

OUTDOORZEE BUSINESS PLAN



TEAM NAME: OUTDOORZEE

TEAM MEMBER: ELANA MONAGHAN

COMPANY: OUTDOORZEE, CO. GALWAY, IRELAND

MOBILE APPLICATION: OUTDOORZEE

PRODUCT / SERVICE: OUTDOORZEE HAS TWO PARTS. ONE PART PROVIDES INFORMATION ON SCOUTING AND THE OTHER PART PROVIDES INFORMATION ON CAMPING AND HIKING. THE SCOUTING SIDE OF THE APP PROVIDES INFORMATION ON THE SKILLS NEEDED IN ORDER TO EARN EACH BADGE AND MY VERY OWN TUTORIALS ON HOW TO DO THINGS LIKE TIE KNOTS, ETC. OUTDOORZEE ALSO PROVIDES INFORMATION ON UNIFORM REQUIREMENTS, COMPETITION REQUIREMENTS AND THE APP ALSO HAS A FIND YOUR LOCAL SCOUT TROOP FEATURE. THE HIKING / CAMPING SIDE OF THE APP PROVIDES INFORMATION ON WHERE TO HIKE OR CAMP IN IRELAND BY COUNTY, AS WELL AS WHAT GEAR TO BRING.

Company Description

The Kind Of Business: Corporation.

Mission Statement: OutdoorZee is the shortest route to becoming a proficient camper/hiker/Scout. It is a one-stop hub for information, tips and practical know-how.

Team Member(s) & Roles: Elana designed and coded the mobile application, she also created the business plan.



An Overview Of OutdoorZee & Our Market: A mobile application that can grow with and cater for all levels of experience, including a youth member of Scouting Ireland as well as the Irish community who enjoy camping and hiking in the Republic of Ireland, who will greatly benefit from their section of the app which has all of the information they need for the different age levels in one comprehensive place. OutdoorZee will be available to download on any Android or IOS device for a fixed fee, other revenue will be made from advertisements on the app.

Why OutdoorZee Was Created: I joined Scouts in 2014 and quickly learned a few basic camping and hiking skills that easily transferred to our family outings, greatly enhancing our whole camping experience and making it more enjoyable and less of a chore. I decided to create this app with some basic information, tutorials and know-how, in an attempt to encourage more people to navigate our Irish countryside, especially now when “staycationing” is encouraged.

As a keen youth member of Scouting Ireland I also decided to include a section of the app dedicated solely to scouts. My fellow Venture Scouts have helped me brainstorm a list of features that serve both someone interested in hiking/camping and a Youth Member who is already in Scouts or interested in joining.

What OutdoorZee Hopes To Accomplish & Our Future Goals: OutdoorZee's goal is to bring together a body of knowledge about camping and exploring the outdoors in an all-inclusive mobile application for campers, hikers and Scouts that will greatly enhance their hiking and camping experience by having all of the information they need to enjoy a more efficient and fun outdoor experience.

Product / Service Description

An In-Depth Description Of The Mobile Application & How OutdoorZee Benefits Customers:

OutdoorZee will: Provide lists of recommended gear/ equipment, lists of hiking trails and campsites SEARCHABLE by county, tips and hints for families, beginners and well seasoned outdoorsmen to make excursions safer, more efficient and fun, sustainability and environmentally friendly information on camping/hiking, a dedicated section for Scouts with features like earning badges, county & intercounty competitions and tutorial videos for more advanced skills. This will also enable younger youth members to know what to expect at older age groups, making the transition less daunting.

OutdoorZee will help people become proficient campers / hikers and reduce their time researching what to buy, where to camp and what to bring as well as how-to information.

An Explanation Of The Advantages That OutdoorZee Has Over Our Competitors: Currently, there are limited online resources available for Scouts, there are zero apps and very few, hard to navigate and outdated websites. The only resources that cater to the youth members of Scouting Ireland at the moment are in the form of books. Books are not practical for travel; they're heavy, they take up lots of space, they can get damaged easily, whereas a phone is small, light and the majority of people nowadays are carrying them everywhere anyways.

Product Development:

- **Current Stage Of The Mobile Applications Development:** OutdoorZee is currently ready to be published as a VERSION 1, however down the line in a few years an updated version will take its place on the market. We may consider also adding a Premium feature.
- **How The Product Will Be Built & Sent To The Customer:** OutdoorZee has been coded using MIT App Inventor 2 for the app and Weebly and for the website. App Inventor only allows for a limited number of screens, therefore we coded a website to allow for more screens, then linked it to the app. OutdoorZee will soon be published on the App Store and Google Play and customers will be able to download the app for a fixed fee.

- **Research & Development Activities That May Lead To New Products & Services:** In the future, a few years down the line, we would consider adding a Premium Feature to the app. This Premium Feature may include a 'Find My Local Scout Troop' feature, discounts for camping and hiking gear or we may include information on camping and hiking locations in Northern Ireland, etc.

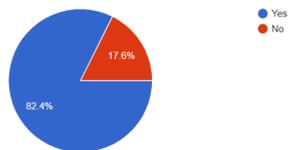
Market Analysis

Description Of The Market: OutdoorZee is the only app of it's kind however, apps such as 'Camping Ireland', 'Scouting' and 'AllTrails: Hike, Run, Cycle' have some similar information to parts of the app but OutdoorZee is the only app that has a combination of all of these things.

How Do I Think OutdoorZee Will Perform & Why: I am confident that OutdoorZee will be very successful because it fills a gap in the market and would be in demand as 88.4% of the 86 people surveyed said that they would download this mobile application.

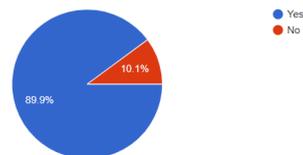
Would you download an app that provides information on hiking, camping, badges, uniform requirements, skills and tutorials and information on competition camps such as Shield/Plate

17 responses



Would you download an app that provides information on where to hike, what to bring, where to camp, what to bring, etc ?

69 responses



Target Market: OutdoorZee's primary target market is the youth members of Scouting Ireland. There are approximately 40,000 youth members (aged between 6 - 25 years old) in Scouting Ireland making it one of the largest youth movements on the island of Ireland as of 2019.



Competitor Analysis:

Name Of The Product / Company	What's It Like To Use?	Same Target Group?	Cost? If Free, How Do They Make Money?	Strengths?	Weaknesses?
Camping Ireland	Unable to use - constantly crashing	Similar	Free	Stylish with good graphics in past updates	Crashing Constantly - cannot be used. 1 star reviews stating same.
AllTrails: Hike, Run & Cycle	Easy to use, particularly good for finding trails, however you have to sign up to a subscription to have greater access to functions which makes it expensive	Similar	Free	Location maps and Navigation is excellent. Good for all countries	Free service is basic. Disputes on level of Trail difficulty - Easy v Difficult
Scouting	Provides information only like a kindle. No interaction.	Yes	Free	Text only - If you didn't have the Scout book you could read this instead. Otherwise - none.	Text only - no new information or helpful hints other than what is provided in scouting books
Packing List Checklist	Colours are harsh and do not make it a nice user experience. Functionality is useful however there are limits on the amount of items you can add and lists cannot be sorted alphabetically	Similar	Free	Functions well and reminds you of items you may have forgotten	Black background is difficult to use after awhile. Lists are limited by amounts of items you can add.
Knot Guide (100+ Knots)	Information while accurate is difficult to understand in	Similar	€3:49	Knots featured are accurate	English is not the first language and the translation is not

	English language and app also assumes the user already has a basic knowledge of tying knots				always clear or accurate. Not suitable for a complete beginner as it assumes you already have basic knowledge of tying knots
Campsite and Caravan Parks UK	works well however doesn't list all campsites and payment required immediately. Filters are best left off as they do not seem to work effectively	Similar	€3:49	Easy to use. Works well with the exception of filters	Does not recognise many existing campsites. Filters are not accurate and tend to eliminate too many properties incorrectly

Description Of How Our Ideas For OutdoorZee Changed In Response To Our Competitor

Analysis: In response to doing our competitor analysis we decided to price our mobile application at 99 cents per download. We have also decided that in the future we will expand OutdoorZee to provide information on camping and hiking outside of the Republic of Ireland.

Marketing Plan

Branding: This is OutdoorZee's logo and will be the apps icon. Green was chosen for the logo and branding as it represents the outdoors and Ireland.

An In-Depth Strategy For How OutdoorZee Will Reach The Target Audience: We will advertise the app using social media, product launch, newspaper advertisements, radio advertisements, television advertisements, Google advertisements, Spotify advertisements, YouTube advertisements and sponsored events.

The main social media advertisement will be done through the following social media platforms; Instagram, TikTok and Twitter.

Instagram	TikTok	Twitter
500 Million daily uses.	100 Million daily uses.	187 Million daily uses.

OutdoorZee will invite representatives from Scouting Ireland as well as other outdoor based companies such as Port West, Regatta, etc to a party to promote the launch of the app. We will put advertisements in the following Newspapers; The Irish Independent, The Irish Times, The Tuam Herald, Irish Examiner, Connacht Tribune, Galway Advertiser, The Connaught Telegraph, The Irish Press and Sunday Independent. In these newspaper advertisements will include; a photograph of Outdoor's logo, our mission statement, a description of the app and that it will be available to download on any Android or IOS device for 99 cent per download.

Elana will do interviews with the following radio stations in order to promote OutdoorZee; RTÉ Radio 1, RTÉ 2FM, Spin 1038, MidWest Radio, Galway Bay FM and Today FM.

Elana will go on The Late Late Show and promote OutdoorZee.

We will give everyone a Google pop up advertisement to anyone who searches 'scouting', 'hiking', 'camping' or 'staycation'. This advertisement will show viewers the OutdoorZee logo, our mission statement and a link to The App Store or Google Play to download the app.

We will give 50 people in Ireland a 30 second Spotify advertisement daily. This advertisement will show viewers the OutdoorZee logo, our mission statement and a link to download the app on The App Store or Google Play.

We will give everyone who searches 'ireland', 'scouting', 'hiking', 'camping', 'staycation', 'knot', 'outdoors', 'adventure', 'guide' or 'neckerchief'. This advertisement will show a short demo of the app, the OutdoorZee logo, our mission statement, a short description of the app, that it is available to download for 99 cents on any Android or IOS device and a link to download the app.

OutdoorZee will sponsor scouting events such as an annual National Scout camp. Beavers, Cubs, Scouts, Ventures and Rovers across the Republic Of Ireland will be invited to attend a two night camp, where they (in Lodges, Sixes, Patrols and Crews) will have to download the app and use it to complete a series of activities, there will be multiple prizes to be won sponsored by OutdoorZee.

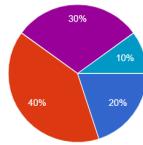


Click the link to download today!

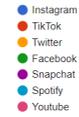
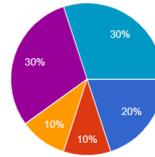
OutdoorZee is the
shortest route to
becoming a proficient
camper/hiker/Scout. It
is a one-stop hub for
information, tips and
practical know-how.

Feedback From The Target Audience Integrated Into The Marketing Plan: When surveyed the majority of people said the forms of social media they use the most are TikTok, Instagram, YouTube, Spotify and Snapchat.

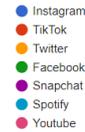
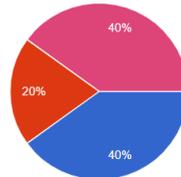
Which of the following do you use the most?
10 responses



Which of the following do you use the the 3rd most?
10 responses

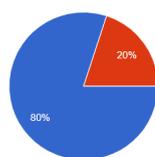


Which of the following do you use the the 2nd most?
10 responses



Details About The Pricing, Promotions & Distribution Of The Mobile Application: OutdoorZee will be available to download on any Android or IOS device for the small fee of 99 cents. A few years down the line, we would consider adding a Premium Feature to the app. This Premium Feature may include a 'Find My Local Scout Troop' feature, discounts for camping and hiking gear or we may include information on camping and hiking locations in Northern Ireland, etc. According to our survey 8 of the 10 people served said that they would pay a small monthly subscription fee.

Would you pay a monthly subscription fee for a premium feature of OutdoorZee that included a 'Find My Local Scout Troop' feature, information on camping and hiking in Northern Ireland, discounts for purchasing camping and hiking gear?
10 responses



How The Company Will Function From When OutdoorZee Is Produced To When It's Delivered To The Customer: OutdoorZee will come out with an update once a year with any new camping locations or hiking locations as well as other updates such as better functionality, more information and our premium feature.

Financial Plan & Projections

How much money OutdoorZee has now & How Will We Use It: Currently OutdoorZee has no money. We plan to take out a loan of 3,000 from the bank. We will use the 1,000 euro to purchase a laptop, to pay the first few years of having the mobile application on The App Store (83.19 euro yearly) and to permanently put it on Google Play (21.01 euro) as well as to pay for advertising.

How Much Money Do We Plan To Make In The Next 5 Years & How (Profit Projection):

