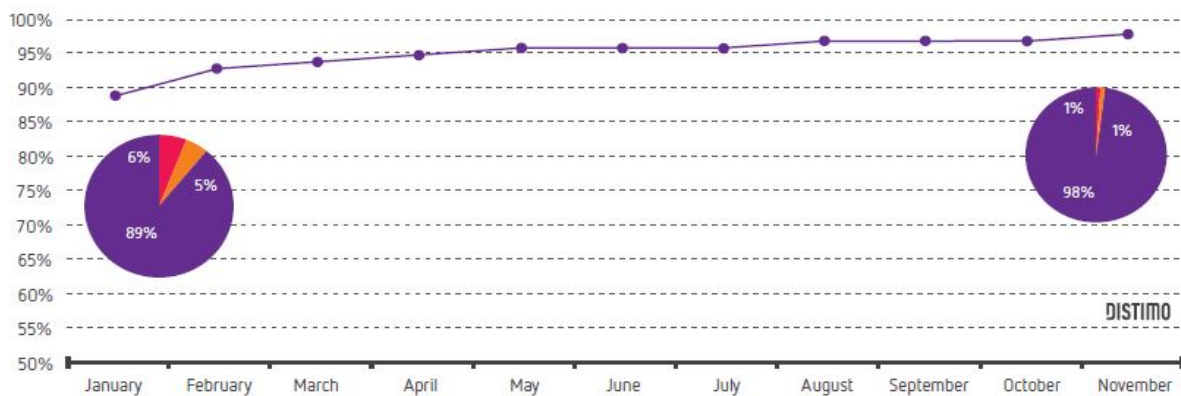
In November 2016, 98% of total revenue came from app purchases for free applications, up by 89% since January 2016. Only 1% came from paid applications and 1% from paid apps With in-app purchases. Percentages of free apps with in-app advertising continue to rise.

■ Free apps with advertising in-app purchase
 ■ Paid apps apps
 ■ Paid with in app

## Apple App Store - Revenue Share of the Freemium Business Model



## Google Play - Revenue Share of the Freemium Business Model



Distimo Report 2016

### 5.3.1 In – App Advertising

Reaching a significant number of users, exploring the potential of social communication, short post-audio and sharing, and the world of sound branding seems to us to be a new challenging challenge to design additional services or sponsorship payment.

Sound Branding is the process by which sounds, music, or rumors are used to help strengthen the idea of the brand itself or any promotion. The sound associated with the images makes a message much more

effective than a fine image to itself. There is a strong link between sound and memory. How often do we remember a motive or sound of an advertisement we heard from little ones?

Our business idea is designed to create this emotional bond between people, brands, and consumers.

In fact, we have considered marketing critical to each Uday of a "audience" counter, which is an opportunity to monetize, promoting sponsored video and post-audio, which are now considered the most engaging web form of advertising. There are five major payment models currently available for online advertising campaigns that can be activated either directly by specific publishers, or by engaging in dedicated advertising circles where the cost of the campaign is diversified based on the action (or not) By site visitors:

- **CPC / Per Click (Pay Per Click):** With this template, the customer pays for each click manually made by users of a site on a banner or link that redirects the user to their site. In this case, then, you do not pay to be present and visible with an ad, but only when users take action by clicking the banner. This method, which is used not only by "important" websites but also by a very large number of "private" publishers who want to generate earnings with their sites or blogs, offers the advertiser (the client) an in-depth study of the words Keywords that allow your ads to appear on certain sites.
- **CPM / Cost per thousand impressions (CPT / Cost per Thousand Impressions):** With this payment model, the client (advertiser) pays for placement of an ad on a site, and for ad views as part of Of visitors to the site. The "Per thousand" formula indicates the unit of measurement on which the price is calculated, ie a tot one thousand views per user. Of course, this system assumes that some views are not counted, such as those generated by page refresh by the same user. This system is particularly effective on sites that have a large number of daily visitors.
- **CPV / Cost Per View:** With this template, the customer pays for every single display of an ad or site; Usually, as a counter, pop-up or pop-under systems, and interstitial ads are used.
- **CPV / Cost per Visitor:** With this template, the customer pays each time a profile visitor reaches the target site through interaction with an ad or sponsored link.
- **CPA / Cost per Action or Cost per Acquisition (in English, PPF / Pay Per Performance):** This is the typical advertising system used in the affiliate market, the most commonly used variants being:
  - **CPL / Lead Cost:** It works in a CPA-like way and provides a payment by the customer each time a user from an affiliate site performs an action like, for example, subscribing to a newsletter, signing up at a site, Fill in a form or request a quote.
  - **CPO / Cost per Order; CPS / Cost per Sale (PPS):** In this case, the advertiser pays each time he clicks on an ad, makes a sale.

As a model we chose CPM but adapted to our needs by turning it into OCPA, Cost per thousand Optimized Audience.

A service that allows you to sponsor your Uday on the platform. Launching a campaign requires a simple upload of video or post-audio and the choice of budget and audience. We will therefore choose the most appropriate bands of users to show the video to ensure its vision and socialization by the right audience.

Basically, this tool does not just show your Uday to 1000 users, but select the 1000 users among those who have expressed interest in similar content in the past. In this way, the likelihood that those listening to your Selfie Vocal may be interested are undoubtedly higher.



## 6. Personnel Summary

### 6.1 Personnel Plan

To achieve the target expansion goals, the staff will need to be expanded as follows:

- CEO Mohammed Ahammed Safy El Dein and UI - UX Designer
- Ahmed Ahammed Safy El Dein Aowd CFO and CTO
- 1 senior Android developer
- 1 senior iOS developer
- 1 senior developer backend.

After the first 12 months of launch, based on feedback and needs, let's assume new professional figures for the following activities:

- Customer care
- Maintenance of app
- Community Administrator
- Marketing

## 7. MILESTONES

### 7.1 Planning

In this planning we combine all the marketing and development actions that need to be completed to ensure a successful launch. Here's an overview of all the steps:

#### 1) Internal beta test

It is clear that the application must be verified before launching it on the market. The tests will be divided into two groups. The first group will be internal people who will test the application for the "technical viability". We ask them to pay attention to the following points:

- Does the application perform the tasks for which it was designed?
- How does the application work when it is used consistently or under heavy loads?
- Can you hack the application?
- What happens when you push the application to its limits?
- What is the enrollment process?
- All social media links work as they should?
- Etc.

They should test all the features and security issues.

The second group will be external people who will test the end user's usability and work environment. We ask them to pay attention to the following points:

- usability, which means that it has a user friendly interface?
- Is the use inside the application intuitive?
- Are the features and functions of what they expected?
- how is designing?
- Etc.

## 2) Creating content

To support our marketing efforts, we will have to create content on our app. Generally this includes:

- Video demos that illustrate the capabilities of the app and its features
- Attractive and attractive app icon
- Best screenshots with description
- A press release
- User guides, presentations and articles that can be uploaded to Slideshare for example and easily shared on social media
- Etc.

## 3) Landing page

- The landing page must be easily shared on social media platforms.
- We need to incorporate all content created in step 2.
- You must perform a keyword search and implement them on all pages of the landing page
- Badges to download from stores
- Etc.

## 4) Test apps from third-party sites

To ensure the objectivity of the tests, we would like to send the application to third parties to test them thoroughly.

## 5) Starting app

After completing the Apple submission process, the app will finally launch into your store.

## 6) Analytical Service

- How many users use the app?
- How long does a user spend on the app on average?
- What is the target user?
- Do we need to change our business model?

These questions can be resolved by subscribing to an analytical service. We have to measure what works and what does not.

## 8) Responding Monitoring

All feedback and user reviews must be carefully monitored and answered.

## 9) Keep up to date

We want to improve user satisfaction by incorporating changes based on feedback.

## **8. Final Conclusion**

This document is useful for knowingly assessing the strengths and weaknesses of our business venture. However, it should not be considered an absolute tool, but a dynamic tool that can be adapted to the changes that take place inside or outside the company.

Therefore any erroneous presumption within our analysis can have a dramatic effect on our business, but if this is in line with our forecasts, and we are convinced that it will be, we will succeed.