






Mobile Application

Creating Solutions Everywhere


Business Plan [YEAR]

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1.

Executive summary

Summary

Unique value proposition (UVP)

Targets / Objectives



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
target customer is, and what unique problem your a

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Summary

Start Writing here...

Unique value proposition (UVP)



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 entire

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Targets / Objectives



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. Or

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2.

Problem Analysis



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.

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3.

Solution



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 c

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4.

Company

Company overview

Company history

Management Team

Company overview



TIP

Here you should describe your company:

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

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Company history



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?

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Management Team



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.

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5.

Market Analysis

Market forecasts

SWOT analysis



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

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Market forecasts



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.

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SWOT analysis



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:

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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

6.

Marketing Strategy

Target market

Competitor analysis

Create a landing page

App rating

Product growth



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

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Target market



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

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Competitor analysis



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

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Create a landing page



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



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 terms of load times.

Obviously, a high position in search results will draw

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Product growth



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 mak

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7.

Financials

Startup costs

Revenue models

Funding required



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-

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Startup costs



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 sala

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Projected Expense Data

Here you can embed your projected expenses data from financial forecasting.

Projected Personnel Data

Here you can embed your projected personnel (employees) data from financial forecasting.

Revenue models



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 re

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Projected Revenue Data

Here you can embed your projected revenue data from financial forecasting.

Funding required



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 - o

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Projected Funding Data

Here you can embed your projected funding data from financial forecasting.

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