"Choose a job you love, and you will never have to work a day in your life."

Confucius

TECHNOVATION Girls

Accomplify Business Plan

CAREERCOASTER

By Mony Aramalla:

Senior Division

Technovation Challenge 2021

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EXECUTIVE SUMMARY

Team Name: Accomplify

Team members: The sole proprietor Mony Aramalla

Business Name and Location: Accomplify from Dublin, Ireland

Product name (Mobile app): CareerCoaster

Service offered: CareerCoaster is an android application desgined specifically for secondary school students to help them pick a prospective career path. Many students do not understand the different career paths and which suits them best. This is extremely problematic as choosing the wrong career could have drastic consequences on a student's professional and personal life. My main aim is to prevent students from experiencing lifelong consequences due to a simple mistake that could be fixed with correct knowledge and information.

Problem: The main problem is that secondary school students don't have the appropriate resources to find out about career paths and which suits them best. It is common knowledge that many students tend to pick careers that are of no interest to them. They end up hating their chosen career and face many difficulties throughout their lives. This is a worrying trend that continuously occurs.

Solution: My app is the perfect solution for this problem as it contains all the essential features that would assist students in picking a career path that they would enjoy. Students will be able to discover their interests and choose courses and careers accordingly.

COMPANY DESCRIPTION

MISSION:

Our mission at Accomplify is to provide accurate career guidance for secondary school students with inspiration, encouragement and practical information. CareerCoaster offers a unique consultation experience for secondary school students, by providing the best career guidance.

VISION:

I hope that Accomplify would develop into a full-fledged business that continues to provide accurate career resources for students. I hope to partner with different organizations such as GradIreland to further build my business idea.

STRUCTURE:

Accomplify is operated as a social enterprise and consequently all profits are reinvested into the business and its goal. Accomplify is a sole proprietorship owned by Mony Aramalla.

MANAGEMENT:

The business is entirely directed and controlled by its sole proprietor, Mony Aramalla. She is accountable for the development of the services offered by CareerCoaster. Mony Aramalla is responsible for all business operations. She has a background in computer programming in multiple languages including Java, C and Python. She took coding classes with CoderDojo and works on her project development with TeenTurn, an Irish organization with the aim of promoting technology and computer skills to girls. As Accomplify develops and grows further, Mony will become the managing director of the company an collaborate with multiple teams and businesses to handle software development of CareerCoaster.

SERVICES:

CareerCoaster is an android application that provides secondary school stduents with an enhanced and comprehensive approach to career research. Firstly, students can take an interest assessment where they get a persoality type. This allows users to link their personality to college courses and career paths. Students can also research different career paths linked to college courses. The app is unique as it also links careers to school subejcts to make it easier for students to choose careers.

HISTORY:

We desired to design an application that provided innovative resources for unexperienced students in Ireland. Initially, I planned to include some basic features such as career interest assessments, career profiles and college courses. However, after conducting my survey it became clear that students needed more assistance in choosing career paths. Many did not know much about careers and were unsure about their future plans. This urged me to create a solution for my peers. This app will not only be useful for my friends but also for me, as I am struggling to choose a career path that would suit me. After evaluating the survey results, I realized that students would prefer having college course information followed by career information. I implemented these features into the app based on the responses. After conducting user testing, I was told to improve my app by making it more user friendly.

The app's prototype was completed by December 2020 for a science competition. The second update of the app began in January 2021 for the Techovation Challenge 2021.

Which of these features would help you to find a prospective career that you would enjoy?

Number of responses: 138

College Course Information (CAO codes, college info, course info, stats etc): 102x chosen (73.91%)

Career Information (Job profiles and what they involve): 73x chosen (52.90%)

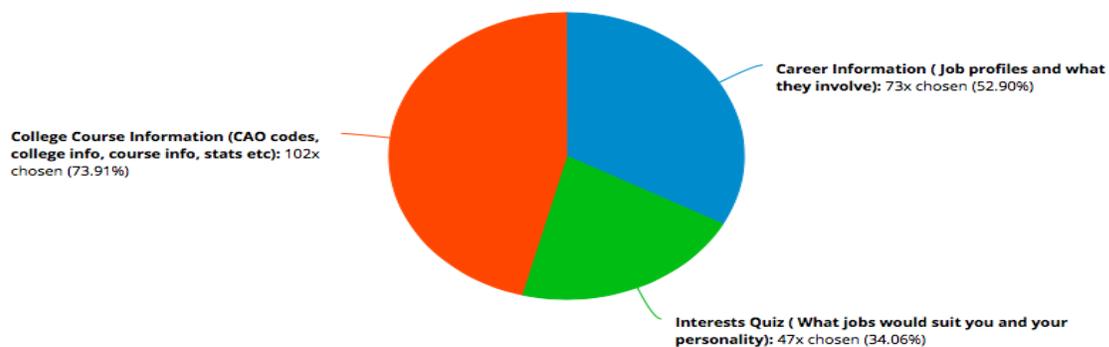Interests Quiz (What jobs would suit you and your personality): 47x chosen (34.06%)

Image: Survey results

OBJECTIVES:

Our main objectives are:

1) To detail the attitudes of students towards different career paths and how this affects their decisions.

2) To explain the significance of choosing the right career on a student's life.

3) To collect primary data on the attitudes of students towards careers.

4) To survey a guidance counsellor to understand her views on students' career attitudes.

5) To develop an android application and website to assist students on picking the perfect career that suits them.

6) To determine the effectiveness of CareerCoaster on a sample group of students for learning more about careers.

Our long-term objective is to become a full-fledged business and partner with various organizations to provide secondary school students with the best career guidance.

THE SERVICE:

FEATURES

The app contains an interest assessment based on the Holland Code model. Students pick their interests, abilities and the custom checkboxes allow users to check boxes and get a personalized result of what career suits them best. The app uses Holland Code RIASEC template. The RIASEC is based on the Realistic, Investigative, Artistic, Social, Enterprising and Conventional. I used this career interest model to determine which careers suit which personality.

My app's unique screen- the subjects to college courses and careers screen allows users to link their favorite school subjects to courses and careers. I categorized the different courses and career paths to ensure that students have a simple method of researching career paths that would suit them.

The university locator map allows students to navigate the different university and college higher education options available for students. I used a web viewer on App Inventor to implement this feature. I embedded a Google Maps link which displays under the prompt "Irish universities".

The next screen of my app is the CAO Point calculator screen. This screen is an extra feature to give students direct access to the CAO screen. Instead of loading websites and wasting time, it is easily accessible for students who are looking for calculating their CAO points.

My app also contains the soft skills screen. This screen is an information guide for secondary school students which provides useful information about the basic soft skills required in a workplace. This screen helps students by giving them some knowledge of improvement to improve their workplace skills.

The next screen in my app is the tips screen. On this screen, I incorporated some tips to further assist students in picking a prospective college course and career. I used a notifier component to show an alert and some information based on the tip.

THE MARKET:

CareerCoaster is marketed to secondary school students(teenagers) from 3rd-6th year with android devices. This reaches a basic audience but after a year of development, the app will be available for iOS devices. This increases the audience engagement. My main target market are secondary school students from third to sixth year. I also created an audience persona to get a better understanding of my target market's opinions and values.

COMPETITOR ANALYSIS AND COMPETITIVE EDGE

CareerCoaster is an innovative solution that allows secondary school students to get an enhanced career research experience. My app follows a step-to-step method where students first take the interest assessment and then link their interests with career opportunities and college courses. My app is easy to use and this is extremely helpful for secondary school students as they have very little career experience. My app is targeted at teenagers and its features give students the opportunity to understand their interests before choosing courses and careers.

Careers Portal is Ireland's national career guidance tool. It is aimed at everyone looking for information about careers. This includes secondary school students, college students, adult learners, teachers, parents and graduates as well who are looking for employment. While Careers Portal has a wonderful and insightful database of information regarding careers, its terminology and focus is slightly more complicated to understand especially for teenagers who have no experience in career research. Careers Portal partners with many firms who support Careers Portal with resources.

Qualifax is the national learner's database and it's a widely used career resource. Similar to Careers Portal, Qualifax provides resources for all learners. However, Qualifax's website is not user-friendly and the website is unappealing and unattractive. Qualifax doesn't provide career sector analysis which is prominent in teaching students about careers.

Courses.ie is an online website that only provides students with the different courses in Ireland and news and articles related to course information. It also shows college information and statistics. Courses.ie is useful for students looking for courses and college stats but career analysis is not provided there.

	CareerCoaster	Careers Portal	Qualifax	Courses.ie
User-friendly	✔	✓		✓
Career information	✔	✓		
College course information	✔	✓	✓	✓
Interest assessment	✔	✓	✓	
Easy to use and understand	✔			
Access online and offline	✔			

SWOT ANALYSIS

SWOT Analysis for CareerCoaster

Strengths
Step-to-step approach to career research makes it easy for students
Contains in-depth analysis and accurate interest assessment to evaluate students' personality.

Weaknesses
App only available for android users (development for iOS users is underway)
Not well known and commercialised

Opportunities
Reduction in App Store fees for small scale businesses.
Participation in Technovation and other science/technology competitions.

Threats
Competitors - CareersPortal, Qualifax and Courses.ie
COVID-19. Time constraint and resource constraint

OVERVIEW OF SURVEY RESULTS

Please rank the following options in order of importance for choosing your future career path

What has helped you to understand and pick your prospective career path?

Which of these features would help you to find a prospective career that you would enjoy?
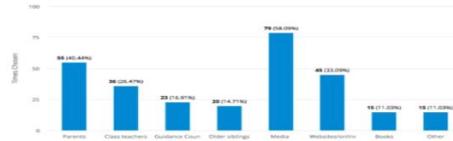
Have you used any other resources to find out more about careers before? (If you haven't skip the question)
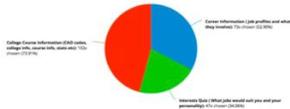
Have you used Careers Portal before?

OVERVIEW OF USER TESTING RESULTS

User Testing Results

What year group are you in?	What did you like about CareerCoaster?	What do you not like about CareerCoaster?	What are your suggestions to improve CareerCoaster?	Would you download the app?
3rd Year	Lots of detail	Its not fun	Put some career related games to engage us	Yes
3rd Year	User interface	Boring	Make it more interesting	Yes
3rd Year	I learnt a lot about careers	No work placement page	Include a work placement page	Yes
3rd Year	Useful	Nothing	No suggestions	Yes
3rd Year	Career Quiz was interesting	Not enough detail	Increase the detail	Maybe
3rd Year	User interface	It can only be used on android	Make it for android and iOS	Yes
3rd Year	Its very informative	Only for android	Make it for iOS as well	Yes
3rd Year	Has some useful information	Boring, not eye catching	Make it more interesting	No
3rd Year	Very useful	Only android	Make it for iOS	Yes
3rd Year	I like the name CareerCoaster	The app itself is kind of boring	Make it interesting	Maybe
TY	Useful	Only for Android	Make it for iOS as well	Yes
TY	Informative	The name- what the heck is CareerCoaster	Change the name	No
TY	Informative	Nothing	No suggestions	Yes
TY	Informative	Boring	Make it interesting	Yes
TY	User interface	Nothing	Nothing	Yes
TY	Career Quiz	Not enough detail	Increase the detail	Yes
TY	Very useful	Nothing	Nothing	Yes
TY	Informative	Boring	Make it interesting	Yes
TY	Helpful	Not enough information	Include more info	Yes
TY	Useful	Boring	Make it more interesting	Maybe
5th Year	Helpful	Not enough info	increase info	Maybe
5th Year	Useful	Boring	Make it interesting	Yes
5th Year	Eye catching	Less info	increase info	Yes
5th Year	The design of the app	Boring	Make it interesting	Maybe
5th Year	Good amount of Information	Only used on Android	Make it usable on iOS	Yes
5th Year	User interface	Only used on Android	Make it work on iOS	Maybe
5th Year	The amount of tips	Not enough info	increase info	Yes
5th Year	Useful	Boring	Make it interesting	Yes
5th Year	User interface	Nothing	Nothing	Yes
5th Year	Helpful	Boring	Make it interesting	Maybe
6th Year	idk	idk	no	Maybe
6th Year	User Interface	Boring	Raise interest	Yes
6th Year	Helpful	Not enough info	Increase info	Maybe
6th Year	Useful	Less info	Increase info	Yes
6th Year	Helpful	Boring	Make it interesting	Yes
6th Year	Design	Boring	Make it more interesting	Maybe
6th Year	I really understood about careers	Nothing	No suggestions	Yes
6th Year	Useful	idk	idk	Maybe
6th Year	Useful	Unsure	Unsure	Yes
6th Year	Everything	Nothing	No suggestions	Yes

STRATEGY AND IMPLEMENTATION:

MARKETING STRATEGY:

CareerCoaster will be mainly promoted using the technological advancements in digital marketing. Accomplify will have profiles on social media sites such as Facebook, Twitter, Instagram and Snapchat to reach the largest possible target audience in a short period of time. Social media is an effective method of promotion as opposed to traditional marketing. Social media can reach millions of people with no cost and in a very short span of time. As 90% of Irish teenagers use social media, I will be able to reach a wide audience. Most young people have emails and email campaigns are also effective. Though not as effective as social media, many students are attracted to offers and promotions in emails. I have also created a Wix website with a blog and articles to further promote my service along a wide range of platforms. My interactive and visually attractive website could also increase installments of CareerCoaster. Another prominent method of marketing is the word of mouth which can spread my app across the whole country of Ireland.

As I have a YouTube channel, it is also worthwhile to promote using YouTube videos. YouTube is a great source of information and many students are regularly using this video platform.

Upon releasing the app, we hope to improve our marketing methods by switching to using Google My Business profiles to display our business on Google. Initial advertising would be using the €80 credit provided by Google Ads.

DISTRIBUTION:

In the very near future, Accomplify hopes to publish CareerCoaster on Google Play Store for all android users. After the initial distribution of the app, we would be developing the iOS version of the app to distribute the app to the whole target audience. CareerCoaster is a free app and therefore accessible to all students.

EMPLOYEES:

As Accomplify is a sole proprietorship, we will not require a huge number of employees. Nonetheless, as the business develops it will be neccesary for the business to employ developers to handle aspects of the business development including the iOS version of CareerCoaster. We will also hire a small number of people with experience in marketing, sales, business management and customer service.

BRANDING:

CareerCoaster has a simple colour scheme. I searched for a colour scheme on coolors.co. My chosen palette is sophisticated. The colours aren't too bold or too calm. Their combination goes well together and the colours are influenced by the company's personality. A green colour personality tends to be perfectionnistic, analytical, cool, calm anf inventive whereas lilac symbolises caring and emotional connection which is essential for career guidance. The colours represent the businesses goals and image. The name CareerCoaster is an example of portmanteau- coaster is taken from "roller coaster". The title is smart and concise as it states that career planning and research has its ups and down just like a roller coaster. The app's logo also represents this as it is an image of multiple puzzle pieces to represent a student's separated thoughts coming together to form their perfect career decision.
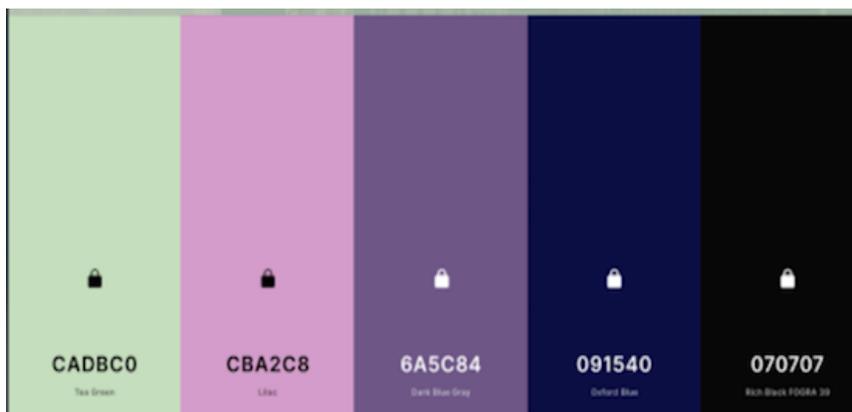
THE MARKETING MIX

FINANCIAL PLAN AND PROJECTIONS

FUNDING:

Initial investment for Accomplify would have to come from myself. I hope to get an investment of €1000 as the initial start-up. As it is important to protect the legal rights of my business, I will also have to apply for a trademark with tramatm.ie. We will have to trademark the logo and the domain name. To do this, I will be paying out €500 according to tramatm fee structure. The company will be under the full ownership of Mony Aramalla. The investment is to be used for capital expenditure including equipment other fees for my app development.

MONETIZATION:

After the app's initial release, in-app advertising will be implemented as it is the only means of making revenue from my application. Google Play allows for banner ads

and video ads which could subsequently attract users' attention for which I'll be paid for. This is the primary method of revenue for my application. As the potential market size increases, the revenue will also increase. We hope to get educational organisations including schools to spread the app further. We expect educational organisations to invest in our business as it encourages students to continue using CareerCoaster to discover careers.

PROJECTIONS:

Our user acquisition of 10% of the teenage population of Ireland as my potential market size for the first year. This is around 10000 students. Using in app advertising we would be able to create a revenue stream of €3900. This amount will not be covered by the revenue and investment in the first year. This is due to the numerous expenses and capital expenditures incurred in the first year. However, the MAU increases and so will the revenue for my business. Even though, my app makes a loss at the end of the first year, the profitability of the business will improve after increasing MAU rates.

	Year 1	Year 2	Year 3	Year 4	Year 5
Startup Capital					
Investors	1000	3000	5000	7000	8000
Income / Revenue					
Target consumer population	10000	30000	90000	150000	200000
App cost					
In-app purchases					
Advertising sales	3900	11700	35100	58500	78000
Operating Costs					
Equipment (computers, servers, networks)	3750	100	100	100	100
Software (applications for development and testing, etc.)	500				
Service fees (databases, Amazon AWS)	20	100	200	600	800
Registration for Apple developers or Google developers	20.92	82.26	82.26	82.26	82.26
App store fees (for hosting)		263.25	5265	8775	11700
Licensing fees					
Marketing & advertising			100	200	300
Employee salaries (software developer, designer, etc)	4000	4000	6000	8000	12000
Total Profit	-2395	10154.49	28352.74	47742.74	61017.74

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