

Part 1: Business Plan

BUSINESS PLAN



Fulfilled Family App

Source: Llewellyn-Jones (2025)

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Executive Summary

Business Summary

My business idea is to develop a **multi-purpose App** to support **families**.
I will be marketing my App to **busy parents**, which will offer **several services**:

- Parental controls for children's devices
- tracking children's location
- Sharable family planner
- Family meal planning
- Access to resources to support children's emotional wellbeing
- Monitor and encourage physical activity
- Access to online books and support family reading time
- Personalised activity ideas

The App will be called the **Fulfilled Family** App.
I have chosen to use the **aspirational** word 'fulfilled' as this may appeal to parents.
Using the word 'family' in the name, will mean that the App will appear in searches for family related Apps.
The App icon clearly shows a family, making the App **clearly identifiable** to families.

The icon stands out with it's use of bright rainbow colours.



Business Aims

Short-term:

Appoint an experienced AI Developer to develop software for the App.

Market the App through advertising on parenting websites and social media.

Mid-term:

Increase App subscriptions and the services provided by the App.

Long-term:

Recognition as the go-to App for parents.

Continue to expand services.

Financial Summary

I am looking to finance the development of my business through **Equity**, raising finance through **investors**.

I will require sufficient **investment** to **develop** the **App software** and to **market** the App.

A little about me

I have decided to start this business because I genuinely believe that I can support other busy parents to support their children. O'Sullivan (2015) discusses the increasing significance of social enterprise, as predicted by Peter Drucker. The term social entrepreneur was first introduced by Joseph Banks in 1972, and describes how a business can address social problems (Iyigun, 2019).

I have worked with children in various roles for over 25 years, meaning that I have a wealth of knowledge and experience that I am keen to share. I have also been a parent for over 22 years, meaning that I have an excellent understanding of the needs of parents, and the services that they would want.

I have experience in several different settings, working with babies, toddlers, pre-school children and even primary school aged children aged 4-11 years. I also have experience of working with children who have special educational needs or disabilities.

My vast experience ensures that I have useful knowledge of child development and I have developed essential skills for working alongside parents to support their children.

According to the Early Years Coalition (2021) parents are children's first and most enduring educators.

I am therefore excellently placed to understand the needs of children and how parents can be supported to create the very best home environment for their children. With this knowledge and understanding, I am committed to developing my business into a useful App that families will rely upon.

The Market

Children, their families and practitioners are faced with new challenges, as a result of children's increasing engagement with new technology.

According to BBC News (10/2/25) more than 25% of 3 and 4 year olds own a smart phone.

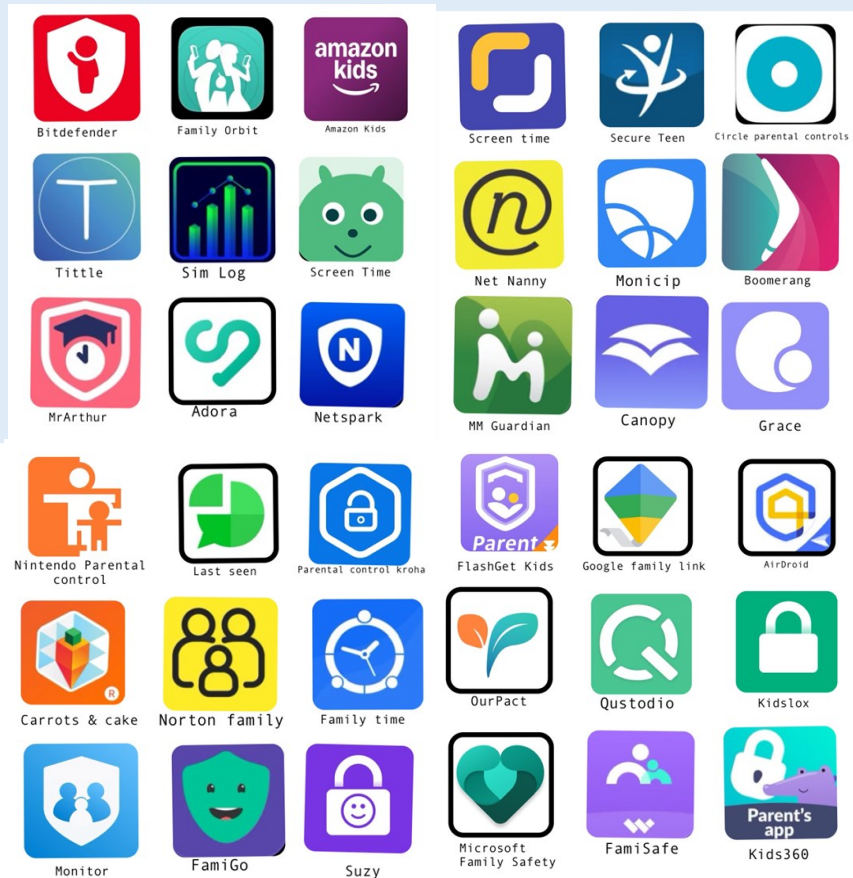
According to Modern Marketing Partners (2025)

“67% of parents download parenting or family-focussed apps to manage daily tasks or monitor their kids' online activity. These apps are not just tools; they are lifelines for modern families juggling busy schedules.”

Market Research

I have conducted some desk research to see what Apps are already available:

On the App Store I have found **more than 50 Apps** which help parents to set **parental controls** on their children's devices, to either **limit screen time** or to **block content**. These Apps are **mostly free**.



Source: App Store

I have also found several Apps which track the location of children. These Apps are all free.



Source: App Store

There are also several Apps which help parents to record their babies' daily routine and track their milestones. These Apps also provide parents with information about typical development.



Source: App Store

There are also reading Apps, which provide access to online books.



Source: App Store

There are also very many Apps to support home learning, but these Apps tend to focus on one area of learning, such as phonics or maths .



Source: App Store



Source: App Store

There are also Apps that share family calendars.

So what is the service on offer?

A **multi-purpose** App for parents to **support busy families**.

The App uses **AI** to **personalise content** for families to offer the very best experience for users.

The App will enable parents to keep their child **safe** by **tracking their location** and **blocking unsuitable online content** on devices, as well as offering **advice about online safety**.

The App can also **limit children's screen time** and give advice about how much screen time is appropriate. Online safety is increasingly a concern for parents, as is **excessive screen time** for young children. The potential consequences of too much screen time is very topical at the moment, with many articles in the news and with the introduction of the Online Safety Act (2023).

The App helps parents to **foster a love of reading** and supports them to make daily reading a part of their **daily routine**. The App suggests age-appropriate stories, and even offers **access to a range of online books**.

The Social Mobility Commission (2022) states that through simple interactions, guided play and reading together, **parents can improve their child's oracy skills**. The Commission states that parents' lack of confidence is often a key factor in determining their level of interaction with their child. **The App will support parents to interact and read with their child**, supporting them to make daily reading part of their everyday routine.

The App supports families to be more **active** and can **track physical activity**. The App also **suggests family activities** that are age- appropriate and AI considers factors such as individual interests, location, the season or weather, budget etc.

The App can help with **family meal planning**, helping with organisation, budgeting and **promoting a healthy lifestyle**.

The App **supports children's emotional wellbeing** by suggesting social stories, online resources or potential activities to support during times of difficulty, such as bereavement, bullying, family break-up etc.

Marketing Strategy



I will be marketing my App to parents.

The App will be available in the App Store.

I will advertise my App on social media and parenting sites.

I will be appealing to busy parents, who want support.

My App is unique, because it will bring together a multitude of services in one App.

Competitor Analysis

Co-parenting Apps: Our Family Wizard - £9 per month
 We Parent - £19.99 per month
 2Houses - £24.99 per month
 Talking Parents - £12-£29 per month

Reading Apps: Audible - £10 per month
 Kindle - £9.99 per month
 Galatea - £4.99 - £17.99 per month

Meal planning Apps: Mealtime plans and Recipes -£ 2.99 per month
 Healthy Eating and Meal Planner - £4.99
 Eat this month - £6.99 per month
 KURT Recipes and Meal Planner - £4.99

Many tracking and parental control Apps are free

Source: The App Store

My App will combine many of these services and more, so the price should reflect this.

Financial Considerations

I am looking to finance the development of my business through **Equity**, raising finance through investors.

The level of investment required rules out personal, family or crowdfunding as a potential source of finance, and I do not believe that my business would be eligible for a Government Grant.

I have accessed the **British Business Bank** to generate a list of potential investors, and visited **The Better Business Finance** website, for impartial advice about securing finance.

Costs

Research and Development	According to Indeed (10.2.25) an AI Developer in the UK earns £40,000 - £70,000 per year.
Marketing	The App will be available through the App store and will be advertised on Social Media and parenting sites.
Wage for me	I will be working full-time for the business initially.
Income	The App will generate a monthly fee from subscribers. (The App store will take a commission from this)

Challenges

I have considered potential financial challenges, through PEST Analysis:

P olitical factors	Internet safety and the effect of Covid on Early Education are increasingly in the news.
E conomic factors	Increasing costs are placing an additional burden on families.
S ocial factors	Parents are increasingly becoming aware of research into the negative impact of excessive screen time for young children.
T echnical factors	New advances in technology may lead to additional costs.

Living in a VUCA World (Volatility, Uncertainty, Complexity and Ambiguity) also poses potential challenges that must be considered.

Part 2: Critical Analysis of Business Plan

I would like to start by considering the layout of the Business Plan. The Business Plan is easy to navigate as it has a contents page and clearly identifiable headings and subheadings. Key points are in bold text, and the content is clear and concise. The addition of the Executive Summary at the start of the Business Plan enables readers to immediately develop an understanding of the key points of the proposed business.

The pages are blue, this design feature is deliberate. According to Indeed (2025), blue is a popular choice for businesses, as the colour gives an impression of reliability and sincerity. This idea is supported by Fung (2024) who states that blue is a particularly popular choice for technological companies and startups.

A well designed Business Plan is beneficial, but the Business Plan must also be financially feasible for the business to be successful. O'Sullivan (2015) talks about the need for financial success as well as social responsibility.

The Business Plan states that the App will generate income through subscriptions, but further research into similar Apps would be needed to determine the exact cost of subscriptions, and how much profit this could generate. According to Holcombe (2023) 'App monetization' is the process of generating revenue from App users, and many Apps adopt several different methods, such as subscriptions or advertising. Further research would be beneficial to determine the most profitable strategy to undertake.

The App proposed uses Artificial Intelligence to personalise content for the user.

The entrepreneur would need to adhere to the Data Protection Act (2018) since they will be handling personal and sensitive data about the customer and their family. The entrepreneur should also consider guidance on AI and data protection, which was released by the Information Commissioner's Office in 2023.

In addition to ensuring that the App operates within the Data Protection Act, the entrepreneur must also ensure that the settings and guidance provided about internet safety for children is accurate and regularly reviewed. The entrepreneur must adhere to the Online Safety Act (2023), and can also find up-to-date advice on the NSPCC website, the Internet Matters Organisation, and further guidance is available from the Digital Regulation Cooperation Forum (2022).

The personalised content provided by the App is very beneficial for parents and their children, and this benefit makes the App particularly appealing to potential customers. According to Casemore (2018), 'customerizing' or customising experiences for customers will give an advantage over competitors.

There are several potential barriers that may impact on the success of the proposed business detailed in the Business Plan. Firstly, the entrepreneur is very experienced and knowledgeable about working with children and their families, but they do not profess to have any prior knowledge or experience in business. This could impede the venture, if the entrepreneur is not vigilant to seek advice from more knowledgeable sources. The entrepreneur may also be negatively impacted by imposter syndrome (Ladage et al., 2019).

In addition to generating profit, this business is also concerned with social enterprise. Social entrepreneurship blends together economic and social considerations, and is necessary nowadays for social ends (Yilmaz and Yilmaz, 2019).

One social benefit outlined in the Business Plan is the intention to support parents to foster a love of reading and support them to make daily reading a part of their routine, through suggesting age-appropriate stories, and providing access to a range of online books.

The benefits of reading with young children are universally recognised. Reading frequently to young children will enable them to thrive (Development Matters, 2023). The Reading Framework (2023) refers to extensive international research that has identified a range of academic, social and emotional benefit for children who read frequently.

According to the Social Mobility Commission (2022) reading to a child for 15 minutes a day has a positive impact on their development. This is championed by author; Lee Elliot Major in his book; "The good parent-educator" (2021) The Education Policy Institute's Annual Report in 2024, found that at age 5, disadvantaged pupils are on average 4-6 months behind their peers. The Social Mobility Commission (2022) states that through simple interactions, guided play and reading together, parents can improve their child's oracy skills. The Commission states that parents' lack of confidence is often a key factor in determining their level of interaction with their child, so the potential for this App to have a positive impact on children's development through reading at home is great, particularly when considering that this aspect of this Business Plan is unique, with no similar Apps that promote and monitor reading at home.

Another social benefit outlined in the Business Plan is the support for families to be more active and track physical activity. The App can also suggest family activities, after considering factors such as individual interests, location, the season, weather conditions or family budget. Families are facing new challenges as children are spending increasing amounts of time on electronic devices, and leading a more sedentary lifestyle. The World Health Organisation stated in 2019, that children need to sit less and play more in order to grow up healthy. The World Health Organisation recommends: 1 year olds do not look at screens at all. 2-4 year olds should be limited to 1 hour or less of screen time daily.

In 2019, the UK Chief Medical Officer published recommended physical activity guidelines for children aged 0-5 years. Children under 1 year should undertake 30 minutes of tummy time throughout the day, and children aged 1-5 years should undertake 180 minutes of physical activity per day.

Another social benefit outlined in the Business Plan is family meal planning, and helping with the organisation, and budgeting of healthy eating. The NHS website offers guidance on healthy eating for families. According to Unicef (2019) an 'alarming' number of children are suffering the consequences of a poor diet. Supporting families to eat a healthy and balanced diet will be beneficial for health and wellbeing.

Another social benefit outlined in the Business Plan is the potential to support children's emotional wellbeing. According to the Covid 19 mental health and wellbeing surveillance report (UK Government, 2022) some children's mental health and wellbeing has been substantially impacted during the Covid 19 pandemic. The Family and Childcare Trust (2022) highlight how some children have struggled to adapt to new situations and have difficulty socialising with their peers, after lockdown restrictions. Online resources or local community activities could be highlighted to parents to support their child's emotional wellbeing.

In conclusion, the Business Plan is well laid out and contains a substantial amount of information about a unique business idea.

The Business Plan proposes to support children and their families, taking a holistic approach.

The Business Plan is financially viable, as well as being a social enterprise, although further detail and research is required to establish additional details, such as cost.

The business proposed has financial potential, as well as potential benefits for children's development. The scope for potential benefits for children's development is vast, including, emotional wellbeing, literacy, health and fitness. The potential to support parents who are increasingly busy with modern lifestyles is also vast.

According to Hadfield et al. (2015) the number of early years settings and the number of children attending early years settings has vastly increased since 1997. With more children attending an early years setting, family life may be even more chaotic, and an App like the one proposed could be well received.

The potential for the App to personalise content for the family is particularly beneficial and undoubtedly a 'unique selling point' for the service. The Early Years Statutory Framework states that every child is 'unique'. Every customers experience of this service may also be unique, which is a potentially lucrative feature of this Business Plan.

A strength of the Business Plan is that being a technological service rather than a product, allows the service to evolve over time with relative ease. According to Casemore (2018), businesses should continually consult their customers about their needs to ensure that their product evolves and remains desirable. The customisation involved in the App means that the service should always be relevant and beneficial for the customer.

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