iGiveOut Business Plan

“Its time to CARE, make your SHARE”

Team: The Care Bears
Executive Summary

The Care Bears is a startup group of high school students located in Calgary, Alberta, Canada, that designs applications such as iGiveOut, which focuses on individual support and giving. The Care Bears’ premiere app, iGiveOut, is created in response to a need for charitable organizations that are in need, to get users wishing to donate surplus goods or their precious time to volunteer. This app consequently, helps create changes in the society. Our company consists of four members namely, Kimberly Anne Dorado, Kim Layug, Neliza Mendoza and Lovelyn Rodulfa.

Market

iGiveOut mobile application, targets two distinct market segments: one is smartphone users (general public) who are willing to reach out to charities in giving in-kind or in-cash donations, while the other market segment is charities and organizations, which would like to reach out and support other organizations. (i.e. Red Cross, UNICEF, etc.)

Product

iGiveOut is a non-profit mobile application that focuses on linking individuals to charitable organizations. It is created in response to the need for charities to advertise what they need, donors to find who needs what they have, and finally, a means to connect the two. It will allow users to browse the needs of registered charities, while at the same time, allow for charities to be notified when a suitable donor is found. In conclusion, this mobile application will serve as a bridge between worldwide charities, organizations and individuals willing to share, donate or volunteer for a cause.

Competitive Edge

Similar applications exist on the Android Play Store and paper study guides also offer the same services as iGiveOut. iGiveOut plans to succeed over other products by aggressively advertising on social networking sites and offering an appealing and efficient way to donate. iGiveOut features and offers easy link charity to charity donations, and one-stop access on different kinds of charities you want to offer (i.e. time, cash, food, clothes, and other goods). Thus, iGiveOut will appeal to individuals who will wholeheartedly donate their goods, time and money to be able to reach out to those people who are in need of it.

The service that iGiveOut offers is far more superior compared to services that other competitors offer in the same market. iGiveOut employs a unique way of giving through donating to lists of featured charities weekly. These charities are the ones who are in need of the goods right away or in need of immediate attention. iConstant updates, large databases of listed charities and a unique weekly feature donation will also keep customers coming back to use this app as a way for them to GIVEOUT, thus promoting this application to others by recommendation (word-of-mouth).

1.1 Mission

The Care Bears offers individuals the chance to share their blessings through an effective way of giving out. Through this application, charities and organizations will also have a greater capability to find donors, volunteers and goods they may want to obtain. Donors, on like manner, will have the easiest access to view, monitor activities of their favourite charities, and donate
based on their capabilities. Users of this application are guaranteed to have the best interface and software experience they ever had before.

1.2 Keys to Success

Our Company values success that is incomparable to other competitor apps. Keys to success for iGiveOut are:

- **Compliance**: the law legally mandates all charities and organizations to comply with the Government of Canada’s laws and regulations. iGiveOut will strictly abide by these laws and regulations.

- **High Ethical Values**: iGiveOut is a non-profit organization that values sharing and giving to the less fortunate. All our features and services will emphasize these values with respect to human integrity and understanding of human giving.

- **Individuality**: The success of this business greatly depends on the collaboration of the community. Support from people is critical to the application’s success because the resources will come directly from the individuals’ support and helping hand.

- **Trust and Credibility**: Since competitor apps being developed are in specialized fields and targeted amongst different individuals, trust between the company and general public is of utmost importance, as this will create credibility for iGiveOut, which is a key success factor.

- **Usability**: Providing products and services people need, even if it’s free, only works if the users can easily find what they’re looking for. Ensuring the usability of the features and services shows the likelihood of success in the business.

1.3 Objectives

- Increase profitability by 10% by the first year of distribution.
- Serve the community by increasing usability and collaboration between charities and donors.
- Increase awareness and response to cater to charity needs by ensuring the charity’s individual targets are reached.
- Help as many as 1000 charities worldwide and millions of individuals worldwide within years.

**Company Summary**

*The Care Bears* is a startup organization founded in Calgary, Alberta, Canada. The company is owned and run by its founders, Kim Layug, Kimberly Dorado, Lovelyn Rodulfa and Neliza Mendoza.

2.1 Start-Up Summary

In order for the company to successfully develop the charity application, the following resources and services must be obtained:

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*The Care Bears feature app: iGiveOut*
Advertisements (such as posters, promotional paraphernalia). This will cost $1,000.
- Money to pay for servers, which will cost $1,000.
- Computer programmers (2) to fully develop iGiveOut application and execute future plans on the application. They will be paid $40.00/hour.
- Accessibility to computers (6) with compatible software required in development and distribution of the application. Three computers will be used for business planning and design, and market strategy formulation, while the remaining three will be used for app implementation (programming). One computer costs $1,000; the total would be $6,000 for six computers.
- Legal services and contracts for the company formation and application market distribution. This would cost $100/year.

**Product Description**

iGiveOut is especially designed to serve as a link between the general public who are willing to donate their time, money, surplus materials at home such as clothes, furniture, and many more, and the charities and organizations in need of the mentioned resources. This application allows donors to browse, ‘favourite’ and monitor charities of their choice and keeps track of all their donations. iGiveOut incorporates an easy user software interface and filter-based aspect allowing ready access of the charities’ information by the donors; the app also provides a simple account sign up tool.

**3.1 Look and Feel (User Interface)**

iGiveOut prioritizes easier access for donors to charities of their choice through the filtering characteristic of the application based on name, type of donation, location and type of organization being sought instead of tediously searching websites and making numerous login accounts if they wish to help. Moreover, this emphasizes the immediacy of charities’ needs to be publicize based on the type of resources needed and time those are required.

This application involves series of screens. The introductory screen may require users to categorize themselves as a donor or an organization. A regular user who only intends to scan, look through different organizations in need, browse featured charities, etc. can click the 'magnifying glass' button (🔍), which functions as a search button. This button will lead the user to the homepage showing the featured organizations and donations.

The buttons at the bottom of the screen (🍏 🌿 👯‍♀️ 📞🔍) provides greater accessibility to the other main screens and features of the application. This includes the homepage (🍏), which has the feature applications, favourites (โปรด) for the donors' choice of organization, application settings (⚙️) where donation records and history can also be found, and the user account (👤).

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The colours of the environment of the app (i.e. green, grey, yellow, etc.), the engaging logo, simple yet appealing interface, and easier manipulation of the application emphasizes the incredible experience a user will have in donating. This also in fact is an advantage for us compared with the graphical user interface our competitors have.

However, a user must make an account in order to access any information they had saved on their phones about their charities to be able to open it when they connect to another device.

If the user is willing to donate or is a charity in need, they have to create accounts in order to get necessary information for transactions and arrangements. User's account information will be saved on the database of the application for future use. This feature saves the user the time and effort, which he would spend in creating accounts on different websites for various charities that are available. iGiveOut offers a sign up option only once and will let you access all the other charities without having to ever sign up again!

Any negotiations between a donor and an organization will be done on a separate platform outside this application. The mobile application will lead the donors directly to the website of the charitable organization where they can donate. If a negotiation does occur, it will be between the two parties on a separate and secured platform, enabling them to exchange contacts and have confidential conversations. Furthermore, this application allows connection to social media sites such as Facebook and Twitter enabling charities and donors to post their needs and activities or their compassionate work. Features like a tracker of donation totals and progresses will give donors a sense of personal satisfaction, keeping them engaged and motivated.

3.2 Easy Usability

The application indeed is a massive database encompassing all the charities all over the globe and account information of all users. Donors do not have to open several websites to see who is in need of what, check their favourite charities' activities, volunteer opportunities and make different accounts for every single charity. This application is designed to accommodate all that. Charities who call for help will be answered immediately considering the cooperation and response of donors. This feature makes this application stand out from competitor applications. As stated before, this application is free in the Google Play Store for general public use.

3.3 Security Measures

iGiveOut requires charitable organizations to provide legal name and license or business numbers when they create an account. This is a security measure of all the users of this application. iGiveOut cannot guarantee full security for all negotiations between donors and charitable organizations, since this is done on a separate platform outside the application. It is highly recommended for all users to take their own precautions when negotiating with the other party involved. Since this application is open for every individual who is a smart phone user, the mobile application cannot guarantee preventing scams or forging of users. As part of the future plans of the application, users will have to pay a monthly subscription to continue using this application. When this feature is implemented, the application hopes to reduce the risk of users who only sign up intending to scam other users of this application.
**Market Analysis**

iGiveOut targets two market segments: the general public who are smart phone users able to access this mobile application and are willing to contribute, and the charitable organizations across the globe calling for help. iGiveOut application will be distributed without any fees to the market. This is a great advantage since this app is focused on donations and responding to people’s needs.

This application does not demand users to pay extra fees for the application besides their donations. Since this application is free, charities and donors will have more control and freedom on how much they are willing to give. Profitability will be based on advertisements and sponsors. However, there will be an option of in-app purchases wherein users can decide if they are willing to give certain amount of money to allow iGiveOut developers make the application better.

Nowadays, one in every 5 people in Calgary, own a smartphone, and one in every 17, own a tablet according to research. Therefore, usage and penetration (in the market) of the application will be of the greatest. Our application, as mentioned, incorporates a filter that will help users find charities by name, location, and need. This involves refined and organized searches that saves users tremendous amount of time and effort. Through the features presented, the application's usability can increase significantly.

4.1 Market Segmentation

- General public, specifically youth, adults or elders who have surplus goods and time, and own a smartphone device, will use the application to find charities of their choice and donate based on their ability.
- Charities and organizations will use the application to post the resources they need, which will appear on the application's homepage.

4.2 Competition and Buying Patterns:

Listed on the chart are some similar charitable applications. The first two, OneToday and Instead, have the highest profitability. They encourage users to give out to different causes and donations, to create change in society. However, these applications do not involve combinations of material, cash and time donations. Also, donors are their target users, and do not include charitable organizations, limiting their capability to post what their needs are, so that users can lend a hand.

The table below shows special features of iGiveOut, and also marks distinct differences and few similarities of iGiveOut compared to its competitors.

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*The Care Bears feature app: iGiveOut*
<table>
<thead>
<tr>
<th>Features</th>
<th>iGiveOut</th>
<th>OneToday</th>
<th>Instead</th>
<th>GiveEasy</th>
<th>Give2Charity</th>
<th>ICare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasize <strong>thorough</strong> filtering aspect for easier search</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Push notifications (from charity's activities and donor's responses)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Simple interface</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Organizations are included on the app's target users</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Involves cash AND material donations</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encourages 'time' to be donated</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Features the needs of the organizations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Donation information and tracking</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Free to sign up</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Strategy & Implementation Plan**

*The Care Bears* aims to increase donors and charities usability by use of promotional materials. This includes tangible endorsements such as posters that are open to public view. Advertisements can also be posted on social networking sites such as Facebook and Twitter. Most competitor applications only involve cash donations which limit the ability of an individual to give based on

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*The Care Bears feature app: iGiveOut*
what they are capable of donating. The filtering aspect of the iGiveOut application is a unique feature making the searching experience of users easy. Also, through participation of the charities in communicating what they need, organizations will be given equal amounts of attention.

5.1 Competitiveness

iGiveOut's ability to let the donors pick what they want to donate is our most significant competitive edge. Unlike other competitor apps that only take cash for donation, our app will allow donors to donate whatever they wish including cash, clothes, non-perishable items, appliances, as well as their time.

Our app will serve as a bridge between donors and charities around the world. Charities will be able to advertise what they need through a page called ‘featured donations’, as well as post them on their own page. In addition to this, donors have a choice to make their own profile where they can have a list of their favourite charities; they may also track their progress of the donations they have given.

Furthermore, donors also have the advantage of searching for charities based on what they would want to donate, as well as their locations. This allows charities and donors to have the most efficient way of giving and receiving.

iGiveOut will encourage people to donate for a good cause because of its convenience; people who are willing to donate can have a list of charities around the world ready on their phones. This app will also be free of charge.

5.2 Marketing Strategy

Our group plans to advertise iGiveOut by connecting with charity websites and letting them promote our app through their pages. We will also promote our app through our Facebook page, advertise through our school's bulletin board, and advertise at the local YMCA to make people and our app users more aware of donations needed throughout our community. In addition, we will target a professionals site such as LinkedIn, as we believe that majority of the working class are also affiliated with giving to charities (whether it be as an individual contributor or through a company initiative).

iGiveOut will position itself to bridge the gap between the general public willing to donate and share their time, money, etc. and charitable organizations in need. We will seek user's awareness of giving to charities and campaigns, and grow the user base by social media advertising.

iGiveOut exponentially offers the fastest accessibility to charities that users support and value, and offers a user-friendly interface that will result to more sales and downloads, thus making the app of the highest convenience. Although this application, as most people who took the survey had suggested, will be handy and useful whenever resources are available, the features of this application, like constant updates of charities' needs will tend to persuade them into using it by donating (even if it’s their time!).

The ready and easier access to users' choices of charities, their accounts, and acquiring the information about recent charities' needs through featured lists (on the homepage), will give the

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The Care Bears feature app: iGiveOut
Its time to CARE, make your SHARE

The Care Bears feature app: iGiveOut

users a better understanding of the application. To add to this, the warm colours of the screens, buttons and the 'environment' of the application will give users a better experience of using it.

This application is free to use in the market, and just like the Facebook application, which is free, the money generation will be through advertisements. Companies can contact The Care Bears in order to advertise on the iGiveOut application thus allowing The Care Bears to acquire revenue from such sources.

5.3 Sales Strategy

As per graph below, The Care Bears have narrowed our Sales Strategy to the following:

- Pricing: Free for all users.
- Distribution: Application available at Google Play Store for Android phones only.
- Advertising and Promotion: Internet-based marketing (social media) and outdoor advertisements will be used; outdoors advertisements include posters promoting the application, which the public can view.
- Customer Service: Users can contact administrators through link on the application that generates an email; the administrators would then get back to the users within 24 hours.

*Channels offering greatest opportunities over the next years

Respondents: 187

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The Care Bears feature app: iGiveOut
5.4 Milestones:

<table>
<thead>
<tr>
<th>Event</th>
<th>Estimated Date of Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business plan completion</td>
<td>2014-04-16</td>
</tr>
<tr>
<td>Prototype development of the application</td>
<td>2014-04-30</td>
</tr>
<tr>
<td>Organization hiring complete</td>
<td>August 2014</td>
</tr>
<tr>
<td>Full development of the application</td>
<td>October 2014</td>
</tr>
<tr>
<td>Market release of app</td>
<td>January 2015</td>
</tr>
<tr>
<td>Profitability</td>
<td>January 2015 onwards</td>
</tr>
</tbody>
</table>

“It's time to CARE, make your SHARE”

The Care Bears feature app: iGiveOut
Appendix A

Screenshots of iGiveOut Mobile Application

“Its time to CARE, make your SHARE”

The Care Bears feature app: iGiveOut
## iGiveOut Marketing Mix

<table>
<thead>
<tr>
<th>Product</th>
<th>Place</th>
<th>Price</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>iGiveout mobile application on Google Play Store</td>
<td>Worldwide</td>
<td>Free of charge</td>
<td>• Internet based marketing; social media</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>o Facebook page</td>
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<tr>
<td></td>
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<td>o Twitter</td>
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<td></td>
<td>o LinkedIn</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Personal blog</td>
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<td></td>
<td></td>
<td></td>
<td>o Tumblr</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Promotional video</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Outdoors advertising</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>o Posters</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Connection to charity websites</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Word of mouth</td>
</tr>
</tbody>
</table>

“*It's time to CARE, make your SHARE*”

*The Care Bears feature app: iGiveOut*
## Appendix C

### Benefits of iGiveOut

<table>
<thead>
<tr>
<th>Charities and/or Organizations</th>
<th>Users/Donors</th>
</tr>
</thead>
</table>
| • Mobile application as a means for advertisement  
  • Find suitable donors  
  • Monitor activities and progress of donations received | • Sign up option is only required once; information will be saved for future use  
• Easy access in multiple phones when account is created  
• Tracker of donation totals and progress |
Appendix D

Future Plans

• Further mobile application development:
  o Tracker of donation progress for the donors
  o Platform for donors and charitable organizations that will enable them to have secured and confidential negotiations

• Mobile application upgrading:
  o Once publicity is reached (one year), the mobile application will have a charge of $1.00 for monthly subscription.
  o Charities will have more features such as monthly feedbacks and progress reports as well as enabling them to be featured for publicity every month.

• The mobile application will be open for organizations, other than charities, in need to use iGiveOut for advertisement purposes and advertising their needs. iGiveOut will give an opportunity for small organizations to increase their publicity around the world.

• Develop partnership with websites of organization furthering the publicity and advertisement of the mobile application.

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