

2019 BUSINESS PLAN UPDATE

BUSINESS GOALS REVISED

Our original App concept was aimed at helping everyday people meet UN Sustainable Development Global Goals:

- 12 Responsible Consumption and Production
- 13 Climate Action
- 14 Life Below Water
- 15 Life on Land

We decided to refocus and concentrate on UN Global Goal 12 because if we succeed here the other 3 goals will automatically be accomplished.

PROTOTYPE to FINAL PRODUCT

We sought further feedback from children aged 10-12 in February and revised our App colour Scheme.

We have a fully functioning App with the TRACKER Working.

We added tips to the TRACKER when items reach a set level to prompt the user to investigate the ideas screen.

APP TO MARKET

We launched our App on social media in February: Instagram, Twitter and Facebook.

We designed and launched our website: www.p-cubed.org to educate young Queenslanders.

We launched our App on Google Play Store in March.

We are awaiting approval from Apple App Store for our App to be available.

We investigated Trade Marking the App but it was not economically feasible as our App is a not for profit App and will remain this way.

SWOT ANALYSIS UPDATE

To overcome our main weakness of very few resources and not having any financial support we wrote to 20 local businesses seeking sponsorship. This was successful and HostLocal have helped us convert our 'Weebly' website account into a our www.p-cubed.org account which redirects viewers to our original website. This has allowed our *branding* to become well known when our App name is searched on the internet.

BUILDING PARTNERSHIPS in OUR COMMUNITY

We became Tangalooma EcoMarine Ambassadors.

We participated in Clean Up Australia Day.

We will be presenting our App concept to the Brisbane City Council (BCC) in May.