

Generating revenue from the GoHere app

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Our Client:

Crohn's & Colitis Canada (CCC) is a national healthcare not-for-profit organization whose vision is to fight Crohn's and Colitis (C&C) and to support Canadians through integrity, compassion, and innovation.



The Challenge:

CCC was looking for recommendations to develop a revenue stream in order to achieve better penetration of the GoHere mobile application. With an estimated 250,000 individuals suffering from C&C disease, the client wanted to ensure that the app users were able to use the washrooms whenever required.

Our team was engaged in a feasibility study to evaluate various businesses who could participate in the GoHere initiative by offering their facilities to the application users. This study revolved primarily around the revenue model which must be implemented once the washroom network was expanded.

Our Process:

The initial process was to evaluate current applications in the market that offer a washroom network within Canada, as well as in other countries. This allowed us to understand the popularity of such an application in relation to the GoHere App. We explored partnership opportunities with other applications, and centered our research around corporate social responsibility, means of revenue generation and sponsorship options.

After providing our recommendations for the top 3 target industries, we provided additional case studies with companies within these categories, in addition to the means of funding research. The direct funding research was carried out for corporate and government funds. The focus then shifted towards two other sources (Crowdfunding and in-app models) of funding the application/awareness of CCC. The in-app advertising and subscription models are put forward as enhancements in phase 2 as the core application would need to be modified to take advantage of location based advertising revenue. The research to support this recommendation was based on marketing journals, corporate articles that increased revenue through web advertising, and business models of other firms like Waze and Facebook.

Our Recommendations:

We provided CCC with key insights on industries and suitable revenue models. We also provided additional research on similar successful applications. Along with our recommendations to explore government funding and in-app revenue models, we also offered additional insights on crowdfunding and subscription/advertising models used by successful firms. Our recommendations were the following:

- Target the three most promising industries – Food and beverage, Retailing and household goods, and Banks, to build the washroom network and increase user base.
- Follow a two-step monetization strategy:
 - Crowdfunding through Razoo.com at the first stage
 - Other methods: in-app, government/foundation grants, and corporate funding

The Results:

Through our research, we were able to provide CCC with a suitable roadmap to answer two primary questions:

1. How to build out the washroom network to enable the overall success of the application?
2. Possible means of monetization for the overall GoHere Application.

Our consultants have provided a report outlining implementation and marketing strategies to achieve the above objectives in order to successfully position the GoHere application in today's market.