HOPE, DISCOUNT APP:
FUND GENERATION USING WINDOWS PHONE BASED DISCOUNT APPLICATION TARGETING BUSINESSES

LOOKING BEYOND DISASTER INTERNATIONAL YOUTH FORUM 4

Action Plan

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Vision

- Lead the Information Technology industry in integration of entrepreneurial endeavors with advocating awareness and social development charity work.

Mission

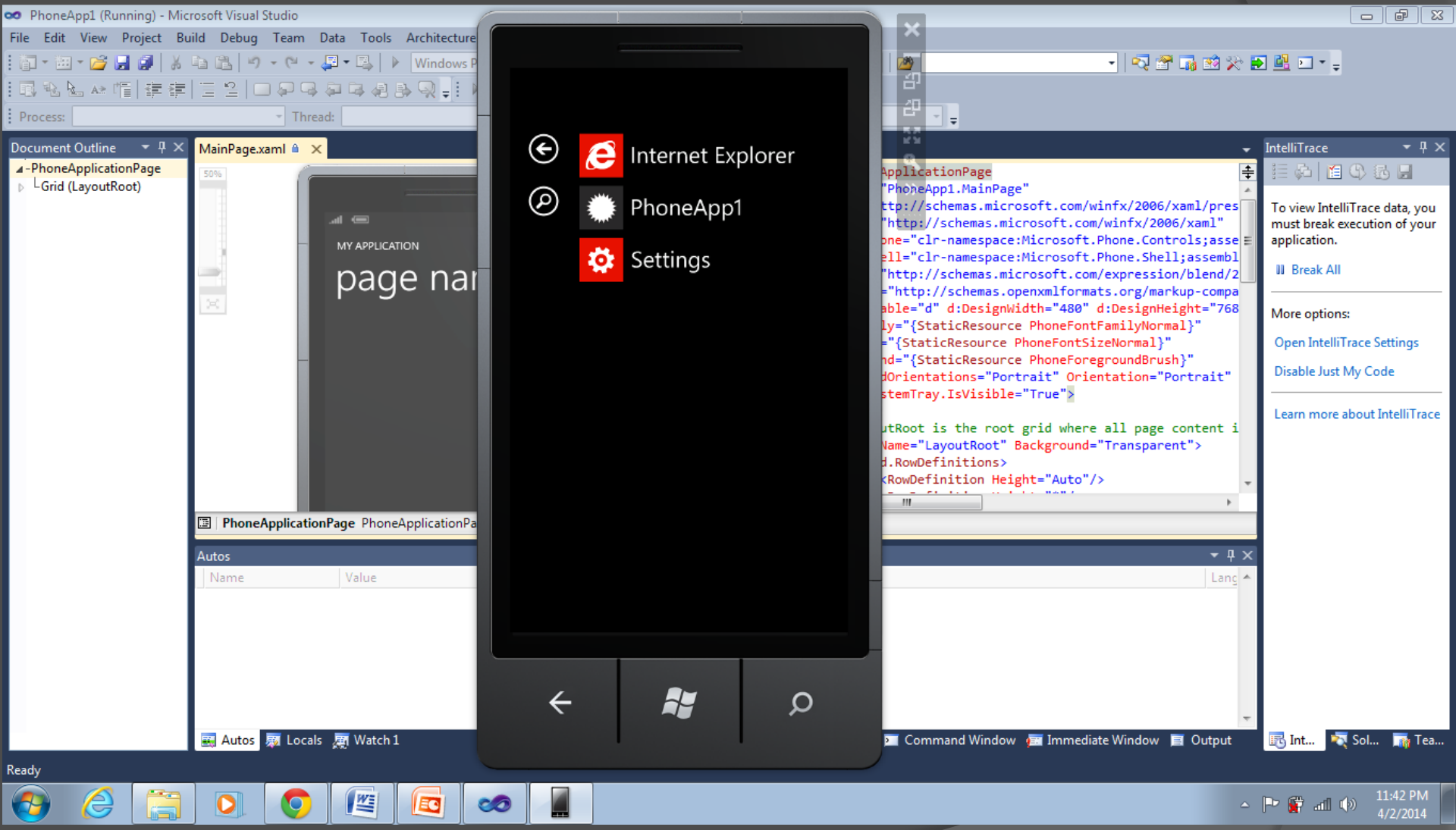
- Generate funds for disaster prevention, preparedness, management and recovery.
- Provide information and access to current technologies on survival and recovery inventions
- Build strategies and systems on how to attract consumers in income generating entrepreneurial endeavors using information technology
- Also to help the community.

Some samples of current inventions that can be shown on the app

LIGHT FROM PLASTIC BOTTLE USING WATER AND BLEACH

LIFESTRAW WATER FILTER

16 YR OLD FILIPINO-CANADIAN ANN MAKOSINSKI INVENTS FLASHLIGHT POWERED BY HEAT FROM THE HANDS


PhoneApp1 (Running) - Microsoft Visual Studio
File Edit View Project Build Debug Team Data Tools Architecture
Document Outline
PhoneApplicationPage
Grid (LayoutRoot)
MainPage.xaml
MY APPLICATION
page nar
PhoneApplicationPage PhoneApplicationPa
Internet Explorer
PhoneApp1
Settings
IntelliTrace
To view IntelliTrace data, you must break execution of your application.
Break All
More options:
Open IntelliTrace Settings
Disable Just My Code
Learn more about IntelliTrace
Autos
Name
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Command Window Immediate Window Output
Ready
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4/2/2014

Rationale

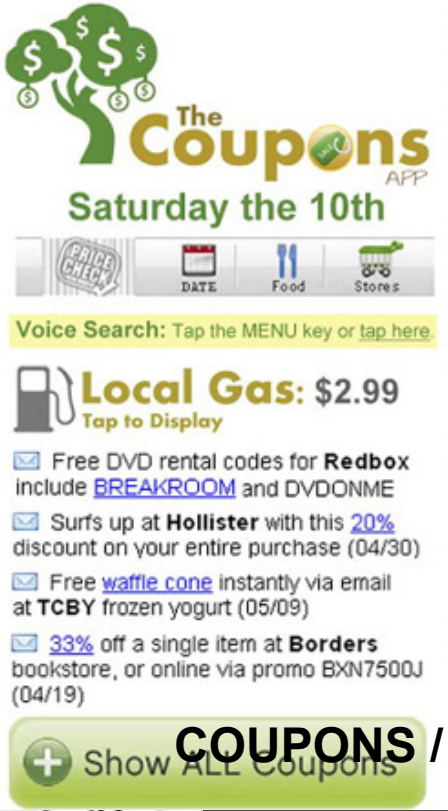
- Funding is a big issue on helping the community in times of disasters and disaster prevention.
- Having a mobile app business is lucrative (so it is financially sustainable).

Overview

- The mobile app would give information about establishment discounts and sales that can only be received through the cell phone app by generating cell phone barcodes that can be scanned in the stores.
- It is a very good marketing strategy since you are able to provide customers direct view of items that are on sale without going to the store.
- The mobile app is also able to give general information, location, products and services of your brand.
- Caters to retailers, coffee shops and food establishments.
- It helps small businesses to be known by consumers.
- Link customers to social development organizations to be potential donors.

BARCODE SCANNER

BARCODE



ADVERTISEMENTS / LOCATION MAPS
PRODUCT INFORMATION

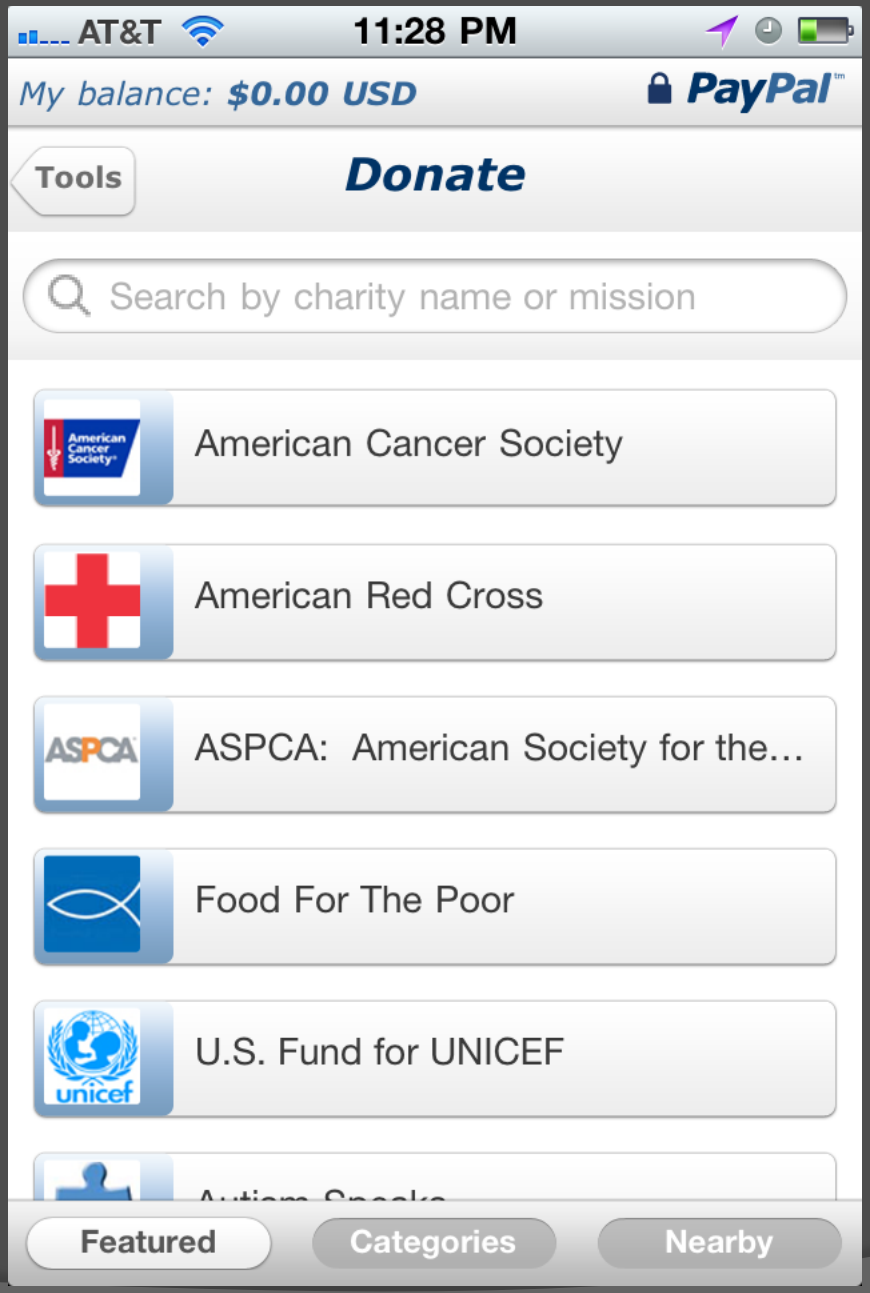
COUPONS / DISCOUNTS

Objectives

- Develop a mobile application that lets small businesses give information on their discounts, location, and general information about products and services in the form of advertisements for their brand.
- It lets the consumers get to know their brand by giving discounts to attract customers.
- To provide an interactive and a new enjoyable experience in shopping because of windows 8.1 platform
- Gain income not only through services from small businesses for but also from banners for advertisements on the mobile app
- Provide information to mobile application users that a portion of the proceeds from the revenue generated from the mobile app is given to target communities in need of aid.

Objectives (continued)

- Portion of Fees for services and income received from advertisements will be given to target communities in need of aid.
- Educate customers about social development organizations through the app and become potential donors
- Provide options to mobile application users for giving donations directly using the app through bank transactions.
- Link other organization such as the Red Cross in the mobile app and provide information on the organizations background, general information, location and contact information.



PROVIDES DESCRIPTION AND LINKS TO ORGANIZATIONS TO EDUCATE CONSUMERS ABOUT THE ORGANIZATIONS OPERATIONS. GIVES OPTION TO DIRECTLY DONATE THROUGH BANK TRANSACTIONS

Implementation Plan 2014-2015

- Raise funds for optimal equipment to design the App. April-June
- System development (Systems development life cycle, planning, diagrams, design, coding, testing) June-Aug.
- Become partners with Microsoft in developing the mobile application. Get corporate sponsorship and test implementation on sample data and hardware. Aug-Dec
- Once the mobile application is made, set up meetings with Robinsons / SM department store heads and purchasers to introduce marketing plans and integrating the application on their existing system. Educate Store heads in the partnership would be for a good cause. Dec 2014-Feb 2015

Budget

- Under consideration and preparation
- Can develop with own time
- Need funds for distribution

Source of Funds

- Microsoft sponsorship
- Otherwise just use own funds for computer and own time for design

Partnerships

- Microsoft
- SM department store
- Robinsons department store
- IT developers

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