



# STAY WOKE

**#BUSINESSPLAN**

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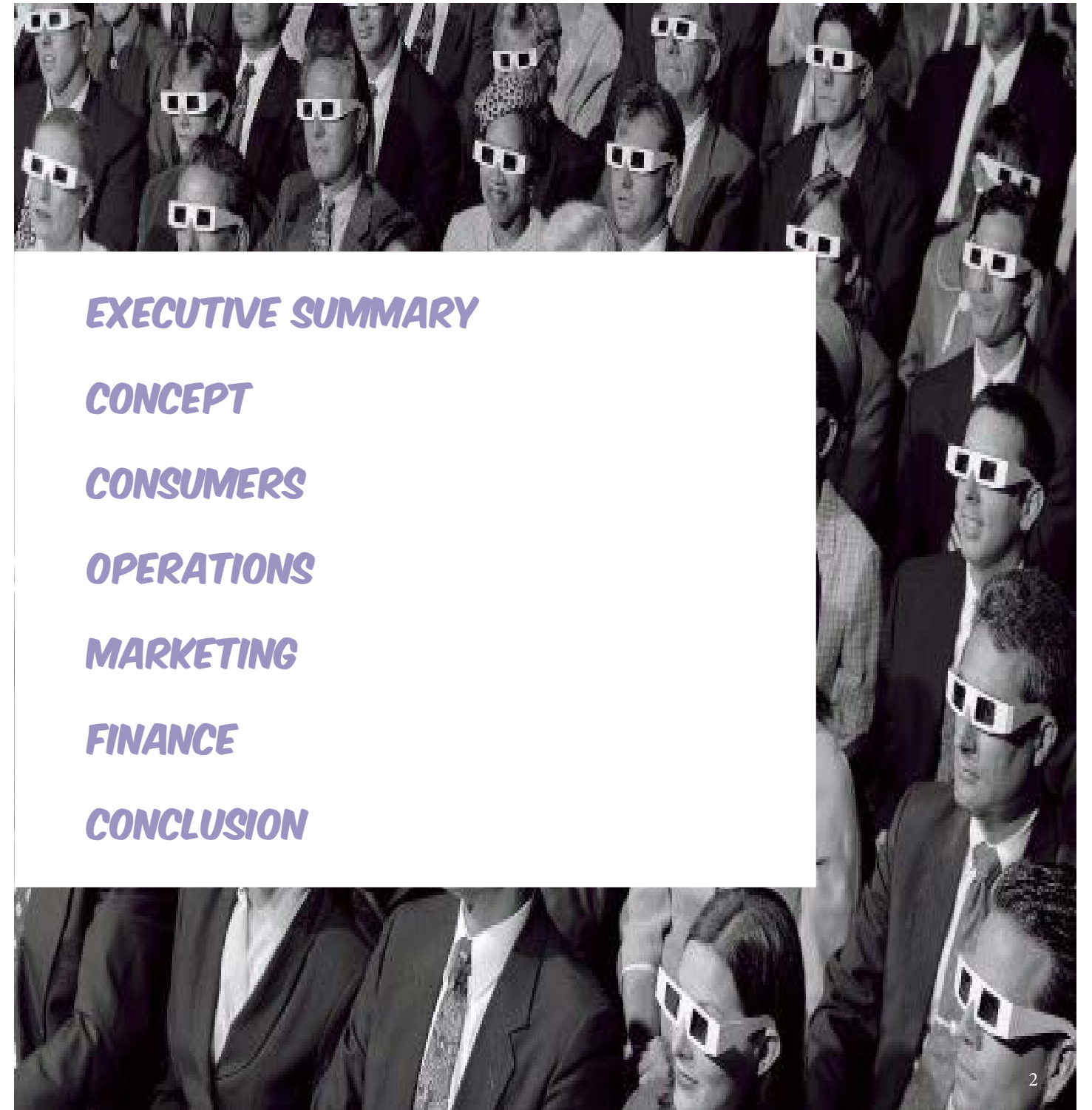
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***STAY WOKE***

***STAY WOKE***

***STAY SAFE***

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# WOKE- STAYING AWARE OF POLITICAL, SOCIAL, CULTURAL AND ECONOMIC ISSUES

(thedebrief, 2018).



## EXECUTIVE SUMMARY

Stay Woke is a news app experience. Stay Wokes values are to Stay Social. Stay Woke and Stay Safe.

Stay Woke helps aid the youth-quake and is a platform for a younger generation to shed light on topics that they may feel are important to them with the power of social media.

The target audience being youthquakers being social media obsessed, protesters and wanting to be socially economically, culturally and politically be in the know have made a gap in the ever growing app market for a need for an app like Stay Woke which is educational, helpful, safe and interactive.

## USP

Stay Woke is an app that fuses the two worlds of important news and social media together, it will constantly be evolving and rising with the more users it gains. Stay woke provides a safe place for the younger generation to educate themselves, get advice and open their minds to

different opinions. Stay Woke provides to its target audience who are social media infatuated but also want to stay informed about current affairs. The app will be a simple efficient design which will be easy to get around but also visually pleasing. Competitors are currently lacking in getting the right balance of the types of news topics and platforms the younger generation want to use and see. The aim of the app is to encourage youths to come together and continue the youth quake.



## VISION

Stay Wokes vision is to be the fastest growing app and a popular safe space tool for youths to open their eyes to the world, share and help one another. Stay Woke will become a movement.

## MISSION

It is Stay Wokes mission to offer the every growing "woke" youths that need to be fuelled with reliable and accurate news that communicates to them in a sophisticated way that will draw the users attention.

## GOALS

Enhance  
Staff exper-  
tise

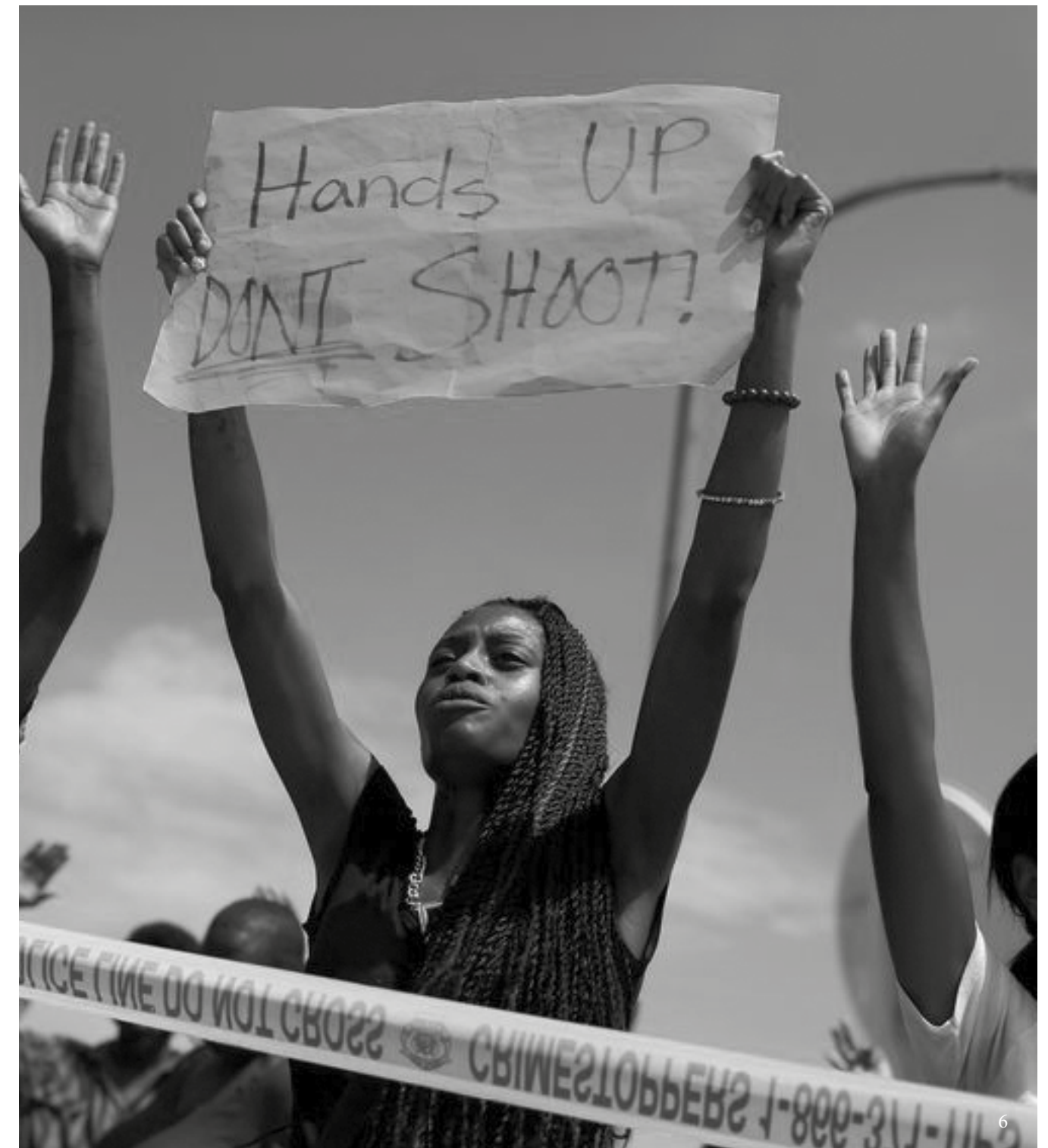
Increase brand  
awareness

Create a safe  
space

## OBJECTIVES

Having a qualified journalist on board will mean that the information that is put on the application will be reliable

Increase brand awareness by using the correct marketing tools for the customer. Once more people are signed up to the app the better idea of the specific customer will be known due to the information that they will have to provide. This will intern mean a better marketing strategy





## CONCEPT

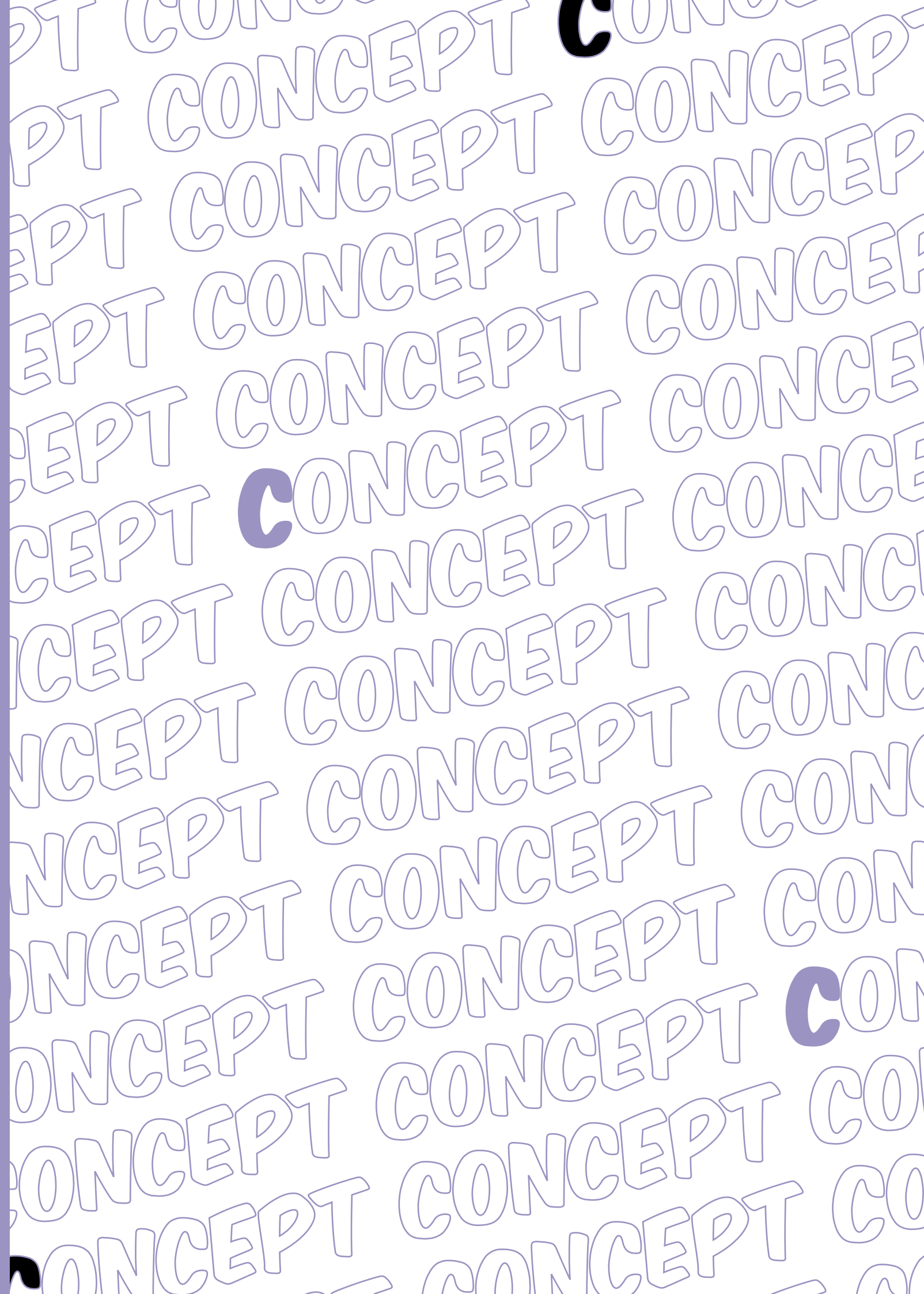
The user will create an account which will need them to fill in compulsory information such as their name, ethnicity and location. Once the information is filled out the main news story page will appear. Users will be able to choose between the educational, news or forum page. The app will feature a forum which will encourage millennial to discuss topics which may be effecting. The idea of "staying woke" stems from the word of 2017 youthquake(oxford dictionary, 2017).

Stay Woke aims to encourage youths to stay educated, help there peers and share information on any topics they find interesting. Youths want to stay up to date with current affairs in a more attractive way on a social platform, the app will give of a community, safe environment feel.

Stay Woke aims to bring the younger generation together in a positive way and to exercise their generation Z and Millennial characteristics in a perfect manner.

Unlike its competitors in the app market, Stay Woke will fuel its users with more important, hidden news and not the typical news that is usually targeted to a young audience being celebrity stories.







# SOCIAL

Users will be able to share current news to their social media accounts or with other users of the app. There will be an option for users to favourite new articles and forums. This will be a tool for students to save news for research purposes. Users will be able to click onto the stories to get a short snippet video or small write up. If users want to know more about the article they can simply swipe up. The news that the app will be presenting will be a celebrity-free zone compared to its competitors such as Buzz Feeds. Stay Woke will present news that is cultural, political, social, economical, and even controversial. Stay Woke will cover news that will have a huge effect on its youth and will cover news that is deemed as "hidden" such as "The Libya Slave Trade" which was not covered by any of the most prominent news platforms such as BBC News.

# EDUCATE/LOCATE

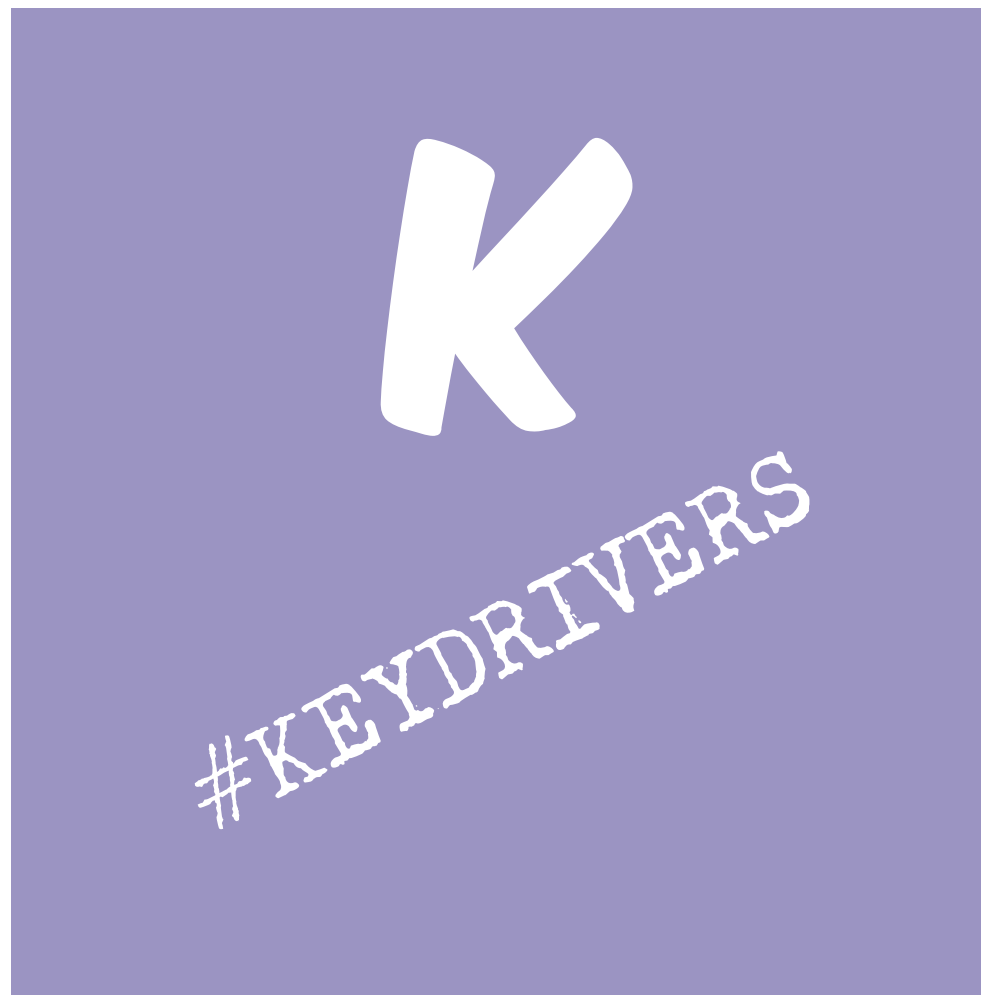
The educational feature is tool that users can learn important information which will target different cities and town in the United Kingdom to join and learn. The educational feature will give youths facts on how to deal with youth issues such as black men 'knowing your rights in regards to stop and searches' . Not only will information be available on the app but 'Stay Woke' will specify classes that may be going on in its user's area such as, police brutality classes and mock interview classes. The app will give users the choice to put on their location to provide its user with a class near them. This intergrated Stay Wokes value of staying social.

OPERATIONS

# DISCOVER

Stay Woke's forum will inspire youths to speak up about issues that their peers may be facing and understand other peoples situations. Rowan Davis, a young transgender activist states, " In my experience, the internet has been transformative in the way I understand the world. It gives us the tools to think about why there is oppression in the first place." (vice, 2017). The forum is there for users to help each other and ask questions either publicly or privately. The users will have a choice to reply in a video format which will appeal to the target audience. As indirect competitor Snapchat has made a mark on the app scene and created a videp trend. This has had a massive effect on what consumers now expect from surrounding social media apps. In 2017, apps such as Facebook, Instagram and Whatsapp have now included a video feature to their apps, consumers now expect to have a video feature on an app(mintel, 2017).

**BRYONY BEYNON, THE CO-DIRECTOR OF A STREET HARASSMENT ORGANIZATION ACKNOWLEDGES THAT "SHARING STORIES IS WHAT SOCIAL MEDIA IS ALL ABOUT", SHE ALSO STATES THAT "THERE'S NO SUBSTITUTE FOR GETTING OUT INTO THE STREETS AND MEETING OTHER ACTIVISTS DOING GOOD WORK". HER GUIDANCE TO YOUTHS IS TO "MAKE SURE YOU HAVE THE TOUGH CONVERSATIONS IN THE REAL WORLD, NOT JUST ON SOCIAL MEDIA." (I-D MAGAZINE, 2017)**



## YOUTHQUAKE

Oxford dictionary revealed the word 'youthquake' being the word of 2017. The world saw a huge 400% increase between 2016 and 2017. Youthquake means the highlighted increase of awareness of today's youths influence in political, cultural and economic change. 2017 has evidently been a year of social change and awakens for millennial(oxford dictionary, 2017).

Jeremy Corbyn got the attention of youths by using artists that appeal to a younger crowd to talk about topics such as social injustice, race, and housing. The strategy to engage youth worked as youth turnout leapt from 43% to 64% being the highest levels since 1997. This has had a knock on affect to encourage youths to speak out about political, social and economical issues(Telegraph, 2017).

## YOUTH CHALLENGES

Youths of today are suffering great levels of tribulations that they have to face in different aspects of their life. Research proves a small amount of these factors being; drugs and alcohol use; mental health issues; growing up in a single mother household; obesity; gang violence; debt and the most significant factor of 2018 so far being low employment rates. Unemployment rates in 2018 are three times higher. The prospect for youths is not looking promising concerning unemployment rates, and this is a considerable amount of pressure for 16 to 25 year old in the united kingdom, as they will have to deal with that on top of striving for physical and mental health wellbeing.

Studies suggest that barriers that youth of today have to face to achieve economic freedom, well being and support is not in proportion to the rest of the population(UK youth, 2017).

Youth unemployment rates have been down intensely since the recession. However, the stubbornly elevated unemployment rates are a long terms issues and unfortunately a structural element of the economy in the United Kingdom(Gov, 2017).

## BLACK LIVES MATTER- YOUTH ACTIVISM

Due to the Youthquake, youth activism is now on the rise. More Millenials are becoming more politically, socially and environmentally involved. Due to tools such as social media youths are coming together to speak out in the form of 'E-Activism' which is a form of online activism and campaigning. Youth have taken lead roles in public protests such as black lives matter and are making issues in the world more public(wired, 2017). Black Lives Matter (BLM) is an international activist movement, originating in the African-American community, that campaigns against violence and systemic racism towards black people. Not only are youths standing up on social media but are also making a stance at rallies(blacklivesmatter, 2017)

**"SOCIAL MEDIA IS UNDENIABLY  
GIVING POWER TO YOUTH  
ACTIVISTS"**

(theoddesy, 2018)

**#BLACKLIVESMATTER**

**#METOOCAMPAIGN**

**#BLACKTWITTER**

**#YEAROFTHEWOMEN**

**#HEFORSHE**



# #YOUTHQUAKERS

Youthquakers fall between the age of 15-25 are the teens, the youth and young adults of today's society. They are generation Z and millennials. Youthquakers are social, visual, political and technological. They are a huge 'tribe' which connects being the ones that influence social, economic and cultural alteration. Youthquakers have the command to influence brands, drive social media and be frontrunners. As the earliest aged youthquakers have been born in a disaster period of terrorism, global issues and climate change they have no choice but to spend their first years in a period of social renewal. Youthquakers are students, graduated, employees and consumers of today. (tech, 2017) Youthquakers are social media obsessed. They have either never known the world without a smartphone or social media or have developed up at an early age with having a vast amount of technology in their lives (business linedin, 2017) Youthquakers, growing up in a fast pace environment has influenced their needs for wanting things at a quick speed and has also had a knock-on effect of their very short attention span(-forbes, 2017).





LILI

## Demographic-

Generation: Generation Z

Class: Middle Class

Age: 18

Gender: Female

Level of education? University Student

Occupation: Student/Part time sales assistant

Location: Birmingham City Centre Student

Accommodation

Race/Ethnicity? Mixed Race (Jamaican/English)

## Psychographics

Hobbies/Interest: Really enjoys learning within her Black Studies degree

What Problem are they solving by using your product? Sharing relevant news with its peers

What are the concerns or anxieties the customer may have about your business?

Political Beliefs: Voted for Labor

Values: Elisha believes in quality regardless of race.

Willingness to join a community: She is willing to join the community to help others and raise awareness.

MARKET ANALYSIS

# APP MARKET

Today's mobile app market is an ever growing market which is forecasted to keep growing. Because social media and mobile devices have such a huge influence in life the mobile developer population has increased, and in turn the amount of apps generated has increased too. The income the international mobile app market is forever hitting higher amounts (intel, 2017).

Reports suggest that in 2016 the mobile app market produced £41.1 billion and is set to rise to £189 billion by 2020 this verifies that the universal app market is extreme from being saturated and there is much room for growth (smashing magazine, 2016).

## Consumer Statistics of Mobile Apps in the Global Market

The rise of smartphone users inside the global market have also hit new altitudes and have therefore increased the number of apps being used by consumers (smashing magazine, 2016)

. The Apple App store and Google play being the most prominent app stores on the market. Figures show that 52% of the time consumers spend on their devices is on mobile apps. This show that the app market is generating a noteworthy amount of revenue from the extensive usage

# EDUCATIONAL MARKET

The education app market has a estimated progress amount of 28.15% between 2016 to 2020. A key driver to the growth of the market is the early adoption of smartphones and tablets used. To have a smart phone in this day and age is seen as a norm. Due to this fact the growth the educational app market has increase. There is now a demand for technological tools to be used within the academic sector and will be set to steadily replace traditional notebooks and desktops within classrooms. Studies suggest that devices such as phones are

more suitable to students needs and are more reliable. Learning through a device is more relevant than learning from a traditional book or newspaper.

Educational app is the third most popular segment within the app market which is 9.44% of all live apps on the Apple App Store. The global education market is expected to grow 34.72% between 2014 to 2019 (mobile units, 2017).



**SWOT**

SWOT

	Availability	Strengths	Weakness	Opportunities	Threats
Stay Woke	Stay Woke will Launch in the United Kingdom as an application.	<p>The format of the app will appeal to its target audience by being interactive and about the format will be similar to its indirect competitor SnapChat.</p> <p>Not only will it be educational, but the forum feature will be there for users to communicate and share topics, issues, problems and advice with its peers. Due to the issues that youth have to face up to this will be a safe place that the apps users can speak out and talk about topics which aren't talked about on other news apps such as mental health issues.</p> <p>Unlike its competitor Snapchat, Stay Woke will provide its users with a safe place to use and share information on.</p> <p>Stay Woke is a movement for younger people to open their eyes to current issues and act on them.</p>	<p>As Stay Woke is a new application it will wont start of with the amount of users that its competitors will have.</p> <p>Stay Woke will only be available on one platform being an application.</p>	<p>The application will provide events that will be available for its users and non users to attend. The events will not only provide more revenue for the app but it will also create a buzz for more people to subscribe to the app.</p> <p>‘Stay Woke’ is an app that fuses important news and social media together. Unlike its competitors in the app market, ‘Stay Woke’ will fuel its users with more important, hidden news and not the ‘typical’ news that is usually targeted to a young audience being celebrity stories.</p>	As Stay Woke’s users a free to share, comment and communicate with each other via the forum it is paramount that all comments and communication within the app are positive. The fact that users are so free leaves the app to be susceptible to content risk.
Buzz Feeds	Available as an application and as a website. Buzz Feeds target audience is from ages sixteen to twenty-eight. On the apple app store it is voted four stars out of five.	Highly popular app that provides news Strongly marketed through social media	The news it provides isn’t very specific and can’t be refined Heavily celebrity based	Buzz Feeds already has a young popular audience. They could use this and refine the news to the users needs.	Due to the characteristics of the target audience wanting more educational content this may have an affect on the interest they have in reading the celebrity focused articles.
BBC News-round	Available on television.	BBC news round is a on a well established network and has been available for over ten year’s	<p>Being available on a children’s channel can be a put off for teenagers as they may see it as childish.</p> <p>As its age range starts from very young age the news that it presents will be very much filtered to not distress a younger audience</p>	News round could move to Youtube to attract new, older consumers and grow their audience.	News round has a threat of becoming unpopular very rapidly as it is available on television and that is becoming very unpopular for a younger generation.
Snapchat		Highly popular social networking platform that allows youths to socials in a unique way	The news that it provides is heavily celebrity and Kardashian based and doesn’t report any topics that are social, political, economical or cultural.	As Snapchat has one of the highest user rates the application could potentially make a new update to please its consumers.	<p>Since the recent update Snapchat has recently made in 2018 this has made a dramatic change in the popularity of the application even causing celebrities to speak out about the news design. Over 800, 000 users of Snapchat have signed a petition to reverse the new Snapchat update.</p> <p>Snapchat’s competitors such as Facebook, WhatsApp and Instagram are becoming very similar by using the same video format to encourage its users to interact with each other.</p>



# DIFFERENTIATION

Buzz Feeds	The news that the app will be presenting will be a celebrity-free zone compared to its competitors such as Buzz Feeds. Nineteen-year-old Samantha stated ‘ I am sick of wading through all the celebrity rubbish on news apps to get to the real-life issues affecting the world’. ‘Stay Woke’ will present news that is cultural, political, social, economic, and even controversial. A questionnaire was carried out to 16-25-year-olds asking the question ‘Do youths want to learn more about important news/issues and less about celebrity stories?’. 99% of people said yes, this proves that youths of today want to open their eyes to news and issues that may be social, political, economic or cultural.
BBC Newsround	Stay Woke, unlike News Round will have no filter on news topics as they want to show users the full truths of news topics to awaken peoples minds to know how good or bad a topic may be. Stay Woke’ will cover news that will also have a huge effect on its youth all readers and also cover news that is deemed as ‘hidden’ such as ‘The Libya Slave Trade’ which was not covered by any of the most prominent news platforms including News Round.
Snapchat	Stay Woke’s similarities are that news will appear as ‘stories’. Users will be able to click onto the stories to get a short snippet video or small write up. If users want to know more about the article they can simply swipe up. Unlike Snapchat, Stay Woke will be purely educational and will feature a forum, news and educational section. SNAPCHAT

<b>DIRECT</b>	The direct competitors Buzz Feeds and News Round are both news platforms that target the same young audience as Stay Woke. They both are well established and well known platforms by its consumers however as the target audience is starting to change this puts the competitors at risk of the target audience keeping interest. Buzz Feeds is an app that heavily reports on celebrity news. As the younger generation has more of an interest on political, social and cultural issues in the world this gives them a risk of their consumers losing interest. News Round is a television programme and studies show that the younger generation being their target audience no longer watch as much television. As both direct competitors have a risk of the platform they provide the news and the content this provides a gap within the market suitable for Stay Woke.
<b>INDIRECT</b>	The indirect competitor is snap chat as Stay Woke and Snap chat have a similar format of app. The format of the app is very appealing to the younger target audience as it is interactive and easy to use. The news that it provides is heavily celebrity based and this may put them at risk due to the younger generations characteristics.



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# OPERATIONS

# LOCATION

Stay Woke's head office will be based in Birmingham and will eventually expand to new cities within Europe. Birmingham being the second largest city is a city of new creative and journalists. Birmingham having a cheaper rental prices than London, this makes it very ideal. Birmingham's up and coming journalists and creative will make it much easier to recruit a team to develop the content for Stay Woke.

# REVENUE

Stay Woke will generate most of its revenue from the monthly subscription of its users. Stay Woke will also put on events that will be educational for its users. This will not only generate more revenue but it will also increase the exposure of the business and will eventually grow the users of the app. The events of the app will fuel the number of subscriptions and therefore the revenue. The more user accounts that are made the more insight of the user's information such as age and location can be collated which will eventually shape the marketing strategies used. As the business grows out of the United Kingdom this will generate more users and more events.

# APP MANAGEMENT

To steer away from the risk of having any types of malicious software within the application a daily check of must be kept up to date. Having a team of experts involved in the app design will eliminate the risk of having any malware. The design of the app will have a reflection of its youthful target audience but will also be very user easy.

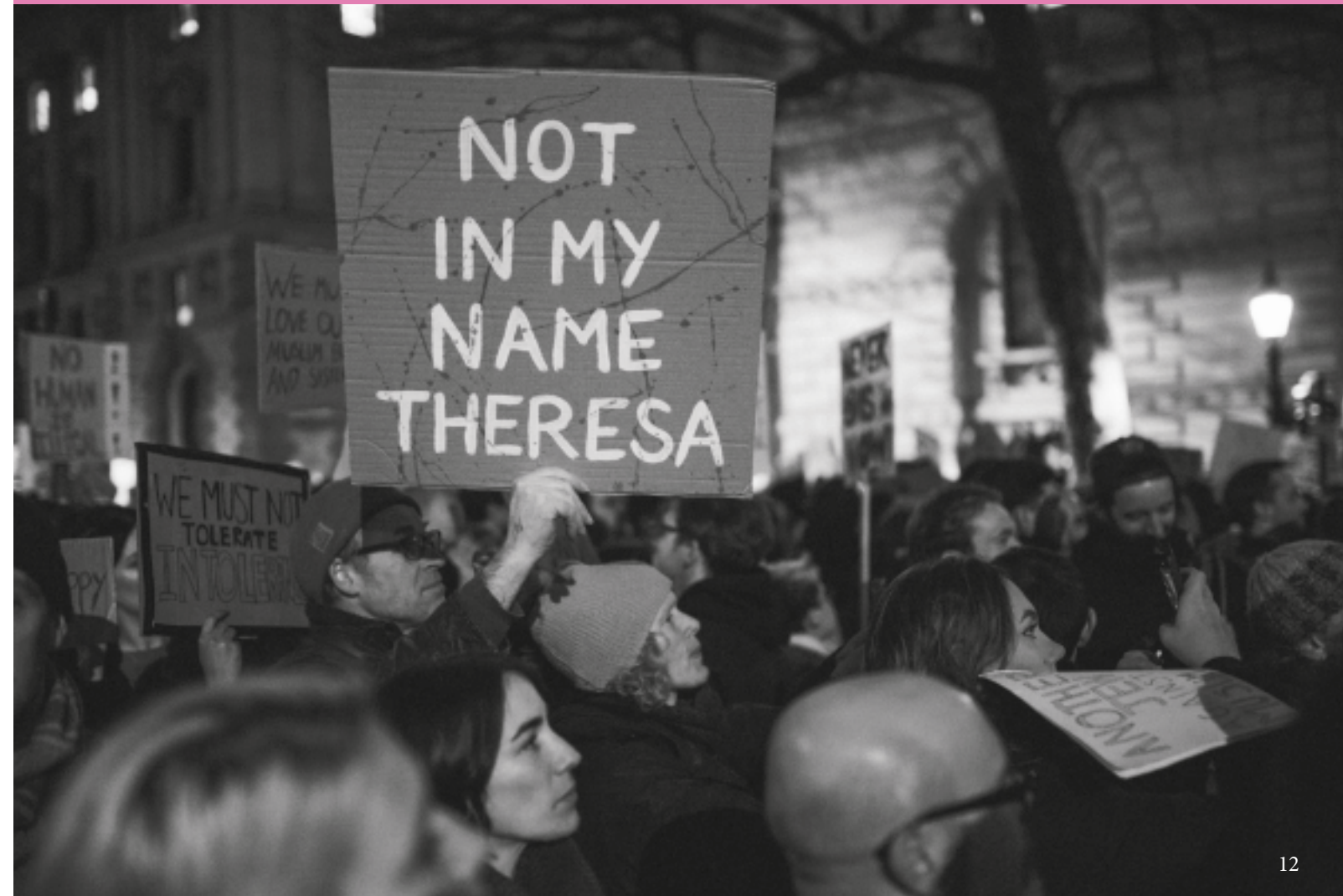
# LAUNCH

Stay Woke will launch on 1st September which is perfect timing for when its youthful target audience will be going back to education.

Stay Woke will launch on popular app stores such as Apple and Play Store. Before the launch 3 months of marketing will occur.



Law/Regulation	What does it do?	What does it mean?
Data Protection Act 1998	Data Protection will control the accumulation and storage of an individual's personal information (gov, 2018).	<p>Must only collect the minimum amount of data that is necessary for the tasks used within the app (gov, 2018).</p> <p>Must not store personal data for any longer than necessary (gov, 2018).</p> <p>The users of the app must be informed about what will happen to their personal data (gov, 2018).</p> <p>Must respond to any users with questions regarding their personal data (gov, 2018).</p>
Privacy and Electronic Communications Regulations 2011	Controls the way that companies use electronic communication through marketing of their product (gov, 2018)	<p>Can not send any marketing emails or texts unless you have the users consent to do so.</p> <p>Not able to tell users to send marketing messages to their peers or give their peers personal information to contact them for marketing reasoning's.</p> <p>Cannot track an application user's location unless anonymised or need the data or perform a service which will involve the consent of the permission (gov, 2018).</p>
Intellectual Property Ownership	Intellectual property, normally just called IP, includes any and all work that is created in the process of developing, marketing, and selling something (gov, 2018).	It is important to make sure app developers sign an agreement which specifies who owns the work created (gov, 2018).
Terms of use	Term of use is used to stop abusive users or accounts. It also enforces rules and guidelines on applications. However it is not required by law (gov, 2018).	Terms of use is a legal agreement where it maintains the rights to stop users from trying to abuse an app and maintain legal rights against potential abusers. (gov, 2018)





#GRIME4  
CORBYN



APP DEVELOPMENT

Research and plan costings

Research the technical functionality of the app. Detiermine what platform to build the app on.

Design the visuals of the app

Build a prototype in order to get a true visual of the visuals and how the app will flow.

Integrate an analytic tool within the app and test it.

Get target users to test the app and eliminate any bugs

Market the app to the target audience and release it.

Upgrade the app with improvements and new features.

CONTENT

### Content Editor

As Stay Wokes users a free to share, comment and communicate with each other via the forum it is paramount that all comments and communication within the app are positive. The fact that users are so free leaves the app to be susceptible to content risk. Within the app team a content editor will monitor the activity of the applications user's activity. If any negative comments are made they will be immediately removed, if any negative comments are made again by the same user they will be blocked from the app for seven days. If the user is found to continue for the third time their account will be removed from the application.

### News Content

Content for the news stories will be weekly to daily and will be planned out weeks in advance. The news editor will be fast at responding to breaking news and will ensure that stories are covered at a high speed to the app for users to read and share with its peers. Creating new and interesting content will be a huge part of keeping users engaged.

STAY WOKE STAFF

PRODUCT MANAGER

DESIGNER

APP DEVELOPER

CONTENT EDITOR

JOURNALIST

MARKETING MANAGER







MARKETING

# 4 P'S

	Product	Place	Price	Promotion
Stay Woke	Application	Available within the UK Available to download on the Apple App Store and Play Store	Stay Woke is a subscription app that will offer its first month for free. After the first months is past it will be £2.99 per month and £1.99 for students.	Stay Woke will be promoted through social media platforms such as Facebook and Instagram.
Buzz Feeds	Application and Website	Available Worldwide  Available to download on the Apple App Store and Play Store	Free	Promoted through Facebook.
BBC News round	Television Programme	Available within the UK Television Programme available to watch on CBBC.	Free	Promoted on the channel CBBC.
Snapchat	Social Media Application	Available Worldwide.	Free	Promoted through the app store.

# Marketing

MARKETING

## JUNE

Generate a buzz of the launch through social Media, Instagram, Twitter and hashtags.

#STAYWOKE  
#BEWOKE  
#BECOMEWOKE

## AUGUST

PR Launch event  
31st august.

## OCTOBER

Promote through educational institutions such as college and universities.

## LAUNCH APP 1ST SEPTEMBER

## JULY

Use hashtags to demonstrate a movement and show target consumers visuals and benefits of the application

Advertise a demo video of the app on Instagram and Facebook. It is important for Stay Woke to promote the experience of the app.

## SEPTEMBER

Advertise through app stores using an app landing page  
Search engine optimisation on app store.

## NOVEMBER

Use email marketing once users have signed up to their first free trial

As the target audience is of a younger generation it is important that the majority of marketing is done through social media in order to target the audience. The power of social media will cause a buzz, demonstrate how to use the app, sell the app and promote student offers and the PR launch event.

STAY WOKE WILL AIM FOR NATURAL GROWTH OF THE AMOUNT OF USERS TO RISE TREMENDOUSLY BY THE FIRST YEAR OF THE APP BEING AVAILABLE. ONCE GROWTH IS AT A STEADY RATE THE APPLICATION WILL BE AVAILABLE WORLDWIDE RATHER THAN JUST WITHIN THE UNITED KINGDOM. THE USE OF THE EVENTS AND MARKETING WILL PUSH THE AMOUNT OF USERS TO RISE. THE EVENTS SIDE OF THE APPLICATION WILL ALSO BECOME A BIGGER PART OF THE APP AS MORE EVENTS WILL BE AVAILABLE WITHIN MORE AREAS FOR MORE USERS TO ATTEND. FROM THE USE OF DATA PROVIDED SUCH AS LOCATION AND AGE THIS WILL MEAN THAT THE APP CAN MAKE MARKETING MORE EFFICIENT TO CREATE MORE GROWTH AND INTERN MORE REVENUE.

# FUTURE GROWTH







# CASH FLOW

[illegible][illegible]



## Finance

The cash flow forecast show the business's incoming and outgoings throughout the twelve months of the financial year. As presented Stay Woke will generate revenue by the monthly subscription charge, events and merchandise. and a start up loan. Stay woke will have to spend money on the app development, marketing, staff and event in order to generate money back.

The maintenance of the app will take place on a yearly rate and will be put into account on the second year forecast.

From July to October the business is in minus however the ending total revenue for the business ends on

£31,647.35

# CONCLUSION

To conclude, Stay Woke is an app that is needed in an ever growing app market targeted at a younger age group who have a huge interest in cultural, political, social and economical issue and are eager to shed light on those topics. However there so no safe platform for youths to use to speak out and feel to free to learn and share. Stay Woke provides a platform that fuses social media and Education together in a interative way. Stay Woke will keep the youthquake going.



