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A PLAN FOR THE FIRST  
YEAR IN BUSINESS



OUR  
COMPLETE  
BUSINESS  
PLAN

# Business Plan

*Let's begin...*

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CURRENT AS OF  
MARCH

Technovation Girls

CREATED BY  
REALLY GREAT TEAM

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# Company Description

## Company Type

We are a small startup company. We haven't decided if we will be a corporation or a social enterprise yet.

## Mission Statement

Our mission is to make an app that people like. We want to create something fun and easy to use.

## Team

- [Girl 1]: She's good at coming up with ideas.
- [Girl 2]: She likes to draw and make things look good.
- [Girl 3]: She's good at figuring things out.
- [Girl 4]: She's good at talking to people.

## Our Product and Market

We are making App Thingy Plus, a mobile app with buttons that do things. We think it will be good for people who have phones and like to try new apps.

## Our Story

We started this company because we wanted to learn how to make an app. We thought it would be a fun project to do together. We're passionate about making something that people will enjoy.

## Future Goals

In the future, we want to finish making our app and put it on the app store. We hope people will download it and like it. Maybe we will make more apps if this one is successful.



# Product Description

App Thingy Plus is an app that you can use on your phone. It has buttons and stuff. You can press the buttons, and then things happen. We are still figuring out what things will happen when you press the buttons, but it will be fun and interesting.

Our app is better than other apps because it is unique. There aren't many apps that just have buttons to press. We think people will like it because it is simple and easy to use.



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## Market Research

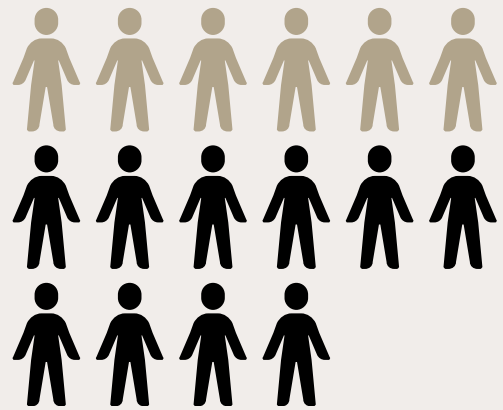
We asked a few of our friends and family members if they would maybe use an app like App Thingy Plus. Some of them said they might, if it was free. We also looked at some other apps in the app store, and we saw that they do different things. Our app is going to be different, but we're not sure exactly how. We think that there are probably other apps that are similar, but we didn't write down their names.

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## Target Market

### Demographics:

- "People who have phones."
- "Maybe young people, or maybe old people, or anyone, really."
- "People who like apps, if they like apps."



### Needs/Problems:

- "They need something to do on their phone."
  - "They need something that is free."
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# Marketing Plan

To get people to download App Thingy Plus, we plan to tell our friends and family about it. We will ask them to tell their friends, too. We will also put the app on the app store, so people can find it when they search for apps. We might also put a post about it on social media, if we have time. We hope that people will see it and want to try it out. We think that if enough people download it, then it will become popular.

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# Financial Plan

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We think it will cost some money to make App Thingy Plus.

We will need to pay for the app store listing, and maybe some other things.

We will ask our parents if they can give us some money to help us get started.

We hope that we can make some money by charging a small fee for the app, or maybe by showing ads.

We don't know exactly how much money we will make, but we think it will be enough to cover the costs, eventually.

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