"Enabling independence, Empowering lives"

Attainable

Business Plan

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Co-owners

Theres Devassy
Anna Farragher

Location

Mayo, Ireland

Executive Summary

Overview

15 percent of the world's population have a disability, 200 million of that percentage have an intellectual disability. An intellectual disability is a disability that limits intellectual functioning eg reasoning, learning, problem-solving and adaptive behaviour, which covers a range of everyday skills, an example of an intellectual disability is down syndrome. We are Anna Farragher and Theres Devassy and our team is called CrltAltFix. We are from the West of Ireland and we have developed an application called **Attainable**. The reason we are developing this application is because resources like applications supporting the people with intellectual disability, especially adults are limited in the market. The answer to this problem is Attainable which is a personalized Android application that delivers multiple resources and info in one place to assist adults with intellectual disabilities like autism, down syndrome etc. Moreover, from a research article done in April, 2018 which studies the changes in independence for daily living from using assistive technology for people with intellectual disabilities, there is evidence that reliance on support workers gradually faded and technology continued to provide support when participants involved in the study were supported with technology. This study proves that independence can be increased through using technology and supports our methodology in solving our issue. Another study shows that only 10 percent of those who require assistive technology have access to them which is why our application is easy to access it can be downloaded by potential users on their personal devices

Our Target Market/ Issue

Our target market is people, specifically adults and older teenagers with an intellectual disability. The reason we are developing this application is that resources especially applications supporting people with intellectual disabilities are limited and how close to none are for adults. The unsuitability of technology and user interfaces for people with an intellectual disability is another issue we are tackling with our app. Our application is designed to deliver multiple resources and info in a way that is tailored to assist adults who have an intellectual disability. Furthermore, we have built Attainable to help our users become more independent as we have found that only 29 percent of people with an intellectual disability are employed.

Features

 Attainable allows users to use their phone in a simplified way. We have 8 features in our app which have all been chosen with the inputs of healthcare professionals.

Calculator to aid with maths. A To-do list to keep track of everyday activities and to motivate the user to accomplish small goals every day. A Planner for weekly events in their lives. Links to different charity organizations that can aid the user if necessary or for the user to volunteer. A Personal Profile that contains information about the user (eg. likes\dislikes, actions that can make them uncomfortable, etc) can be used when meeting a new individual. A Text to Speech feature to help non-verbal users to communicate. A Medical Tracker to keep track of medication intake and remind users to take their medication on time. A calming section to help the user unwind\calm down in an overwhelming situation.

These features help users in their daily lives to become more independent.

Company Description

➔ Ctrl Alt Fix is owned and operated by Theres Devassy and Anna Farragher. Theres is in charge of financial management and app development. Anna looks after company management and app development. CtrlAltFix will be operated as a social enterprise as we want to make revenue from our products while also creating an impact in our community. We created CtrlAltFix because we wanted to solve issues in areas of other people's lives as we feel there is a small number of companies that strive to do the same. We developed Attainable by using and adapting existing technology, and by also creating new technology. With Attainable, adults with a high to moderate functioning intellectual disability can become more independent with our features that assist with planning, calming techniques and communication. They can also use their phone in a more simplified way as our app puts all the necessary apps in the one place.

➔ Our goal for the immediate future is to release our app built in Java and Swift in the Play Store and App Store based on our current prototype. We plan to market our app and reach at least 1000 downloads by the end of this year and also to reach out to at least 5 organisations who work with people with an intellectual disability such as western care to promote our product and have a way to get direct feedback from our users.

Our long term goals are: 1) to build a large enterprise with the same company goal. 2) to develop our company and its products. 3) to expand to larger cities like Galway to provide more resources and thus obtain more business opportunities to CtrlAltFix.

Product/Service Description

➔ Our app can be downloaded by the users on their device. It simplifies the use of the phone by placing all the necessary things in one place. Attainable has the following modules...

Calculator to aid with maths. A To-do list to keep track of everyday activities and to motivate the user to accomplish small goals every day. A Planner for weekly events in their lives. Links to different charity organisations that can aid the user if necessary or for the user to volunteer. A Personal Profile which contains information about the user (eg. likes\dislikes, actions that can make them uncomfortable etc) which can be used when meeting a new individual. A Text to Speech feature to help non-verbal users to communicate. A Medical Tracker to keep track of medication intake and remind users to take their medication on time. A calming section to help the user unwind\calm down in an overwhelming situation.

➔ Our prime target are adults with an intellectual disability. Attainable is very user friendly

as we have used many visuals and images as well as utilizing Arial fonts for any text written in the app to cater towards users who have conditions such as autism and dyslexia which affect reading. We have also made the user interface as simple as possible by using bold colours which was suggested by a healthcare professional. We are sure that our product will be of great use for our target as there is no app out there in the market at present.

In the future, we will introduce new products such as wristband that will connect to the app via Bluetooth and will have features such as a button to contact emergency services. We would also like to talk to more health care professionals and skilled programmers to further develop our app. Currently, we are developing gestures to access each part of the app through the home screen and an audio version of our app for blind users. We have a fully functional prototype that we plan to release on the Play Store and App Store.

Market Analysis

Attainable has no direct competitors but there are apps with features similar to ours.

Name	Attainable	Abilipad	Ostimo	Choiceworks	Stepping Stones	Proloquo2Go
Platform	Android	IOS	Android\ IOS	IOS	IOS	IOS
Description	Helps adults with intellectual disability	Customizable keyboard with text to speech feature	Helps children with autism learn through games	Allows children to create a visual schedule using their own photos, videos and audio recordings.	Allows caregivers to set up routines easy for those with developmental disabilities to follow.	Communication through words and images
Cost	3 euro	18 euro	Free, has in-app purchases	10 euro	99c	230 euros with in app purchases
Positives	No direct competitors, 8 features, simple user interface	Word prediction, customizable	Customizable, bold colours	5 stars on the app store, multiple features, lots of visuals and images	Uses visuals and images, simple user interface,	Many visuals and images
Negatives	Currently not available on IOS	IOS only, Limited features	Many apps out there similar to ostimo eg MITA, Autism only	IOS only	IOS only	Expensive, IOS only, Limited features

➔ Proloquo2Go, Choiceworks and Abilipad assist with lifestyle inconveniences but they only have one or two features thus a person with intellectual disability would have to download multiple apps for different situations which would make it difficult for the user to find the right app at the right time. Our app Attainable will solve that problem with its total of eight features. They were created taking into consideration the comments and observations of health care professionals. Many of our competitors aim to assist people with a specific intellectual disability, whereas Attainable tries to help everyone as it's possible to have multiple intellectual disabilities.

➔ The Abilipad has a text to speech feature which was seen to be very useful from observing the reviews in the app store and so Attainable has a text to speech feature. A planning feature was something stepping stones showcased in their app and we found it would be useful to our users thus the to-do list was introduced.

➔ Our target market are people with a high to moderate intellectual disability, This means globally about 200 million people can use our app. Attainable is more suited to users in Ireland as we are currently focusing on the irish market but it is still available worldwide.

Strategy and Implementation

<u>Marketing Plan</u>

Attainable will be marketed by ....

1. Showcasing it to different organisations that assist people with intellectual disabilities, eg Western Care, IMET. This will allow us to get feedback from healthcare professionals and service users and also test new features that could potentially go in our app. This method is more efficient than trying to find individuals to download our app. To further promote our app we will give a 2-week free trial to service users at these organisations to see if the organisation would like to download our app. A discount will also be offered to these organisations .

2. We will also promote our app on many different social media platforms such as Twitter, Facebook and Instagram. This will help us to reach out to potential world wide users.

3. In order to expand our customer service globally, we will..
   - Release an updated Android version of our app first and then focus on developing a IOS version as 72% of global tablets and phones are android.
   - Make an audio version of Attainable so that users with sight difficulties can use our app
   - Translate our app into multiple languages so we can reach out to many countries and people of different linguistic backgrounds.
   - Show organisations and charities depending on the users location

<u>Employment</u>

   ➔ Presently, CtrlAltFix has 2 members but for the development and growth of our company

we will need more employees. We will need a skilled programmer to help us add new features and also release our app in the App Store. Once our app is released on both IOS and Android we will need a marketing expert to help us promote our product. We will also need a healthcare professional to work with us. The front end of the app will continue to be designed by us with the input of the healthcare professional.

<u>Branding</u>

   ➔ The name of our application is Attainable which means to be able to *achieve* or *within reach*. We want our users to be able to achieve personal goals in their lives; hence Attainable. We designed our logo keeping simplicity in mind. We used the colours blue and purple as focal points of our logo. Blue symbolises confidence and purple stands for ambitiousness and independence. We want our uses to be more confident and independent after using our App. Our team name is CtrlAltFix and our slogan is "Attainable - enabling independence, empowering lives", both represent our goals for Attainable and our company.

<u>Pricing</u>

➔ Although ads are a way of making money, we decided not to have any pop up ads in our App as they could make our users feel overwhelmed which directly opposes our goal. Our app will cost €3 per download to make sure it is affordable. As a way to encourage organisations to use our app we have reduced the price to €300 per 150 units.

Financial Plan and Projections

<u>Income</u>

Year 1: €2200 Year 2: €3150 Year 3: €3703   Year 4: €4352 Year 5: €5112
   ➔   From a rough estimation, we presume that in year 1 around 80% of our downloads will come from service users of different organisations as we are contacting them directly and reaching out to a larger number of potential users. 20% will be users who might have found our app through social media. We expect that the percentage will become 60% service users from organisations and 40% otherwise by the end of year 5 as our app will be more widely known by then and we would have contacted most organisations by then. We would also gain income from our sponsors and investors.

We estimate that the number of downloads will increase by 15% each year but with the release of Attainable in the App Store and Play Store, we expect to increase our downloads by 25% in that year.

<u>Expenditure</u>

 A rough estimate of our expenditure for five years is given in the following chart.

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Marketing costs	50	150	200	250	300
Firebase	26	35	40	45	50
App Store\ Play Store fees	25	100	100	100	100
Promotional materials	25	50	80	110	145
Other expenses	0	70	130	180	230
Adobe XD	0	0	0	276	276
Total Expenses	126	405	550	961	1101
Profit	€2074	€2745	€3153	€3391	€4011

We plan to donate part of our profit to charities like Enable Ireiand. We also hope to sponsor some events in our community which will increase awareness about intellectual disabilities and also promote our app.

Meet the Team

We are Theres Devassy and Anna Farragher and this is our team, CtrlAltFix.

Anna Farragher

Hi, My name is Anna. I am 16 years old and a Transition Year student at Mount Saint Michael's Secondary School. I developed the home page, login and signup pages, the link to organizations , the calming music page ,the to do list and the personal profile.

Theres Devassy

Hi, I'm Theres. I am 15 and a Transition Year student at Mount St Michael Secondary School. I assisted in the development of the app and was very involved in the writing of the business plan and project book. I programmed the Text to Speech feature, Calculator, Planner, and Medication Tracker.