

Eco-Inform



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BUSINESS PLAN OUTLINE

Business Name:

Student Name: Taren Bouwman

Executive Summary

Eco-friendly is the word of the day. Homes and business are wanting to save money by buying new environmentally-friendly products. They do this by getting information about which products are best, and which might satisfy what they need the most. The most effective way of doing this is to have an eco-audit done. The problem is that eco-audits are sometimes expensive or they don't tell the user specifics of how to improve their homes. Eco-inform aims to solve both of these problems as it is a free, easy to use app that directly links the user to products that will save them money and are better for the environment.

Eco-Inform is a unique app and website that attempts to save its customers money while making homes more efficient. There are no other apps like this that exist. The app is an eco-audit that when completed gives the user a score which will then link the user to the website. This website has access to a database that will allow consumers to compare their products and purchase more ecofriendly products and thus improve the environmental impact of their homes.

Eco-Inform is directed to homeowners who care about the environment. There are 720,730,769 people in the USA that fit this description and 8,536 people in Marin that fit this description. Eco-inform hopes to capture between 1% and 5% of this market, or 36,036,538 people in the USA. So far there are no business like this that exist so this target market is almost untouched.

Eco-inform is a free app and there are no charges for using it. The way it makes money is through the Amazon store. Once the user buys a product on the website, Eco-inform receives a percentage of that. The way this is accomplished is through the Amazon AStore, a free tool that Amazon supplies for websites. The percentages of these products vary from 1%-10%.

The short term goals of this business are to develop the app that can find simple products and appliances, and show more eco-friendly alternatives to them. By June 1st the app will have 100 downloads and will have made a profit of over \$45. The advantage of this business is that once it is up on the app store and the website is complete, it has the potential to make money without any additional input. The long term goal would be to continue to develop the app so it includes many more home products.

Business Description

Eco-inform is an easy to use eco-audit app that attempts to save customers money, while also creating more eco-friendly homes and business.

Hello my name is Taren Bouwman and I want to save you money. When I was in 4th grade I worked to put solar on the Dixie School District Schools. Those solar panels are up on the schools today, saving the schools money while simultaneously reducing the need for fossil fuel. I was lucky enough to have the information for why solar would be beneficial, and with my business everyone will have the information to make their homes and business more eco-friendly, while saving them money. My business, Eco-inform, is an eco-audit app that links users to products and appliances that will save customers money while making their homes and business more eco-friendly. So far an app like this does not exist and most online eco audits are hard to navigate and do not display products that save customers money. Because of my background and my connections I have the resources to make this happen.

Market Opportunity

Eco-inform creates a way for the user to easily audit their homes and business so the user can find products that save them money and help the environment.

Jane is a thirty year-old mother of three. She is a Marin housewife and cares about the latest trends, such as caring about the environment. She is big user of social media and uses her phone religiously. She does not associate with a particular religion and is more liberal with her thinking. She likes to feel she is making a difference, and enjoys saving money in her household. She also likes easy access to information, if she has to do too much research on a product, she will likely never purchase the product. She depends more on recommendations, and easy access to information. Her important values are her family, her home, and her friends.

The size of my target market in the USA is 720,730,769 people. This is an estimation based on the population of the United States and the percentage that say they care about the environment. My business plans to capture 1% to 10% of this market. The average revenue per customer is around \$20 based on the revenue per product can be from \$0.10 to \$300. The maximum revenue for the first year would be \$1,441,460,000 while the estimated revenue per year would be \$539 for the first year.

What I have found based on my research is that users would use Eco-Inform if it was easy to use and saved them money. I talked to 15 different homeowners,

discussing what they would want to see in an app such as Eco-Inform. They wanted a simple audit where the results any part of the audit can be seen at any time, and that gives them information about which products they should buy. Homeowners would only buy products if they knew it would save them money. On average homeowners would use this app once every two months depending on if a product needed to be replaced. Homeowners would generally not replace their appliances if the appliance was still running. However some homeowners might replace their appliance if the cost benefit made sense.

Competitor	Product/Service	Price	Quality	Competitive Advantage	Weakness	How am I different	Other notes
EcoInsight	Eco-Audit for phone	Pay per month	Medium	appeals to contractors, only Eco-audit on appstore	only market to contractors	Would market to homes, and business	Bad GUI, Hard website to navigate
Granta	Eco-Audit program	Medium	Low	Has all resources necessary to perform an eco-audit	Very hard to find where to get program; badly made website	Would be an app on phone and would be free	Price was not marketed and most other eco-audit programs were similar to this one
Anguil	Eco-Audit company	High	Medium	Company performs audit on business, not work necessary for user	Only for business, expensive	Would target homes and business rather than just one	Good looking website
Environmental Audits inc.	Eco-Audit company	High	High	Company performs audit on business, not work necessary for user	Only for business, expensive	Would target homes and business rather than just one, and would show products that can improve audit	Good logo, Site was good looking but hard to navigate

Internal	Strengths	Weaknesses
	Easy to buy products after audit	School project, seen as unprofessional
	School project, People want to support schools	Built with limited programs
	Inexpensive	Spread out market, many groups of people in market
External	Opportunities	Threats
	One of two eco-audits on appstore	New eco-audit app comes out on appstore
	Only app marketed to consumers	

Marketing Strategy

Eco-Inform's mission is to create a tool that allows homes to use less energy and have less of an impact on the environment. This tool will be used by all homeowners so they can save money and create eco-friendly homes.

Eco-Inform attempts to create a professional and friendly personality. Eco-Inform's customer service style aims to establish a feel of care. Eco-Inform cares about the user, and it cares about the environment. Eco-Inform cares about the health of homes. Eco-Inform cares, this is the style of Eco-Inform.

Eco-Inform attempts to market to the masses by communicating with businesses that do work with communities. If they like how the app works they will likely recommend the app to their clients and thus spread the use of Eco-Inform.

Objectives	Strategies	Tactics
get 75 downloads on the app store	have app finished by april 1st	give an amount of time ready for people to download
	update people who took the survey about app progress	the green business will tell contacts about app be up to date on social media
	notify green nonprofits about app	the green business will tell contacts about app outreach to green nonprofits
Make \$50 off amazon website	have website completed by april 1st	give an amount of time ready for people to download
	have easy link to website	links from app to website links from social media to website

Operations

There only supply that is needed is a server computer. We will need computers, which I have and can supply. The actual work on the app can be done in an office type space, which I have and is located at my house. My dad is a programmer, and my mom has access to common energy using equipment in homes and business and their energy efficient replacement, both key resources for the development of the ap. In addition, I know how to use the software I would use to program this app.

Management Plan

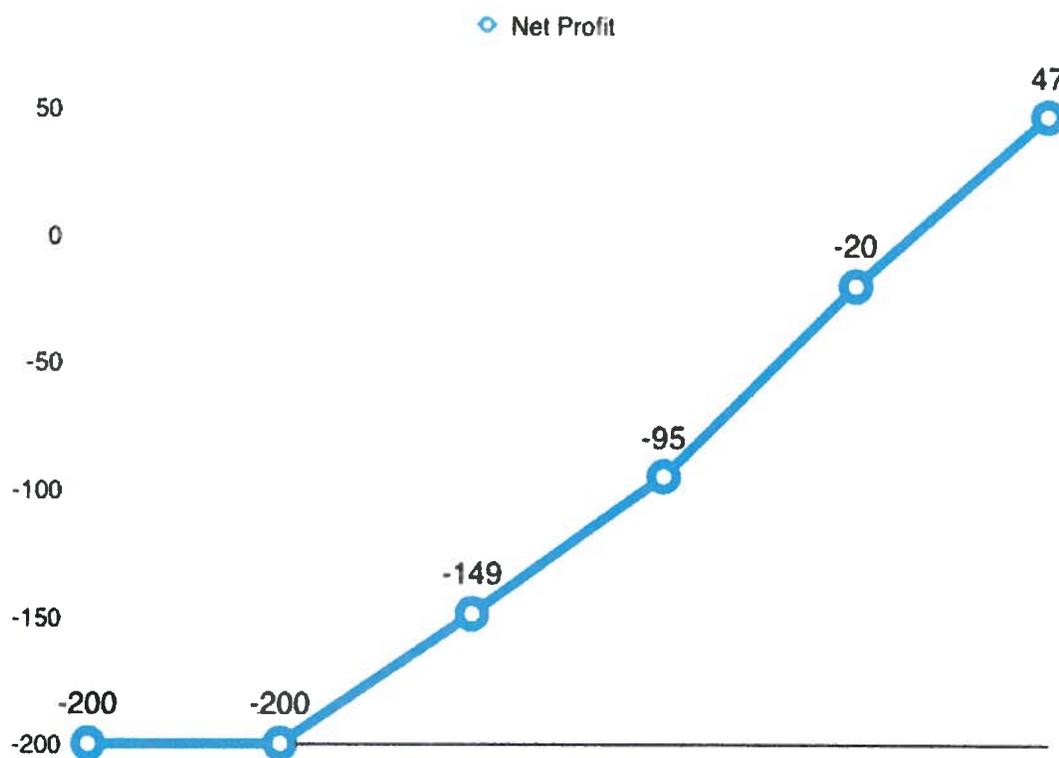
The key positions for eco-inform are a head programmer and a programmer, a graphic designer, and a marketing director. The head programmer and programmer would be in charge of programming the app and developing the website. The graphic designer would create artwork for the app and website and they would also help program the app and website. The marketing director would head outreach with businesses and other outside sources, communicate with consumers needs, and head consumer testing.

The qualifications for each position are limited to basic knowledge of computers. The head programmer would need basic experience with coding, and the mechanics of gamesalad, the program used to develop the app. I will teach the programmer how to use gamesalad. The graphic designer would need to be able to design a professional looking layout for the app. The marketing director would need to be able to consistently communicate with outside sources.

The people that might be in these positions would be fellow students that would apply for the positions. I would be the head programmer as I know how to program and I would be managing the business, The other positions of programmer, graphic designer, and marketing director would be positions that need to be filled by my fellow students.

Financials

	January	February	March	April	May	June
	na	\$(200)	\$(200)	\$(149)	\$(95)	\$(20)
Costs	\$200	\$0	\$0	\$0	\$0	\$0
Sales	\$0	\$0	\$51	\$54	\$75	\$67
Total Profit	\$(200)	\$(200)	\$(149)	\$(95)	\$(20)	\$47



The amount of start up capital for this business is \$200. This will be used to buy a server computer, a domain name and the licence fee for the app. The rest of the materials I am able to supply, such as the computers and the software for developing the app.

Conclusion

There is high demand for an eco-audit app such as Eco-Inform. At the moment there exists no app like this. As mentioned above consumers are interested in an app such as Eco-Inform. If Eco-Inform were on the app store, consumers would be able to save the environment by simply making their homes more efficient. An app like this is needed for consumers, so they can save money and the environment.

Eco-Inform is a business that requires very little capital to start and can begin to make money as soon as the app and the website are operational. It has almost no other competitors. There is only one on the appstore. I have all the resources needed to go ahead with development, and have access to networks of people that will be interested in the app. Eco-Inform requires next to no work to keep it up and running and it can still generate income as long as it is in the app store and the website is operational.