

I'm emailing you from Bournville College regarding the opportunity to provide a smartphone app for free. This can be used as a very effective communication tool with your smartphone, this increases to 89%, who are aged 25-40.

Earlier in the year Bournville College received funding from the European Union to help independent businesses create their own smartphone app for free. Due to the success of this funding to give more businesses the same opportunity.

2013 was a pivotal year in the way users access the internet. For the first time, smartphones and tablets surpass usage via PC'S and laptops. As a result, the way we are reshaping the habits of the way people search for information. This change has led to a need to rethink their digital strategies and ensure that they are planning for the future.

What the funding covers is the app that you get to design with 9 standard features (e.g. gallery, schedule of events/ diary, around us, loyalty tab, social networking, etc.) So your company colours, logos, pictures and text, as well as providing additional features, manage and update your app without the need for a developer.

What we also provide is the first 12 months of licensing on the google play store. Android and iOS are the most popular platforms for smartphones holding 95% of the market.

How the app can work for your company, is that it is an excellent communication tool for your users, with you being able to add things like your upcoming events which can in turn be synced with your users handset.

As well as having features like push notifications and can be linked with your website.

To see what we could do for you, I have included the screen shots from the app and Moo Moo Youth Marketing.

The criteria to hit to qualify for this is:

That you don't employ more than 250 people

Are in the greater Birmingham and Solihull LEP area (also including Bromley, Lichfield, Redditch, Tamworth, and Wyre Forest)

Is not in Government funded education, health, defence, public administration

**Not a PLC
Learners are over 19 (minimum of 4) these can be anyone who works for your business
Your business has not received more than 200,000.00 euros over a 3 year period direct from the government, this also includes local government funding**

If you have any queries, please don't hesitate to contact me on 0121 501

Please note this ESF incentive does not have an infinite amount of funding on a first-come, first-served basis, and this funding is to run out on the 13th February.