



Idea Submission

Prepared for: Dr. Leonard Lye, Program Director

Prepared by: Blue House

July 11, 2018

Proposal number: 508-1394

BACKGROUND DETAILS

Organizational Structure

In order to maximize efficiency, each member of the B-House team has a specific role:

- Alex Bae — chief executive, vice president of finance
- Sarah Foster — president of marketing, vice president of human resources
- Tailai Wang — president of finance, vice president of the engineering
- Omar Kassam — president of communications, vice president of research and development
- Carly Black — president of human resources, vice president of communications
- Faith Lum — president of research and development, vice president of marketing
- Nader St-Amant — president of engineering
- Christine Kilpatrick — research and marketing coordinator

This group has been extremely organized and effectual thus far; our openness to new ideas and respect for each other has resulted in welcoming and positive creative environment.

Proposed Idea

The B-House team's proposed product is a smartphone application that includes:

- "Normal" and "disaster" modes
- Location-based natural disaster alerts
- Preset and customizable step-by-step instructions
- A virtual resource centre including connections to
 - mental and physical health supports; and
 - post-disaster recovery aids

Technical Sketches

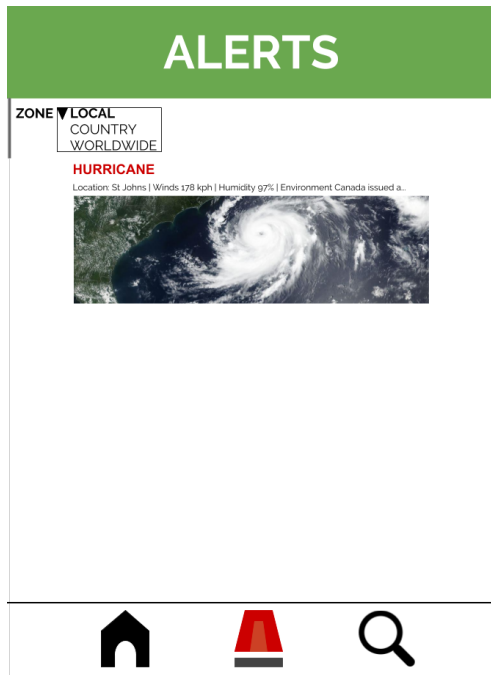


Figure 1. Home user interface

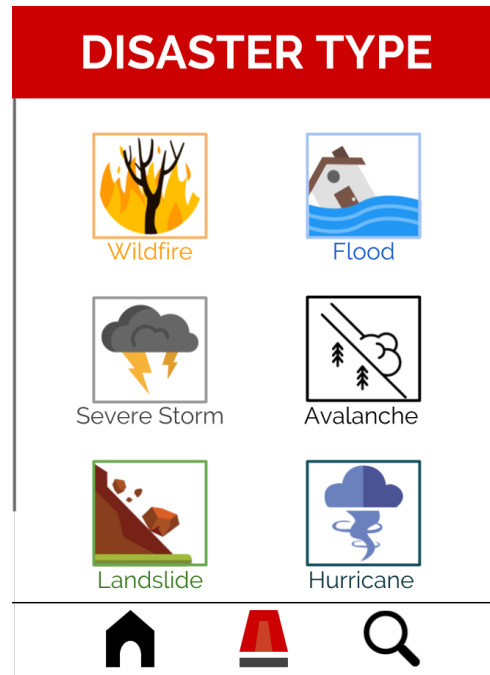


Figure 2. Disaster menu

Other Possibilities

Post-Disaster Support Bus

An on-demand mobile service that provides mental health support and childcare. Complementing existing post disaster services rather than competing against them, partnerships with the Canadian Red Cross or various government would help this service to meet a critical, yet often underserved, need.

Obstacle Course Disaster Training

A competitive obstacle course to simulate the stress felt during a natural disaster and provide emergency protocol training. Essentially a “Tough Mudder” for natural disasters, this service would face no competition and work to target people of all ages through its team-centred activities.

COMMERCIAL PROPOSITION

Marketing Strategy

The B-House team has developed a variety of marketing strategies to present our offering to the public. One such plan is to partner with smartphone handset manufacturers (e.g. Apple, Samsung, Huawei) in order to include the B-House app as one of those which is pre-installed on handset when it is manufactured. Because natural disasters are such a prominent and increasing threat to Canadians' safety, this app has the potential to significantly improve their emergency preparedness. As well, this innovative product is able to assist them with users with mental and other health concerns as well as the reconstruction of their post-disaster lives. This app would also include customizable-frequency reminders that would pose a question or present an important fact pertaining to natural disaster preparedness and safety. Another marketing idea that having significant potential is television ads played on channels hosting shows such as "Doomsday Preppers" and other disaster-oriented content. These would target people cautious of the dangers that exist in the world, while a broader application of the same concept would bring the same awareness to the general populace. The basis of B-House's marketing would be to convince people that natural disasters can actually happen to them and that effective preparation is essential to a favourable outcome in such a situation. Powerful visual and auditory representations of natural disaster survivors, particularly those who did not expect such a tragedy to befall them yet experienced it in spite of their conviction, will serve to successfully achieve this. Furthermore, these advertisements would stress the incredible effectiveness and utility of our app both as a preparation tool and as a critical resource in a post-disaster situation.

Financial Plans

The B-House team plans to utilize various informed financial strategies to ensure overall corporate success. The first financial hurdle which must be overcome is the start-up cost. In order to begin operations, the company will gather capital from its owners, venture capitalists, and the "Obstacle Course" fundraising campaign. Investment from venture capitalists will preferably be minimal in order to avoid compromising the owners' equity in the firm. In addition to raising capital, our "Obstacle Course" campaign will also serve as a key marketing tool, effectively targeting young people and capitalizing on social media trends. After the initial start-up, operating costs must then be considered. As with most web-based entities, B-House must necessarily pay for third-party web hosting from companies like Amazon or Google in order to avoid the substantial issues accompanying independent hosting. Before launch, salaries will have to be considered, along with equity given to the original owners. The last issue requiring consideration is revenue. Although the company's primary goal is disaster relief, revenue is still necessary to allow for re-investment. The B-House app will generate ad revenue from a third-party ad service (e.g. Google AdSense) while also receiving revenue through affiliated third-party natural disaster-targeted products and services sold via the B-House app. Specifically, B-House will receive royalties for each product/service sold via the app. The frequency of "Obstacle Course" fundraising events can also be adjusted in order to increase revenue.

Human Resources

The B–House human resources department will be responsible for interviewing and hiring individuals to add to the company’s workforce. They will be in charge of assigning salary, benefits, and completing payroll based on the employee. In addition to this, they will ensure employees receive the proper training to safely and efficiently complete their jobs. If there are any issues with employee relations, the department will mediate them objectively and fairly.

DRAFT SCHEDULE

B House Gantt

12-Jul-2018

Gantt Chart

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