

# Business plan

Studygram Team, Studygram Application



**Owners:**

Maha Shahzadi

Haleema Nasir

# **I. Executive Summary**

Studygram is a start-up company located in Limerick, Ireland that designs applications for students to study in a distraction-free atmosphere. Social media normally has a bad reputation when it comes to students and studying. Many teachers and parents feel that online social platforms distract students from their studies, which is probably true in many cases. Social media can be a massive distraction and time waster. However, social media also provides amazing opportunities for students to communicate with others. One of the common complaints that students and even teachers have is that they cannot get the motivation to study or to do work. Our app, Studygram, focuses on helping students find an effective but fun way to study through a mobile app. Studygram offers users to share notes, tips and prepare for exams. It is a helpful mobile application for day-to-day study which will prepare you well for exams or homework. Studygram is designed for students to use over any time with a suggestion to put a timer on while studying. This app is good for students for two purposes, primarily it reduces distractions while studying. Students will have a clear time goal, a way of monitoring that time goal, and the reward of productivity points at the end of that study session. The productivity point will offer a discount to buy stationary or exam materials. It breaks study time into manageable chunks. it is also helpful as it reduces the screen time which will them. It is a platform they can study in groups share notes via study gram rather than sharing google form link to study. This app offer students to see the number of downloads and reviews they got on each of their post which will motivate them and the person who is posting to work hard keep up the work they are doing and the engagement. The parents can also have the access to this app with their parental or adult login. They will receive helpful guidance on how to keep their child on track how they can make sure if their child is doing good and any additional information like for parents who are concern about state exams, they get help from other users or teacher might help them. If a parent is getting anxious about subjects' choice or third-level courses, they can get advice from teachers other than parent-teacher meetings. The teachers can communicate with teachers from other schools. schools can set up an organization account to monitor students. The teachers can communicate with teachers from other schools. This will address UN SDG 4: Quality Education. This company is currently made up of two members: Maha Shahzadi and Haleema Nasir

## **1.1 Market**

The Studygram team plans to target four distinct market segments, high school students, parents, and school districts. In the future, as we expand our market Studygram plans to focus on students who pursue higher education and expand it to the international level.

## **1.2 Product**

Studygram is an Android app that allows students to study in a distraction-free environment. It is a platform where students get a variety of opportunities to study and get motivation from other students. Studygram will stop you from procrastinating by providing a community of Studygrammers who will share tips on subjects and study techniques. This app allows parents and teachers to set up an adult account and schools can set up an organization account to monitor students. The teachers can communicate with teachers from other schools. This app will have a stopwatch and timer feature which will allow you to block other apps while you are studying. This will address UN SDG 4: Quality Education.

Studygram is an Android app with a virtual world theme that allows students to study in a distraction-free environment. It is a platform where students get a variety of opportunities to study and get motivation from other students. If you log in to the Studygram app in your unmotivated state aiming to procrastinate a few minutes before you hit the books what could be more inspiring than seeing in your feed post after post of beautifully presented revision notes, Homework, and bullet journal spreads? You will soon be inspired (or shamed) into hitting your books so that you can post your picture of your achievements. Studygram is not only for individual students but also designed for parents, teachers, and schools. As a school, they can set up an organizational account that will allow the student to have access to those who are currently studying in that school. An adult choice is given by the application to allow parents and other teachers to communicate about the issue or any questions parents have.

### **1.3 Competitive Edge**

Similar apps exist on the Android app market like Instagram, Microsoft Teams, and Forest. Studygram plans to succeed over other products by advertising on social networking sites and offering an appealing and efficient way to study. Studygram is free of cost for students but for an organization, we have used a low pricing strategy to get more schools to use Studygram. This application is based on educational learning for students to learn and retain material in the long term and truly learn the material they want to learn without stress and cramming. Constant updates and large databases of study material will also keep customers coming back to learn more and recommending Studygram to others through word of mouth.

### **1.4 Mission**

To develop applications as fun study tools that keep students motivated and prepare students for an exam they need to do well on. Studygram offers students the chance to succeed without being bored and stressed in the process. we close the achievement gap between low-income and wealthy students and produce happy and creative adults as a result. It will allow teachers, parents, and students to be a part of the study gram community to work together and achieve together in a distraction-free environment. This application will allow the user to block their social media apps that they think will distract them. This application has a stopwatch feature for students to study effectively.

### **1.5 Keys to Success**

Studygram is an interactive and efficient way to study. Studygram represents great perspectives and is a viable way to reach out to people, especially students and parents. It is a platform for students to share their ideas notes and knowledge with other students. This application allows students to do online group study. You search directly on the app the specific subject you are looking for the answer for example if you have any question about maths, you can search the word maths you will see a bunch of people who share notes, and they might be able to help if you have any question or you can post your question in the conversational chat. It's helpful for students because they don't have to search online for answers. This application help student to share notes and tips through Studygram rather than sharing a link from google form.

### **1.6 Objectives**

We look forward to achieving the following goals in the development of the project:

- Survey to get customer feedback.
- Expand to other communities like third-level students.
- Launch Studygram on Google Play Store and App Store.
- Achieve 30% and higher market penetration within the first five years.
- Help more than 500,000 students succeed in class and on their exams.

## **II. Company description**

Studygram is a start-up organization founded in Limerick Ireland. The company is owned by its group of founders: Maha Shahzadi and Haleema Nasir.

### **2.1 Start-up Summary**

Every member of the team carries various responsibilities, such as technological development, design creation, market analysis, and sales. For instance, Maha focuses on software and hardware development, whereas Haleema is a designer and works on writing the business plan. Maha and Haleema work together on the pitch script and Maha works on the demo video.

To start up Studygram, the following assets and services will need to be provided.

- Legal services for company formation.
- Five computer workstations. Three will be used for business planning, market strategies, and app design, while the remaining two will be used for app programming.
- \$25 for a Google Play developer license.
- Money to pay for servers or cloud data storage.

## **III. Service and product**

### **3.1 Product Description**

Studygram is designed for students who need to study and share their knowledge through study notes with other students by social communication app without any distraction. Studygram focuses on helping students, students who are currently in school to keep them on track with their studies. Studygram incorporates a virtual world and sharing tips and notes aspect that helps students prepare for their exams in a fun and easy way. This app helps you to study as a competition among friends to keep you motivated.

Studygram emphasizes a virtual world theme with a goal-oriented program to keep students interested. The mobile operating system that Studygram operates on also allows students to study on the go and during short periods of free time instead of sitting down for hours at a time. Studygram is designed for students to use over any time with a suggestion to put a timer on while studying. This app is good for students for two purposes, primarily it reduces distractions while studying. Students will have a clear time goal, a way of monitoring that time goal, and the reward of productivity points at the end of that study session. Does it break study time into manageable chunks??

The second reason it is a useful app for students it reduces the screen time and restrictions on apps do little to stop them hitting "ignore time limit " and mindlessly scrolling for sometimes hours at a time on Instagram and other apps. But this app is an effective way of getting students off from phones and into the real world and at the end of the day, you can see just how much time you have spent away from social media phone apps. Overall a brilliant app for people who struggle to focus and it's great for those with a little bit of phone addiction.

### **3.2 Components and features**

The first component is when you go to the app is signup. Firstly, if a user is a student, then they have to login as a student, parent or teacher have to login as an adult and if it is a school then they have setup as an organization. There is a post option that will users to post notes tips homework advice etc. There is stopwatch component which allows user to block the social media apps while studying to avoid distraction and keep the focus. The Studygram app contains a chat function as well where students can get help one to one from other Studygrammers. Stopwatch productivity point is a pro version of study gram to keep users motivated and productive.

### **3.2 Potential Impact**

This app will make the user aware of how important is it to study in a distracting environment. Studygram will allow the user to post creative notes and tips which will help them to be creative and productive. It will help to improve grades. For parents, it will help them as they can get advice from a teacher around the country on how they can help their kid to improve their grade or get additional information on subjects. Teachers can communicate with another teacher from the school to see what they are doing and advise each other on specific topics and keep them motivated so they can teach effectively. For school organization it will be beneficial as students will be creative and focus. They will provide their student to study effectively. Schools want a student to study without any distraction and so this app be great for them to encourage students to get off from social media and take studies seriously.

### **3.4 Market Analysis**

Studygram is targeted towards busy school students who need an effective way of studying for their day-to-day study and exams. Studygram tentatively plans to release Studygram on the app market in two versions a free version and a pro version. The free version will contain most of the features, but the paid version will have some advanced features like setting a timer and in return, you get a productivity point.

Further add-ons that offer more study material will be offered to students for a price ranging from €0.25- €0.99. The needs of our customer market are ever fluctuating and Studygram hopes to analyze future financial data to find the profitable pricing later.

Studygram offers a solution to this problem by focusing on engaging the user, offering realistic study materials, and helping students save time and keep motivated while studying. These three areas of concentration were chosen because the questionnaire showed that they were the greatest problems for school students when it came to studying.

1. A mobile study platform like Instagram has a #studygrammer community that shares exam tips and study notes. During the pandemic, people were looking for motivation and study plan to study especially exam years like 6th and 3rd years and so they always look up to Instagram to study guide but ends up scrolling down hours and hours something irrelevant to study as on Instagram people post their stories and posts which extremely distractive. Few companies have realized the potential of mobile study app that can effectively aid students in studying. These books are bulky and boring, offering little more than hours of tedious studying for a student but still need help outside of school time so Studygram provides study grammar to share their notes, tips, and advice on how they can make notes effectively on subjects. Instagram polls were used as a questionnaire to get people to involve and to do market research as we can get the larger audience on Instagram to answer the question. The results, conducted among students, a large market exists for students who need more than paper study guides for help and a distraction-free atmosphere to study. Several students said that using #studygram on Instagram creates a community around them and makes studying not feeling so lonely but most of the time is distracting for people who can distract easily with social media.

### 3.5 Marketing Segmentation

Studygram has identified three market segments for the Studygram application.

- **Secondary school students** the app is free of cost for school students many of them don't have a source of income so for personal use as a supplement for studying and realistic preparation tool.

- **Adults:** such as parents and teachers. Studygram offer parents to get guide on education and parents can get discussion chat so if they have any question or concern about their child study they can chat with other parent and chat with teachers. A teacher who has a personal account may help parents to answer any question they have. It is a platform for parents to chat with another adult outside of parent-teacher meeting it especially helpful for them if their child is in exam year and during the pandemic parents are concern about what is going on with exams and how they can encourage their child to study on these topics they can guide from educational websites etc. For a teacher, it is a plat where they chat about a particular with a teacher from a different school. Studygram offers its customers another tool for studying and guiding them to achieve the success in school that it promises.

**Organization:** School can set up an organization account to monitor students. Which allow them to get discount on the past exam paper and mock exam paper. They will have access to all the features of Studygram.

### 3.6 Competition and Buying Patterns

There are two similar apps located on the Android App market that offer services like Studygram. These apps also promise to deliver stopwatch and improve a student's knowledge if used; however, they are only offering using stopwatch o block apps but, in our application, we are offering so many other components like you can post notes, give advice and motivate others to study with the group or study in study gram community.

## IV. Potential Market Size

### 4.1 The Problem

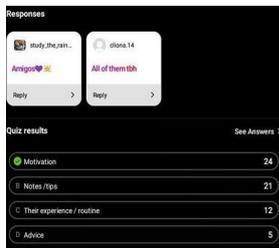
The problem of sorting Social media normally has a bad reputation when it comes to students and studying. Many teachers and parents feel that online social platforms distract students from their studies, which is probably true in many cases. One of the things that we get fed up with grown-up banging on about how social media is a disaster for students' grades. Yes, social media has its downsides because when it is used badly it can be a massive distraction and time suck. However, social media also provides amazing opportunities for students that just did not exist in the pre-internet age. One of the common complaints students and even teachers is that they cannot get the motivation to study or to do work Well, a little dose of inspiration is really helpful to get you motivated. Research suggests that interruptions by social technology can lower productivity levels. Some studies have even suggested that we are so addicted to our next social media fix that it can be just minutes between each interruption.

### 4.2 Potential Market Size

To understand the needs of our consumers we did an Instagram poll as a questionnaire. It contained relatable questions for us to discover answers to.

Analysis of survey answers:

88% said they open Instagram to get some motivation from Studygrammer but then ending up getting distracted into something totally different. Whereas only 12% said no they don't get distracted.

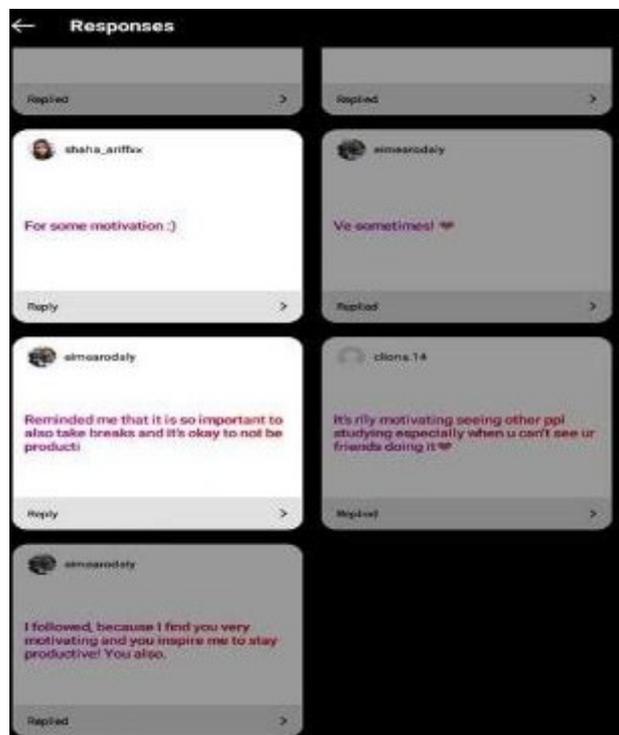
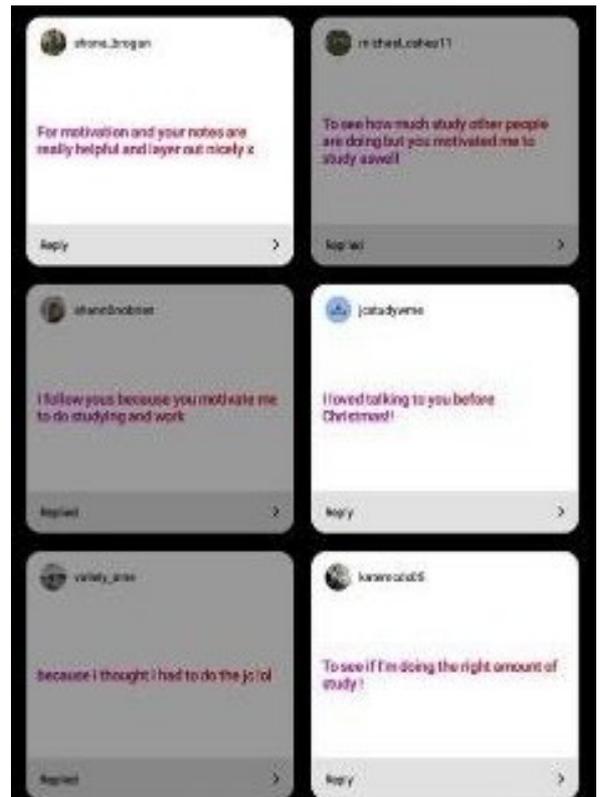
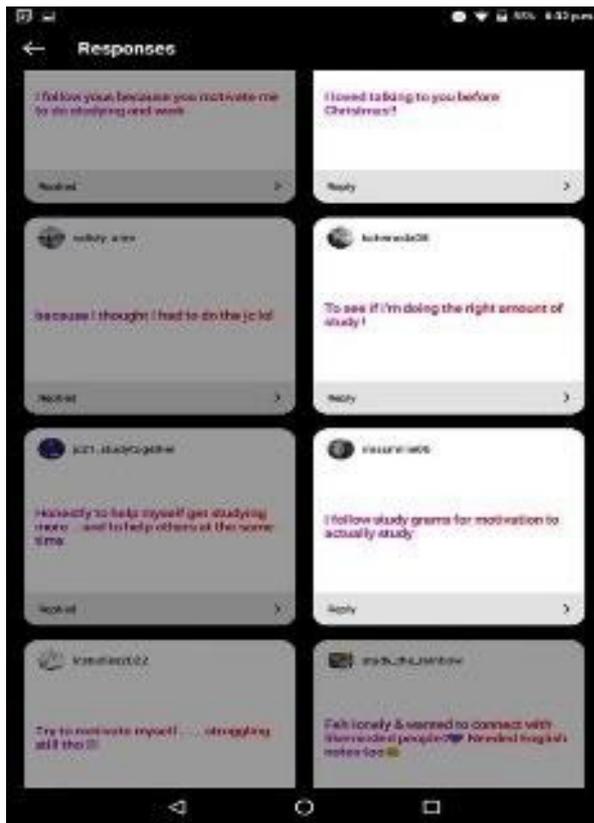


21 people they follow studygram accounts because they want motivation. 21 people said they follow studygram because they are looking for Notes and tips. 12 people said they follow Studygrammers because of their daily routine and experiences with study. 5 people said to get advice from them.

89% said they would like to see an that will only contain study related content and have timer that will block other apps while you studying and 11% only said no.



Responses to the questions about why they follow Studygrammers account



### **4.3 Target Market**

Almost every adult, schools can set an organization and every school has access to technology and 90% of the students have smartphones and access to a global network has the potential to benefit from Studygram. Currently, our team Studygram is focusing on high school students, adults middle-aged people since they have the largest belonging to modern technologies and applications. However, shortly, we plan to expand the target audience to other groups of people. Our next main audience will be going to be 3rd level students as this will help them to study in college with others as a group, share their ideas, thoughts, share study techniques, etc.

## **V. Competitive analysis**

### **5.1 Competitive Edge**

Studygram project has big chances to differentiate from all of the competitors, in terms of its efficiency, quality, and durability. It is a viable way to reach out to people, especially the younger generation.

### **5.2 Competition Analysis**

There are currently apps on Google play and Appstore that also have some of the feature that our app offer such as Forest and Instagram(#studygram). They both are collinear with what we've aimed to create:

1. Provide strong educational content.
2. Deliver tips and study techniques.

By digging into the details of those mobile applications, Studygram represents more appealing benefits to satisfy all those goals. First of all, the app contains interactive augmented reality, that is both visually and psychologically effective. Secondly, it does not only educate and entertain at the same time but also actually helps to induce users into creativity more as the user will try to present their notes or any educational post putting a lot of thought to make them look nice and attractive. Our app has a stopwatch that will allow the user to block their social media apps to avoid distraction and stay productive and motivated. Our app offers a productivity point that will attract users to use our app. Our app has special login for adults such as parents, teachers, and student login or school can set up an organisation account.

Finally, our app is completely free to download but it has free version that will have most of the features but pro very version includes productivity points which will allow user to gain points and get discounts on stationary when it reaches to certain productivity points is affordable for everybody with access to the global network, whether they own an Android or iOS smartphone however organisation account have pay and they'll have access to all the feature of Studygram.

## Competitive Analysis

criteria App name	Educational content	Interactive Augmented reality	Distraction free	Motivational	Educational chat	Special login	Share post	Free and pro version +	Pricing to download	Digital Platform
								Free for student/ pro for organisation	Free	
<b>Forest</b>									Free	
<b>Instagram</b>									Free	

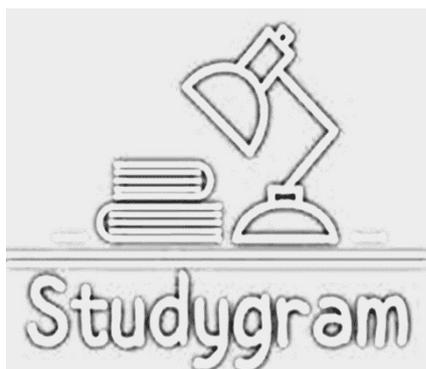
## VI. Branding and Promotion

### 6.1 Messaging

Studygram aims to attract users using the meaningful phrase: “Only I can change my life, rethink your future”. It looks forward to making a person have an inner discussion of education and it is the most powerful weapon which you can use to change the world.

### 6.2 Logo and Branding

Logo



App icon



### **6.3 Actions to Launch**

Once the application is ready, we will launch it on the Google Play Store first, and later on the App Store. To gain users' attention, we will acquire the following actions:

1. Make a big announcement at the school meeting and call for support.
2. Create encouraging posters and put them all over the educational building we belong to
3. We plan to advertise Studygram on social networking sites such as Snapchat and Tiktok and Twitter, since a large majority of teens and adults are available on social networking sites, and these websites have advertising programs, which will work well on low budgets. Also, we plan on advertising Studygram Google's AdSense program, since this also works well on a low budget.

### **6.4 Channels**

Our team plans to create a marketing strategy based on the large-scale advertising on every platform available for us. The main focus goes to social networking sites since they attract a great number of potential customers of a young age. We will advertise Studygram on Facebook, Instagram, Twitter, Tiktok and VKontakte. These sites are very comfortable in terms of advertisement opportunities and services. Studygram is about sharing promotional videos, interactive challenges, announcement updates along entertaining content, suitable for customers of given networks. This way, we aim to find supporters to share our project and help study gram gain feedback.

## **VII. Financial Plan**

### **7.1 Sales Strategy**

Studygram will be completely free to download on the Google Play Store and App Store platforms since we aim to reach all social and economic backgrounds because everyone has the right to study effectively. The Studygram team looks forward to receiving funding or sponsorship to develop the project at the first stages and promoting potential partnership programs. Thus, we will earn money through advertisements, partnerships, and sponsors. As long as our app obtains a big user base, we will be able to earn revenue off of advertisements from educational local businesses. Apart from that, the Studygram project has a big potential in a large-scale implementation in those types of businesses. These collaborations might occur with educational institutions and many large offices. This way, companies or institutions can benefit from the use of the Studygram system in their walls. Advertisements will be put in the game and motivate users with free in-app purchases. It is free to download, and it has a free and pro version. study gram free version will have most of its features but the pro version provides productivity points to its user which will allow the user to get a discount when they purchase stationary or exam papers.

However, for organization account, they have to pay, and they'll have access to all the feature of Studygram to earn revenue.

## 7.2 Potential Revenue

Using the formula given below, we estimate the potential revenue that comes from our business:

Revenue = eCPM(effective cost per thousand impressions)\*impressions

- Average CPM earning is \$1 to \$1.5 per 1,000 impressions.
- The initial number of interested people is 82,5% of 150, which is 123 people.
- If we assume that in-app purchases happen at least twice every day, then impressions equal to:

$123 * 2 = 246$  Eventually, our calculated revenue is = 246

- \$1 = \$246 With this revenue, we will be able to develop the project at the first stages and support its growth.

By the time our app obtains the user base by 100, we will increase the price for in-app purchases and provide advertisements. Supposedly, 5% of our market size will use the app (2,500,500 students):

**Expected number of users** = expected proportion\*market size =  $0,05 * 2,500,500 = 125,000$

**Expected revenue after price change** = number of charged users - number of uncharged users =  $125,000 - 1000 = 124,000$

**Expected revenue after price change** = number of charged users\*price =  $124,000 * \$1.5 = \$186,000$

Eventually, the Studygram team has the potential to earn \$186,000 as of the successful application on the Google Play Store and App Store

## VII. Future Plans

### 8.1 Additional Features

Studygram application still has a room for development and new implementations to increase its effectiveness and quality. That is why Studygram aims to develop following features in the near future:

- Add more exam tools for student to use.
- Create a dashboard to track the activity of users.
- Partnership with television communicating companies to provide.
- more incentives for users and give them profit.
- Higher education, primary

## 8.2 Milestones

Studygram has several milestones it hopes to complete in time.

<b>Events</b>	<b>Date of Completion</b>
Business Plan Completion	12/04/2021
App Source Code Draft Completion	10/04/2021
Official Announcement	16/04/2021
Launch on Google Play Store	May 2021
Launch on App Store	May2021
Profitability	May 2021 and onwards
Expansion and upgrade	September and onwards