

CREATIVE BUSINESS PROJECT: PROPOSAL

Student Name: Oliver Brierley-Jones

Student Number: 1903196

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Module Lecturer: Steve Cole

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Introduction

For my Creative Business Project I will be creating a business plan for a digital platform providing a music-related entertainment service. The business plan will be for a smart-phone app which uses the science behind how different frequencies of sound/music can affect the brain in order to enhance concentration, improve mood and mental health. By the end of the business proposal I hope to be able to conclude whether or not the app would be successful in the marketplace.

The Problem The Business Solves

Research has shown that 75% of women can't reach an orgasm via sexual intercourse alone and 10-15% fail to reach an orgasm entirely (Donaldson James, 2009). A few reasons for this include trauma/mental health, unhappy relationships and impatience (Castleman, 2016). The app will aim to find a solution to this problem by helping women let go of sexual intimacy issues, achieve an orgasm and gain more enjoyment from sex. The app will use music technologies such as binaural beats, guided meditation/hypnosis and 432 hz frequencies, which are most commonly used in the mental health industry to reduce stress, anxiety and sleep insomnia, but instead these technologies will be adapted for use within the bedroom. The idea is to help women become more present in the moment/mindful so they are not distracted by other thoughts, and to activate the parts of the brain which are responsible for unlocking the subconscious mental state.

The Opportunity

The business plan has a lot of potential opportunities to succeed. Firstly, many women suffer from this issue and have done for a long time. Therefore, there should be a large market for the product and many people would be willing to try it. Secondly, the market for general meditation and wellbeing is huge, valued at over \$1bn in the USA and is

growing quickly, expected to be worth over \$2bn by 2018 (Marketdata LLC, cited in LaRosa 2019). So people are already well-aware of the power of meditation and I believe this would be well translated into the sexual-help market. Thirdly, the health and fitness app market is expected to grow by 9.34% year-over-year in 2020, clearly health and fitness apps are becoming more popular.

Methodology

I will use both qualitative and quantitative research to form my business plan. I plan on conducting one-on-one interviews with Tileyard's New Technology Lecturer, Zohe Mustafa, to gain knowledge on the best ways to market apps and to understand more about the app industry and advice on how to move forward. I would also like to interview experts in sexology, the human brain and the music technologies mentioned previously to understand more about women's sexual problems and how the technology could be tailored to help fix it.

I will also use focus groups and surveys aimed at the target market to ask more specific questions. From this I aim to discover what women view as being the reason why they have sexual difficulties, whether or not an app like mine would help them, demand for the app, demographics and psychographics etc. I imagine the majority of my research will come from already existing documents and studies. This will mainly be previous studies around women's sexology and psychology, and existing research on how the music technologies work.

Throughout my primary research I will need to be aware that this could be a sensitive topic for many, and so some subjects may not be honest with their answers. I predict this would result in less women admitting to experiencing the problem or being dishonest with their reasoning.

Aims & Objectives

From conducting the research I hope to gather a lot of primary data answering very specific questions which hopefully will support a positive potential for a successful app. I hope to find that sexual issues in women arise more from mental issues rather than physical issues, and that the app's musical technology would not only work, but there would be demand for it. I predict this will be the case, however, I think users of the app will need to be educated about the music technology in order for it to be most effective.

From a business and logistical perspective, I aim to find out how long an app like this would take to build, the costs involved, the team members needed and an overall plan. The ultimate goal is to form a full business plan backed by supportive data that is ready to pitch to an investment board.

Literature Review

I will need to read some of the leading books on mobile-app entrepreneurship and app marketing/advertising. This is to help me gain better insight into the process of app building and advice on the layout and user journey of app design, this will connect with the New Technologies module of the academic study. I will read white-papers on the science behind how the music technologies work, in order to discover ways in which I might be able to tailor the technology for my intended use. I would also like to read articles on how to choose brand names and how different types of branding can affect the brain.

It will also be important to review the legal aspects for the intellectual property of the music that is used in the app and whether or not I will need to own the music or license it from 3rd parties (and what licenses are needed to do so). This will connect the project to the Legal and Business Affairs module of the academic study. It may also be

beneficial to study the mobile-app economy and market leaders, this will connect the project to the Economics module of the course. I will also need to have a basic understanding of female sexology and psychology, and so I will find some online articles or entry-level education books to study.

It should be stated that these are only a few of the literature options I will need to review and I predict that as my planning continues I will find new areas that I will need to read about.

Constraints Of Research

One problem I may face is that sexology and psychology are very complex medical and scientific studies which only trained professionals such as doctors can have a solid understanding of. However, this project is for a business plan and so it should not be too much of an issue as long as I am able to gain a basic understanding of the areas of the subject that are needed to form the plan for the app. Secondly, the topic of sex could be seen as sensitive and private for many women. As a result of this, the main problem I may face when researching is either bias results or unwilling participants.

References

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