

Sharity business plan



Owners:

Fatima Bibi

Iqra Mubarak

Ella Dalton



1. Executive Summary

We are three students from Ireland and our names are Fatima Bibi, Ella Dalton, and Iqra Mubarak. Our business name is “Sharity”, and our app is about helping homelessness in Ireland. For now, our app especially focuses on two counties in Ireland which are Limerick and Dublin. Sharity is an app that makes it easier to donate to local homeless charities. Our app focuses on a significant problem that exists both in our community and in our country. We are fully aware that homelessness is a problem for our country, community and a major problem for the individuals involved. If we ignore this problem, Homeless people will never be able to change their lives and the population will more decrease for the country and the world. There were 8,313 people homeless in the week of the 25th -31st of January 2021 across Ireland. This figure includes adults and children. This motivated us, we became so passionate about helping the homeless people in our community. Just imagine how would you feel if you were living on a corner of a cold street with heavy rain? Sharity is an app that helps users to help the homeless, makes a real difference in their lives, and helps users to help their society. Lack of awareness is a problem, but the bigger issue is lack of action. We are the only ones who can help the homeless to get off the street. We all know homelessness is neither a disease nor a crime, but a very serious issue.

1.1 Service and Product

Sharity is a mobile app, based on a user’s location that allows the user to donate to local homeless charities with a click of a button. Sharity offers to users the resources to donate to charities that support people suffering from homelessness. Our app is user-friendly and easy to use to encourage donations. A small donation through Sharity can help change someone's life. Our app aims to address UN SDG's (United Nations Sustainable Development Goals) 3, 10, and 11. Our apps make viewers happy, and it is a reliable app. Our service will ensure that our apps remain effective and relevant to the lives of viewers. We as a team will work with other charity organisations to decide future advances that can add to our products. We as a team will work together to provide both a strong base and a bright future for our app.

1.2 Mission

Our goal is to help homeless people in Ireland and want to make a real difference in their lives. We want to help them to get off the street and want to decrease the population of homelessness as much as possible. “Kill two Birds with one stone, feed the homeless to the hungry.”

2. Company Summary



Sharity is an app founded in Ireland by a group of three girls: Fatima Bibi, Ella Dalton, and Iqra Mubarak. The word Sharity represents 'dear'. Sharity is a nonprofit app that helps homelessness in Ireland without any benefit.

2.1 Team members

Every member of the team carries various responsibilities, such as technological development, writing script for pitch video to capture our audience, making demo video, designing a logo for the app, providing the wireframes for the app prototype, writing the business plan, and editing the pitch video. We all worked together, and our roles often overlapped so we all worked as a team on every different responsibility

2.2 Marketing and Sales

Any people with access to the network have the potential to benefit from Sharity. The target audience for our app is 18+, Volunteers, Councilors, and our school to encourage them to use our app. Currently, we are focusing on homeless people in Limerick city and Dublin city. Marketing consists of the number of views on our Instagram page, number of downloads, Social media activity, Newsletter distribution, and subscriptions. Tic Tok, Facebook, Instagram, and YouTube will be our hub for connecting with customers to develop a great relationship and to keep them part of our family and involved in the events. As word of mouth is very powerful, we would aim to have an add on the local radios, this will be used to convince people to use our app and gain our trust.

2.3 Service and Product

Sharity is an app that should greatly impact our community, society with future to expand well surrounding. Sharity is an app that helps homeless people in Ireland. Our app Sharity provides customers with high quality of trust and based on user location allows the user of the closest charity to donate. Our app will include all local charities that are in limerick and Dublin city. This will allow our customers to donate to any charities of their own choice. Sharity is an app that benefits customers because it is a reliable app and the main benefit is our app will not take any commission when our customers donate any food. We are a nonprofit app.

Our app has the potential to be unique from all of its competitors. One of the unique selling points of our app is it is friendly. We don't take any commission from our donors. Our customers have a choice to donate to any of the charities. It is rapid service delivery and strong advertising campaign.

In the future, we plan to expand the target audience to other groups of people and will include other counties as well across Ireland and hopefully, our app will be globally used. We will create advertisements to help expand our business. Our team will always make sure that our app stays effective and will be built every two months with new features for our customers.



2.4 Market Analysis

Our company does have one main competitor, SHARETHEMEAL an app set up by the UN. The app allows you to donate money worldwide to countries in need, because of their economic, or environmental state. There is a huge difference though as our app hits locally and we can see the impact first hand. We know where the donation is going and being distributed to, not getting lost. As our competitor's app is worldwide money could be stolen or misused, whereas we know where and who has donated. Our plan is for the user to see a difference in their communities, as many Irish people know a person struggling with homelessness. SHARETHEMEAL doesn't have that aspect at all, we do.

3. Strategy and Implementation

3.1 Branding

The name of the app Sharity attracts people as it is very catchy and welcomes everyone. Sharity means 'dear'. Connecting this word indicates that our app is trustworthy and is helping others. We picked this as our logo because it represents our message. Our message is to show that all are welcome (the open door) and tour the community's (the house)



3.2 Actions to launch

Once our app Sharity is ready, we will publish it on the Play Store first, then based on our downloaders we will publish on the google play store. In order to raise awareness about our app and to get users attention, we will do the following actions:

- 1:** We will do free advertising by using social media such as Instagram page, Facebook page, Tik Tok and we will make our own YouTube channel with the name Sharity.
- 2:** We will also do the announcement in our School to raise awareness and get many users to use our app.
- 3:** We will also create effective and catchy posters which will grab reader's attention. We will stick them in our school and we will also give posters to people in coffee shops.



4: As our app includes different charities, we will encourage our charities to raise awareness about our app and encourage them to use.

3.3 Potential Market Size

The population of Android users as our app is only used on androids.

3.4 Populations Affected by the Problem:

Homelessness has become a widespread problem in Ireland, it is a problem all around the world. There were 8,313 people homeless in the week of the 25th – 31st of January 2021 across Ireland. This figure includes adults and children. The number of homeless families has increased by 232% since July 2014 when the monthly figures started being published. Almost one third of people in emergency accommodation are children. However, this number does not include 'hidden homelessness' which refers to people who are living in squats or 'sofa surfing' with friends. The national figure also does not include people who are sleeping rough. In November 2019, the official rough sleeping count confirmed 92 people sleeping rough in Dublin, with an additional number in the Night Café, without a place to sleep. In the past, most people using emergency accommodation were single adults. But in the last three years, there has been a rapid increase in the number of families becoming homeless, and in January 2021, there were 966 families accessing emergency accommodation. This includes 2,326 children.

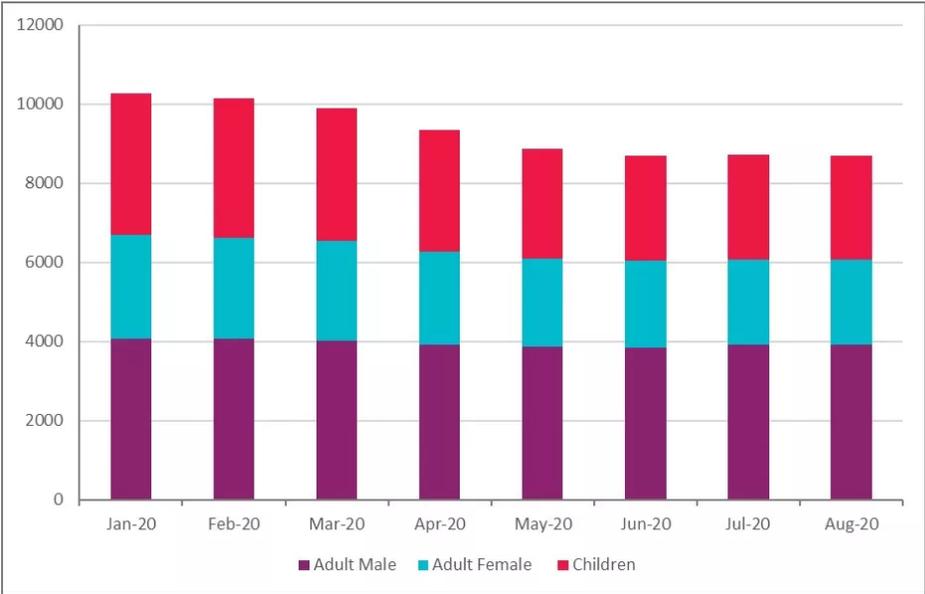


Fig1: This is the Total individuals in Emergency Accommodation

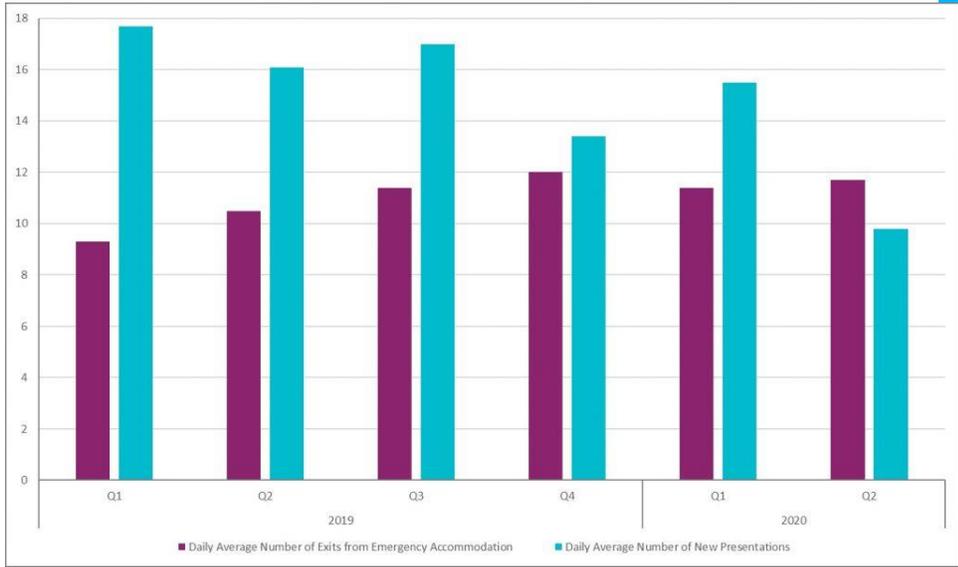


Figure 2: Daily Average Entries and Exits from Emergency Accommodation

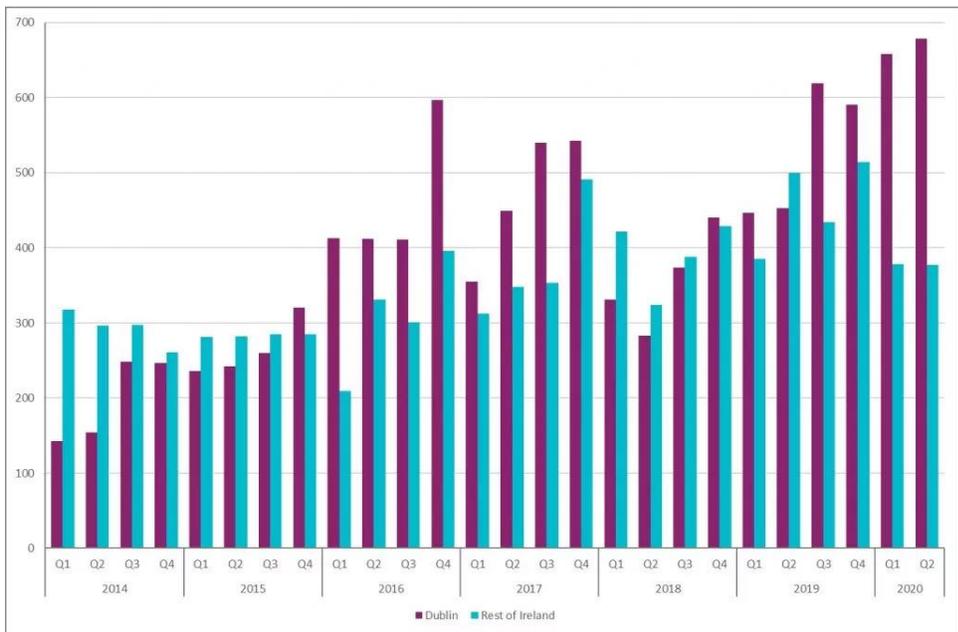


Figure 3: Exits from Emergency Accommodation to Housing



	Dec 2019	June 2020	% change
Six months or less	406	240	-41%
6-12 months	274	201	-27%
12-18 months	165	133	-19%
18-24 months	132	106	-20%
2 years or more	184	162	-12%

Figure 4: Length of Time in Emergency Accommodation for Families in Dublin

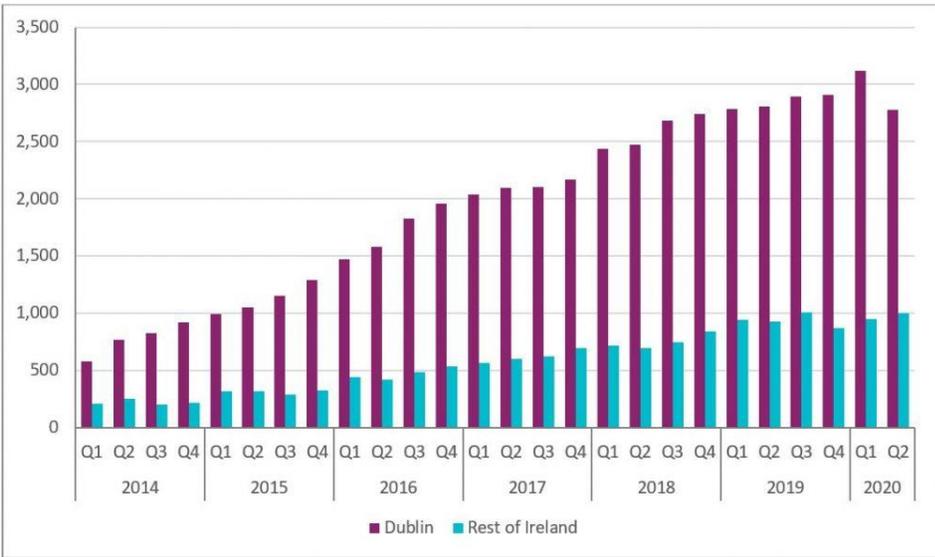


Figure 5: Adults in Emergency Accommodation for longer than Six Months

4. Financial Plan and Projections

Our app is non-profitable, so our budget is very low as it is a charity app. Our app will be free to download on Play Store, as our main aim is to reach the users to help the homeless people. It will be mostly depended on the donators as they are the ones who will be donating items to the charities. Our non-profitable app benefits the community as it decreases the population of homelessness. At the start, we are not going to spend any money except the money for publishing the app in the Play Store. Our team will be going to distribute money for publishing



our app in the Play Store. We will be promoting our app through free social media sources such as Instagram or Tik Tok. We will then look forward to receiving funding from the county councilors to help develop our app if our app works best for the users. As our app will be including local charities from limerick city and Dublin City. They will be going to provide us with money if our app contains a high user base. We will be getting money from our app by having ads related to homeless people. As our app is non-profitable, we will be then put that money into developing our app to make it globally use. We are also going to do fundraising in our schools. This budget will be going to help us a lot when we are developing our app.

4.1 Expected revenue from Colaiste Nano Nagle School and St.dominics college

If 300 students in our school donate 2 euro that will calculate to 600 euro.

(300 x 2.00= 600 euro)

Expected revenue from St.Dominics College School:

As there are more students and If 350 students donate 2 euro that will calculate to 700 euro.

(350x2.00=700 euros)

5. Future Plans:

5.1 Additional Features

Our app still has a space to be development and new features to increase its advantage and quality. That's why Sharity aim is to develop following features in the future:

- In our first year we plan to add more counties in the app as we only have two counties.
- In our second year we plan to expand our target audience and we plan our app to be globally use.
- In our third year we plan to include the schools in our app to help us with donation and to have more downloaders.