Business Plan for R3M4 application

Team name: RMatters
App name: R3M4
**Executive Summary:**

RMatters is a new company that is established in Calgary, Alberta; this company creates applications such as R3M4 that promotes the education of recycling to young consumers. The R3M4 app’s goal is to improve the knowledge of the consumer about the benefits of recycling to the planet. This is an educational app that influences everyone, especially children and teenagers to participate in recycling for their community. The app provides the consumer with interesting information about recycling throughout the game. This is an interactive game because it allows the player to sort between recyclable and non-recyclable materials. Our team member’s names are Bernadine Dela Cruz, Ria Bruno, and Semida Andreicha.

**Market**

Our market is to sell an educational gaming app to children, teenagers, and elementary schools. The market could also extend to the production of toys because of the unique display of the materials in the game.

**Product**

Our product is about informing the consumer on the positive effects that recycling could bring to the world. This product is able to educate the consumer of the right way to recycle through allowing the user to sort through objects in a correct manner.

**Competitive edge**

This product is an educational gaming application that promotes knowledge and entertainment simultaneously to the user. This is executed through providing explanations of the user’s mistakes while the user is playing the game.

**Mission**

The goal is to provide teachers or parents the access to an educational application that is enjoyable for their students or children. The main purpose is to broaden the knowledge of young users so that they will realize the importance of recycling to the community.

- The main focus of this app is to educate young consumers so this application won’t be too challenging so that the children could gradually progress their knowledge.
- The facts included in the app will be easily understood and amusing so that the consumer would be attracted to learn more about recycling

**Objectives**

- Advertise the application to the media and schools in Alberta for about two years.
- Increase the awareness of recycling to the community.
Company Summary:

The RMatters is a new company that consists of three individuals who have the passion to inspire people to consider recycling as part of their daily lives. The founders of the company include Bernadine Dela Cruz, Ria Bruno, and Semida Andreicha.

Summary

In order for our new company, RMatters to be successful, the following resources and services are required:

- Programmers and Designers to help improve and design the application.
- For the company to have legal rights to market.
- Money to be able to sell in the android app store and for advertising.
- Access to computers and software for the extended development of the app.
- Promotion of the application to the media and elementary schools.

Product Description:

R3M4 is built for children and teenagers who are devoted learners and looking for activities to do during their free time. This application encourages young consumers such as students in elementary schools, to increase their awareness of recycling. The app is to promote the students in influencing others about the benefits of recycling to their community and help make Earth a better place for everyone.

R3M4 is an educational gaming app that allows you to sort through recyclable materials and non-recyclable materials to their appropriate containers. The mechanics of the game is to drag a particular object to the correct container in a limited amount of time. The score increases as the objects are dragged to their appropriate bin. The lives disappear if the object is dragged to the incorrect bin and the score decreases. The amount of materials accumulates as the level of the game goes higher to provide a gradual increase in the difficulty of the game for the user. The designs of the materials are amusing, colourful, and attractive to children so that they are engaged to play the interactive game. The design of this application itself would be vibrant, entertaining, and enjoyable.

There is an emphasis on the display of information on recycling. The information consists of the positive effects and benefits of recycling to the community. This allows the user to increase their knowledge of recycling simultaneously as their playing the interactive game. The information that is given will be understandable and easy to understand for the students and/or young consumers so that they are engaged to learn more.
Market Analysis:

Our market is an educational gaming app and we are specifically targeting children, teenagers and students in elementary schools. The application focuses on providing consumers with information about the benefits of recycling. Our value is to inspire young minds in recycling for the community. Young consumers are constantly curious and looking for activities to do during their leisure time. The opportunity to learn and have entertainment at the same time will definitely attract the young consumers towards this application.

This application consists of a free demo and a full version that costs $0.99 in the app store. The free demo allows the user to play the first three levels of the app. The full version consists of all ten levels of the game, more entertaining facts or information and doesn’t include any advertisements. In the future, there’s a possibility to create and produce merchandise such as toys for the recyclable and non-recyclable materials in the game due to their unique and fun animated designs.

Our customers have youthful minds so they are constantly developing their knowledge through the influences around them such as family, friends, and their surroundings. Recent studies had done by Molecular Psychiatry\(^1\) states that games result in improved reflexes, cognitive skills, spatial orientation, and memory formation. They are attracted to vibrant colors and their sense of achievement or rewards.

Competitors
There are similar applications in the app stores and three apps would be compared in the table below. There are lots of similarities between these apps and to the R3M4 application but our application focuses more on the information that brings a positive image on recycling to inspire youth.

- **Trash Chaos by Yogome:** This is a game that has a storyline where they have to recycle and defeat a monster that creates trash. They also provide a little bit of information about the environment and recycling but they focus more on the game itself.

- **Gro Recycling:** This game also allows you to sort through different recyclable materials to an appropriate bin. The app costs $2.99 on the iTunes app store. Although, they don’t provide you with information about recycling because the app focuses on the interactive machine that displays the process of recycling.

---

- **Recycling Toss:** The game develops your classification skills of recycling through a realistic throwing animation. There are also no facts included because the game focuses on the improvement of your classification skills thus making the game difficult to play.

**Table:** The comparison of the features between the applications.

<table>
<thead>
<tr>
<th>Features</th>
<th>R3M4</th>
<th>Trash Chaos</th>
<th>Gro Recycling</th>
<th>Recycling Toss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price is less than $1.00</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Designed for children</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Gives a reason for mistakes</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes Non-recyclable material</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Strategy implementation:**

We will bring the product to the market through the android app store so that it is accessible worldwide. We will build awareness of the application through social media via facebook and through the word of mouth. The customers will be drawn to the interesting and amusing design of the application. The customers will also be attracted to the advertisements because it should be full of interesting information on the features of the application. The application should also be introduced to elementary schools in Alberta so that students are familiar with this product. Eventually, this application will also be introduced to elementary schools in Canada and in other parts of the world.

The actions that we will take to launch the product are discussions on the marketing strategies, planning the date of realising the product and to make advertisements. The marketing strategies include planning a budget that is practical, formation of a website to draw more awareness of the R3M4 application, and review the viewer’s criticism to further develop the application. Planning the date of the release of the product is important because there is a high demand in buying products in different times of the year. The advertisements would help increase awareness for our application so there should be a good amount of budget into advertising.
Bibliography:


