

**Product: Map App**

**Company: Map App**

**Mililani Waena Elementary School**

**Team Members : Camryn Kunihisa and Ainsley Coullahan**

**Advisors: Mrs. Sabado, Mrs. Koide, Ms. Pao, & Mr. Takashima**

**Division: Grade 3-5**

**Date: October 5, 2017**

## **Executive Summary**

Did you ever feel like you need to be somewhere, but you don't know how to get there? Have you ever felt like this at school? We have a solution for that. Our Map App is designed for parents, teachers, visitors, and students who want to know their way around schools. Our Map App is designed to help you navigate through the Mililani complex schools. This includes the five elementary schools, the middle school, and the high school. Anyone can use the Map App. When our principal was new to our school, he did not know where the cafeteria was located. He tried to look at a map on paper, but if you do not know where you're at, it would be difficult to know where you're going. With the Map App, you would simply type "cafeteria" in the app's search box and a personal assistant voice-over will navigate you to your destination. This Map App will change your life and save your time. It will give you a sense of direction as you navigate through our campus.

## **The Business**

Our app name is Map App and we are the co-founders, Camryn Kuniyama and Ainsley Coullahan. We are currently in 5th and 4th grade at Mililani Waena Elementary School in Oahu, Hawaii. Map App is an easy and catchy name for our consumers to remember and download.

Our company mission is to offer the gift of time and direction so people can efficiently accomplish what they need to do without difficulty. We can ensure that people will know their way around their schools. This app is especially useful for new students,

teachers, parents, and visitors. As students to a new school, we have experienced what it feels like to be lost. We also listened to stories from others with a lost sense of direction, including our new principal. Not knowing your way around is a waste of time because it takes time away from other activities you could be doing. This app will make it easier to plan and direct your route through the Mililani complex schools.

Our company's vision is to be inspired citizens who make a difference in managing your time and knowing your destination.

- Trustworthy: Our company is trustworthy because we will never map something out that is incorrect, so you always get the correct directions to a certain area or place you wish to go.
- Respectful: Our company is respectful to our customers if they have a problem with our app. We will fix the app for free and let them use it again.
- Responsibility: Our company is responsible because we will make sure our app works properly before we let you use it.
- Fairness: Our company is fair because we map out all the Mililani complex schools and did not leave any places out.
- Caring: Our company is caring because we want to help you with the confusion of not knowing where you are in your school.
- Citizenship: The company is made up of good citizens because this app helps make this community better by giving people direction.

## **Idea for the Product**

We got the idea for the Map App while we were at school. Students and parents shared that they were not at the location they were supposed to be in campus. We wanted to create a product that helps people find their way around schools. The Map App is an app that directs you around the Mililani complex schools.

Our competitors include any map service that helps people get around. This includes the Open Geospatial Consortium (OGC), Web Mapping Service, and Google Maps. What is unique about Map App is that you can go inside schools and it does not leave you outside the school boundaries. Our closest competitor to our own Map App is Google Maps because it directs you to places where you need to go, but our Map App directs you inside schools.

## **Marketing**

We identified our target market to include anyone with children that attend any of the public schools in the Mililani complex. The Map App also includes visitors such as community members, district leaders, and professional development consultants.

The Map App is unique because unlike Google Maps, the Map App directs you inside the campus instead of leaving you outside of the school. The map app has many different features and benefits. It offers satellite imagery, school maps, 360° panoramic views of the campus, and school features such as after school clubs, school-wide programs, and an event calendar. The Map App features a search field that can filter what you need. All you have to do is type the student's name, teacher's name,

classroom number, or building number and it will show you where to go. Also, you can browse and see where everything is. The app is most useful during the Fall season and at the end of summer because kids are beginning a new school year.

We will first ask people who are getting lost in their school if they need help getting around. Since there is a browser feature, we would let them look at the Map App then see if they would like to buy it. We thought about charging consumers \$1.50, but we would make a smaller profit. Since we don't have a competitor that has our exact or similar product we made it \$1.99 for each purchase of Map App.

Our first wave of promotion will be letting people look at the Map App on school websites to see if they want it. We will also be putting up posters in the schools that features our app's design.

### Finance

Our business start up cost will be big. We will need to pay \$1,380 to create the app. It will take another \$28.20 to try and sell our app.

Item	# Of Item	Price
Appypie (\$480 per year)	1	\$480
Coder (\$30 per hour)	30 hours	\$900
Total cost of items needed:		\$1,380

Item	# Of Item	Price
Going on school websites	1	\$0
Poster boards (50 pack)	1	\$12.40

Tape (4 pack)	1	\$7.84
Scissors	1	\$2.49
Markers (6 pack)	1	\$5.47
Total cost of marketing		\$28.20

We are selling the app for \$1.99 for each app.

	Cost per Unit	Profit per Unit
Sell for \$1.99	\$1.38	\$0.61

Number of Items Projected to Sell  
in 1 Year: 988

Season	# Of Units	Profit
Winter 2017	200	\$122
Spring 2018	80	\$48.80
Summer 2018	300	\$183
Fall 2018	408	\$248.88
Total Profit for 1 Year		\$602.68