Founderport Business Plan

Founder: Kevin Moore

Location: Santee, California

Legal Structure: C-Corporation (California)

# 1. Business Overview

Business Name: Founderport

Mission Statement:

“Founderport empowers entrepreneurs by offering a simplified, one-stop solution for business planning and formation. We make entrepreneurship more accessible and efficient through innovative technology and a personalized experience.”

Vision Statement:

To become the go-to digital launchpad where anyone with an idea—whether a blue-collar worker, creator, or aspiring founder—can confidently start and grow a business.

# 2. Product / Service Details

Core Offering:

Founderport is an AI-powered entrepreneurship platform featuring Angel, a conversational assistant that guides users through three key stages:

1. Business Planning — Builds a personalized business plan through structured Q&A.
2. Roadmap Generation — Converts that plan into a customized, dependency-aware launch roadmap.
3. Implementation — Walks the entrepreneur through execution with actionable guidance, resources, and vetted service providers.

Key Features:

* Dynamic progress tracking and milestone visualization.
* Smart drafting tools (Support, Scrapping:, Draft, Kickstart).
* Vetted local service recommendations (filterable by location, U.S.-based, veteran-owned, etc.).
* Personalized, adaptive feedback and proactive insights throughout the journey.

Differentiation:

No existing platform offers a fully integrated AI workflow that covers every step of the business creation process—from concept to launch—within a single guided system. Founderport uniquely centralizes planning, roadmapping, and step-by-step execution with an action-oriented AI.

# 3. Market Research

Industry Context:

U.S. entrepreneurship support and small-business software markets are valued at approximately $14 billion (2024). Over 5 million new businesses are started annually, with a projected growth rate of 4–6% per year through 2030.

Target Market:

* Novice entrepreneurs with limited business knowledge.
* Tradespeople and blue-collar workers seeking independence.
* Content creators/influencers formalizing their operations.
* Side-hustlers and professionals growing secondary income streams.

Competitive Landscape:

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| --- | --- | --- |
| Competitor | Focus | Gap Founderport Fills |
| LivePlan | Business-plan templates | Lacks interactivity & execution roadmap |
| BizPlan | Planning & tracking | Limited AI & dynamic assistance |
| ChatGPT / Notion AI | General-purpose AI | Not tailored for full business creation workflow |
| Incfile / LegalZoom | Legal filings only | Narrow focus; no planning, roadmap, or coaching |

Market Opportunity:

TAM (U.S.): ~10M+ aspiring entrepreneurs ≈ $2B potential market

SAM: ~2M reachable via digital channels ≈ $400M

SOM (Year 1 target): ~25,000 users ≈ $5M ARR

# 4. Location & Operations

Founderport operates as a remote-first company.

* Base: Santee, CA (legal & administrative HQ)
* Software Manager: Seattle, WA
* Development Team: Islamabad, Pakistan

Core Operations:

* Cloud hosting on Azure, Supabase database, and OpenAI API for AI capabilities.
* Secure payment processing (e.g., Stripe) and PCI alignment.
* Compliance with CCPA/GDPR and clear data policies.
* Dedicated support via in-app chat and email; searchable knowledge base.

# 5. Revenue Model & Financials

Primary Model: Subscription-based SaaS priced at $20/month or $200/year (annual plan positioned as best value).

Supplementary Revenue Streams:

* Referral fees from vetted third-party service providers.
* Premium tiers with advanced AI agents and funding guidance.
* Future advertising placements for vetted business services.

Startup Costs:

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| --- | --- |
| Item | Cost (USD) |
| Beta Build | $XXX |
| Post-Beta Refinements | $XXX |
| Marketing | $XXX |
| Beta Tester Incentives | $XXX |
| Annual Ops & Hosting | $XXX |
| Total (Year 1) | ≈ $XXXXX |

Financial Outlook:

* Year 1: ~$5M ARR (0.05% market share).
* Year 2: ~$12M ARR (0.12% share).
* Year 3: ~$20M ARR with premium tiers and growing partner revenue.

# 6. Marketing & Sales Strategy

Core Channels:

* Google Ads in CA, TX, NY, FL, and high-entrepreneurship metros.
* Short-form video content (YouTube Shorts, Reels, TikTok, LinkedIn).
* Partnerships with universities, incubators, and small-business programs.
* SEO + content marketing for “how to start a business” intent keywords.

Sales Funnel:

1. Awareness → targeted ads & videos.
2. Consideration → demo and free trial to experience Angel.
3. Conversion → affordable subscription with annual savings.
4. Retention → gamified milestones, emails, and referral program.

Key Messages:

* “Start your business the smart way — with Angel by your side.”
* “Turn your idea into reality, one guided step at a time.”
* “From dream to launch, Founderport simplifies every step.”
* “Stop guessing. Start building.”

# 7. Legal & Administrative

* Entity: California C-Corp; annual filings and board governance maintained.
* Compliance: CCPA/GDPR alignment; US-based hosting and encryption; PCI considerations via payment processor.
* IP Strategy: Trademark Founderport & Angel (pre-launch); copyright Workflow 1 post‑beta.
* Tools: Azure Security Center, Google Workspace, GitHub; QuickBooks Online (phase 2).

# 8. Growth & Scaling

Year 1: Public launch → user base growth → collect data insights.

Year 2–3: Add Business Services Network (BSN) marketplace + launch “Angel Acquirer” for business buyers.

Year 4–5: Introduce premium agents (Legal, Finance, Marketing) and expand internationally.

Long-Term Vision: Evolve into a multi-agent operating system for entrepreneurs — a platform to start, buy, and run businesses.

# 9. Challenges & Contingency Planning

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| Category | Key Challenge | Contingency |
| Platform Stability | AI or cloud downtime | Multi-region redundancy + 24‑hour response protocol |
| Market Adoption | Low awareness among novices | Educational videos + guided onboarding + free trial |
| Competition | Larger players enter the space | Protect workflow IP + continuous UX innovation |
| Compliance | Data privacy risks | Annual audits + U.S.-based storage + one‑click deletion |
| Financial | Limited runway | Milestone-based contractor spend + partnerships + organic content |
| Talent | Distributed team dependency | Clear IP clauses + documentation + backup contractors |
| Reputation | Inaccurate advice | Human‑in‑loop QA + feedback flagging + periodic content review |

# 10. Appendices

* Appendix A: Workflow 1 Documentation (Step-by-Step Logic Map)
* Appendix B: Angel Interactive Commands (Support, Scrapping, Draft, Kickstart, Help, Who Do I Contact)
* Appendix C: Legal Documents (NDA, Bylaws Summary, Trademark Checklist)
* Appendix D: Beta Testing & Feedback Plan