



**Technovation** iridescent  
**CANADA**

## Unit 8 – Business Plan and Demos

# Review

- ➔ Weekly Check in
- ➔ Share with the group
  - Update on your app
  - Marketing plans





TARGET

FINANCE

COMMUNICATION

GOAL

STRATEGY

TEAMWORK

LEADERSHIP

PRODUCTS

PROFIT

BUSINESS

MARKETING

PLAN

INNOVATION

SOLUTION

WORK

SUCCESS

ORGANISATION

INSPIRE

PEOPLE

IDEAS

SERVICE

# Learning Objectives

- ➔ **Only senior teams need a business plan**
- ➔ **What makes up a business plan**
- ➔ **How to create a business plan**



# What is a Business Plan?

- ➔ Document that describes your business and strategy
- ➔ Brings together what you have learned:
  - Types of businesses
  - Product plans
  - Market research and marketing plan
  - Business model revenue and costs
- ➔ **Uses the information in your workbook!**

# Business Plan Sections

- ➔ Executive summary
- ➔ Company description
- ➔ Products description
- ➔ Market analysis
- ➔ Strategy & implementation
- ➔ Team
- ➔ Financial plan & projections



# Executive Summary

- ➔ Short concise description – Like the trailer of a movie!
- ➔ Engage the reader in your business
- ➔ Write it last to summarize the plan
- ➔ Include:
  - Your business name and location
  - The products and/or services offered
  - The purpose of your business plan

# Company Description

- ➔ The kind of business you are
- ➔ Your company's mission statement
- ➔ The important people in your business and the roles they play
- ➔ An overview of what you plan to sell and who your market will be
- ➔ A brief history of how your business was created
- ➔ Outline what you want to accomplish in the immediate future



# Products

- ➔ A description of your app, emphasizing the specific benefits to the customer
- ➔ An explanation of how your app has advantages over the competition
- ➔ Product development:
  - Current stage of development
  - Information about how the product will be built and distributed to the customer
  - Plans that may lead to new products and services

# Market Analysis

- ➔ Description of the market:
  - Who are the key competitors?
  - How you think your mobile app will perform and why?
- ➔ Customer research: A sketch of your customers, including size and demographics
- ➔ Competitor analysis: a detailed evaluation, highlighting their strengths and weaknesses, how will your app stand against these competitors

# Strategy

- ➔ An explanation of how you will reach target customers and enter the market
- ➔ Details about pricing, promotions, and distribution of the app
- ➔ An explanation of company operations
- ➔ Information on number and types of employees you currently have or will need

# Team

- ➔ Information about the team: names, roles, background and skills, past experience
  - You can come up with your job titles, like Chief Executive Officer (CEO) or Chief Technical Officer (CTO). You can get creative with it too, like Chief Idea Maker!
- ➔ List of any advisors, mentors

# Financial Plan & Projection

- ➔ How much money you have now and how will you be using it
- ➔ How much money you'll need and what goals you have set for them
- ➔ How much money do you plan to make in the next 3-5 years and how (profit projection)

# Who will read your Business Plan?

You will submit your business plans to a panel of judges for review.

- The judges will provide feedback based on the rubric
- Judges are technology and business professionals
- They will read several business plans – keep it concise and engaging!



# Sample Plans

- ➔ [Team AMEKA](#) SafeGuard Driving
- ➔ [Team AAT](#) ConcussionChecker
- ➔ [Team California Coders](#) loc8 don8
- ➔ [Team New Dork](#) GroGreen
- ➔ [Team WoCo](#) PraisePop
- ➔ [Team Changers](#) ChangEd

# Demos





# Objectives

- ➔ What makes a good demo video
- ➔ How to develop an outline for demo video
- ➔ Practical tips on how to create a demo video

# Demo Requirements

- ➔ Video can be up to 2 minutes
- ➔ Clearly demonstrate the app functionality
- ➔ Highlight the unique features of your app
- ➔ Focus on the user interface, show navigation
  - Judges will be using this video to understand how your app works and how a user will experience it
- ➔ The video must be uploaded to YouTube or Vimeo and URL shared in your Technovation submission. Can be [private or unlisted](#), only people with the URL can see it.

# Inspiration - Previous Submissions

- ➔ [Team Byte Me - My Nurse](#) (2014)
  - Good use of speeding up the video to demonstrate all the features
- ➔ [Northgate STEM - Unwind](#) (2014)
  - App gives good help text that shows the features of the app without needing narration
- ➔ [Team AMEKA - Safe Guard Driving](#) (2015)
  - Thorough walk through and good use of video editing
- ➔ [.comPote - Active Citizen](#) (2016)
  - Narration is clear and concise; efficiently goes through all the app features

# Activity: Planning Your Demo

- ➔ How should your video start?
  - ➔ How should your video wrap up?
  - ➔ What features should you emphasize?
  - ➔ What methods should you use to convey your message?
- 
- ➔ 5 Minutes

# Create a Storyboard

- ➔ Introduce the app - 1-2 sentences
- ➔ Introduce the solution your app provides - explain what your app does, demonstrate the features using the [technical checklist](#).
- ➔ Prove that it works - show it the way a user might interact with it.
- ➔ Note: If your app is not complete, that's okay! Show off as much as you can.



# Have a script

- ➔ Know what you want to say
- ➔ Have your key points written out
- ➔ Evolve your script as you get more things working in your app

# Producing Your Demo

- ➔ Screenshots – take a few high quality screen shots to show details or zoom in on areas
- ➔ Screen recording – video your app being used. Use your finger to guide viewer's attention
- ➔ Demonstration – you can put in a short skit or other aids to show how and why a user would interact with the app



# Finishing Touches

- ➔ Create a voice over to explain your demo
- ➔ Edit, revise and improve your demo
- ➔ Show it to your mentor, friends, family, potential customers
  - Refine based on their feedback
- ➔ Upload final video to Youtube or Vimeo
- ➔ Share on your Technovation submission

# Next Steps

- ➔ Start your business plan
- ➔ Keep developing your app
- ➔ Plan your demo

