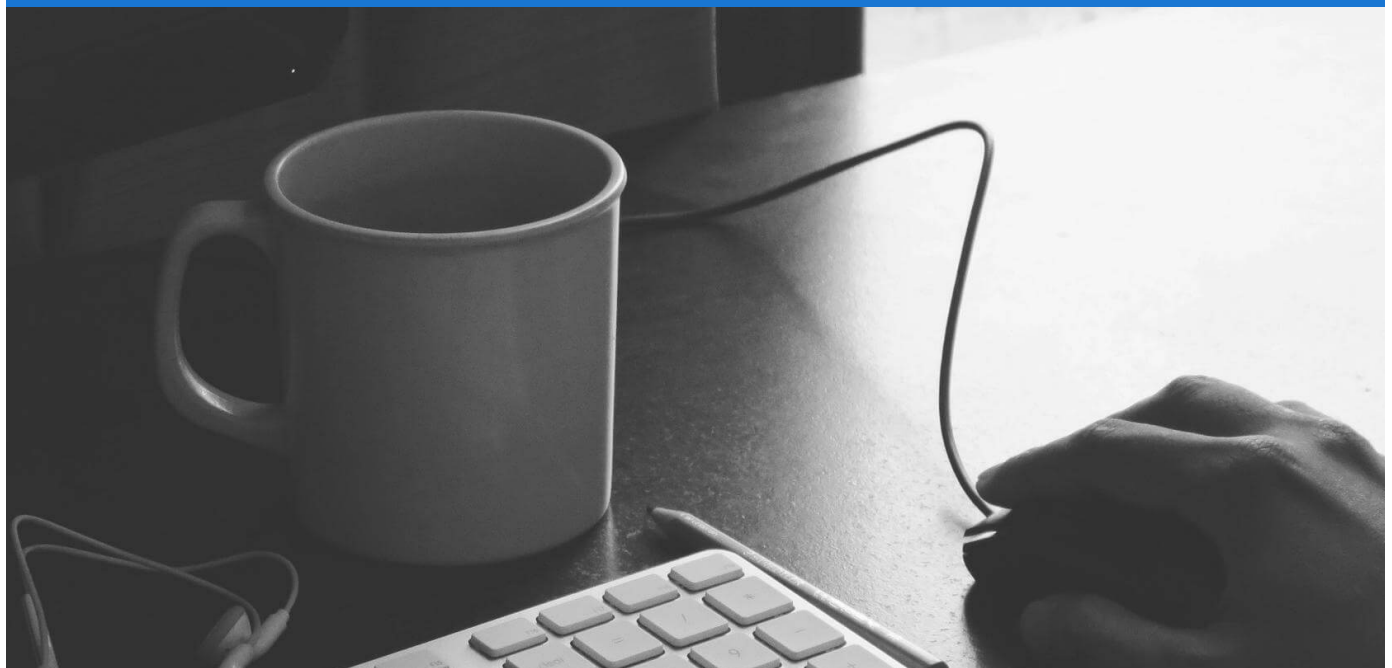


LOGO

Mobile Application


# BUSINESS PLAN

Creating Solutions Everywhere



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## Executive summary

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### REMEMBER

*This is the first and most important part of your business plan because it's the first thing an investor will read. The form of the executive summary should be clear and concise, without detailed information about how your product works.*

*In your executive summary, address the situation in the market, who your target customer is, and what unique problem your application can solve.*

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## Summary

Start Writing here...

## Unique value proposition (UVP)

### Help Tip

*Unique value propositions change over time. No app business plan survives contact with real customers and the market in action; however, you should have a starting point.*

*If you are entering or attempting to create an entirely new market, it might be harder to define this. But for those entering established markets, you need*

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## Targets / Objectives

### Help Tip


*These goals should be based on your business analysis. Investors will be checking to see whether your goals meet their needs. You also have to determine the ultimate goal of your exit plan. In addition, to increase the attractiveness of your company, you need to make a list of funding requirements and the proceeds that will be used. One of the important factors in the success of a startup business plan for your mobile app is ensuring maximum transparency at each stage.*

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## Problem Analysis

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 Help Tip

*A problem or series of pain points is something that you know your potential customers are having. Either no effective solution exists, or the current solution has serious shortcomings. It should also demonstrate that this problem impacts enough people to make your app startup a viable commercial proposition.*

*Successful businesses identify these gaps in the market and fill them w*[Read More](#) 


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## Solution

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 Help Tip

*The solution is where you introduce your app. Don't go into feature details on how your app works, instead, stay true to the problem that you just identified. List exactly how your product solves the problems you identified.*

- 1. What does my app allow people to do that they couldn't before?*
- 2. How will my app change the status quo people are dissatisfied with? [Read More](#) *

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# Company

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## Company overview

### Help Tip

Here you should describe your company:

- Type of business structure
- Location of the company
- Mission
- Statement of the concept

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## Company history

### Help Tip

Describe the history of your company, how your team formed?, How you came up with your idea? What steps did you take to understand the market and customer pain points (e.g. develop an MVP, do some market testing)? How did you assemble the team?

In addition, you can talk about the main stages of your company's development. [Read More](#) ⌵

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## Management Team

### Help Tip

This can not be understated how important this section is. For everyone involved, either full-time or who plays a key role in the strategic direction of the company, investors want to know more about them. Give details on how they got involved, their role and responsibilities, along with academic and professional experience in mobile application development or related fields.

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## Market Analysis

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### Help Tip

*Information about the state of the market should be the main factor in the realization of your idea. You should be knowledgeable about the state of the market in your industry, have current information, and make a short-term forecast. That is, you should have a marketing plan. The market analysis section of your business plan shows the viability of your project*

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## Market forecasts

### Help Tip

*Forecasting is an integral part of writing your business plan for the realization of an app development startup. You can include data on the growth in a number of companies in the mobile application industry and data on the amount of money spent.*

*Your goal is to assess whether there's a real market for your product, w* [Read More](#) 

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## SWOT analysis

### Help Tip

*One method of strategic planning that allows you to give a structured description of your situation is a SWOT analysis. A SWOT analysis can be used to study products, enterprises, regions, or even entire countries. SWOT analysis stands for:*

- *Strengths,*

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## Strengths

*Mention positive tangible and intangible attributes. Internal to your organization. which are within the organization's control.*

S

## Weaknesses

*Factors that are within an organization's control that detract from its ability to attain the core goal. In which areas might the organization improve?*

W

## Opportunities

*External attractive factors that represent the reason for an organization to exist and develop. What opportunities exist in the environment which will propel the organization?*

O

## Threats

*External factors, beyond an organization's control, which could place the organization's mission or operation at risk. The organization may benefit by having contingency plans to address them should they occur.*

T



# Marketing Strategy



REMEMBER

*A marketing strategy is a bridge that allows your product to fall into the hands of your customers. You have to convince investors that you have such a bridge.*

*To succeed, use the following marketing strategies for your mobile application:*

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## Target market

Help Tip

### **Research the target market**

*The first step is to attract your target audience by choosing a certain group of consumers whom your product is aimed at. This target audience should be defined based on demography, habits, psychological characteristics, and lifestyle.*

*Analyze how your ideal client will use your application.*

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## Competitor analysis

Help Tip

### **Research of competitors**

*Researching competitors is an element of business analysis. This information will help you highlight the features that distinguish you from competitors and will also help you improve your processes and solve problems in your market.*

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## Create a landing page

Help Tip

*Creating a landing page for your mobile application will help you expand your target audience as it will inform readers about innovations and updates. Make sure your page contains the name of the application, a description of its functionality, promotional videos, and so on.*

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## App rating

### Help Tip

*To improve the ranking of your application in search results in the app stores, you need to improve its characteristics, for example by optimizing the mobile application in term of load times.*

*Obviously, a high position in search results will draw the attention of potential customers.*

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## Product growth

### Help Tip

*The process of expanding the user base is different depending on the type of app startup, and the business strategy for entering different markets also varies.*

*For example, a massive advertising attack only makes sense in markets where consumers understand your product or service and its usefulness.*

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## Financials



### REMEMBER

Finally, the time has come when you can proceed to the **financial part** of your business plan. You must clearly understand what kind of financing you need to move forward. Moreover, when reading this part of your business plan, a potential investor should also understand the funding you need.

The financial model includes, as a rule, a three- to five-year forecast of all the [Read More](#) ∨

## Startup costs

### Help Tip

Inform your investors about estimated costs. Since this information may fluctuate, our advice is to place reasonable estimates and leave room for extraordinary expenses that you may face.

Some costs are going to remain fixed, such as salaries, subscriptions, and office rent. Whereas others are going to increase as your business scales, e.g. [Read More](#) ∨

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Click to Add Expense

This is just a placeholder to add expenses data.

Click to Add Personnel

This is just a placeholder to add personnel data.

## Revenue models

### Help Tip

Explain how your business going to make money out of your application. For app founders, the following revenue models are available:

**Advertising.** This works if you intend for your user-base to be the product, whereby they get it for free and advertisers pay to reach them.

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Start Writing here...

Click to [Add Revenue](#)

This is just a placeholder to add finance revenue stream.

## Funding required

 **Help Tip**

*And finally, to secure investment, with these numbers in hand, you should be able to outline how long it will take to achieve profitability and how much funding is needed. This is the amount you are asking for. In exchange, you need to say how much equity you are giving away, or alternatively, work out how long it will take to bootstrap until profitability - once you've got an app to launch.*

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Click to [Add Funding](#)

This is just a placeholder to add funding data.