Marketing Plan

Group 3's SuperPres

2022

Revision History

Revision	Date	Author(s)	Description
0.0.1	24.05.22	SSP526	Create document. Add some content to the overview, target audience, why would someone buy SuperPres and the next stages sections.
0.1.0	25.05.22	SSP526	After some market research, add some content to the competition section
0.1.1	26.05.22	PG850	Added to Git, expanded on Target Audience Section
0.1.2	29.05.22	DM1306	Editorialise

Contents

1 Introduction

1.1 Overview

SuperPres is a multimedia presentation environment that has been designed to have endless functionality. Our initial aim is to create a helpful teaching tool for school children to learn how to code. It provides a much simpler method of building a GUI than full GUI tool-kits, whilst providing users experience with widely used languages - unlike with existing solutions.

2 Our Target Market

2.1 The Industry

We are initially targeting the education market. Our initial proposal for SuperPres is as a tool to teach children programming principals, targeting schools to use SuperPres during Computer Science and IT lessons as a platform-neutral standard way of sharing and creating graphical applications.
SuperPres will provide a useful stepping stone between graphical drag-and-drop block programming such as scratch, and lower-level programming such as QT with C++, by taking away the complexity involved in environment setup and in understanding more complex and somewhat arcane structures, allowing teachers and students to delve directly into teaching and learning practical principals. Through SuperPres, users can quickly realise their ideas with a minimum of fuss, providing a more engaging and enjoyable time whilst teaching and learning.

2.2 The Customer

We realise that, in our market segment, the licencee is not necessarily our only customer. Teachers and children, as our initial end-users, are also important to us.
The licencee will likely be a department, school, or academy trust, depending on size and specialism. SuperPres must be seen as being of enough educational benefit for the school to justify the purchase, yet it must be engaging and 'sticky' enough our end-users to actively want to use it in lessons and projects - having the company's products forced from the top-down is not typically a successful and healthy long-term business strategy (although it can work in some cases).

We see that our product must appeal to both administrators and practising teachers and their students; without buy-in from both, it is not likely SuperPres will succeed in the market.
Another group requiring attention is the children's parents. With almost every household having internet devices, more and more homework is being set on this type of software, meaning that parents may well see their children using SuperPres. Whilst parents are not envisioned to be a key focus of the initial marketing strategy, they may provide early in-roads to the enterprise market by realising the potential for SuperPres in their own work.

In summary, the main groups we aim to include in our initial marketing are:

- School Administration Staff.

- Practising Teachers.
- GCSE Students.

3 Competition

SuperPres is not the only Low-Code development platform for End-user Development, so it is critical for us to understand the approaches of the current competition and our fore-runners in order offer a Unique Selling Point and to avoid the mistakes of the past.

Some of the major current competition:

- MIT 'Scratch'/App Inventor
- TAL Education Group's 'Code Monkey'
- LiveCode

3.1 Scratch

3.1.1 Overview

Scratch is a Visual Programming Language that uses graphical logic-blocks and visual stimuli to help the users code. The user drags and drops different command blocks, alters values associated with these blocks, and can move elements around a scene.

3.1.2 What does it do better/worse than us?

Pros	Cons
Teaches very basic logic.	Simple dragging of blocks is limited in educational benefit.
Very simple to understand.	Too simple for many learners.
Helpful tutorials are offered.	Functionality is limited..
The page is simple to manoeuvre and is aesthetically pleasing	

3.2 Code Monkey

3.2.1 Overview

Code Monkey is an integrated coding course beginning with Visual block coding, then moving to more typical languages. It develops each course slowly, tying in with the US K-12 school system, using gamification to attempt to engage the user - each 'game' typically involves their monkey character.

3.2.2 What does it do better/worse than us?

Pros	Cons
Offers pre-written hints after a coding error.	Very simple - hides too much information from the user.
Explains what the code entered is doing.	Replaces entering code with pressing buttons to input code for you.
Effective visual effects that entice the user.	Extremely childish.
Offers an integrated course.	Does not target the UK or European markets. Difficult to 'stray' from the defined path to develop skill further.

3.3 LiveCode

3.3.1 Overview

LiveCode is a professional low-code development platform, providing simple-yet-powerful multi-platform graphical application development.

3.3.2 What does it do better/worse than us?

Pros	Cons
Good balance of simplicity and users still writing the code for themselves.	
Good in-depth documentation of the editor and language.	The documentation is somewhat intimidating.
Extremely professional. Well-designed language.	Does not target the educational sector well. The language is of the Natural-language programming paradigm and unlike anything else in modern professional use.

4 Marketing strategy

4.1 Why is SuperPres different?

So, after considering the existing offerings, why would someone buy SuperPres?
We see SuperPres as filling a niche in the market that is so far ignored by these products, that allows us to serve potential users better than these alternatives. SuperPres is a tool that removes the fuss from creating graphical applications, but provides ample opportunity for valuable skills development through actual coding, with current popular languages. Competing tools either require virtually no actual programming from the user or offer very minimal support for our target market.
SuperPres is designed to be the perfect stepping stone in-between Visual Programming such as Scratch and fully-fledged GUI tool-kits such as QT, and a perfect teaching aid for UK GCSE and A-Level courses.
We find that block-coding programs work well for teaching basic logic but neglects actual coding skill and more complex logic, whereas most tutorials for C++ or Java tool-kits skip the basics and can leave young coders staring at a blank screen, or leave them with just enough knowledge to be dangerous - but not to be useful.
The end concept combines a choice of two of the most popular current languages - Python and JavaScript - and drag-n-drop techniques to find the perfect balance of simplicity and utility to introduce the user to real-world programming.

4.2 How will people know about SuperPres?

Step 1

Our first step in getting people to know about SuperPres will be to attend local events and trade shows in and around the North of England - such as the IT Showcase in Sheffield. This will allow us to meet and speak to potential customers to strengthen our brands awareness. As well as getting potential customers to hear our name, we will also get to hear direct feedback from our audience, to be able to better aim the product towards them in future updates. At these shows, there is potential to make deals there and then, or gather/give out contact details to potential clients, to begin partnerships. These could lead to future deals when future school years begin meaning a new years budget will be in place.
It is important to build relationships with educational institutions in our local region in this first phase to attempt to gain an initial small customer-base, which should provide some initial cash-flows and, more importantly, invaluable initial user feedback to allow us to tailor our sales-package to be more attractive to future customers.
We will also employ aggressive SEO techniques, along with non-traditional online Guerrilla Marketing, to heighten presence online allowing potential customers to be easily directed towards our product without needing to be in attendance at a trade show, and to seek to maximise our impact with the minimum of budgetary outlay. In this vane, we would also seek to have editorial content published in National education-industry magazines such as Education Today, Educate, or Education Technology as a moderately cheaper, but more effective, alternative to a traditional advert.

Step 2

Our next aim would be to attend larger trade shows such as Bett UK or edTechX in London. This will further increase SuperPres' visibility to a wider range of clients around the United Kingdom and Europe.
This step is not foreseeable for a few years (minimum), as we need to focus on building our initial customer-base to provide the stability required to pursue larger clients.

5 The next stages

As stated in the 'Our product' section SuperPres has been designed to have endless functionality. This means that SuperPres can be used for much more than just a learning to program.

5.1 Stage 2: Further development of the coding functionality

The next stage of SuperPres, after seeing success with clients purchasing stage 1, is to further develop the code learning engine based, largely, upon feedback from stage 1 users.

5.2 Stage 3: Target the next level of education (A-Level colleges)

After shipping a more targeted learning experience, we will aim to branch away from just secondary school students and target colleges to be used by their A-Level students. This plan includes the fact that older users may lead to more expert users that will discover their own configurations and begin to explore the further functionality of SuperPres, making the program more sought after.

5.3 Stage 4: SuperPres as a Full End-User development platform

We will then seek to release SuperPres as a full Low-code End-User development platform, allowing users to build their own applications to ease their own specific pain-point with simple graphical tools. This is, in-fact, a very interesting market - being described by Forbes as an " extraordinarily disruptive page in the enterprise digital story".

5.4 Stage 5: Further applications of the SuperPres Engine

More pre-designed "applications" will be released, showing more functionality of SuperPres.
This will include aiming at higher education sectors (universities) to explore application in creating interactive slide-shows, in which students can automatically follow the lecturer's slideshow on their own device, and edit the slides with their notes that only save to their device. They can also manoeuvre around the presentation at their own discretion without disrupting the flow for other students or being interrupted by the change of slide. The target user in this stage will be users who wish to create interactive projects within presentations for viewers to use, in order to achieve greater teaching capabilities.