

FIBRONOT BUSINESS PLAN

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FIBRONOT EXECUTIVE SUMMARY

- FibroNot is an app that I have designed to allow patients with fibromyalgia to record their symptoms and receive treatment plans that assist in relieving these symptoms.
- Patients will also be able to track their progress and monitor their condition. This allows patients to deal with their daily struggles with ease and in the comfort of their own home, allowing them to continue on with their day as best they can.
- The aim of FibroNot is to help the lives of people with fibromyalgia one person, one app and one tap at a time.

COMPANY AND PRODUCT OR SERVICE DESCRIPTION

- FibroNot is a company designed to provide people with fibromyalgia a safe space to track and manage their symptoms while also linking them to helpful websites to ensure they stay both mentally and physically well with the condition.
- The company was designed because I have family with the condition and wanted to help them and others with this extremely challenging condition.
- The app is 75% ready for release to customers as some of the areas aren't fully developed yet, such as the tracking your progress section hasn't been created and the treatments section still requires improvements . However, it is fully functional in that if it was put on the market it could be used to a certain extent and would still be effective.



MARKET ANALYSIS

- ▶ My market is both people with fibromyalgia or people looking to know more about fibromyalgia as this is an app for building awareness as well as delivering that care to patients.
- ▶ My market is relatively large as at least 5% of the worlds population have the condition and between 90 and 180 thousand in Ireland as of 2018 with this number continuing to grow.
- ▶ I have gone through my competitors and have done a detailed analysis which can be seen on the next slide.
- ▶ My ideas for my app changed based on competitor analysis because I saw what they were doing in terms of symptoms etc and realised none had an extensive list of symptoms and also provided specific treatments based on what symptoms were logged. I wanted to ensure that mine did both to stand out from the rest.



www.hse.ie

For Statistics in
Ireland

www.fibromyalgiasyndrome.co.uk

For Statistics in the
World.

COMPETITOR ANALYSIS

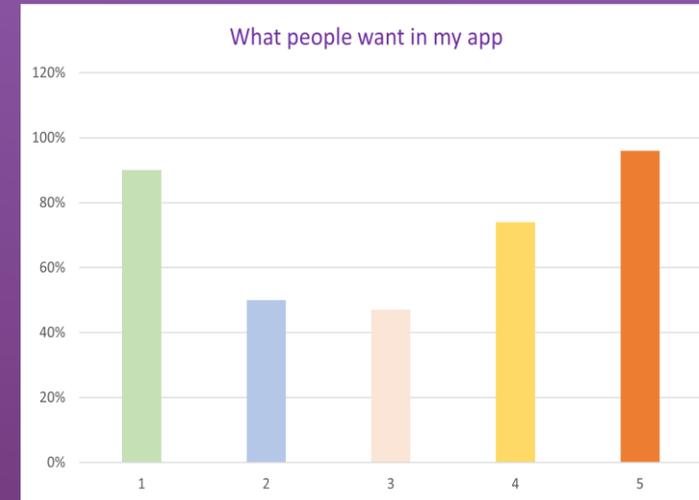
Competitor name	Strengths	Weaknesses	Opportunities	Threats
FibroMapp Pain Manager	<ul style="list-style-type: none"> -Created by people with fibromyalgia. -Has a variety of features. 	<ul style="list-style-type: none"> -Focuses purely on the are of pain in fibromyalgia. -Lack of variety in symptoms management. 	<ul style="list-style-type: none"> -Create an app that focuses on more symptoms. -Create an information based section to educate people on the condition. 	<ul style="list-style-type: none"> -They have the real life experience of the condition.
Chronic Pain tracker	<ul style="list-style-type: none"> -It allows you to record, track and analyse the pain you are suffering from. -Provides pain treatment and monitors sleep. 	<ul style="list-style-type: none"> -Only focuses on the section of pain -Focuses on one area -Not fibromyalgia specific 	<ul style="list-style-type: none"> -Create a detailed area on pain and provide treatments but also provide treatments for other symptoms too 	<ul style="list-style-type: none"> -Detailed tool to manage pain and sleep
Manage My Pain	<ul style="list-style-type: none"> - Track and analyse pain. - Can log type of pain and location of pain - Wide variety of symptoms 	<ul style="list-style-type: none"> - Don't provide treatments 	<ul style="list-style-type: none"> -Create a detailed logging system and provide people with treatments for the pain. 	<ul style="list-style-type: none"> -Very detailed logging system with a calendar to track progress

MARKETING PLAN

My logo can be seen to the right. I also intend on using social media to promote the app and spread the word. Possibly contact fibromyalgia charities in Ireland and ask them to share information about the app with their users.

I created a survey which I distributed to the public. I got responses from people both with and without fibromyalgia. Most of the responses showed that the most important things in an app for people is that the app is free from ads with lots of treatment plans and have an area to create awareness and educate people about the condition and how it can affect people in their daily lives.

The plan for the app changed following these responses because originally, I was going to just make the app a place for people with fibromyalgia to log their symptoms and be provided with solutions to relieve those symptoms. Following the survey results I decided that it was extremely important that I also made an awareness section within the app to widen my market and provide a place where people could find out more information about the condition from reliable sources.



The graph above shows the percentage of people that want certain features for the app.

1. No Ads
2. Simple Interface
3. Awareness
4. Place to log symptoms
5. Treatment plans

FINANCIAL PLAN AND PROJECTION

- As of now, I have roughly €200. It will cost €100 to get it online and have it available for download. I plan to have the app free to download without ads for the first 6 months and see how the app runs and how many users I have daily and monthly.
- I will however have the source of income. This will come from customers clicking on the buttons bringing them to helpful websites where they can sign up for newsletters etc.
- Following the 6 month period should I have to introduce charges it will be a once off fee when downloading the app and no ads in app as that was another reoccurring answer in my survey. Within the next 3-5 years if we look at as if I do introduce that cost. I would like to think I would have at least 10,000 downloads by then, which would mean at €2 per download that would mean I would have €20,000, with €500 taken out for app store fees meaning €19,500 would be left over to use for research and improving the app in everyway possible.

