

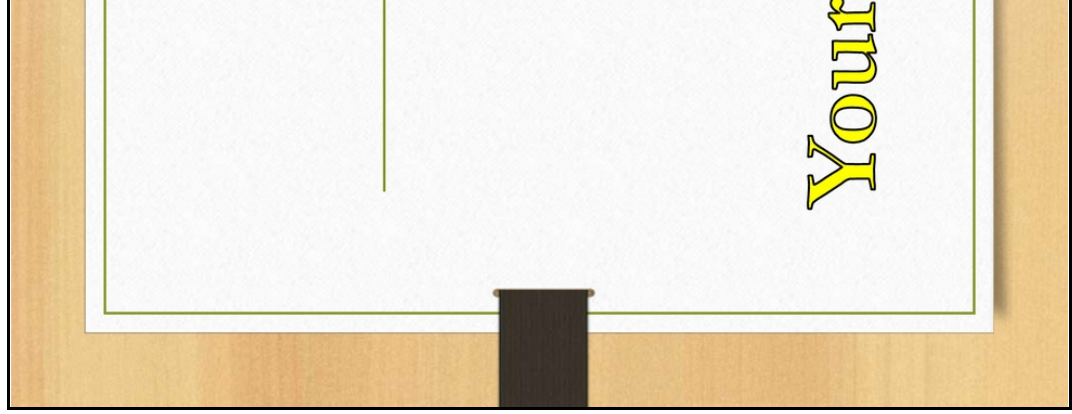
Lewis Ireson I&E Pitch, SECTIONS MARKED

by Lewis Ireson

FILE	6284_LEWIS_IRESON_LEWIS_IRESON_IE_PITCH__SECTIONS_MARKED_ 96044_692482513.PPTX		
TIME SUBMITTED	22-MAY-2018 12:00AM (UTC+0100)	WORD COUNT	964
SUBMISSION ID	89694248	CHARACTER COUNT	5950



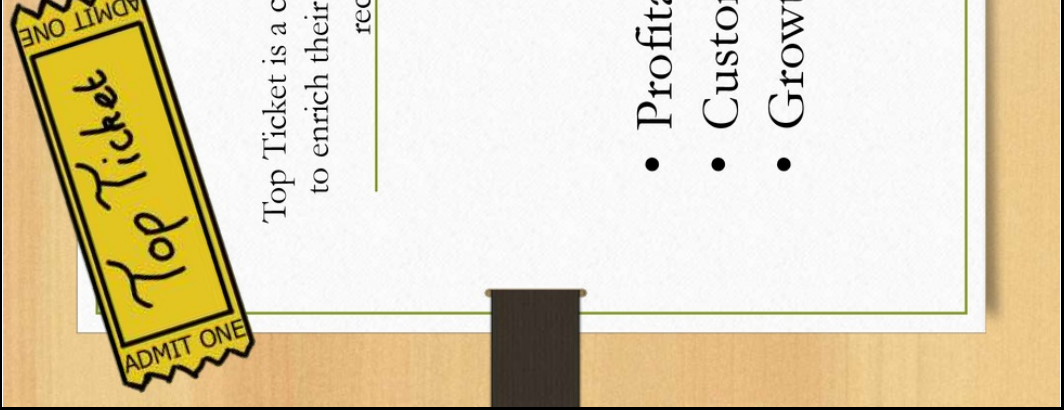
One Way Ticket To Success



company devoted to providing products of high quality and high accessibility to customers looking day to day lives. Our goal is to become a recognised name and provide tools that everybody can recognise and use. Our goal is to ease the stress of life and moderate company growth.

- Take pride in all aspects of a products creation – From inception to maintenance
- Provide a unique and helpful service through our products to customers
- Embrace innovative ideas equally
- Ensure all staff have ample opportunities to develop their skills and contribute to the company's growth
- Ensure complete customer satisfaction, from quality products to providing a trustworthy service

ability
mer Satisfaction
th



Food Scout

supermarket comparison tools
interactive maps of a store and a
nearby
across stores using location based

Inspirations...

★

London Euston
→ Manchester Piccadilly

16:20 → 18:28
£11.60

16:40 → 18:49
£11.60
On time Standing only

17:00 → 19:07
£11.60
Cancelled

Plat. 1

Plat. 3

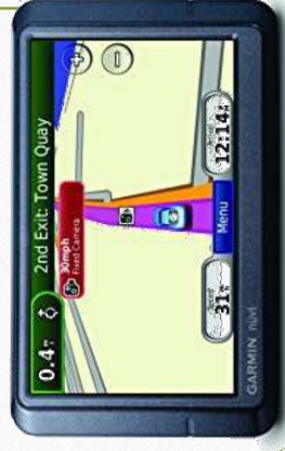
Plat. 1

15:35 → 17:43
London Euston
Manchester Piccadilly

16:00
On time

16:00
London Euston
Platform 5
Seats free
At the back of the train

We've found alternative travel times at a cheaper price
Be quick, they sell out fast!



- An evolution of
- Provide complete product's location
- Compare prices & filters

on with supermarkets?

user collated database

d database requires a large active userbase?

eliminary period to collect initial data, allowing data available at launch

rmarket collaboration?

as a long term goal for the project

A



Since 1899

Londis

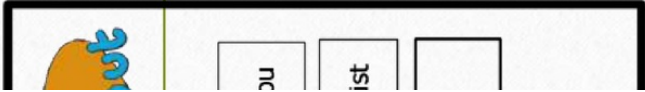
CO
OP



- Collaboratio
- Use a t
- User collate
- Run pr
- Future super
- Taken :

ASDA

Sainsbury



← Stores	
	Store Name - Location
	Store Name - Location
	Store Name - Location
	Store Name - Location
	Store Name - Location
	Store Name - Location

1

2



Product Name

Description

In Stock! ☒

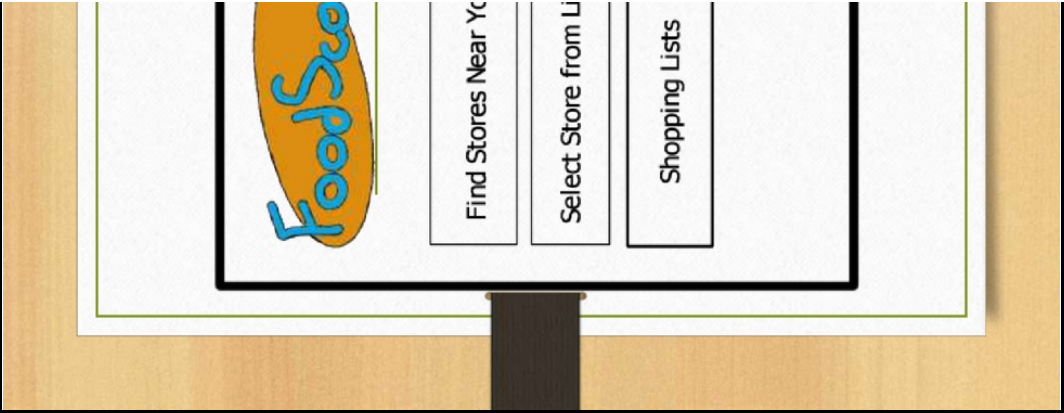
Reported Price: £3

! Reported deal!

Deal description

Related products.

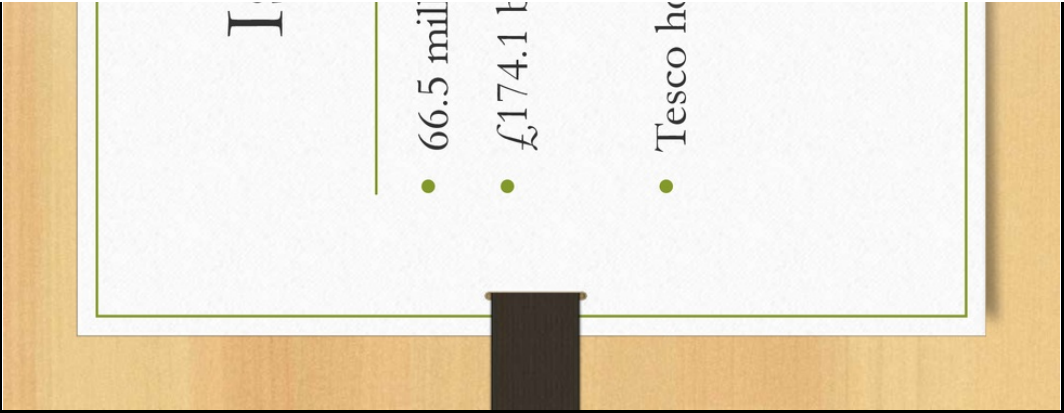
← Products	
	Product Name
	Product Name
	Product Name
	Product Name
	Product Name
	Product Name



Is There a Market for FoodScout?

10 million people live in the United Kingdom
£10 billion revenue made from grocery retailers in 2017
FoodScout has 3,739 stores around the United Kingdom





FoodScout's Competitors

door Positioning system

PHILIPS

n Lille, France

ves

avigation

Philips's Inc

- Testing in
- Light wa
- Timely n

Food Scout

- Cost of
- Cost of
- The use

FoodScout's Marketing Plan

testing

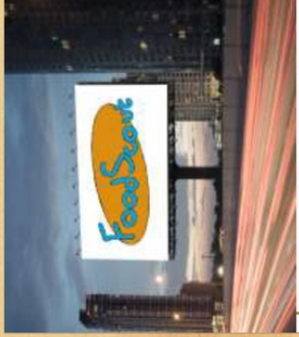


YouTube

advertising



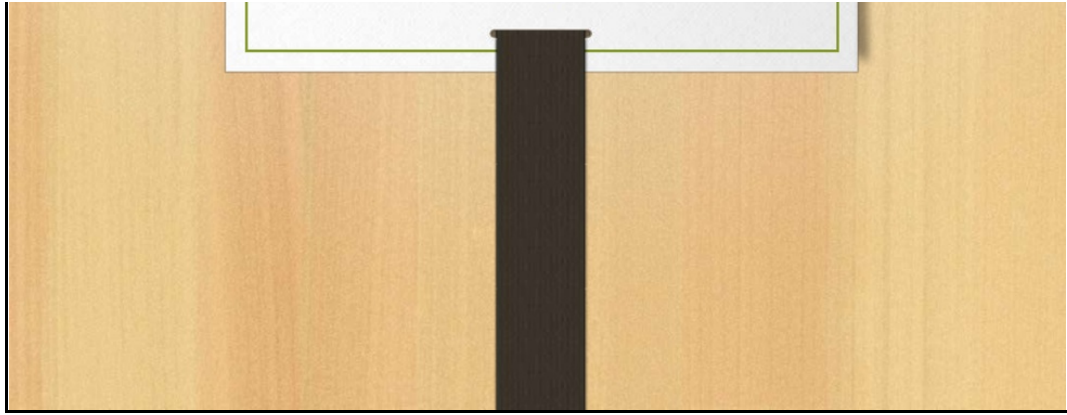
advertising



- Product
- In-store
- Online a

Financial Plan, Management, and Operations

SECTION BY LEWIS IRESON





Cash-flow Forecast:

the start-up funding required

space not necessary for startup, however could be a cost to consider later in
rent if more employees required

for travel considered, however costs would be kept as low as possible

ity of financial endorsement from clients



- Very little
- Office space development
- Funding
- Possibilities

SECTION BY LEWIS IRESON



Cash-flow Forecast:

overhead costs

ould begin locally and expand further, minimizing travel and further research

for hiring employees for graphic design, accounting and possibly
ncy

osting, app store/play store costs



- Very low
- Costs con
- Potential
consultar
- Website l

SECTION BY LEWIS IRESON



Cash-flow Forecast:

no direct costs

: app development complexity must be considered, iterative approach
7 for keeping costs low

management handled internally

of marketing potentially handled by clients



- Almost n
- However
necessary
- Project n
- Majority

SECTION BY LEWIS IRESON



Cash-flow Forecast:

es of cash inflow through application usage

enerated through the use of non intrusive advertisements within the application is the
ish inflow for the project

tle as 30% of an average estimate of 2500 shoppers per day using the app, ad revenue
p to £200 per month in a single high traffic supermarkets.

e is dependent on the popularity of the app and amount of ad revenue per click. (Avg
mobile applications is £0.30 - £0.40)



- Two sources
- Revenue generated from primary care
- With as little as 10% of total revenue could be used for patient care
- This figure is based on the 2014 CPC for primary care

SECTION BY LEWIS IRESON



Cash-flow Forecast:

7 inflow from paid version of the application would also help to increase revenue, come with some issues.

ons of free apps which remove ads do not draw many users

ow that users would not pay even £1 annually to remove ads from regularly used ns, however a one time payment may be more effective.

paid, ad-free version also lowers the potential ad revenue over all



- Secondary but does c
- Paid versio
- Studies sh application
- Having a]

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Cash-flow Forecast Figures:

1	startup funding required:	£500
2	total inflow for first year:	£6058
3	total outflow for first year:	£965
4	net cash flow for first year:	£5093



- Potentia
- Forecast
- Forecast
- Forecast

SECTION BY LEWIS IRESON

Management and Operations:

Key requirements

Knowledge and understanding of software development techniques and practice

• Mobile application development skills such as user interface design and backend computing for databases or security

• Capabilities with some knowledge of basic retail areas

• Financial experience or handling of expenses, profits through creation of documents such as cashflow forecasts and spreadsheets

• A key requirement for some graphic design capabilities for marketing and company image



- Minimum s
- Knowle
- Specific
- Busines
- Basic fi
balance
- Potenti

SECTION BY LEWIS IRESON

Management and Operations:

ises and Working arrangements

new employees a possibility in the future, however for startup our team structure is satisfactory

need for trademarking, patents, other IPR considerations

development handled by all members in iterative fashion

marketing, and project management shared out among team

meetings to discuss the development of working arrangements and business structure

velopment possible, however office space could be necessary in the future



- Business Premi
- Need for
- Potential
- Software
- Finance, 1
- Frequent
- Home de

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GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

67/100

Instructor

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GRADING FORM: UWTSD GRADING FORM

LEWIS IRESON

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1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.

- Citations. Reference list.



4

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.



Cash-flow Distribution Business considerations.
Management and operations.

18

3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.



Financial analysis. Business analysis. Staffing.

17

4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.



Cash-flow key considerations.

10

5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.



Very well spoken. Very good contact / delivery to audience. Clear consistent slides. - Text could be larger on some slides.

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