

Spark – Business Plan Write Up  
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Devising Spark’s business plan was a fairly straight-forward task since both our customer segments and our channels of distribution are very plainly laid out. We operate in the model of a typical mobile licensing platform, giving both individual teachers and entire school districts ways to purchase and utilize Spark for their educational needs. This is done by handing out licenses via our website and allowing for app download from both the app store and our website. Upon launch, Spark will target pre-K and elementary schools to distribute our app as they seem to be the two customer segments who will use our app the most according to our needfinding.

A majority of our revenue will come from license purchases, both by individual teachers and school districts. We considered the option of including advertisements, but we felt that would not only deter from our user experience but also counter the very mission of Spark – to allow for this quick capture of student moments in a classroom. Additionally, we also keep the parent app as being free of charge so that we lower the barriers to entry and encourage use. With regards to cost, aside from server space and employee salaries, there is not much here. In the future when we expand Spark, we will require the hiring of more software developers and designers as we extend the idea of Spark to other fields outside of education.