

FoodFun Lifeskills Instructional Software

Computer Software Business Plan

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Executive Summary

FoodFun Lifeskills Instructional Software (FoodFun LIS) is a start-up organization whose vision is to create the finest education/entertainment software for non-reading individuals with developmental disabilities. The software product has been designed and created by a Ph.D. veteran of the special education industry, to meet the needs of this special customer segment. The software will be constructive by teaching certain lifeskills and will be fun to use, encouraging the student to use it as often as possible. FoodFun LIS was formed as an Illinois L.L.C. by founder and owner is Sue Altamirankow, Ph.D. and will be based in Chicago.

The Market

FoodFun has identified four distinct market segments that will be interested in the software product. These segments are the most likely consumers of the software. The segments are as follows:

Centers for Independent Living- These centers exist to help train individuals with developmental disabilities to live on their own. The curriculum is often based around four primary lifeskills that are necessary for the individuals to have in order to successfully live independently.

School Districts- All states are required to provide education for students of special needs until they reach the age of 21. The school districts are often the educational providers until the students are 18 and will be interested in FoodFun's software as they help the students obtain fundamental lifeskills.

Proactive Parents- Parents who are taking an active role in the education of their children will be looking for aids that they can use at home to help with their child's learning progress.

Agencies- Many states have formed agencies that act as brokers to connect service providers with individuals. The agencies have generally been formed as a result of a settlement or payout from a lawsuit (including class action).

Parents are expected to purchase only one copy of the program, while the other segments will generally purchase multiple copies/site licenses and are likely to purchase upgrades to subsequent versions.

The Product

Grocery shopping and socialization/leisure are two of the main lifeskills which individuals with developmental disabilities are taught. FoodFun has developed a unique software product that is an effective teaching aid for these important skills. The first component of the software is grocery shopping. This takes the form of a digital cookbook of recipes. Each recipe is represented by a picture. When the student chooses the picture they desire, they then see a list of pictures which are the ingredients and utensils needed to make the dish. The student is then able to print out the pictures and take the pictures to the grocery store, allowing them to shop independently.

The second component is the socialization/leisure time module that provides the user with a choice of many different social events/parties for which they can prepare food. This module allows students to plan for a party (and we know EVERYONE loves to plan for parties) and incorporates music linked to each type of social event to provide entertainment for the user. Many/most individuals with developmental disabilities will receive sheer joy when they click on a social even and hear the music.

Competitive Edge

There are several companies on the market selling educational products for this target segment. FoodFun LIS will leverage their competitive edge by incorporating entertainment into their software product, a means of creating interest and joy while using the software. This interest and joy will increase the amount of time that the students use the software, thereby increasing the effectiveness of the program. FoodFun is convinced that when students enjoy what they are doing they are likely to use the product instead of having to be forced to use it.

Management

FoodFun has been founded and will be led by Dr. Sue Altamirankow. Sue has a Masters and Ph.D. in special education and has been teaching in the university setting for eight years. Her published thesis "Implications in Lifeskill Training for Individuals with Autism" was a ground-breaking paper that carefully studied all aspects of lifeskills. This was the foundation of her idea to start a software company. She realized that she could develop a study aid that would be fun and effective. It would be fun because the students would enjoy using it, it would be effective because it taught important necessary lifeskills to individuals with developmental disabilities who begin to live more independently. FoodFun has forecasted revenues of \$400,397 and \$490,000 for years two and three.



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1.1 Mission

To develop fun-to-use educational software for non-readers with developmental disabilities. Our software will provide lifeskills training that empowers the individuals and make them more independent. We exist to make products that the market demands and have a positive impact on society.

1.2 Keys to Success

Develop educational software that is constructive and fun. If it is not fun, it likely will not be used.

Implement a strong marketing campaign to develop awareness of the software and its benefits within all of the training centers, school districts, brokerages, and among parents.

Design strict financial controls for the organization.

1.3 Objectives

Increase sales by triple for the first two years.

Achieve 20% market penetration by year four.

Assist more than 10,000 different individuals with development disabilities.

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PLAN OUTLINE

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