

Explore Business Plan



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1. Executive Summary

The team Harmony was founded in Cork, Ireland by Veronica Howells and Robyn Fulham. The app name, “Explore” refers to the basic premise of our company's app- to explore the world and learn about different cultures around the world all through a screen.

1.1 Market

Our initial plan is to aim this app at primary school children as they tend to spend a large amount of time on tablets and phones and by using the app “Explore”, they can have fun and also learn about different countries and cultures around the world. With the current pandemic, there is very little travelling abroad allowed, which prevents children from discovering and appreciating new languages and cultures so this app is the perfect way for children to travel virtually and learn as they go.

1.2 Product

Explore is an online learning app for children. Children are able to create a “passport” and travel the globe, discovering different cultures, languages, foods, and clothes in different countries as they go. This is a fun way for children to learn about the world around them and to discover the world without leaving their house. Users set up a profile in a passport format and then travel around the world to different countries, starting in their own country. They travel from country to country by viewing a map and then selecting a country to travel to by pressing on it. When they press on the country, a screen appears offering them different options to choose from, they can press video and watch a video teaching them about the country - for example, its population, native language, history, culture of the country etc. They can also choose

to press food where there will be different recipes for native dishes from each country for them to try at home. They can also choose to play games and complete quizzes about the country once they have watched the video about it. They collect trophies along the way, allowing them to travel to more countries.

1.3 Competitive Edge

Explore is different from other apps because it offers children the chance to not only learn about different countries but also to be immersed in them through live cams showing different parts of the country, animals native to the country etc. It allows them to gain independence and feel as though they are really travelling the world by giving them recipes to try the foods themselves at home. Our app will incorporate the features of lots of different apps all in one app and we will include features that aren't present in any other apps such as a passport, trophies to symbolise your awards and your knowledge of the world as well as a penpal system in which you can send letters to people across the world. All letters sent will be filtered carefully before being received by users. We will also have dress up games, spot the difference, and other interactive games and stories. We will also have a well being section for kids in which they can listen to meditation videos and also download coloring sheets that can be printed out. Our app will also include live cams of animals and places around the world so the child will feel like they are there. We will also have a plan for your trip option in which children can build an itinerary for a trip.

1.4 Mission

To expand children's knowledge and appreciation of the wider world and inspire a curiosity in them to learn more about and respect different cultures. Explore is the way!

1.5 Keys to Success

Explore will succeed as it is an app that binds people in local communities, together contributing to the solving of the worldwide issue of discrimination and lack of tolerance. It is a positive, engaging way for children to learn more about the world around them, different countries and their cultures. There is also no other app alternative available that provides a cheap, educational, and fun way for children to learn about the world around them geographically as well as culturally, tackling the

issues of conflict and discrimination in our world.

2. Company description

Our business regards itself as non-profit for the services we offer. Any money earned from the business will be put back into the company.

In our business, Robyn took the app development aspect. She learned to code and laid down the basic foundations of our virtual company through 'App inventor'. Veronica took the business side of the making of the app. She conducted the market research and set about describing what this app aims to do, whilst compiling the key information together. Together both founders decided on features and planned out where this app will potentially go.

2.1 A Brief History of Our Company

The idea for our app came when we were complaining about not being able to travel and meet new people because of covid 19 when we realised that there are people struggling much more than we are. There are children around the world who have never gotten to travel anywhere in the world at all due to economic reasons, where they live, being unable to afford it etc. As well as this, due to the pandemic, children have missed time in school where they would normally be making new friends and learning how to interact in the real world. For example, Veronicas younger brother is four years old and has missed out on going to birthday parties, play centres, and playgrounds for the past year, as well as school for the past four months. When looking at Veronica's brother and all that he is missing out on in this key stage of development in his life, we felt appreciative for all of the times that we were able to travel and attend school and make new friends. We created the app as a way to broaden children's horizons and allow them to see that there is more to the world than just people in their immediate community. We wanted to make the idea of travelling and getting an insight into other cultures accessible for all children. On top of this, we are also passionate about being active in our communities and want to help solve issues of discrimination in the world. It is clear that discrimination is still very much present in our world, from the recent Black Lives Matter protests this past year, to the #MeToo movement, people are not being treated equally and this needs to be fixed. Our aim is to create a more equal, accepting, and positive society for all, and we felt that the best way to do this was to help to raise children with a positive attitude towards people of different cultures and to learn and respect people's differences as many of the

issues that arise in adults, concerning racism, sectarianism and discrimination in general, is learned from a young age and we felt that an app that teaches the opposite to children would be an excellent way to combat this issue.

2.2 Market Overview

Our target market is parents/teachers aged 30-45 to begin with as these are the people in society who are most often looking to expand children's knowledge and awareness of the world as many of them have young children of their own or teach students in primary schools. They are often the people most often on social media where the majority of our marketing will take place. In addition, their social media presence allows them to be very aware of the issues of discrimination, conflict, wars etc. that are so heavily present in our world today and they are often active in their community trying to fight these issues and speaking out against these issues. They will want to encourage children to grow up open minded and knowledgeable of the world around them. From our research we also found that this age bracket is most present on social media as well as has young children or is around young children, whom our app is aimed at.

In the future, we plan to expand our target market to other groups such as teenagers and adults who want to expand their knowledge of the wider world and learn about cultures and open their mind. Our app would have to have a separate section for this target market which would have to be significantly different to the original app in order to allow it to appeal to this market. The app could be used by adults to meet people from different countries, start penpal friendships, book trips to these countries, plan a trip, create an itinerary, learn about the history of a place you are visiting etc. (insert percentage and research here on discrimination/ adults wanting to travel/learn more)

We plan to make this app free, creating income for the maintenance of the app through sponsoring and advertisements of other companies that will be seen by users on our app and also by allowing an in app purchase of €10 which upgrades you to premium, with no ads on the app and more bonus games, videos and quizzes on each country.

2.3 Our Mission

Our business was set up in hopes to tackle the issue of discrimination and conflict between people of different cultures around the world simply due to a lack of knowledge and understanding. The problem affects everybody everywhere as people are involved in conflicts all around the world. It is important to solve because war, conflict and a lack

of cooperation between people can hinder societal developments that could if given the chance, improve the standard of living and society as a whole. When people don't work together and share ideas, there is less room for improvement and development. Solutions are more likely to be found to problems when everybody works together.

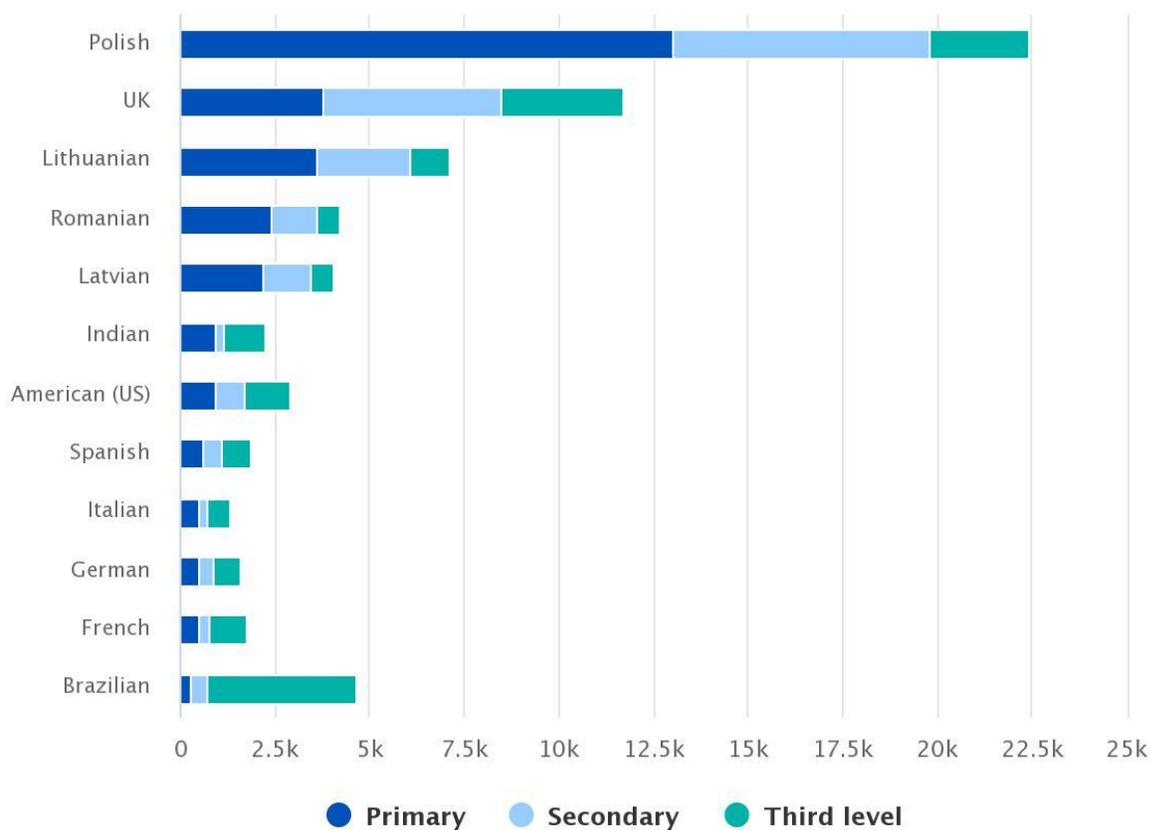
Children need the chance to explore different cultures and countries around the world in order to develop a greater understanding for people and the world around them in order to prevent conflict and encourage cooperation and development but the current pandemic as well as the expense of travel prohibits the exploration of the world in real life.

There are also a large number of non-irish people living in Ireland and it's important that children learn about their cultures as well as them learning about ours.

There were 96,497 non-Irish national students and pupils aged 5 years and over resident in Ireland in 2016 accounting for 18% of all non-Irish nationals. The largest group were Poles (22,450 persons) followed by UK nationals (11,704), Lithuanian (7,133) and Brazilian (4,632).

European continentals accounted for two in three non-Irish national students aged 5 years and over in 2016. Asian (14.3%) and American (10.1%) students were next while students with African nationality (6.5%) had the lowest share.

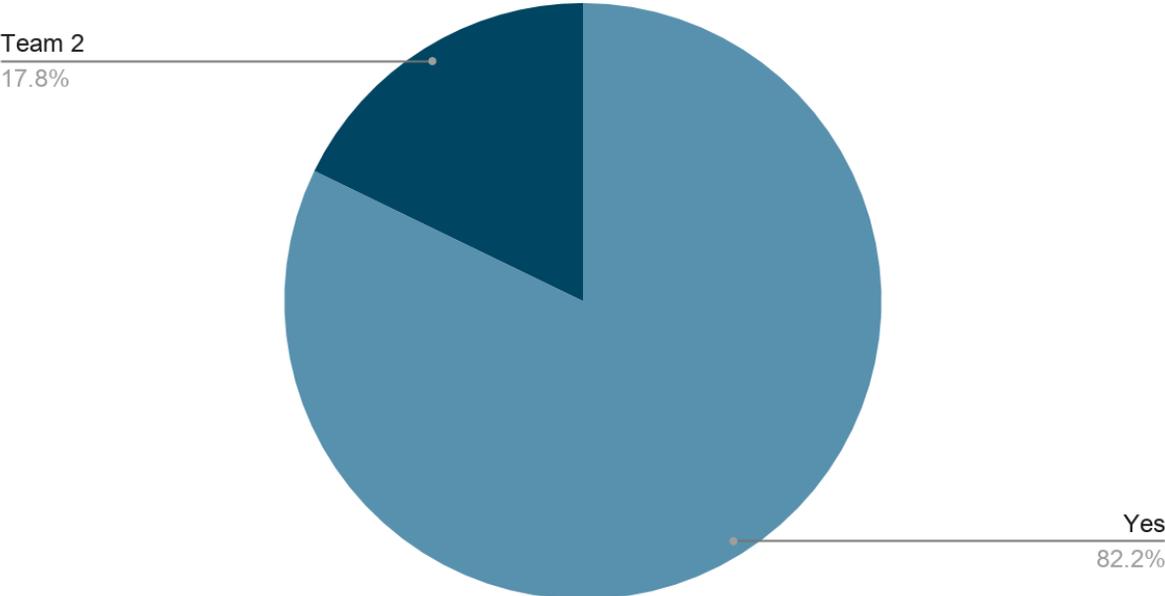
Figure 4.1 Non-Irish primary, secondary and third level students, 2016



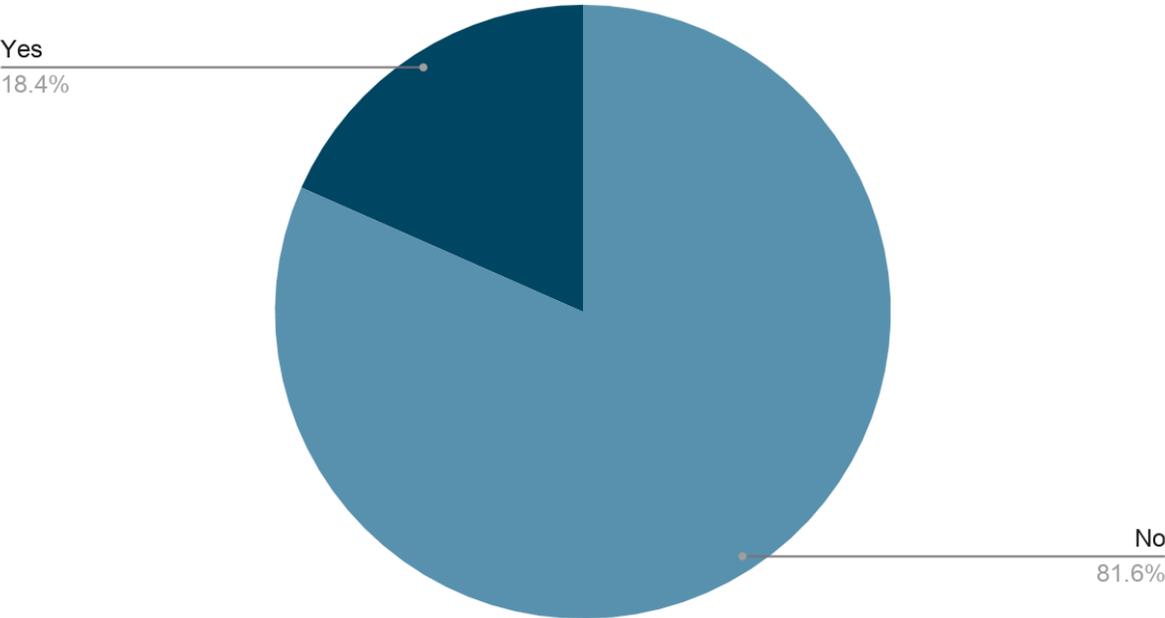
Source: CSO Ireland

We also conducted a community survey in which 140 people participated, to see whether or not discrimination was heavily present where we live and how many people had experienced it. It is clear from the survey results below that this is a serious issue that needs to be addressed.

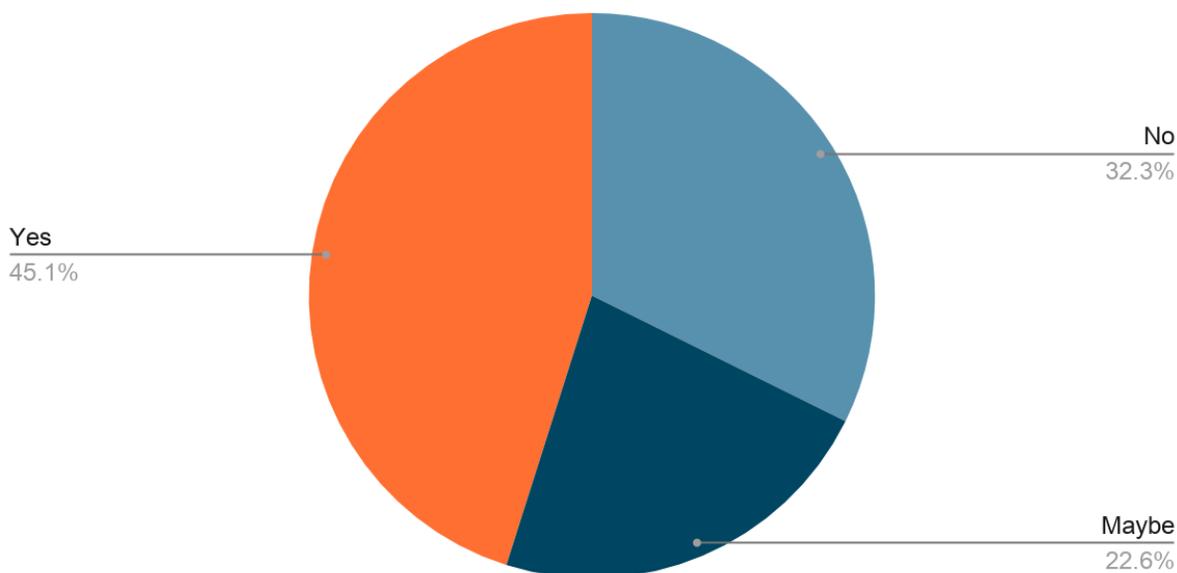
Have you ever been discriminated because of your race, ethnicity, gender, sexuality, religion, or anything else that you cannot control?



Do you feel that this issue is being addressed acutely?



Do you think an app that teaches children about the world and its diversity would help to combat the issue of discrimination?



We interviewed three different primary school teachers and 2 parents of children aged between 4 and 10 years old and asked them questions regarding the amount of information that their children are learning about the world around them and their awareness of different cultures. All five of the interviewees felt that children were unsatisfied with the quality and quantity of resources available to help their children to learn about the world, its countries, and its people. They felt that an app like ours would be an excellent way to help children to gain a deeper insight in a fun, engaging way into the wider world.

Our belief was that this was a problem we could create a solution to which could be conveniently and easily used by people globally, by teaching children about the world, as well as respect and appreciation, from a young age, through an app that allows all children, regardless of financial situation or pandemic, to travel the world.

2.4 Our goals

The aim of the service is to help children to gain a greater insight and understanding of the world around them in order to better prepare them for the world as well as to combat conflict and discrimination that is so heavily present in the world today.

The app will allow children to learn about countries before they visit them and build up an interest in the world around them that can be applied to many aspects of life.

We believe the app will educate people about the world geographically but also teach them about the concept of diversity, respect and appreciation for everyone no matter their differences. We predict that this will better prepare children for the workforce and life in general. Studies have shown that children with friends outside their own social, ethnic, racial, economic, or religious bubbles develop important 21st century skills and abilities that those who stay in their own group/bubble won't. Prosocial behavior, global knowledge, culturally open attitudes and contact skills developed in early childhood will influence choices throughout their lifetime: whom to befriend, whom to help, whom to trust, whom to hire, whom to elect. In adulthood, amplified by economic and security concerns, biases can feed division, hatred and persistent inequality.

Therefore, our app will tackle issues of discrimination and conflict in the world, and perhaps even prevent wars, as children learn about each other, and that it is okay to be different, from a young age. We anticipate this app will gain many users throughout the country and have hopes that this app could one day be internationally recognised. Above all our biggest goal is for this app to make a difference to the harmful treatment so many people face around the world in terms of discrimination and inequality.

In the immediate future, we want children to connect with other children and their stories. We hope that children might relate in some way to the stories of other children even if they're across the world. It is important for children to see other children who don't necessarily look like them or have the same culture, and to understand that they can still relate to them because they're children, might be into the same things, or enjoy doing the same things, regardless of where they're from.

3. Products and/or service description

This app is an interactive, educational app for primary school children that allows them to explore the world and different countries' cultures, languages, clothes, landmarks, traditions, beliefs, and wildlife.

3.1 Description of our service

Users of the app are able to learn about different countries and their cultures by watching short videos, completing interactive quizzes and playing fun, educational games. Users can also practice meditation in a mindfulness section of the app in order to improve their well being. In this section, there are colouring sheets available to print

out, guided meditations to listen to, as well as reflection sheets that the users can complete at the end of the day.

Preparing students for diverse friendship is an essential part of helping children feel safe, happy and ready to engage within our rapidly changing world. When children feel comfortable approaching and befriending those outside of their familiar bubble, they gain self-confidence and life experiences that they would never otherwise have. They are better equipped to engage, to problem-solve, and to adapt to new situations.

For over 70 years, researchers have studied what makes people from different groups get along or not get along and Explore puts these findings to work in a global context.

By using Explore, children gain:

Global knowledge: Deepening their awareness of families, communities and cultures around the world, including their own, and exploring what makes them similar and unique.

Culturally-open attitudes: Developing a mind-set and attitudes that are open to differences and sees similarities as opportunities for positive connections.

Contact skills: Building self-confidence and comfort interacting with peers in other groups through imagined contact and role-play.

Prosocial behaviors: Practicing prosocial behaviors of sharing, working together, trusting, helping and empathy with those in their familiar bubble and beyond.

3.2 Product Development

Information about how the product will be built: We are using App Inventor to code our app. We plan to make it available on the Google Play Store by November 2021 and to have our official launch day on intercultural day, January 16th 2022. This will give us enough time to develop the app and ensure that it is ready for market as well as advertise it.

Research and development activities: We hope that through meetings with educators, parents of children, children themselves, people native to the countries and cultures that we are teaching about, as well as googling and online surveys, we will gain new insights into the gap in the market that we are trying to fill, and what might be beneficial for our customers/users to have incorporated into the app. We all plan to interview child psychologists, sociologists, and professors of equality and diversity to

make sure that all information on our app is as factual, authentic and beneficial to our users as possible.

4. Market Analysis

Although our app is aimed at children aged 4-10, the children are the users, the parents and the teachers are the customers. From our research we found that there are 509,652 children enrolled in 3,305 primary schools in Ireland taught by 32,489 teachers. Many of the schools are small with over 50% of them having four or fewer teachers. If 50% of these teachers introduce this app to their students and their students parents, then we would have a total of 255,000 users. Mobile media has become a nearly universal part of the children's media landscape, across all levels of society. Nearly all (98 percent) children age 8 and under live in a home with some type of mobile device, the same percentage that have a TV in the home (mobile media ownership is up from 75 percent in 2013 and 52 percent in 2011). Ninety-five percent of families with children this age now have a smartphone, up from 63 percent in 2013 and 41 percent in 2011, and 78 percent have a tablet (up from 40 percent in 2013 and 8 percent just six years ago, in 2011). Indeed, 42 percent of children now have their own tablet device — up from 7 percent four years ago and less than 1 percent in 2011. The figures clearly show that screen use in children is increasing and if this is the case we should utilise this so that the children are learning and gaining knowledge rather than simply wasting time on their tablets.

FIGURE A. Mobile Devices in the Home, 2011-2017

Among 0- to 8-year-olds, those with:

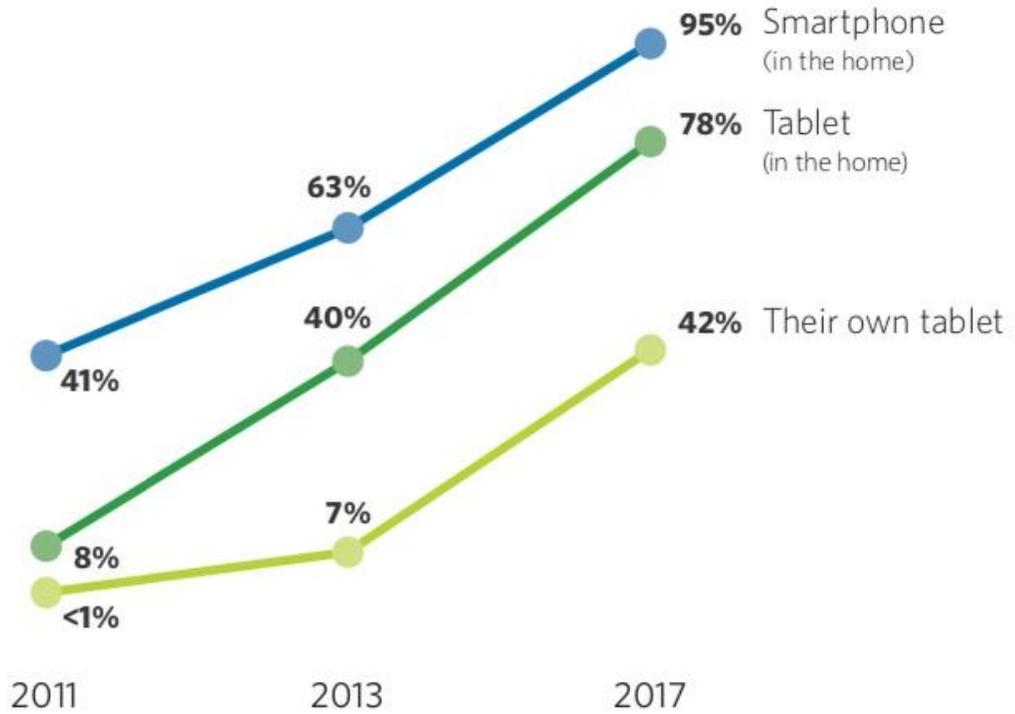
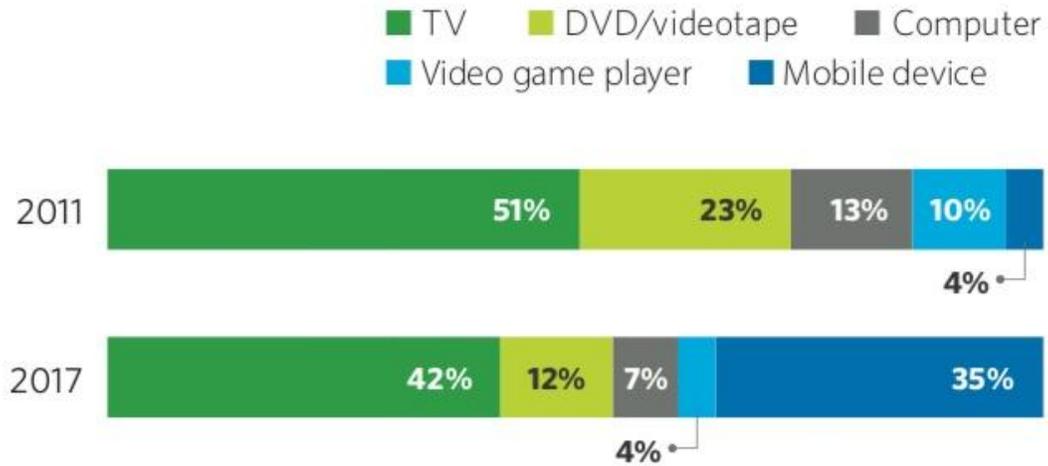


FIGURE B. Screen Media Use, by Platform, 2011 vs. 2017

Among 0- to 8-year-olds, share of time spent using:



Note: *Video game player* includes console and handheld players. *Mobile device* includes smartphone, tablet, iPod Touch, or similar device. Totals may not add to 100% due to rounding.

TABLE A. Screen Media Use, by Device and Age, 2017

Average time spent daily (hours:minutes)

Device	All	Child's age		
	0 to 8	Under 2	2 to 4	5 to 8
Television set	:58	:29 ^a	1:09 ^b	1:04 ^b
DVD/videotape	:17	:06 ^a	:23 ^b	:18 ^b
Mobile device	:48	:07 ^a	:58 ^b	1:02 ^b
Computer	:10	* ^a	:05 ^b	:20 ^c
Video game device	:06	* ^a	:04 ^b	:12 ^c
Total screen media	2:19	:42^a	2:39^b	2:56^b

*Less than one minute but more than zero.

Note: Only those items with different superscripts differ significantly ($p < .05$). Significance should be read across rows.

TABLE 1. Time Spent with Media, by Activity, 2011-2017

Among 0- to 8-year-olds, average amount of time spent in a typical day:	2011	2013	2017
Watching TV, DVDs, or videos	1:44^a	1:27^b	1:40^a
• TV on TV set	1:09 ^a	:57 ^b	:58 ^b
• DVDs/videotapes	:31 ^a	:22 ^b	:17 ^c
• TV/videos on computer	:03 ^{ab}	:03 ^a	:04 ^b
• TV/videos on mobile device	:01 ^a	:05 ^b	:21 ^c
Listening to music[§]	:29^a	:20^b	:18^b
Reading/being read to	:29	:28	:29
• Print [§]	:29	:28	:26
• Electronic	NA	NA	:03
Playing media games	:25	:23	:25
• Video games (console)	:10 ^a	:06 ^b	:05 ^b
• Video games (handheld) [†]	:04 ^a	:04 ^a	:01 ^b
• Computer games	:08 ^a	:05 ^b	:03 ^c
• Mobile games [‡]	:03 ^a	:08 ^b	:16 ^c
Video-chatting	NA	NA	:01
• On a computer	NA	NA	*
• On a mobile device	NA	NA	:01
Other digital activities	:07	:05	:10
• Educational software (computer)	:03	:02	NA
• Homework (computer)	:02 ^{ab}	:01 ^a	:02 ^b
• Anything else on computer	:01 ^{ab}	* ^a	:01 ^b
• Anything else on a mobile device	:01 ^a	:02 ^b	:07 ^c
Total screen media time	2:16^a	1:55^b	2:19^a
Total media time	3:14^a	2:43^b	3:06^a

After researching and analysing the market we have realised that our main competitors are One Globe Kids and Geography for Kids.

4.1 One Globe Kids

A key competitor is One Globe Kids which is an already established and recognised app available worldwide with the same aims as our company, to encourage awareness and appreciation for different cultures in children. One Globe Kids is a library of global friendship stories and fun activities. Stories and activities can be viewed on iPad, iPhone, smart phone or computer. It has immersive visuals and real sound as well as interactive stories, available in 3 different languages- english, french, dutch. It also has no advertisements. However, the app is underdeveloped and can become quite boring and repetitive to use. There are only a few games on the app and some of the information they teach about different countries has been described as “stereotypical” by users of the app in the review section on the app store, the very issue that our company is trying to tackle.

Users of Explore benefit further from the recipes available to use on our app, the virtual reality element that we plan to introduce, as well as the live web cams of countries landmarks currently available on the app, to make users feel even more like they are actually travelling to the country.

4.2 Geography for Kids

Another similar app is Geography for Kids, it allows children to find countries on the world map, color the country flags, explore famous monuments, and identify countries and capitals. The games are simple and the app itself is easy to navigate as well as being colorful and entertaining for children. Although the app is educational geography wise, it doesn't educate about diversity and different cultures, food, languages etc. which our app aims to educate about.

We believe our app will perform well, we predict it will gain a lot of users and can see it expanding internationally. We expect this app to perform well as it provides a unique and helpful service to parents as it can keep their children busy whilst also educating them in a fun, engaging way. Our app will address UN SDGs 4 and 5 which are to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all” and to “achieve gender equality and empower all women and girls.”

It also stands for ethical and sustainable values, unlike many competitors, which many people are interested in choosing and contributing to.

4.3 App performance

On researching similar apps, we discovered that One Globe kids has approximately 300,000 users all around the globe, many of its users will likely be interested in our app as we have improved many of the apps features as well as offering new features that One Globe Kids does not have.

In response to our competitor analysis, we decided that our app will incorporate the features of lots of different apps all in one app and we will include features that aren't present in any other apps such as a passport, trophies to symbolise your awards and your knowledge of the world as well as a penpal system in which you can send letters to people across the world. All letters sent will be filtered carefully before being received by users. We will also have dress up games, spot the difference, and other interactive games and stories. We will also have a well being section for kids in which they can listen to meditation videos and also coloring sheets that can be printed out. Our app will also include live cams of animals and places around the world so the child will feel like they are there. We will also have a plan for your trip option in which children can build an itinerary for a trip.

We decided following our research into the competitor analysis that we wanted to heavily focus our brand values on giving children the opportunity to observe, reflect, plan, appreciate, and most importantly explore, making sure that this was something that we stood by during the development of our app.

5. Marketing Plan (strategy & implementation)

During the first year of launching Explore we will focus on brand awareness. When people see our logo and our tagline 'Learn, Engage, Explore'. We will use our logo and tagline on social media promotions and on products.

Our pilot launch will be in Cork city. We will hold our first advertising campaign in Cork City.

- Intercultural day - January 16th - To encourage diversity and open mindedness, we will hold a launch which will be an intercultural day where people of different

backgrounds/cultures come together and showcase their country/culture at a stand eg. bring their native foods, dress up in their native clothes etc. This would bring a large community of people, interested in diversity, culture, travel etc., together and allow them to mingle. Here at the intercultural day we will advertise our app and encourage people to download it in order to allow their children to learn about countries and cultures like they've done today, regularly. We will also have a quiz available on the app on this day and announce this at the intercultural day. We will tell everyone to download and complete the quiz and everyone who answers correctly, their names will be put in a draw and picked out and the winners will get prizes. This would increase our number of downloads on our launch day greatly and get some traffic moving on our app. The quiz will also be based around the topic of diversity and cultures and the lack of respect along with the too great a presence of discrimination in the world today in order to increase awareness of this issue and the impact it is having on our society. We will give children the opportunity to try the app on ipads on the intercultural day and we will tell their parents about the app and ask them to follow us on social media and download the app themselves. We will also have guest speakers present throughout the day speaking on issues of discrimination, for example we will have people talking about racism, discrimination, climate change, sexism etc., all issues that impact our societal development and people's quality of life and could be combatted through communication, cooperation and learning about our world and its different cultures from a young age which our app encourages.

- Media Advertising: We will advertise our app on local radio stations eg. Cork RedFm and 96FM as children and parents/teachers in this area are our first target market.
- We will use Google Adwords- Words such as diversity, culture, world, travel, explore, learn, language, countries etc.. so that our apps website is more likely to appear in potential customers search results, increasing our chances of the app being downloaded and used.
- We will also advertise on social media such as on family vlogging channels on YouTube and on Instagram through influencers who have children. Our target market (26-35 year olds who have children) watches these channels and follows these pages so this is an excellent way to reach them. We will also have articles written about us on parenting sites eg. Common Sense Media as well as on travel/geography sites eg. National Geographic. We will also have our own SnapChat, Instagram, TikTok, FaceBook, Twitter accounts with links to the app on each site.

- Viral Media- Fun cartoons that are samples from our app that teach children about the world, will be available on Instagram, TikTok, SnapChat, YouTube.
- Discounts: Free wristbands and t-shirts will be distributed to students in a few schools with the app name “Explore” written on it with our slogan. We will offer premium membership (no ads and bonus games and quizzes as well as a penpal feature, normally €10) for free for a month to the first 1000 people to sign up.
- As well as this, we plan to get in contact with the educators in schools through teachers unions and boards of education, and pitch them our app in the hope that they will then tell parents of students in their school about it as well as encourage teachers to use the app in class with students.

5.1 Marketing Assessment:

- To keep track of app downloads, we’ll use the features built into Google Play and Apple Store. We’ll use the google play developer console where we can track how many users installed our app, how many uninstalled it, and a breakdown of which country the app is being downloaded in.
- Ask customers to complete yearly surveys answering questions based on whether their child/ students knowledge of the world and its many cultures has increased since downloading the app and whether their child is more open etc.
- Quizzes completed by children in the app will allow us to see whether their knowledge is increasing about these countries and whether they are learning and remembering the knowledge.
- We can view how many likes, followers etc. that we have on social media by switching to a business account, the social media platforms will give us info on what our engagements and likes are like each month.
- We can measure our recognition by the number of referrals people are giving to their friends eg. are people downloading our app because their friend told them about it... we’ll offer an in app reward to people who refer friends to the app. We can also measure our recognition by how much we appear in articles, how many schools are using us etc.

5.2 Feedback from Target Users:

We will have an option to opt in to giving feedback or advice in our app. We will try to collect feedback from frequent users. We will get this by allowing them to rate us out of five stars within the app as well as a review option. There will also be a review feature for people who only used the app once or twice asking them what made them not come

back and what they believe we could improve on - eg. app was too glitchy, we will then work more on and put more money into the software development of the app.

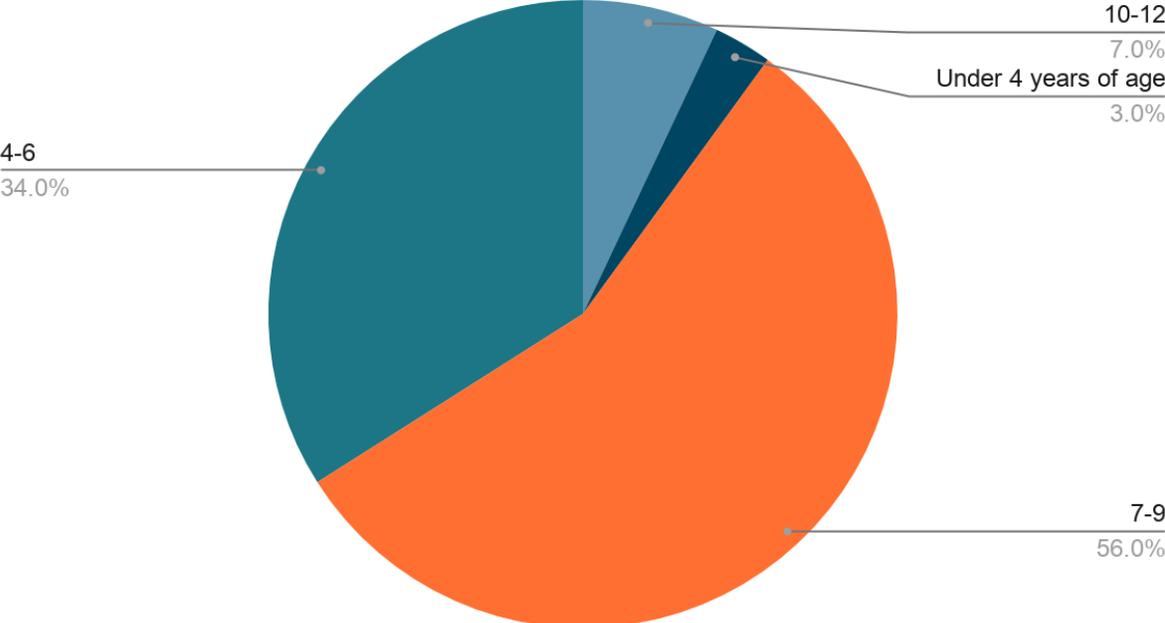
5.3 Functionality of Company:

In the day to day running of our company, Robyn will continue to work on the coding side of the app, continuing to develop her skills and move into more advanced forms of coding that will help our app to become more developed. Veronica will continue to work on the business and research side of the app, interviewing people, gathering feedback, and marketing the app. However, both of us will come together and incorporate our ideas into both sides, coding and business. We will hold a meeting every fortnight to discuss the development of our app, what needs to be worked on next, who will work on what and how we will distribute our time and money in the development of the app. We plan to take on a more experienced coder to help us to create a more enhanced, improved app. We also hope that friends and family will volunteer to help us in the run up to the launch of our app by spreading the word on social media and within their friend circles, and also in the acquiring of a venue for the intercultural day launch event.

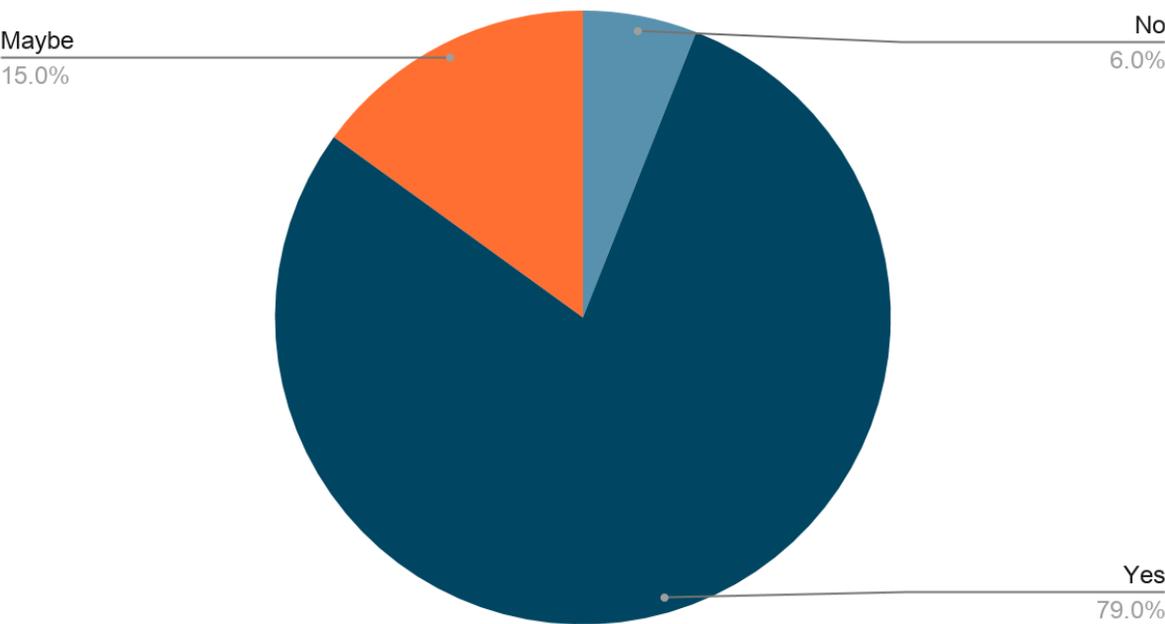
6. Financial plan & projections

To kick start “Explore” we will look into receiving a grant from Enterprise Ireland and the European Union. We hope to raise €1000 in the first year through fundraising- bake sales, marathon runs etc., and investors. We will use this money for the rental of a local community hall for our intercultural day launch event on 16th January 2022, wristbands and also some online marketing. We plan to charge people a fee of €5.00 for entry to the intercultural day if they’re not actually participating eg. making food and having a stand to showcase their country/culture, this will help us to raise more money for the maintenance of our app. We plan to have 300 guests at the launch day and 50 stands. We will continue to receive revenue through advertising within the apps from adsense. The more users we have using “Explore” the more revenue we will receive from advertisements. This money will then be used for future marketing and licenses needed for the app store and google play store. We took a survey of parents and teachers with children in local primary schools. 700 people took part in the survey, 90% of them taught or had children aged between 4 and 10, which is our target market, which left 630 possible app downloads. 79% of people said they would download our app, which means we will have 500 downloads within the first year, meaning we’ll have 500 ad impressions (views). If we have a click-through rate (CTR) of 1%, which is standard. 1% of 500 is 5. If the CPC of the ad is 0.01c, we make 0.05c. If the CPC of the ad is €1.00, we make €5.00.

What age is your child or student?



Will you download our app for your child?



The revenue generated will be used in the maintenance and expansion of our app.

We plan to increase our downloads by 10% every year so in the second year, we plan to have 50 more downloads, so 550 in total. We plan to launch our premium membership in the second year when we reach 550 downloads. This will cost a once off fee of €10.00. With the premium membership, users will have access to bonus quizzes, videos, games and recipes as well as a pen pal feature in which children can send filtered “letters” to children around the world. There will be no direct contact between any children as there will be a set group of children, a boy and girl from each country that each child can send letters to and these children will be the tour guides for the country and the replies will be automated so that the children are safe whilst still feeling like they are talking to other children.

By the third year we hope to have expanded the Explore community to other countries in Europe for example England as there is a large population here. We predict an increase of 50% in downloads in this year which would bring us to a total of 825 downloads. The expansion of our app to another country will mean we can launch on the intercultural day of the year 2024. This will require the rental of a venue as well as merchandise such as wristbands and a prize to give the winner of the quiz held. A community hall rental to hold the intercultural day would cost €200. Wristbands and merchandise would cost up to €500. We hope to launch the #explore on social media on our intercultural day to get people talking about our app and participating in the intercultural day.

We also plan to set up an online website that contains information about the app and a link to download it. A basic website which is all we’d need to begin with would cost €100.

In the expansion of our app we’ll need to

- buy more cloud storage, to store large amounts of data for the growing number of users
- hire staff, for example a graphic designer, to improve the design and layout of the app and make our app and brand as distinct as possible. The app will have to be easy to navigate and eye catching with fun engaging visuals and sounds if it is to attract users of our target market.
- We also hope to move to a more advanced software than app inventor so that we can introduce new components and features to the app in order to improve it’s design, layout, user interface and functionality.

By the fourth year, we hope to have begun expanding into many more countries and have the app available in different languages so it is accessible to people all over Europe and eventually the whole world.

Explore - Budget

	Year 1	Year 2	Year 3	Year 4
Startup Capital				
Investors and fundraising	€1000	€830	€403.50 Investors-€1000	€1352.5 Investors-€1000
Total Capital	€1000	€830	€1403.5	€2352.5
Revenue				
App Cost	Free	Free	Free	Free
In-app purchases	N/A	€10x50=€500	€10x200=€2000	€10x300=€3000
In-app ads	€5.00	€5.50	€10.00	€13.00
Tickets for Intercultural day	300x€5=€1500	N/A	500x€5=€2500	3000x€5=€15000
Total Revenue	€1505	505.50	€4510	€18,013
Operating Costs				
Equipment	New computer for coding- €700	Stationary- €30	Stationary- €30 New computer- €1000	New computer-€1000
Software	App Inventor-	Free	€199	€199

	Free			
Utilities	Community hall rental for launch day- €250 Merchandise- €500	N/A	Community hall rental for launch day - €250 Merchandise- €600	Community hall rentals for multiple launches-6x€300=€1800
App store fees	Google Play store- €25.00	N/A	App Store- €82	App Store- €82
Marketing	Social Media-Free Advertisements on parenting sites- €200	Social media-free Advertising on small family vlogging channels- €400	Social media- free Marketing videos- €1000 to make Advertising on small family YouTube channels- €400	Social media- free Marketing Videos- €1000 TV Advertising- €5000 YouTube Advertising- €5000
Employee salaries	N/A	Coder-€500	Coder- €500 used twice, =€1000	Translators for different languages- €2000 Freelance Coder- €500
Total Costs:	€1675	€930	€4561	€16581
Total Profit	2505-1675=€830	1335.5-930=€405.5	5913.5-4561=€1352.5	20365.5-16581=€3784.5

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