

Business Plan

StuLab App

Team: T.I.E (Take It Easy)



1. Executive Summary

T.I.E is a team that created an app that help social problem in Cambodia. There are three members consist of Thiny, Sopheak, and Sreyleap. Our app call StuLab, about math. Math is one of the most difficult subjects for most of the students. StuLab is application that allow young kids who in grades one to six to practice and learn their math skill in a funny way.

1.1. Issue Definition

We observe that there are a lot of students in Cambodia fail math test. There are a lot of reasons that make students fail the test. One is that they have no practices because sometimes they don't have money to buy a lot papers for practice. Another is no extra classes for them. Again, they have to pay money for the classes. Sometime they don't have opportunity to have extra class. The last reason that we observe is there are no fun way for them to practice. Kids love fun things. It's good to have fun while they learn.

1.2. Product Description

We observe that there are so many kids that are not good at math. We want to train them since they're small, so when they grow bigger they can be good at math. To do that, we created an app named StuLab, which is an app that help kids in the first grade to the sixth grade learn and practice math better. In this app, you can learn each concepts of math by watching videos that we inserted in the app. You can practice what you learn in our videos by playing the game those are created there. You also have to sign up when you use our app. you'll make username, password and choose your grade from grade one to grade six. In each grade there are three different levels, easy, medium, and hard. The easy level is free, but you have to pay \$1.5 to unlock the other two levels you just need to pay once then you can use every things in our app. You will earn scores when you do the practices. Your score will be recorded and be seen by all the users.

1.3. Product Features

We had a lot of ideas for our app but some of the features that we thought of were not working. So we have changed some of the features to make it more unique.

Our first idea is to have an app that parents can sign up and invite their children to see their scores and students sign up so their score is recorded. There are practices for the customers to have fun and practice their math ability. Also, in our app we have lesson with video for kids to learn from and we have practice page for kids to practice after they study. In practices section, there are hard, medium, and easy.

Now there is not parents sign up anymore, but there are students sign up. Practices and lessons are still available. There are three levels, easy, hard, and medium. The easy is free, but you have to pay \$1.50 to unlock the medium and hard. The users can see their scores after they practice.

1.4. Competitive Analysis

There are not a lot of math apps that are made by Cambodian and specifically for Cambodians. Some of the apps are too advanced and some of the apps are too basic. So, we have the opportunity of making an app that has three sections, easy medium, and; hard.

Apps Name	Strength (what's good)	Weakness (what's bad)	Opportunity (what's change)
Math Training	<ul style="list-style-type: none">. A lot of cards to practice. Organized. Can customize. Uses in many devices	<ul style="list-style-type: none">. Lack of formula, only very few basic math,. Not a lot of new things	<ul style="list-style-type: none">. Make for a lot of parts, Algebra and Geometry. Update new things, not just normal game

Khmer math formulas	. Collects all formulas from grades 11-12	. Only formulas, no practices	. More practices . make for smaller kids
Math Vs Zombies Free	. Interesting to the children because there are cartoon in there.	.	. From basic to advanced

2. Company Summary

T.I.E (Take It Easy) is a team that form by three students Sopheak, Srey Leap, Thiny, we all are from Liger Learning Center in Cambodia. Our big goal in this project is we want to help most of the young kids in Cambodia to get better at math by using our application.

2.1. Mission

T.I.E's mission is to train small kids from grade one to six at math, so when they grow bigger they will be good at math. We do that through making the app for them. In the future we want most of the kids in Cambodia will be able to do well at math, so that our country can be developed.

2.2. Objective

- To get 50 people to view our app for the first three months, increase by 50% for the next five months, increase by 20% for the rest of the months.
- After five years the profit will increase by 15%

3. Marketing

3.1. Target Market

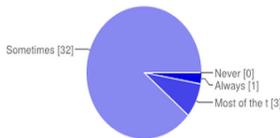
StuLab is an app for kids who learn in grades one to six. This app is for students whose parents have smartphones and have the ability to pay money to unlock the levels. It's available

for everyone that use android. In addition, to make the account in this app, the user should access to internet.

3.2. Survey Summary

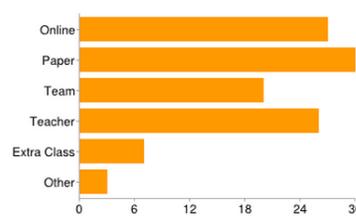
We made a google form Survey to send to 50 students at our school, Liger Learning Center. Our purpose of creating a survey because we want to find out is most of the students find math hard for them. According to the responses, most of the students sometimes forget their math lessons. Also the subject of math (geometry and algebra) is hard for them. To help their learning abilities they would like video to help them understand about each subject, picture and review so that they can practice, use picture to make it clearer about the method. In addition, they might use our app because quite a lot of people use online (technology) to practice.

Have you ever forgotten your lesson when don't practice math?



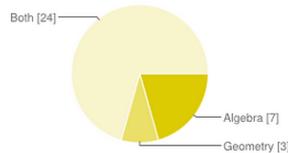
Always	1	2.8%
Most of the time	3	8.3%
Sometimes	32	88.9%
Never	0	0%

How do you practice math?



Online	27	75%
Paper	30	83.3%
Team	20	55.6%
Teacher	26	72.2%
Extra Class	7	19.4%
Other	3	8.3%

What kind of math do you unclear about?



Algebra	7	19.4%
Geometry	3	8.3%
Both	24	66.7%

3.3. Promotion

Our application is called StuLab, about math. We want to promote our app by flyer. In the flyer, there are advantages of our app and the feature of our app. The other way that we want to promote our app is social media (facebook, twitter) because now people around the world usually use social media. The other way is we will share about our app with the visitors that will go to the celebration at our school, Liger Learning Center. The last way of promotion that we can use is Sabay because Sabay is a website that always share about technology and a good news about

Cambodia so we want our app to be in the technology categories. so that some people will see it and share to other people that they know.

3.4. Potential Revenue

Link to spreadsheet: <http://goo.gl/ejGAVy>

4. Product Timeline



Next year, we will add more lessons and practices to our app. The next two years, we will make grades for middle school. The next three years, we want to create grade for high school.