

BacTrack Lens Business Plan

By Kate Ahern & Matilda Staunton

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I. Executive Summary

Misinformation has been rampant during the coronavirus pandemic. At first, there simply was a lack of information, no one knew much about this novel disease, and scientists were frantically trying to find out as much as they could about it. Then, when the information was readily available to people, some chose to ignore it, to contradict it, and even to discredit it.

This all caused inaccuracy in some stories and reports on the virus, and certain political figures did little to stop this. Soon, rumours were flying everywhere, and it was difficult to know what was true and what was false. Even now, when health officials and government figures have proven some of the rumors as just that, rumors with little to no evidence to back them up, it is still hard to figure out if information you see about Covid-19 is accurate or not. Sometimes the source of information can be tough to track down, and there are lots of websites that claim to be official health websites, but are none of the sort.

I. Executive Summary

There is a lot of data out there, and it can be daunting to try and sort through it all to get the answers that you want. This can lead to an increased lack of personal information about Covid-19.

1.1 Product

Our product, the BacTrack Lens, aims to help inform people about Covid-19, and to help them understand how it affects the objects around them in daily life. The app allows people to stay informed about Covid-19 easily and conveniently. By simply pointing their camera at an object people can learn about Covid-19's lifespan on it, what disinfectants that can be used on it, and so much more. With links to multiple health websites, our app has all the information you will need regarding Covid-19.

I. Executive Summary

1.2 Keys to Success

The BacTrack Lens is an unrivaled and innovative app that tackles a very relevant problem in society today. With an easy-to-use interface and unique scanner function, the BacTrack Lens is a one-of-a-kind application.

1.3 Objectives

We look forward to achieving these goals in the further development of our product:

- The completion and implementation of the scanner function
- The addition of more links to credible information sources
- The eventual launch of the BacTrack Lens to the App Store and Google Play Store.

II. Company Description

The team of the BacTrack Lens was founded in Dublin, Ireland by Kate Ahern and Matilda Staunton. The name of our business and product “BacTrack”, represents what we aim to do, help people track Covid-19 in their homes, workplaces, etc.

Our business is a social enterprise, and the profits made will go into improving and updating our app.

2.1 Roles within our Business

Both members of our team had different responsibilities and carried out various tasks that best suited their skills and interests. Matilda focused on designing the interface of the app, and writing the pitch video script, along with filming the demo video. Kate focused on the coding of the app, and the development of the business plan. We also received help with the promotion and business aspect of our project from our mentor, Harry McCann, who is currently studying promotion and has prior experience with Technovation.

II. Company Description

2.2 Market

Our app is available for anyone with access to the internet, and who has a smartphone. As our product is an application, we feel that the age range who would most benefit from and use our app is 18-45. In the future we would like to expand to offer other services that might be more convenient for more elderly people, as they aren't as well versed in technology and might be hesitant about using an app.

2.3 Competitive Edge

Currently there is very apps on the market that provide information on Covid-19. This means we have very few competitors, and less competition in the market. Our app provides all the information you need on Covid-19 clearly and concisely. Our scanner feature is easy and convenient to use, and is unique to our app. It allows you to really benefit from our app in your everyday life.

II. Company Description

2.4 Mission

Our mission is to help inform and secure people by providing easily accessible information at the click of a button, in order to help stop both the spread of COVID-19, and misinformation.

BacTrack Lens also includes links to multiple affiliated websites such as the Health Service Executive (HSE).

III. Product & Services

The BacTrack Lens helps inform people about Covid-19, and helps them understand how it affects the objects around them in daily life. It allows people to stay informed about Covid-19 easily and conveniently.

3.1 Components & Functions

The main feature of our app is the scanner function. This uses innovative technology to allow the user to point the camera on their smartphone at an object, and let the scanner identify it. Then they will receive information regarding how long Covid-19 last on the item, what disinfectants can be used on it, as well as additional information about Covid-19 and how to stay safe. The scanner is simple to use, as the user has to only press a clearly marked button and it opens up on their device.

If the scanner function is unable to detect the object, or if the user would prefer not to use it, there is also a search function built into our app. This allows the user to search for their item, and they will then be displayed with the same information as detailed above.

III. Product & Services

A third feature our app has is a history of the user's previous searches. The user's recent searches will be displayed on the homescreen, and the entire history can be accessed simply by clicking at the bottom of the list of searches. This allows the user to easily access their previous searches, so that they don't have to continually search for the same item.

Our product also provides links to credible, reliable websites for additional information on Covid-19. This allows our app to stay concise and prevents users from feeling overwhelmed with information, while still providing the necessary data. The links will be monitored carefully to ensure they remain relevant and informational.

3.2 App development & Improvement

Our app is currently in its final stages of development. As it was developed on app inventor, our scanner has limited functionality, and requires more time to reach its full potential. However we are confident that we will be able to implement it in the near future.

III. Product & Services

We will continue to make sure that all information on our app stays accurate and relevant, and will continue to improve it, such as adding more website links, and increasing the information available to the user through the scanner and search functions.

IV. Market Analysis

4.1 Key Competitors

Our app is one of the only apps on the market that provides information on Covid-19. This means we have very few competitors, and less competition in the market overall. The only app we found during our research that had a concept similar to ours was the Covid-19 app launched by the Irish government, “COVID Tracker Ireland”. This app also provides information on Covid-19, and is a reliable source for said information. However it doesn't have the scanner or search function that our app has, and can be hard to navigate.

The only other app similar to ours is the Google Lens app, which is a scanner app. It uses similar technology to ours in order to scan objects, but is much more advanced as that is its only function. As this app isn't designed for using as a way to track Covid-19 on objects, we don't think it be a major competitor for our app.

IV. Market Analysis

App/Criteria	Provides information on Covid-19	Is a reliable source of information	Has a scanner function	Is easy to use
BacTrack Lens	Green	Green	Green	Green
Google Lens	Red	Red	Green	Green
COVID Tracker Ireland	Green	Green	Red	Green

IV. Market Analysis

4.2 Target Market

Our app is targeted at anyone who has a smartphone and access to the internet, and who is over 18. As Covid-19 is a global issue, we would like to have our app available worldwide, but will first launch it in Ireland. We are currently focusing on promoting our app towards 18-45 year olds, as we feel they would be the most likely to download our app. In the future we would like to expand more services to suit the elderly in order to increase our market size.

V. Branding & Promotion

5.1 Branding

Our official logo:



Versions of our logo that appear throughout our app:



V. Branding & Promotion

5.2 App distribution

Our app is free and will be available on the Google Play Store for Android phones, and on the Apple Store for Apple phones.

5.3 Promotion

Our advertising campaign will take a variety of forms. There will be in app advertising, promotions within schools and local communities and platform advertisements such as Instagram and Spotify. The majority of our advertising will be online, as those most likely to download and use our app are also the most likely to see the online ads. We aim to reach as many people as possible, as we think that everyone should have our app.

VI. Financial Plan

6.1 Initial costs

To upload an app to the Google Play Store, there is a one-time fee of \$25, and after that is paid you can upload as many apps as you want for free. This cost doesn't change if your app is free to download or if there is a price. It costs significantly more to host an app on the App Store, and an annual fee of \$99.

We will also have costs from promoting our app. The average CPC for ads on Instagram is \$0.50 - \$1.00, and the minimum amount you can devote to a Spotify ad campaign is \$250. Because these are large costs for our business, in the early stages of our app launch we will focus on in-person promotion so that we can start generating some income before we dedicate to these promotion options.

6.2 Potential Revenue

While we don't wish to have a download price for the BacTrack Lens, especially when it is just starting up, we may have to introduce one in order to continue promoting it.

VI. Financial Plan

We will also have ads on our app, which will help to monetize it. The average CMP is \$2 for Android devices, and \$5 for Apple devices. We would charge a CMP of approximately \$1-1.50. This means that if we have a user base of 1000 people, and they view on average 1 ad every time they open the app, and if we presume that they will use our app two times a day, we will make:

$$\frac{(1000)(1)(2)}{1,000}$$

= \$1-1.50 every day

This may not seem like a lot, but as our user base grows we will generate more revenue.

We aim to have a user base of 500,000 people, and we believe we can achieve that within the next year. That would earn us \$750 a day, \$21,000 a month, and \$273,750 a year. The revenue earned will go towards updating and improving our app.