

Tool Summary:

-- BusyApp - Mobile Memory for Businesses --

Which values are generated?

For beneficiaries

- Like a pocket guide, the BusyApp provides a condensed and easy to understand knowledge for starting and running a business, on a mobile phone, where internet or computers are no option.
- Entrepreneurs will find hints, tools, checklists, templates and much more in a smart way on their mobile phone. It facilitates better decision making and avoiding mistakes, thus contributing to business growth, employment and income generation.

For projects

- Projects can provide the BusyApp to their target groups of micro and small businesses avoiding printouts.
- USB-sticks are not needed any longer and spreading of computer viruses is avoided.
- The App is personalised, and the user can get updates anytime.
- It runs with mobile phones, without computers or internet.

How it works?

- The App is programmed, maintained and kept posted by CEFE International. The entrepreneur always has an updated version with a growing number of tools. It is highly visualised using graphs, photos, templates, checklists, video clips.
- The BusyApp: creativity tools and idea generation; self-check of entrepreneurial competencies; market assessment and marketing plan; business organisation; cost calculation; investment and financial planning, including working capital and depreciation; profit and loss calculation; cash flow management; business ratios – return on investment, break-even point, pay-back period.
- A search function makes it easy to find the requested topic. Links indicate related areas.
- GDPR compliance is assured.

What is needed?:

The content is at hand. Programming of the App is in an early stage. We are looking for partners or projects that co-finance the extensive development and visualization of the content for a mobile app.

Are you interested?

Please contact: Eberhard Peter Baerenz. E-mail: baerenz@cefe.net