

Start Something That Matters - Enterprise Plan

Enterprise name:

techKNOWLEDGEe™

Enterprise team:

Dave M (Jacek) (CEO, COO, CFO, CMO, CTO, Project Manager, Product Manager) Kasper Industry Co. can always help with any of these things.

Enterprise mission statement:

What is your enterprise goal? I don't know What are you hoping to achieve? money and connecting every person together.

When you're buying at techKNOWLEDGEe. For every \$1000AUD you spend on each purchase we will be giving away 10 AM radios and 30 AA batteries to people living in remote areas and/or people in need. But why specifically these outdated radios that don't even sound good?

Because AM radios can detect signals from very far away. Especially at night where you could get a transmission from Auckland all the way in Adelaide.

Meaning people living in rural communities can still have access to news, music, important emergency broadcasts and more without having to move to a more populated area.

Mission Statement:

“techKNOWLEDGEe promises to transform your house at a cheap price”

What is your big idea?

Is it a product/ service? It is a franchise and a subsidiary set in 2001. Outline of product and how it works? We sell technology to consumers and businesses via online shopping or stores. We don't

make it ourselves. *Who will it benefit?* The people who are buying the product. And people living in remote, isolated areas/communities. *How will it benefit your target?* So that they can be informed about news, important emergency broadcasts, and more. techKNOWLEDGEe is NOT a 1 for 1 business and is NOT a not for profit business. The charity bit of the business is not the entire point of the business.

What makes your idea special?

Origin:

techKNOWLEDGEe was created by Dave M on the 25th of November, 1998 in Oregon, USA.

His brand soon caught the eyes of Kasper Industry Co. They were fascinated by this "online supermarket".

This was something special. So Kasper Industry Co. bought out the techKNOWLEDGEe brand on the 6th of December, 1999

for \$200,000 and were nice enough to let Dave keep his position as CEO though he had to move to Redmond, Washington to where the new headquarters were.

What makes the idea unique is that you can purchase online, on your phone, or by going to the many techKNOWLEDGEe stores. And its owners' can tackle certain financial problems if needed.

Process timeline?

Finish catalog

Conceive motto (maybe)

Advertise

Expo

How are you planning to promote your enterprise?

Catchy logo? Did that. *Expo?* Inevitable *Motto?* If I can think of one *Social media?* DEFINITELY not considered something that would be worthwhile in 2001

TV Ads? TV was still very popular in 2001. So yes

Radio? If we have some leftover cash from our marketing budget. Maybe.

Newspapers? Sure.

Posters? Yes.



Motto: TBA

What do you need to get the project off the ground?

It was already doing pretty good. That's one of the reasons why it was bought out.

We just need it to

Explode Explode Explode Explode Explode Explode Explode Explode Explode Explode Explode