Reach Enterprise

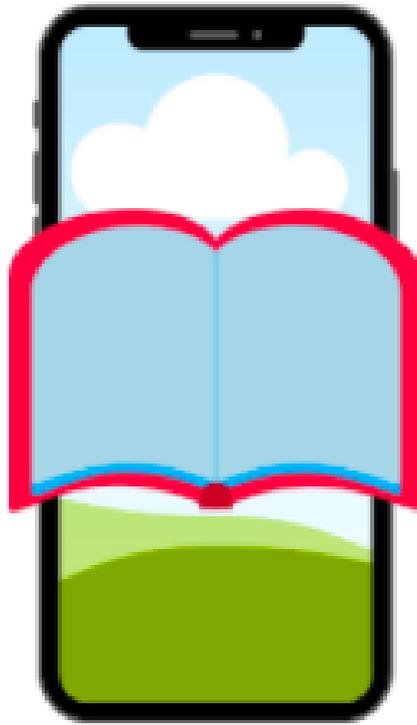## Presents the *Reach E-Learning* App

REACH E-LEARNING

_____

Company-owned and operated by Leona Egan.

Table of contents

1. Executive Summary:

1.1 Team name:

Reach Education

1.2 Team member(s):

Leona Egan

1.3 Business name, Location:

Reach Enterprise, based in Dublin, Ireland

1.4 Product name:

Reach E-Learning

1.5 Product and/or service:

The Reach E-Learning app produced by Reach Enterprise will offer a range of subject options from the primary school curriculum in different formats that will be presented to the student in the most appropriate way based on their additional learning needs. This app was designed to assist primary school students who have additional learning needs, and their parents or guardians. Through research and observation, I saw how the current online teaching methods aren't inclusive to children with learning disabilities, and the course material isn't being appropriately taught to consider these student's needs. That's why Reach E-Learning was invented - to provide the primary school curriculum and deliver it in a format that will effectively include and consider the children's individual learning needs. The parent simply creates their account, sets up their child's(ren's) profile(s), selects the additional learning needs their child(ren) has, and once the profiles are created the child can choose the subject they need to learn and the topics will be present in a way that addresses their needs. This feature gives the user a benefit that no other current app provides - the ability to tailor the content for their specific needs. Reach E-Learning is still in the early development stage but has the intention of launching in September 2021. The app will initially be free and provide all exclusive access to the primary school curriculum's subject material. Once the application is used by a substantial amount of users we plan to introduce extra features like 'extra curricular activities' -classes that aren't a requirement by the government but could be fun and beneficial to the student - and users would have to pay to have access. But our main concern at the moment is launching the app and getting users, when that milestone is reached we will then focus on gaining profits to sustain and invest in Reach Enterprise.

2. Company description

2.1 Business Structure and Management

Reach Enterprise is a social enterprise, focusing on solving social issues and accomplishing sustainable development. Our company seeks to maximize our benefit to our community and worldwide while also maximizing our profits to support relevant social programs and sustain our business. Reach Enterprise operates as a sole proprietorship business entity operated by the founder and owner Leona Egan, but still received numerous supports from multiple important people, including :

❏ Teen Turn Mentors;

-Nicole Ryan, who mostly helped me with Entrepreneurship and Pitch,

-Kaye Marie Rabadon, who taught me how to Code and reviewed my app, and

-Connie Murphy, who supported and developed my Ideation process.

- ❏ St. Dominic's College Ballyfermot Staff; Jacqueline Sweeney, Sister Liz Smyth, and Feena Pender, who all encouraged me to set up this company, and gave me their time and support throughout my Technovation Journey, and
- ❏ Friends and family members who inspired and motivated me to do this work and complete this project

2.2 Company's Mission

Our mission statement is;
Reach Enterprise has made it our mission to solve any and every social issue that influences citizens within our society by creating and implementing ideas to achieve sustainable development. In our inclusive community, we observe these problems and brainstorm solutions to 'reach' our goals while connecting people nationally.

2.3 Product and Market

 While the Reach E-Learning App will be free to download, we plan on introducing a 'ReachPremium' option - a monthly subscription purchase that gives unlimited access to all content material and other bonuses - once our app is launched and has an appropriate amount of users. Our target market will be parents who have children with additional learning needs in primary school. Approximately 11,800 children are attending primary school with various/specific disabilities distributed in special and mainstream classes - assuming all children have one legal guardian - that gives roughly 11,800 parents as potential users.

2.4 Establishment

The creation of Reach Enterprise was inspired by my own experiences and observations. From first-hand experience as a member of the deaf community, I know the obstacles people with disabilities face in everyday life. I also have a younger brother who has ADHD, and from observing his behavior during his online classes during the COVID-19 Pandemic I noticed how ineffective and exclusive the current teaching methods were towards children with intellectual/learning disabilities. By helping him during his online classes I got the idea to create an app that could help the thousands of people who were in the same situation. This is why I'm so passionate about Reach E-Learning - education shouldn't be an obstacle, and everyone deserves the opportunity to learn.

2.5 Accomplishments and Goals

In the immediate future, I want to complete the development of my app and spend this summer conducting a trial period on a sample proportion of parents and students with various/specific learning disabilities to observe their behavior on and towards the app and monitor the effectiveness of the content material. During which time I hope to have regular contact with relevant teachers, SNAs, disability organizations, and doctors, etc. to get their professional insight and advice before my app reaches the market.

Our vision for the future includes Reach E-Learning being available to download on different App Stores (e.g Playstore) and being successfully run by myself and a team of experts to ensure inclusive and equitable quality education is available to all primary school students with learning disabilities. I also hope to expand Reach Enterprise to include more sectors that focus on solving different social issues and 'reaching' our mission to accomplish sustainable development,

3. Products and/or Service Description:

3.1 Product and/ or Service Description

The Reach E-Learning app offers a range of benefits to the customer. The app was designed to assist primary school students who have additional learning needs, and their parents or guardians. Through research and observation, I saw how the current online

teaching methods aren't inclusive to children with learning disabilities, and the course material isn't being appropriately taught to consider these student's needs. That's why Reach E-Learning was invented - to provide the primary school curriculum and deliver it in a format that will effectively include and consider the children's individual learning needs. The parent simply creates their account, sets up their child's(ren's) profile(s), selects the additional learning needs their child(ren) has, and once the profiles are created the child can choose the subject they need to learn and the topics will be present in a way that addresses their needs. This feature gives the user a benefit that no other current app provides - the ability to tailor the content for their specific needs. Depending on the success of the company, a possible future investment could be the 'School Shop' - a online store that provides personalized Reach stationary and other educational accessories.

3.2 Competitor Advantage

While there are numerous other educational apps, there are none that provide the range of subjects with the inclusivity for people with learning disabilities that Reach E-Learning will provide. The Competitor Apps I've researched either help a certain type of disability, or help someone with school work - none do both! That's what gives Reach E-Learning innovative approach an advantage over every current education app. Our mission to ensure inclusive and equitable quality education by creating an educational app for students with learning disability and their parents, is a completely original solution for an important global problem

3.3 Product Development

Currently, the app is still in the early stage of development, and is predicted to be finished by September 2021. With the login, home and sign up pages designed and coded, the rest of the app development is timetabled as following;

MAY	JUNE	JULY	AUGUST	SEPTEMBER
Design Profiles & Remaining Pages	Create the Subject Content	Trial Period on Parents and Students	Share current app with professional personnel for insight & advice	-Start marketing -Contact relevant organizations to promote app
Complete Coding	Code to Present Content in Different Formats (speak text button etc.)	Incorporate Feedback into App	-Incorporate Feedback into App -Conduct another trial on same people	-Monitor app usage amongst population

As Reach Enterprise operates as a sole proprietorship, the owner (me-Leona Egan) will build the company and code the app. I'll be the only official coder during the early stage of development with help from mentors, and depending on the success of the app once it reaches the market

4. Market Analysis

4.1 Key Competitors and Competitor Analysis

App Name	Function	Problem+Solution	Target Market	Problem with	Reach E-Learning's

				App	Advantage
Seeing AI	Recognise and speak text detected by the smartphone camera	Blind people can't see their surroundings, this app narrates the world around them	Visual Impaired	Only available to download on Apple	Hopes to be available on multiple App Stores
ChatterPix	Used to support at-home learning	At home learning can be boring, this app makes it fun	Students learning at home	Doesn't help with educational work	Follows the government's curriculum and helps with school work
Dolphin Easy Reader	Accessible reading app	Blind and dyslexic people struggle reading words, this app gives adjustable audiobooks	Dyslexic, blind, low vision	Doesn't include school books	Will have reader option on all school subject material
Pages	A word processing app that creates text through speech	Dysgraphic people struggle with writing, now they don't have to	Dysgraphia	Only available to download on Apple	Hopes to be available on multiple App Stores
HW Buddy	A training and resource app for Humanware products	Helps visually impaired people use low vision aids	Visually Impaired	Only works on Humanware products	Offers advice to parents on how to help their children's additional needs
Duolingo	A app for learning different languages	Helps people who need to learn another language	Travellers, students, etc.	No additional support for dyslexia	Dyslexic people will have simplified language content

4.2 Reach E- Learning Performance

Reach E-Learning is a better alternative than the above apps because it considers the needs of ALL primary school students and makes sure everyone gets an equal opportunity to learn. We will cover all of the curriculum provided by the government and Department of Education, making sure all the required subjects are available and are provided in a format that suits that particular child. We will also offer advice to the parents of the students on how to properly address their child's needs and create a safe learning environment without the usual stress.

4.3 Target Users

An example of the ideal candidate for this app is;

A mother of 3 children - a 5-year-old girl who has dyscalculia (struggles to understand numbers and maths facts) and a 9-year-old boy who has ADHD (has difficulty focusing their attention on one task or sitting still for a long time) and an 11-year-old girl who has no additional learning needs. During COVID-19 lockdowns this mother had the responsibility of making sure all 3 of her children were learning and interacting with remote teaching, but the students weren't learning through the current teaching

methods and the mother didn't have the knowledge, resources, or time to teach each child separately. She downloads the Reach E-Learning app and now has everything she needs to ensure her children get a quality education that follows the school's curriculum and is personalized for each of her children's classes and additional learning needs.

5. Marketing plan

5.1 Messaging

Reach E-Learnings message is to make education accessible to all children. We hope that Reach E-Learning will become a safe environment for both children and parents.

5.2 Logo and Branding

The Reach E-Learning logo and branding incorporate a book and a mobile device. The logo clearly portrays the app's main goal, E-Learning. The colors used to develop the app are primary colors such as red, yellow, and blue. Studies have shown that primary colors are less likely to trigger any sensory issues.

5.3 Reaching Target Audience

Our target audience is parents of primary school children that would benefit from an SNA but do not have the option either in school or when being homeschooled. To make sure our app reaches its target audiences we will supply information to schools and offer in-depth technical sessions for parents that might need support to use the app.
We also hope to feature in the Irish Governments education E-Bulletin during the year. The bulletin reaches all schools in Ireland. This will be a resourceful way to reach out to the main audience.

6. Financial Plan & Projections

6.1 Funding

Reach E-Learning is at its early stages of development. At the moment, the found, CEO developed the app with the support of mentors. To help develop our app further, the prize money from Technovation Global would be used. We believe that with the financial support needed, Reach E-Learning can close the education gap that so many children experience.

6.2 Expenditure

Currently, Reach E- Learning has had no expenditure. In the future, we hope to raise enough money from local funding, government funding and charity partnerships to create a customer support team for both the teachers and the parents.

6.3 Expansion Plans

We hope that Reach E- Learning will be a success and with the help of the Technovation prize money we would have enough money to jump start our company.

In the future, we would like Reach E-Learning to become a household app. That way, no child will go without education.

We will pilot Reach E-Learning in Ireland and with the correct funding launch globally connecting teachers and parents all over the world.