

## *Business Plan*

### *Title & Executive summary*

Our team's name is B&L.

B&L stands for Beckett and Lyons.

The members in our team are Molly Beckett and Jorja Lyons, both of us are 16 years of age and in Transition year in Roscommon Community College.

Our mobile app is called S.O.S - Strength Over Sexism.

We chose this name as our goal is to help girls have the strength to overcome sexism as well as stigma. This is an issue close to both of our hearts and that we both have a strong passion for fixing.

We are based in County Roscommon, Connaught.

Our app offers support and advice to girls on how to overcome the stigma and sexism every girl must face at some stage in their life. The app can also be used by males who wish to learn about sexism and stigma. The app explains words commonly used when talking about stigma and sexism, it offers information to educate yourself on females who have achieved extraordinary things in their lives. We have information on different helplines etc. These are numbers the girls may need themselves or know someone who may need to use.

### *Company description*

We are a social enterprise. We are using our platform to bring awareness and change around sexism and stigma.

Our mission statement is: At S.O.S we focus on the 3 E's as the most important and effective way to give people the strength in overcoming stigma. These 3 E's are Empowerment, Encouragement and Education.

There is two people on our team, myself and Jorja. Jorja is our app developer. When it came down to making the app, we made the decision as a team that Jorja was the right woman for the job. She understands STEM and enjoys coding the most.

Molly is the business manager of the group. We made this decision as Molly is good with words and writing, this means she enjoys doing business plans and is good at coming up with ideas for the app.

We both did the writing for the app and when it came to designing the app, we would talk every decision through to ensure the app would fit both of our visions.

While we had our separate jobs to do for the app, we still made sure to keep communication open and help each other when it was necessary.

We plan to put an app onto the market that educates girls on what certain words around sexism and stigma means, how they can help other girls and how they can begin to change the way women are viewed.

When it came to choosing a problem, we wanted to work on it was a no brainer. We both have faced sexism in our daily lives and stigma around doing 'boys subjects' in school as Jorja does woodwork and I (Molly) do metalwork. We both also don't like the way society has painted an ideal picture of how women should act or look. We were sick and tired of living in a society where women must work harder than men just to prove that we are equal and where we must fight to tackle sexism, a world where we get judged for being feminists. Because of these reasons we decided to work on battling sexism and helping to build the strength needed to overcome it.

Our goal for the app right now is to 1) get it completed and on the market by the summertime and 2) to share our app with our school, Comhairle's and Foroige so they can share it with their members nationally. This would mean that our app would be more used and accessible to young people nationally. Our first goal regarding downloads is to hit 150 DAU in our first month.

Our app logo is a red design over a black ground. We chose the colour red as it stands for strength and determination. Our app is all about giving people strength and having the determination to start making the changes society so desperately needs.

## *Product/ Service Description*

Our app includes definitions of words and terms commonly used when talking about stigma and sexism, having this feature on our app means that any user can easily educate themselves on the terms and don't need to go and look up anything they don't understand. We have a section of the app dedicated to giving users the phone numbers/ links to helplines or supports they made need or know someone who needs. We have information on body image and tips to loving yourself, as well as information on women in society who have achieved remarkable things so that the users can educate themselves on women who are doing their part to make a much-needed change.

In the future we will be reaching out to influencers, celebrities as well as inspiring women we know and asking them to send us voice recordings or a piece of writing that we can put on our app. This will contain their personal stories or advice to other girls.

Our app has an advantage over any potential competitors due to the fact our app is being made by two girls who have had firsthand experiences dealing with stigma and sexism, this is something that makes our app unique and from the heart.

Our app is still currently in the development stage. As of right now the app is not ready to be used by customers, this is something we plan on having done in the next 3-4 weeks. This means we could have the app ready to be on the market by the beginning of the summer.

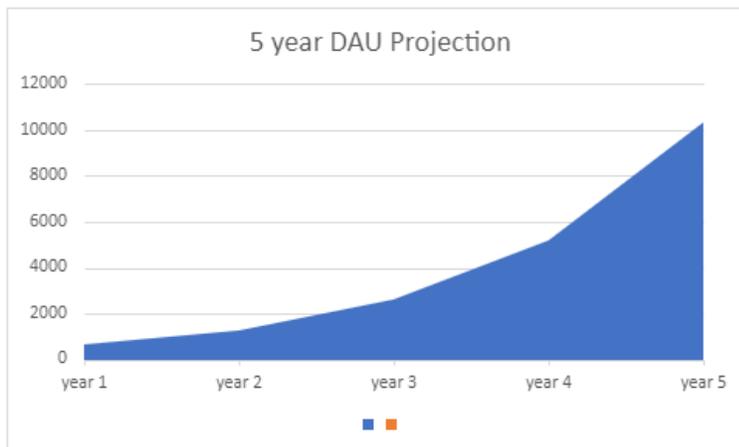
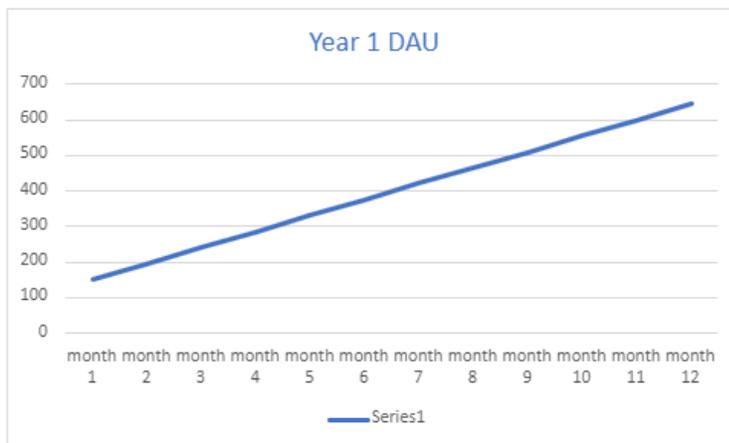
The app is being made on MIT App Inventor. Once it's completed, we will be putting it on the google play store. We plan to send the link to app out to our friends, teachers, Foroige leaders and Comhairle Coordinators. This way our teachers can send out the links to any female students, the Foroige leaders can send it out to other leaders to share it with their members and the same with Comhairle. This way the app can reach more people, and they can share it to friends etc. We also will advertise our app on our own social media accounts, this way the app will reach new people and our friends can also share the app to new people.

## *Market Analysis*

After looking online and on the app store we could not find an app that would be direct competition. We were unable to find an app with the same message as ours or that was doing the same thing. This means we don't have any key competitors that we have found.

We feel like our mobile app will perform well due to the message it puts out and the need for an app like this on the market. It is something that can be used on your own or even in a classroom by a teacher who wants to display the app to students who will all have access to using it if they wish. Because of this we do feel like our app will take off and perform very well.

In the first month of our app being on the market we aim to hit 150 DAU. We would like to have an increase of 30% on this each month for the first year. This means by the end of year 1 we would have hit a total of 645 DAU. We would like to hit double this number by the end of year 2 bringing us up to 1,290 DAU. If we double our DAU each year we can hit 10,000 by the end of year 5. Hitting 10,000 daily active users by our 5<sup>th</sup> year is a massive goal we have set. It would be a huge milestone and great achievement.



Our target users are girls 12-18 years of age, but the app can be used any girls who have an interest in learning more about sexism, stigma and how to overcome it.

After spending a long time searching the market for competitors, we found there is not any apps exactly like ours on the market. We found a few apps around sexism or stigma.

#### Pros of competitors apps

- Made by professionals.
- Made with large budgets.
- Advertised on more sites.
- They had a longer time frame to make their app.

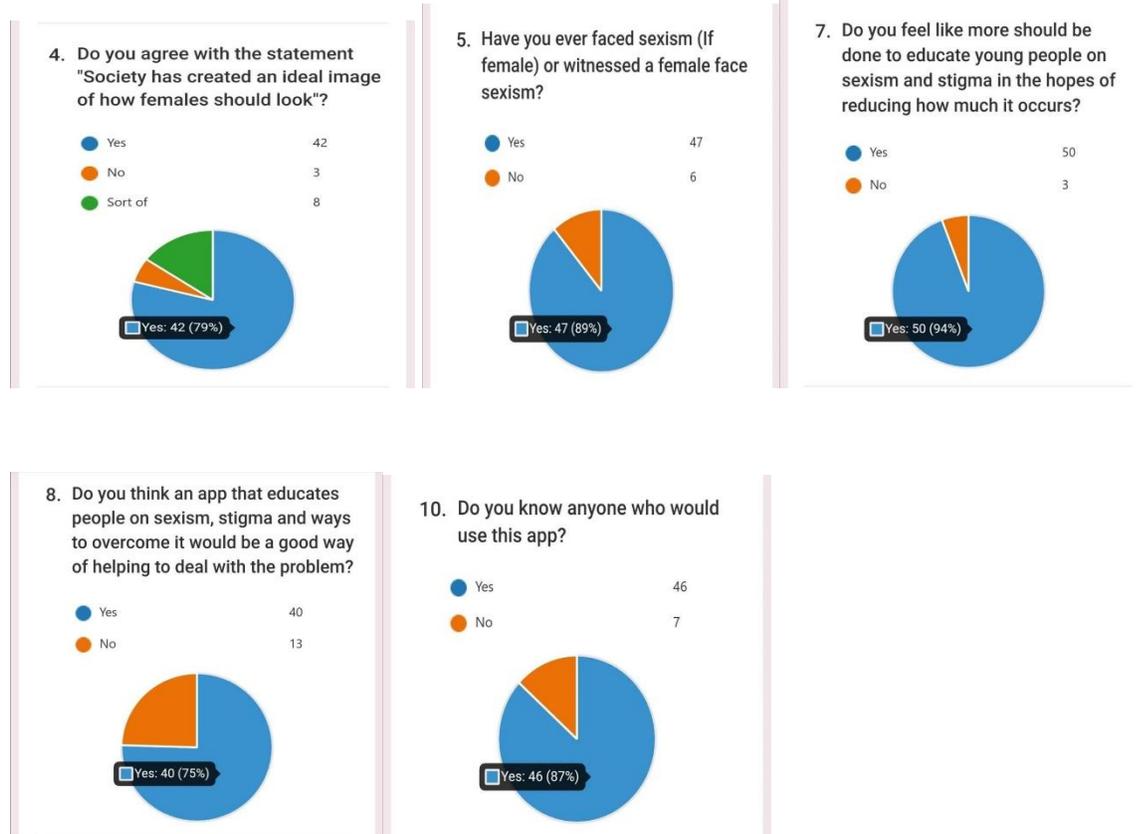
#### Cons of competitors apps

- Not made from firsthand experiences.
- Not made by people who understand what the target audience want/need.
- Didn't have all the information our app will have.

This means our app has an advantage over competitors, not only because we have it all in one place but also since we are making the app based on firsthand experiences. We understand what it's like to go through sexism and face stigma, we also know what may have helped us through it. This means we relate to our consumers more than some of our competitors would.

We also made a survey to send out to people. We sent it to some of our Foroige group chats, Comhairle group chats (local and national group), as well as sending it to some friends and classmates. At the time we made this business we had 53 responses. 36 responses were female, 11 were male, 3 were other and 3 preferred not to say. These are a few of our findings: 94% said they felt more should be done to educate young people on sexism and stigma in hopes of reducing how much it occurs, 89% had either faced sexism (if female) or witnessed a female face sexism and 87% said they knew someone who would use our app S.O.S

Here are some of the pie charts from our survey.



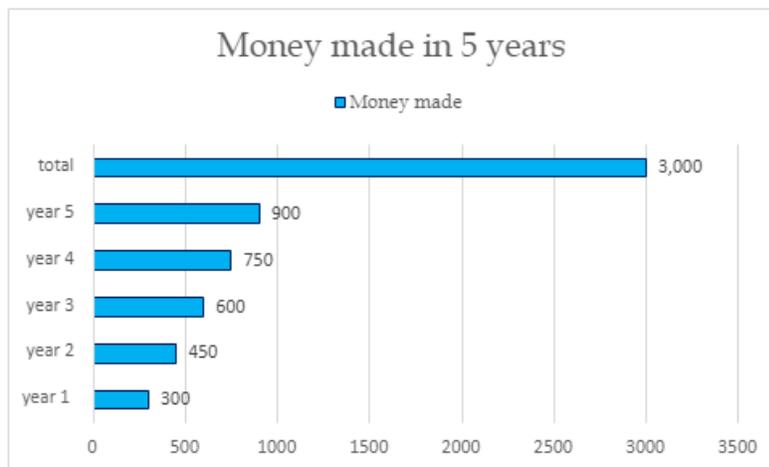
## [Financial plan and projections](#)

We decided at the beginning stages of making our app that money was not our main priority and if we didn't make a lot off the app that was perfectly okay by us. We are not charging users to download the app and are not having paid advertising on our app either.

We have 25 euro from our own personal savings to pay the fee for putting an app on the google play store. Making the app itself has not cost us anything and any advertisement of the app will also be done for free. The advertisement will be done via our own social media accounts and sharing it to groups locally and nationally.

We have said that if any universities or groups are doing research into sexism or stigma would like to have their research or surveys etc. linked on our app, we would let them for a fee of 150 euro a year. This way they would get more people looking at their work and we would make money while still helping to make a change and promote research we believe in.

If we had 2 universities promote their work on our app in the first year, then we would have made 300 euro by the end of the year one. By the end of year two we would like to have one other university promote their research on our app, this way if the earlier universities still have their work on the app, we will make 450 euro in year two. Each year if we get one new university group to have their work on the app and the earlier ones continue to have their work on the app, we can make a total of 3,000 euro by the end of our first five years.



### Other:

This the S.O.S - Strength over Sexism logo,

