CBU BATTLE APPS 2023

WORKBOOK

Student Name: _____

Institution

☐ CBU

☐ Marconi

Program enrolled: _____

Confidentiality

Submission details will be treated confidentially. The Island Sandbox reserve the right to publicly announce the name and project title of those who receive awards for their submissions.

Contact Information:

First: _____

Last: _____

Email: _____

Phone: _____

Address: Street: _____

City: _____

Province: _____

Postal Code: _____

How did you hear about Battle Apps? (select all that apply):

☐ Social Media

☐ Word of Mouth

☐ Professor/Instructor

☐ Poster/Advertisement

☐ Other _____

Value Proposition

1. What type of problem does your App solve?

☐ Personal

☐ Social

☐ Business/Commercial

2. What is the problem your future customers are experiencing?

max 240 characters

3. How does your App solve this problem?

4. What is the benefit of your product or service to the customer?

5. What does your customer want from this product or service?

6. What does your customer need from the product or service?

7. Customer Problem Statement:

I am _____ and I am trying to _____

_____ but _____

_____ because _____

_____ which makes me feel _____

_____

Business Model and Market:

1. Describe the end user of your app (your target customers).

2. Are there any similar Apps available (please list)?

Feature 1

3. How does your product differ from any similar offerings?

4. How do you make money?

5. What market scope do you see for this

☐ app?Worldwide

☐ National

☐ Local

6. What is your TAM? _____

7. Where do they live? _____

8. Moqups Link: _____

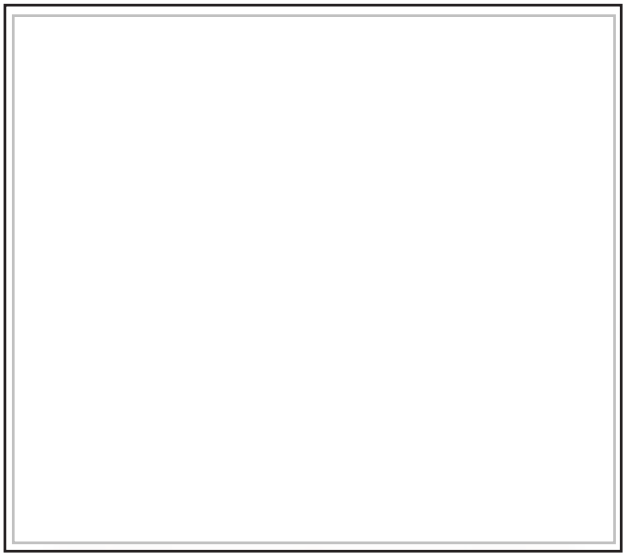
DEVELOPMENT SESSIONS

Session 1
Intro to Battle Apps.
Value Proposition and Mobile App Market.

Session 2
Business Model and Market.
What is the Problem and Who is My Customer?

Sessions 3
The Business and Financing of Mobile Application Development.

Session 4
Prototyping
Wire Framing - No Code Technology
Introduction for Mobile Applications.



Demographics:

Age:

Gender:

Occupation:

Marital status:

Location:

Ethnicity:

Language:

Income:

Education:

Hobbies:

Religions:

Political affiliation:

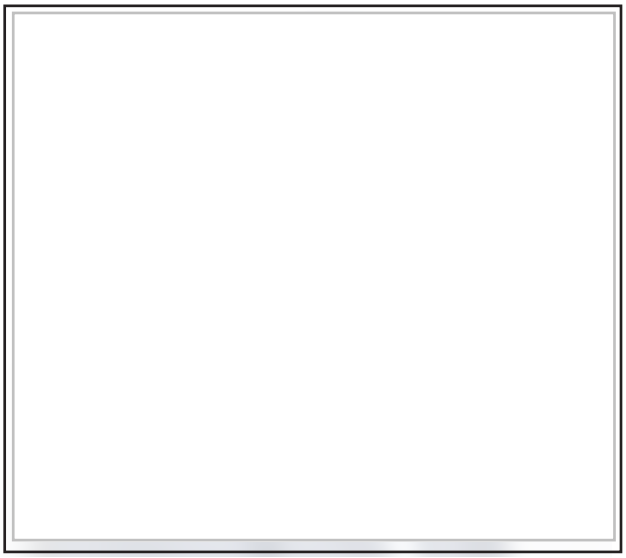
Pain and Problem:

Customer Name:

Customer Description:

Favorite Products/Brands:

Attitudes and Opinions:



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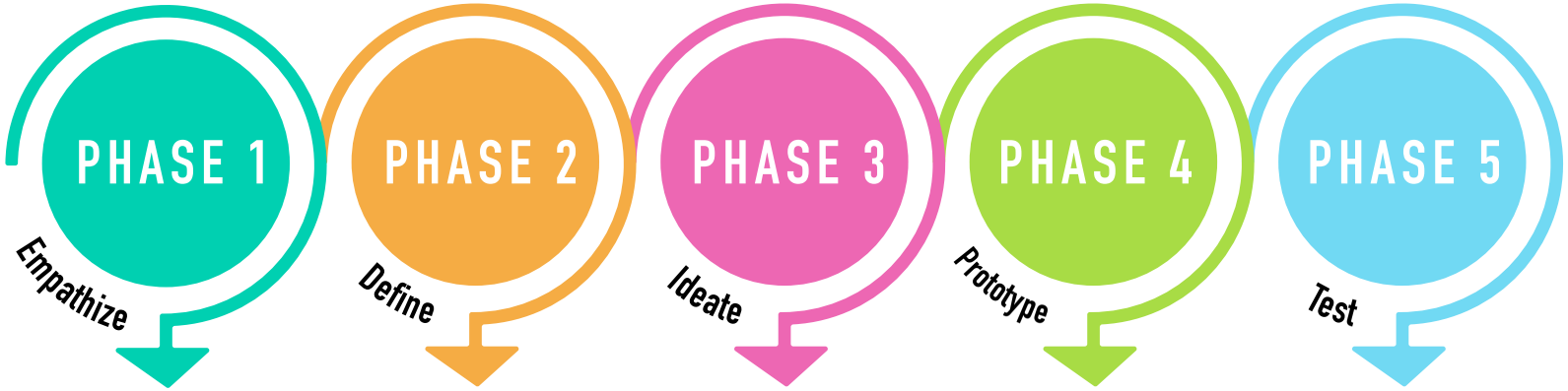
Design Thinking Template



Team Name

Date

LEAN BUSINESS MODEL

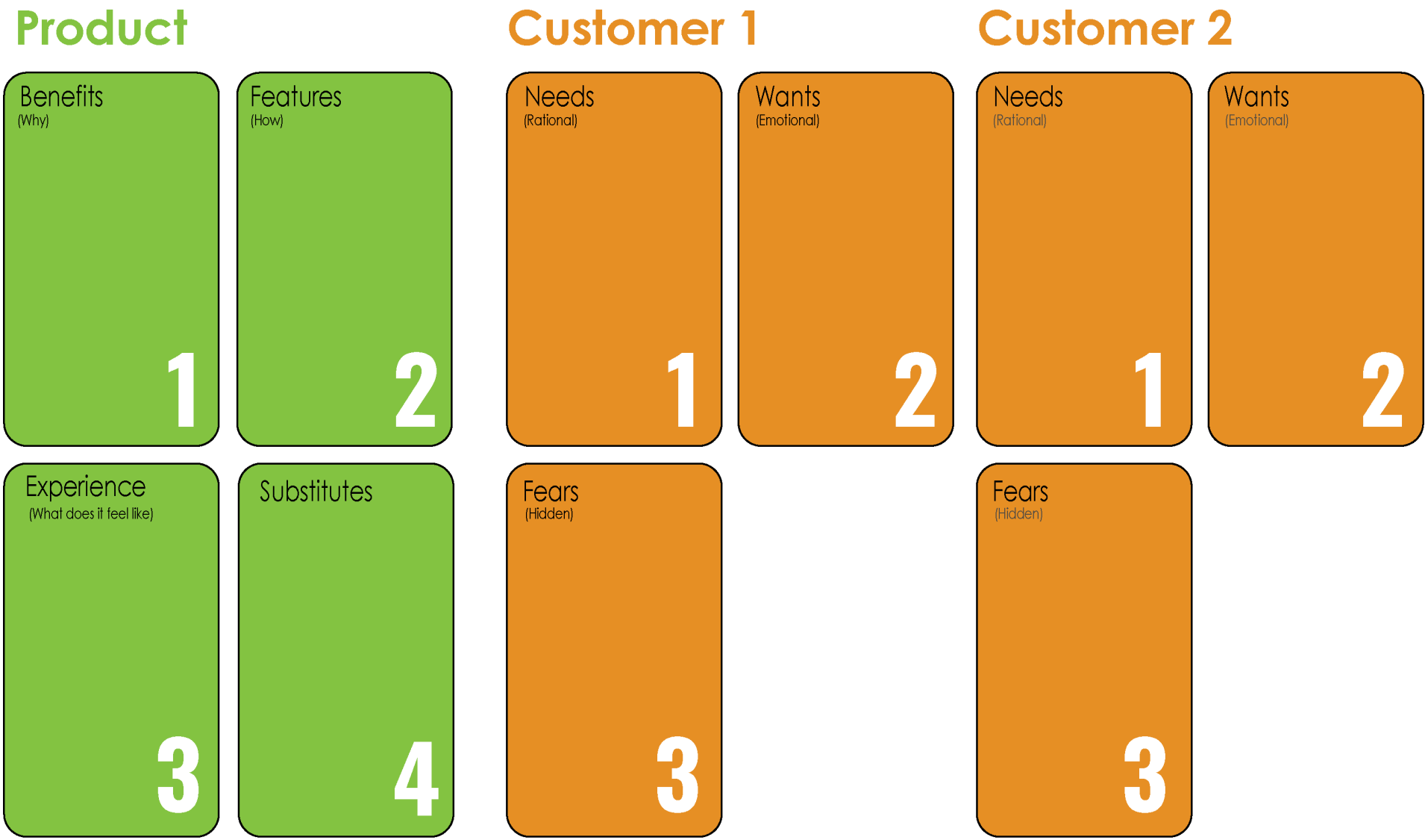
Team Name

Date

Problem	Solution	Unique Proposition	Unfair Advantage	Customer Segments
	Key Metrics		Channels	

Cost Structure	Revenue Streams

Value Proposition Canvas



STORY BRAND MODEL

A Character

Who meets a guide

Who gives them a plan

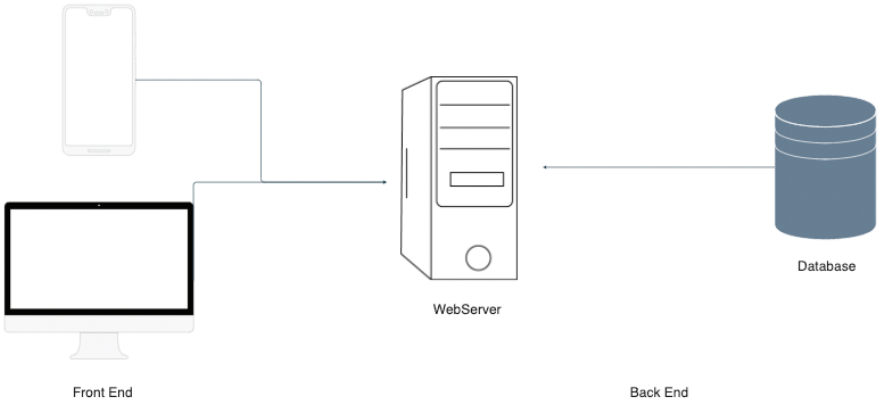
And calls them to action

That ends in success

Has a problem

That helps them avoid failure

Character transformation



What information does your back-end manage?

What does your back-end do?

What does your front-end do?

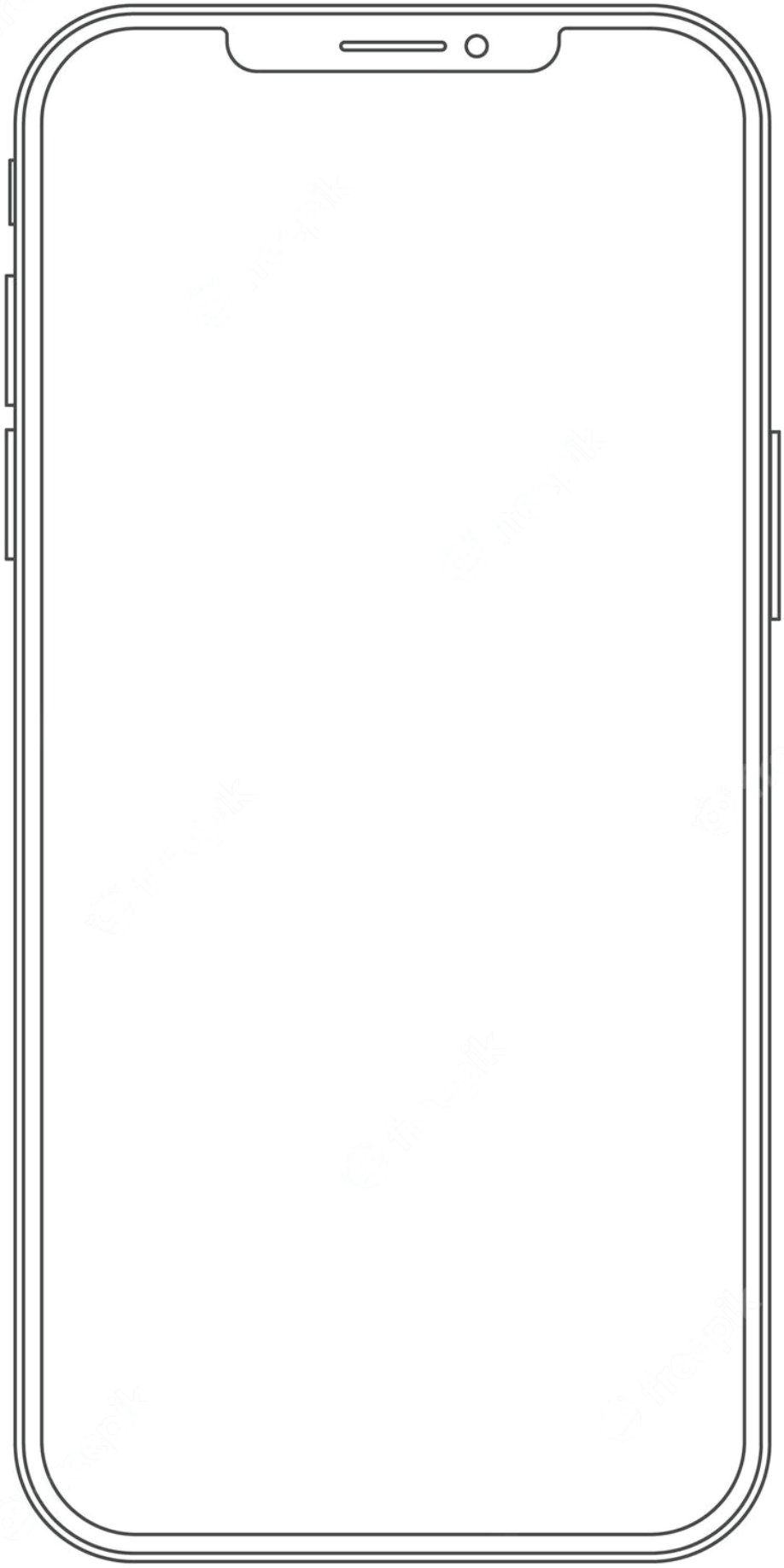
What does your user see and do?

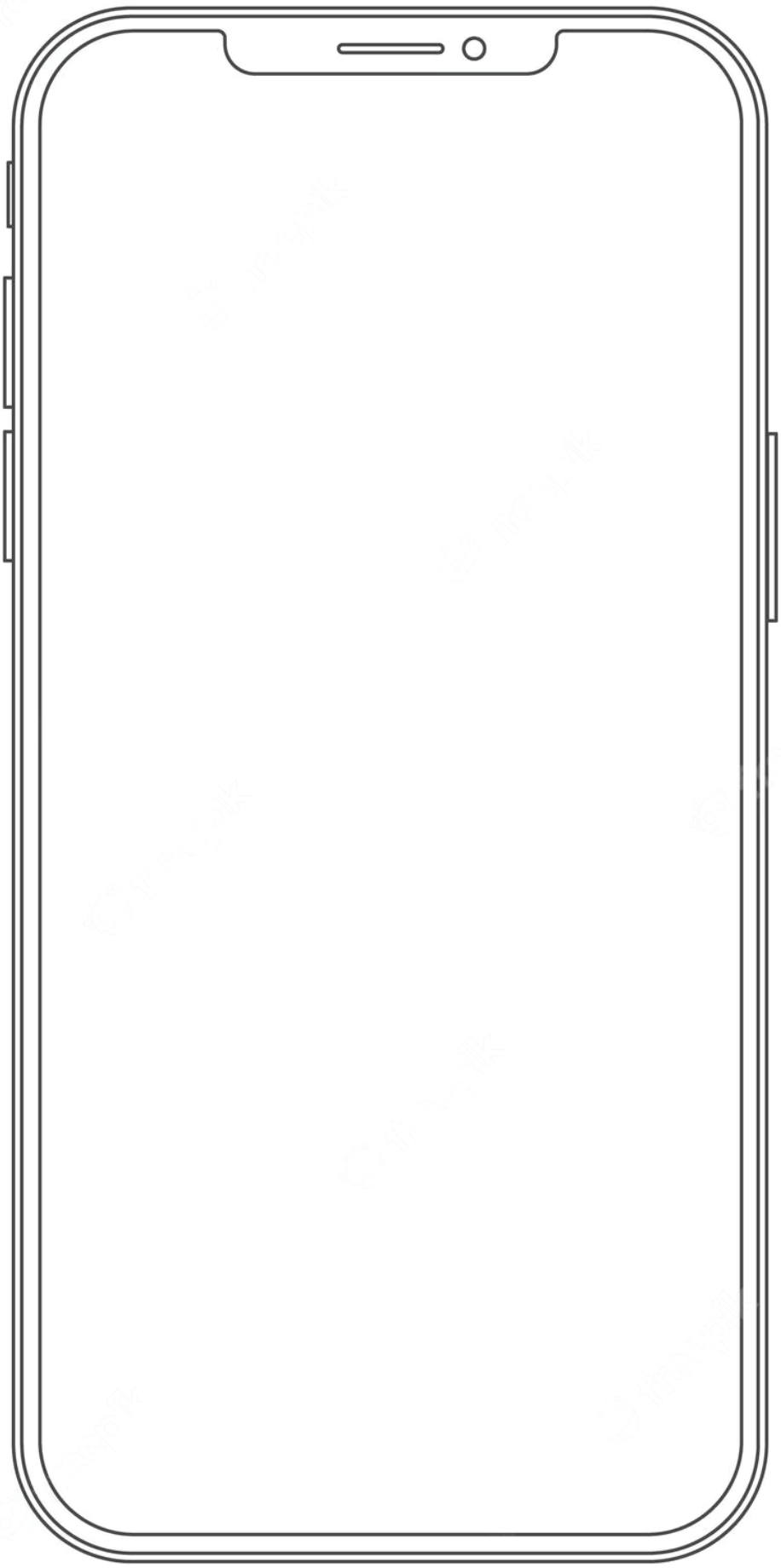
Describe Your App Concept

Tell us your story

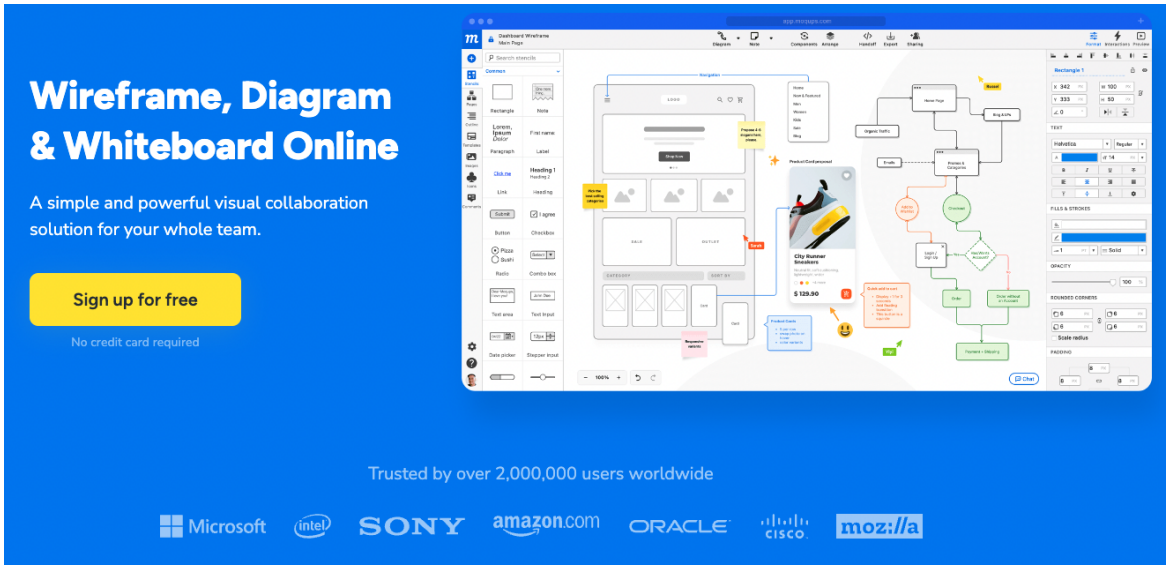
Features

1. Feature:
2. Feature:
3. Feature:
4. Feature:
5. Feature:
6. Feature:
7. Feature:
8. Feature:
9. Feature:
10. Feature:





RESOURCES



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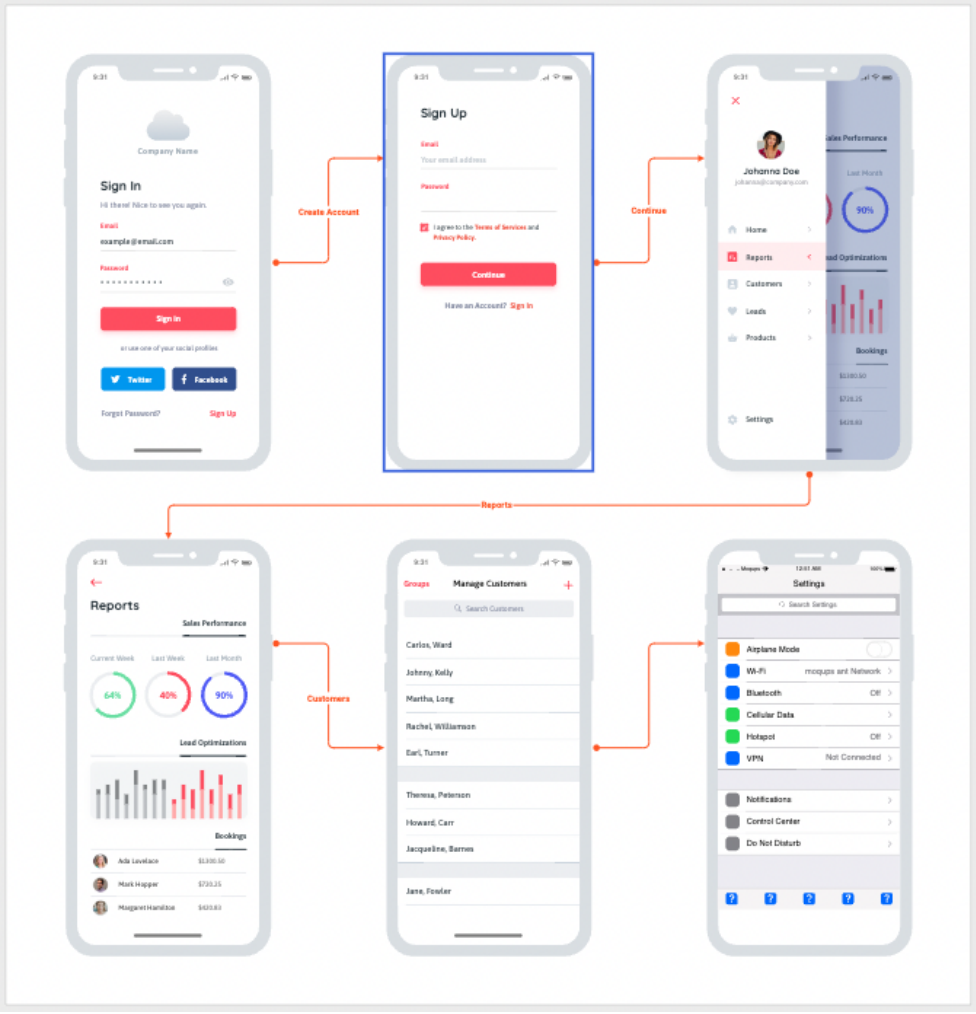

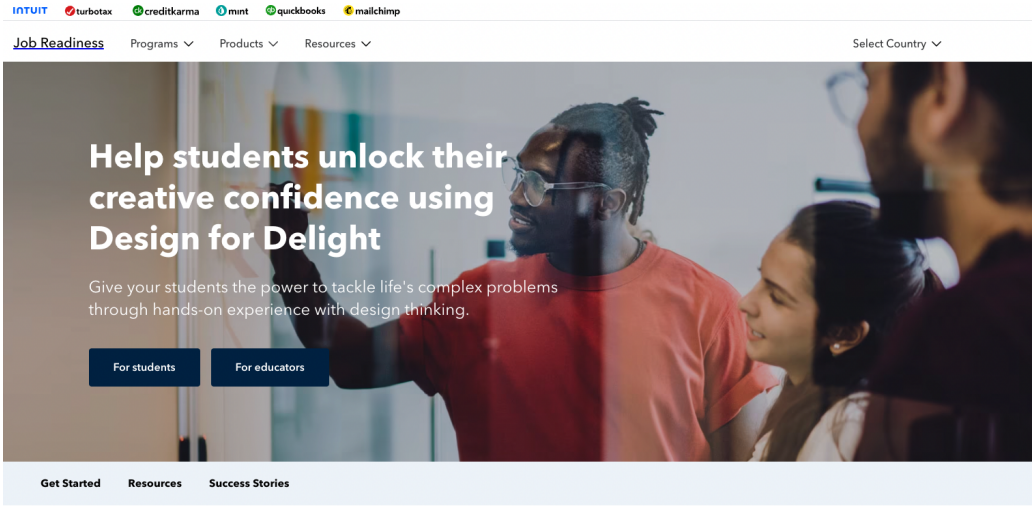

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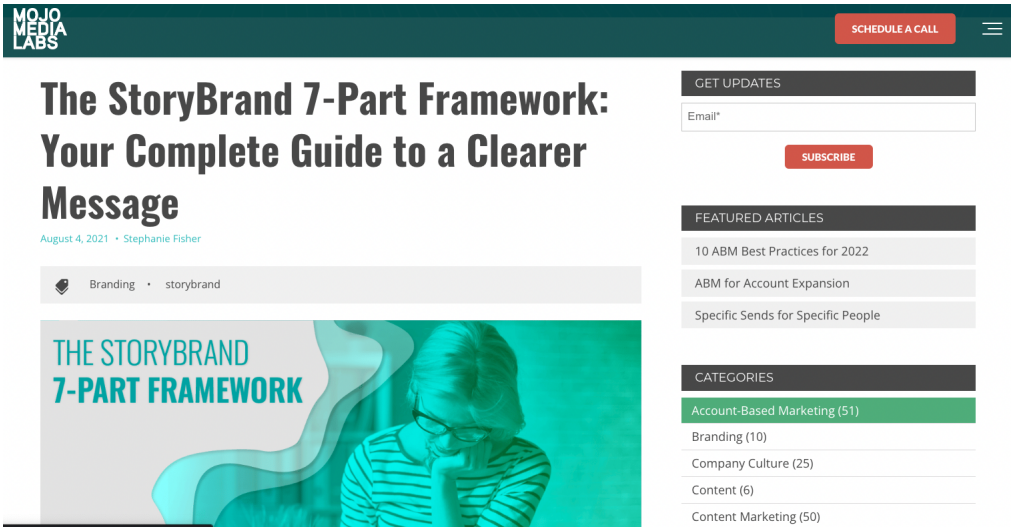

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