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Grade: 9th

School: Diamond Technology Institute

Teacher: Mr. Tennant

Business Name: First Aid App Company

Are you ever out on a hike and someone gets hurt and you don't know what to do? Well luckily you have your phone with the downloaded first aid app.



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A. What does my company do?

My company the First Aid App Company has created this app called First Aid. This is an app that contains instructions for any type of first aid emergency. It also contains graphics that show what you need in case of a certain type of emergency. The instructions need to be read.



B. How does my company make money?

The way my company makes money is by having people sponsor the app. If we can get people to sponsor the app we will be able to make money. Their will also be an initial cost of \$0.50



C. Name of Business

Your Company Logo



D. Dream Business Vision Statement

My vision for my company is that I hope people find my idea very useful and helpful. As a former girl scout I know a thing or two about first aid and I know some people don't like reading about first aid. Since everyone is kinda addicted to their phone now these days and I feel like this will be a nice way to learn a thing or two about first aid.

E. Company Mission Statement

Our mission is to create a app that will provide information in case of a first aid emergency.
Hopefully this will create more attention on how first aid is important.



F. Problem/Unmet Need

1. Some people sometimes don't know anything about first aid and when the time comes to use it they don't know what to do
2. There are books on first aid but I believe they explain things too complicated and also cost
3. I'm not the first one to do this so I need to make it a little better



1. It has an initial cost of \$0.50
2. Directions are very understandable and easy to follow
3. It is more useful than a book because everyone is on their phone now in day



G.1 Assessment of Opportunities

SWOT Analysis

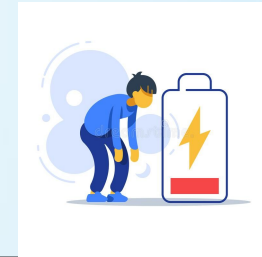
Strengths:

- The app is only \$0.50
- It provides information about first aid
- People can use this new knowledge
- I would like to be a registered nurse someday so I feel like this connects



Weaknesses:

- Some people may not like the idea
- We don't provide first aid kits
- I don't have a lot of experience



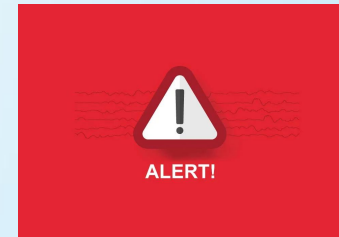
Opportunities:

- This could be a money maker app
- It could be something big which could lead to new opportunities
- It could get used around the world
- It could make everyone's life easier





Threats:

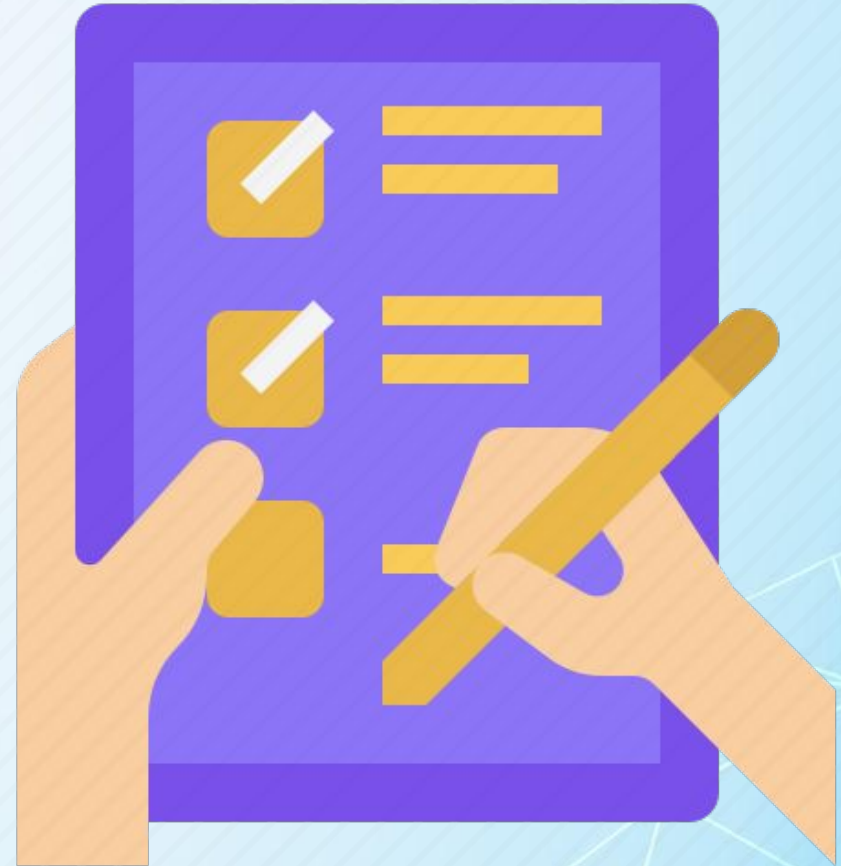
- The app can probably get a virus or a bug
- Someone may steal it
- Other people have done this
- My competition is the American Red Cross



H. Competition

		
Cost	\$0.50	Free
Ads	Has Ads	Doesn't Say
Information	It simple and easy to understand	It is information given by professionals so maybe it is a bit complicated
Experience	Knows a thing or two about first aid	Professionals

1. Gather first aid information
2. Transfer the information onto the app
3. Downloaders receive the information through the app



J. Key Partnerships

1. Who will you work with? Why?

I will work with the Play Store on an Android phone because I need somewhere to promote or place my app in so people can download.

2. Who is instrumental in the success of your company?

The instrumental in the success of my company is probably the Play store because that is where my app is going to be placed to be downloaded.

3. Who are your key vendors?

I think my key vendors are the people who will put their ads into my app because by them putting their ads that is how my app will make money. Also the Play store because that is how people are going to be able to download and use my app.



K. Unique Value Proposition

“My company is different because we offer good quality work and product that will help everyone gain knowledge.”



L. Target Customer Analysis



Description of Primary Target Consumer

Demographics

They are more like young and older adults also maybe some teenagers. Both male and female. Middle class. They also like to hike and go camping.

Psychographics

They value they're safety and the safety of others when doing certain events that involve the risk of getting hurt.



L. Target Customer Analysis

Description of Primary Target Consumer

Geographics

They live in an area like Watsonville, Santa Cruz, maybe in the mountains

Buying Patterns

They like to buy things that help them be prepared for any type of emergency like first aid kits



M. Customer Relationships

1. How will your company communicate with your customers?
We will communicate with them verbally obviously through phone, gmail, message, or physically
2. How will your company interact with your customers?
We can hold sessions were we teach them first aid or hold raffles were they can win first aid kits for free.



- Increasing Downloads
- Online Reviews
- Increasing advertising



O. Distribution Channels

The way that my app is going to get to my customer is through the app store. Once my app gets into the Google Play App customers will have to search up onto the taskbar First Aid Emergency and my app will come up. After being downloaded you will get your app.

Producer



Retailer



Consumer



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P. Definition of One Unit

Definition of Primary Unit

Download App

Economics of One Unit

Selling Price	\$0.50
Cost of var. materials exp. per unit	\$0.15
Cost of labor	\$0.00
Estimated Other variable costs	\$0.00
Total COGS/ COSS	\$0.15
Dollar Contribution Per Unit (Contribution Margin)	\$0.35



Q. Costs/ Expenses

Definition of Primary Unit

Download App

Description of Monthly Expenses

Variable Material Expenses

\$0.15

Play Store

\$0.15

Fixed Expenses

\$160.00

Wi-Fi

\$60-100/per month

Rent

\$50/per month

Utilities

\$10



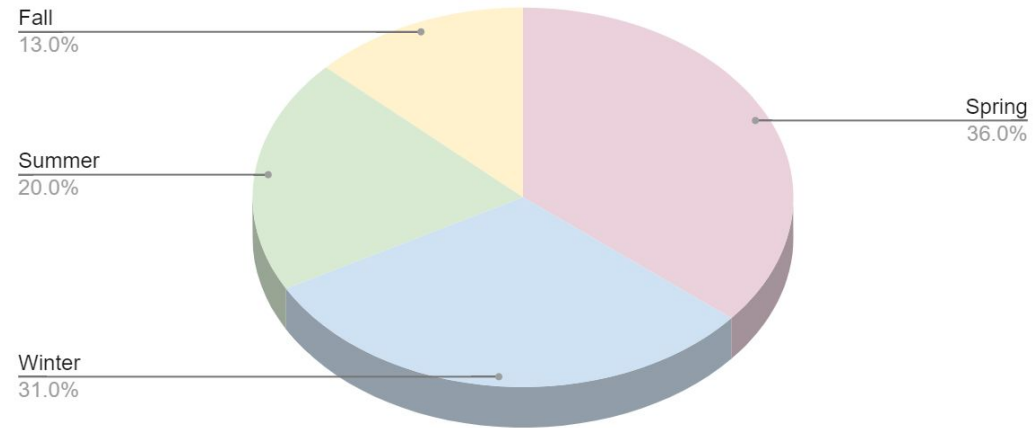
R. Revenue Streams? Where will my sales come from?

Year Round

Income comes from advertising



Seasons When People Prefer to Go On Hikes



Seasonal

I would expect most of my downloads to happen during spring which is the most preferred season for hiking



S. Y1 Sales Projections

Total Units
6,100

Gross Revenue
\$2135

Net Profit
\$215

Monthly Break Even Units

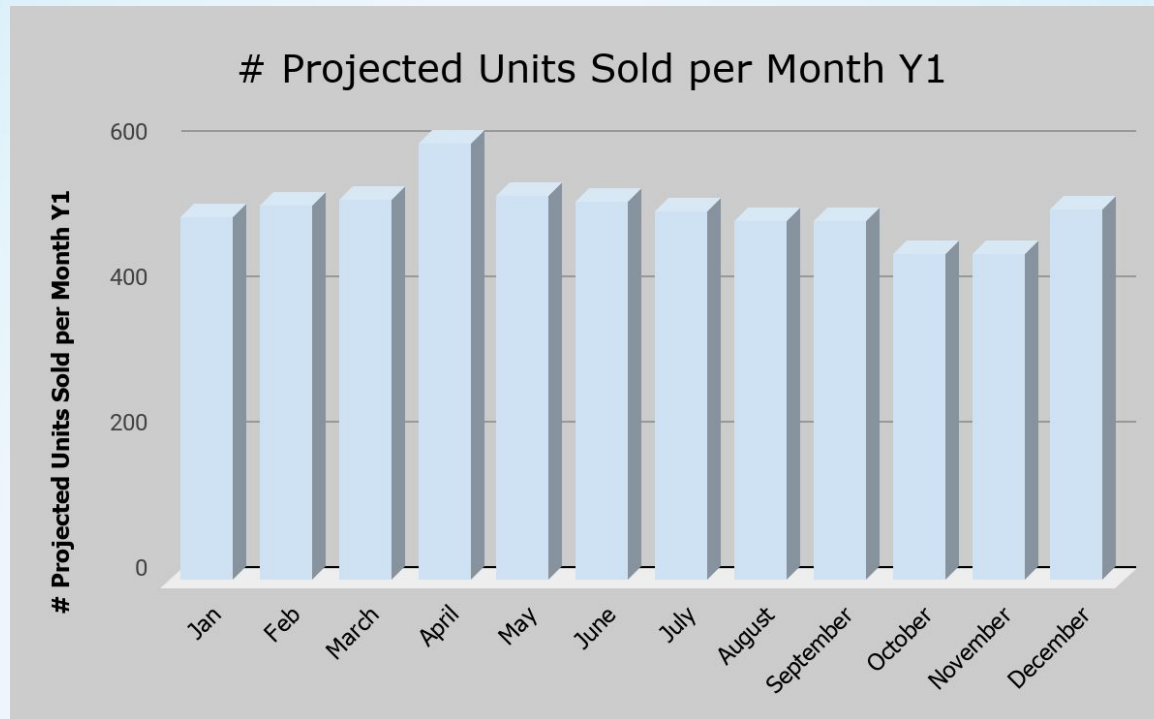
\$160.00
\$0.35

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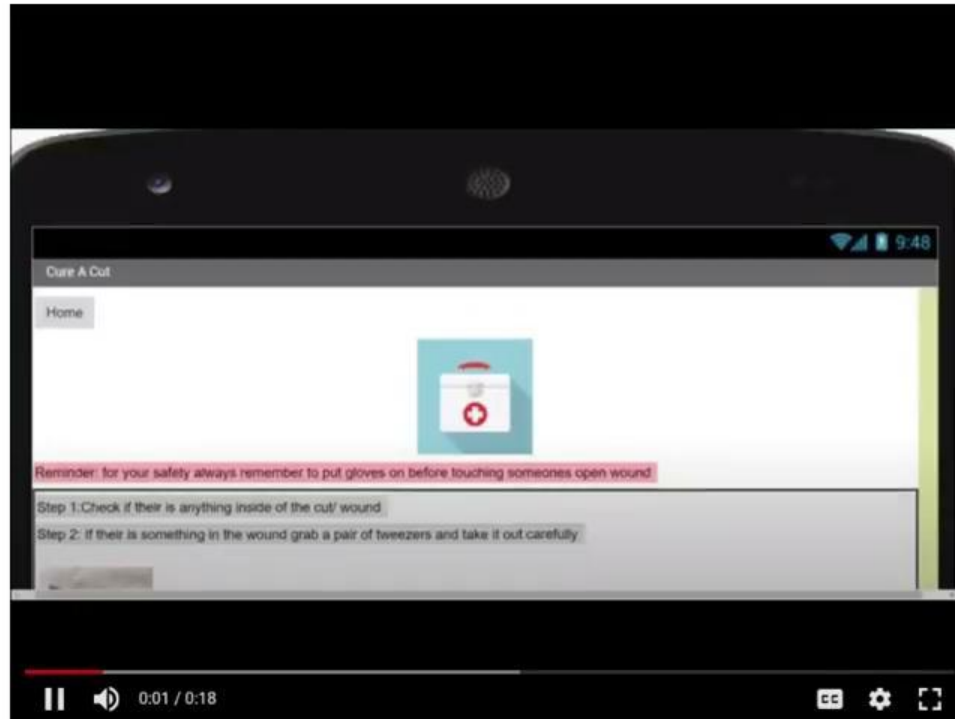
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160



T. 1 Minute Commercial or Elevator Pitch



Conclusion

Your Company Logo

