The Student App Challenge Business Report Template

1. Executive Summary (200 words max)

[Provide a short overview of your business idea. Include information about your team, how you decided which app to build, your project goals and results.]

2. Organization and Management (200 words max)
[Describe how you built your team. Explain the different roles in the team and who did what. Explain how the team operated. How did you make decisions? What sort of challenges did you encounter in your team and how did you solve them? If you didn't work in a team, explain how you managed your time and the main challenges you faced.]

3. Your App (300 words max)
[Give a short description of your app and how you chose the name. Explain in detail how you came up with the idea and why. How did you build it and what were the important decisions you made? How is the app different to other apps in the market? Discuss who your audience is intended to be and how that influenced the sort of app you built.]

4. Monetization Strategy (250 words max)
[Provide information on how you chose where to place AdMob ads in your app. Discuss how you optimized your app to increase revenue.]

5. Marketing Strategy (300 words max)
[Discuss your marketing plan: what have you done to promote your app? Are there any strategies that worked better than others? What did you learn?]

6. Results (250 words max)
[Did you achieve your goals? How did your app perform in terms of downloads, revenue and ratings? Which other metrics were important to you?]