

# Title

# Overview

# Situation and problem

# Solution and value proposition

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# CR: acquisition and retention

# Market study: users/customers

# Market study: competitors

Detailed analysis of users behavior w.r.t. the problem

# Users problem and app: conclusion and decision

## 2b. Appendix overview

## 4b. BMC

## 5b. Java code + demonstration

## 5c. Manual prototype: detailed design

## 5d. Application (or website)

## 6b. CR: acquisition et rétention: users list

## 7b. Interviews: questions, results

## 7c. Questionnaire: questions, results

## 7d. Market study (users/customers): sources

## 8b. Market study (competitors): sources

## 9b. Users behavior and feedback analysis: manual prototype

## 9c. Users behavior and feedback analysis: application

## 10b. Financial plan multi-annual (limited)