



Group 56

# BUSINESS PLAN



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## EXECUTIVE SUMMERY

The product we have proposed is a web application where investors and entrepreneurs around Europe will be able to connect with each other. Giving a chance for the investor to invest his money into his ideal business or start-up company. While also giving a chance for the entrepreneur to turn his idea into reality. While this application will be developed, there need to be some things to be taken into consideration such as the registering of the company in the trade register notifying the authorities of our business, while also reserving our company name which will be Creative Investments. Other legal aspects taken into consideration are the registering of employees with the Employment Training Corporation in order to hire employees and the Copyright law.

Our business will make a part of a continuously growing market because entrepreneurs and investors are making peer to peer services just like our proposed product. While there are other services which offer the same content as us, there is still a difference between our service and others as we provide them with the required communication for the entrepreneur and the investor to plan between each other.

To help us develop better our web application we produced an online survey which the public took in order to determine our target markets and also to determine certain variables included in the application such as the limit of amount of money one is willing to invest and which are the most markets one is willing to invest in.

The web application will be launched on a national level allowing us to calculate the business potential for the company to succeed before expanding to other countries in Europe, taking into consideration the potential customers who are young entrepreneurs with fresh ideas and investors with their budget and resources .A factor that will determine the success of our company will be the market growth rate which will determine whether a certain market's demand is increasing or decreasing. The market that our application forms a part of is growing proving to be a factor in the possible success of the company.

The company's profitability will be calculated by taking into consideration all of the factors and costs which will be our expenses we have to pay and the revenues we make from the application.

The major source of income from our application will be come from the subscription the users will pay in order to use our proposed product. There are 3 subscription levels with 3 different price points starting from the standard price point, which will contain a limited

amount of investment cost and a limited number of features. The second subscription level will be the premium subscription which will include a higher subscription fee per month over that of standard subscription but will include additional features and a higher investment cost. Then the third subscription level being the Advanced subscription will have a higher subscription fee than that of premium but will include all of the features in the application while also including a higher investment cost than premium.

To develop this application, we will partner up with some entities to help us further develop and expand our innovation, some of those key partners include foreign investors helping us expand and the industry helping us develop marketing sectors in our product.

## BUSINESS SUMMERY

### 2.1 Proposed Product/Services

Our proposed Product is Web application that will allow both entrepreneurs and investors to connect with each other around European. The idea is that the inventors will register in to our website put the details of their ideas that they what to create such as the name of the idea, details of their idea, there location (only there country) and how much money they need to start there project. The investors will also register as an investor in our website and he can filter through our database of inventors such as the location, money required, the type of idea if its technology, catering, property etc. Once the investor finds the project that he likes to invest in, he can contact the inventor through our website massager. After a while a web application will learn what the investor most interested in and will start giving him suggestion of what ideas there is in our database which is our unique idea. The idea be hide this project is that we need to make it user-friendly to both inventors and investors, and to make it easier for investors to choose projects that meant interest them.

## 2.2 Legal Consideration

One the legal aspect faced by the company is while opening a local business is registering in the Trade Register and the address will notify the authorities and it can also be used by business partners. Since in Malta it is possible to have a company located in a different location from where the business is operating, in our case the creative investment would be working on a European level.

When registering the company, there will be a need to open a corporate bank account, through the local banks offered in Malta and this after having an address. The time to open a bank account in Malta takes less than most European countries in Malta.

In opening the company, we must first reserve our company name Creative Investments. We must present the memorandum and articles of association and need to be notarized by a public notary, and as share a minimum capital as. After registering with the Trade Register we will be issued a trade license and then register for VAT and obtain a tax identification number with Maltese tax authority. And finally open a corporate bank which will be used for the current financial operations of our company.

In order to hire employees, the company would need to register them with the Employment Training Corporation.

The company would be registered as a limited partnership – they have the same characteristics and can be used for the same purpose as general partnerships. In the case of a Maltese private company, the minimum amount accepted is 1,165 euros.

### **Copyright:**

According to The Maltese law on copyright, for our company we would be copyrighting these aspects of our business.

1. "computer program" includes computer programs whatever maybe the mode or form of their expression including those which are incorporated in hardware, interfaces which provide for the physical interconnection and interaction or the interoperability between elements of software and hardware and preparatory design material leading to the development of a computer program: Provided that the nature of the preparatory design material is such that a computer program can result therefrom at a later stage;

2. "copy" means a reproduction in written or graphic form including digital reproduction, in the form of a recording or audio-visual work, or in any other material form, so however that an object shall not be taken to be a copy of an architectural work unless the object is a building or model; "copyright" means copyright under this Act;
3. "database" means a collection of independent works, data or other materials arranged in a systematic or methodical way and individually accessible by electronic or other means without it being necessary for these materials to have been physically stored in an organized manner but does not extend to computer programs used in the making or operation of a database accessible by electronic means comprised within the term "computer program";

When it comes to the GDPR and the fact that we will be providing a service through a computer program or application. We need to take some precautions.

the EU has taken up the big fight against privacy intrusive practices and laid out a roadmap to a future of balanced, respectful processing of personal information on our digital highways.

Cookies for analytics, advertising and functional services, such as survey and chat tools, are all examples of cookies that can identify users.

The problem with cookies is both one of privacy - what is being registered? - and one of transparency - who is tracking you, for what purpose, where does the data go, and for how long does it stay?

Once businesses have a clearer idea of their readiness to meet the regulatory requirements, they need to keep a record of the process. This should be done through the keeping of a Data Register – essentially a GDPR diary. Each country has a Data Protection Association (DPA), who will be responsible for enforcing GDPR.

Without any proof that the company has even started the process, the DPA could enforce a fine between 2% and 4% of a company's turnover, depending on the sensitivity of the data being breached. The nature of the data could make up the DPA's mind to move to fine the company much quicker, as well.

Businesses must firstly find any Personal Identifiable Information (PII) – information that can directly or indirectly identify somebody – of EU citizens. It's important to identify where it is stored, who has access to it, who it is being shared with etc.

They can then determine which data is more vital to protect, based on its classification. This also means knowing who is responsible for controlling and processing the data and making sure all the correct contracts are in place.

The pseudonymization and encryption of personal data are things our company will focus on in order to avoid any GDPR breach.

Consumers will also have more protection against the use of their data. GDPR will require that organizations only use data for the explicit reasons that it was given, can only keep it for as long as it's needed and can only use it for a legitimate purpose.

According to the Malta Gaming authority, as a European Union member state, Malta has implemented all EU Directives regulating the prevention of money laundering. Moreover, Malta is part of MONEYVAL (the Select Committee of Professionals on the Evaluation of Anti-Money Laundering Actions formerly PC-R-EV), recognized in September 1997 by the Committee of Ministers of the Council of Europe to conduct self- and mutual- assessment implementations of the anti-money laundering measures applied in Council of Europe countries.

Malta is not registered in any international blacklisted countries which are tending to be used for money laundering behaviours and it dynamically participates in initiatives approved at international levels.

Under the requirements of Directive (EU) 2015/849 of the European Parliament and of the Council, on 20 May 2015, Malta began the Prevention of Money Laundering and Funding of Terrorism Regulations (PMLFTR), 2017 (L.N. 372 of 2017) on the 1 January 2018. Subsequent to, all Business to Consumer (B2C) Gaming Operators, licensed to deliver a service involving the wagering of a stake with monetary value in games of chance, counting games of chance with an element of skilfulness, via electronic means of distance communication upon demand from the recipient of alleged services, with the prospect to win prizes of money or money's worth, have befitted 'Subject Persons'.

From that point beyond, the applicant is indulged to provide the MGA with the required due diligence documents in respect of its key representatives, directors, stakeholders and other key personnel deemed to be relevant to business operations by the same candidate.

The licensing procedure will accurately determine that the candidate has followed policies and will take favourable steps, which include these steps below:

- The Human Resources Roles & Responsibilities document should include the role and responsibilities of the Money Laundering Reporting Officer (MLRO)
- The Human Resources Roles & Responsibilities document should include the role and responsibilities of the Key Official
- Fraud Management Procedures
- Documented Anti-Money Laundering – Risk Based Assessment
- Documented Customer Acceptance Policy
- Documented Customer Due Diligence (CDD) Procedures
- Documented Enhanced Due Diligence (EDD) Procedures
- Pay-out Management Procedures
- Reference is also made to latest obligations under the new PMLFTR – 2017 (L.N. 372 of 2017)

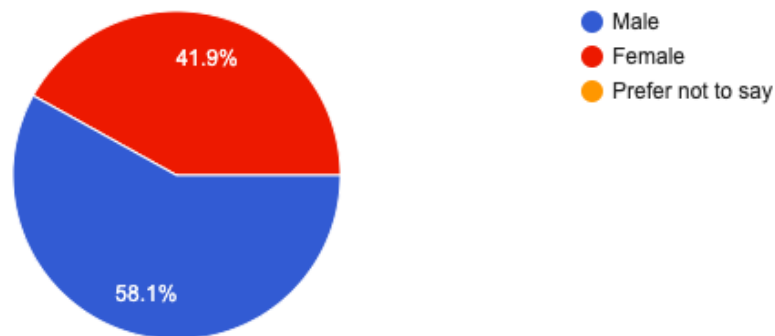


## MARKET ANALYSIS

### **Demographics**

#### Gender

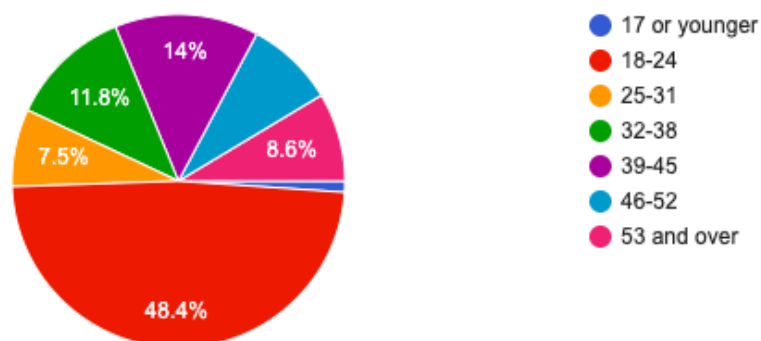
93 responses



From this questionnaire we collected a total of 93 respondents, with the majority of respondents were male totalling to 54 respondents (58.1%) while the other 39 respondents (41.9%) were female.

#### Age

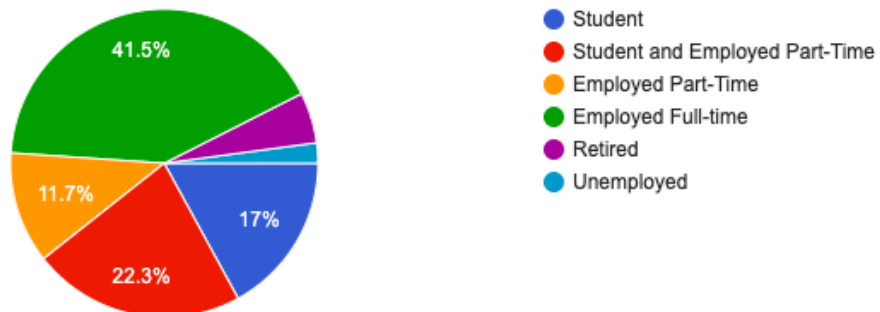
93 responses



The age of respondents varied as there were respondents who are younger than the age of 17 and also respondents who are 53 years or above. However, the majority of respondents were between the ages of 18 to 24 which amounted to 48.4% of respondents.

### Please Select your Employment Status (Please tick one option)

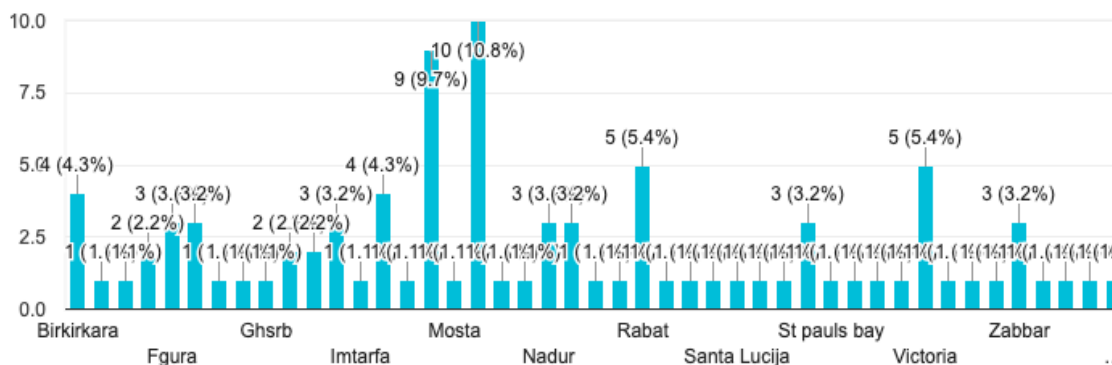
94 responses



The employment status of respondents varies, however most are either employed full time or students who are employed on a part time basis.

### Please State your Locality

93 responses

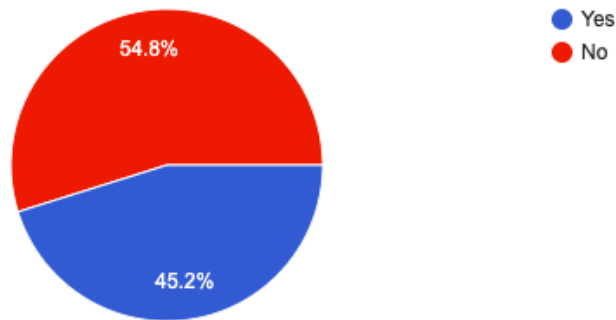


The localities of respondents varied as respondents live in different localities spread around Malta and even the Island of Gozo. From this data we will have a brief idea of where are offices will be situated to try and target the needs of the majority of our customers. Based on the 93 responses gathered the initial idea of where we will be situated is in a central location.

## Investment Process

Did you ever invest?

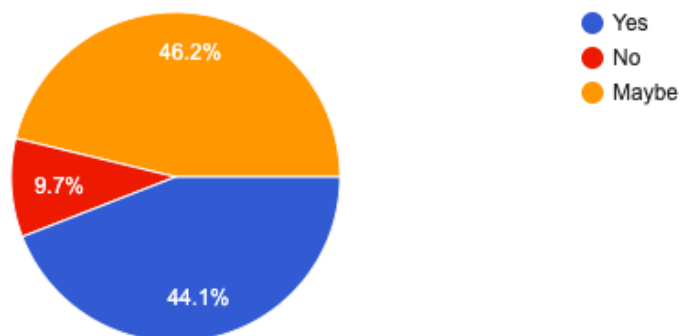
93 responses



51 respondents which make more than half of the respondents (54.8%) have never made some sort of investment, so if they would make use of our web application it would be their first time investing. On the other hand, 42 respondents (45.2%) already have some experience in investing.

Would you be interested into investing on our platform?

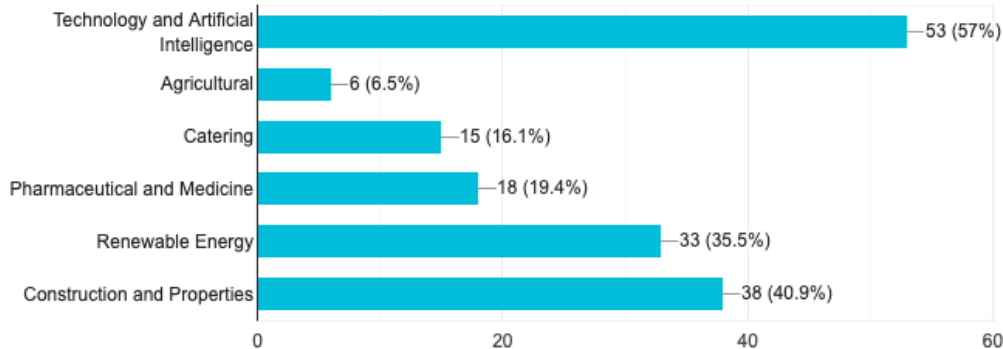
93 responses



The feedback gathered here seems that the majority respondents are interested or unsure if they would invest in our platform. Providing a clearer view on what our app will be offering can help persuade individuals to invest and make use of our platform.

### In what type of industry will you be willing to invest in?

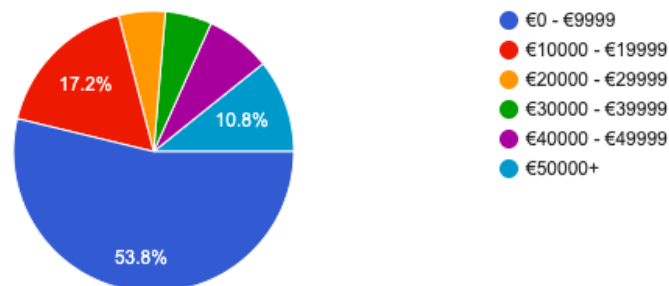
93 responses



When respondents were asked in what industry they are most likely to invest in Technology and Artificial Intelligence was the industry most preferred as 53 out of 93 respondents chose this area. Construction and Property also was preferred as a close second and given that the opportunities in this industry continue to rise it is justified to see that individuals who invest in this industry. The least chosen industry that respondents would invest in is Agriculture as only 6 out of 93 respondents chose this area that they would invest in.

### How much are you willing to invest?

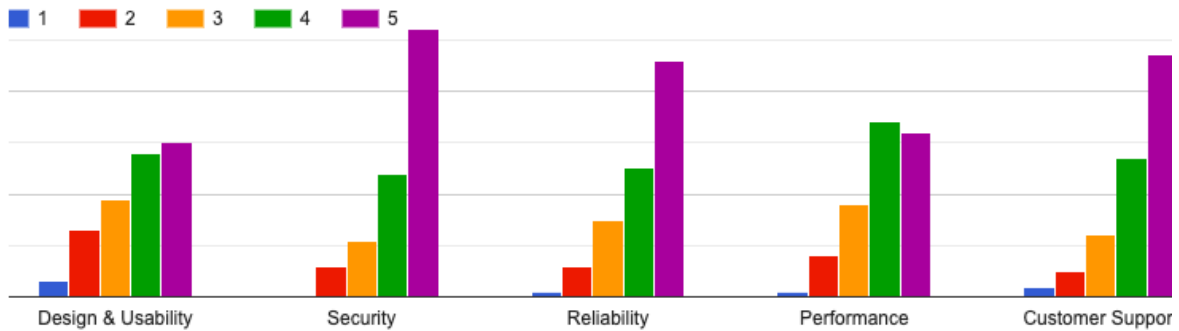
93 responses



By Looking at this data one can notice that more than half of the respondents 50 (53.8%) are only willing to invest between €0 - €9999. This can mean that since it will be a new concept individual may be sceptical about this platform so they would now want to risk a high amount. However, as time passes by and our web app will hopefully gain some popularity among the public it can courage investors to invest more.

## Application

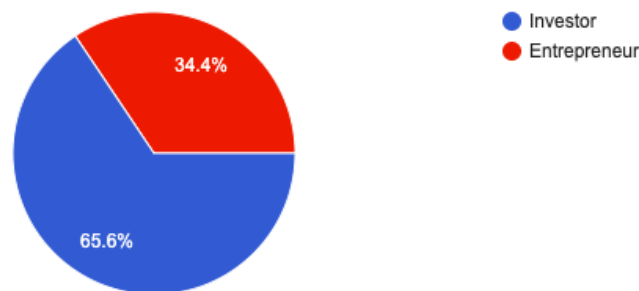
How important are the following factors when using our application? (1 being not important at all and 5 being very important)(Please tick one option per row)



The Results of the above factors when it comes to designing and running our web application will help us to focus on the most important needs of our customers. The above factors are all important and need to be handled and attend to in professional manner, however the 3 most important factors as determined by respondents are security which means all of their data is secure. The second most important factor is customer support which means that from our end we will be there to aid our customers' needs and finally the final factor is that our web app needs to be reliable.

If you will use this application, will you use it as an investor or as an entrepreneur?

93 responses

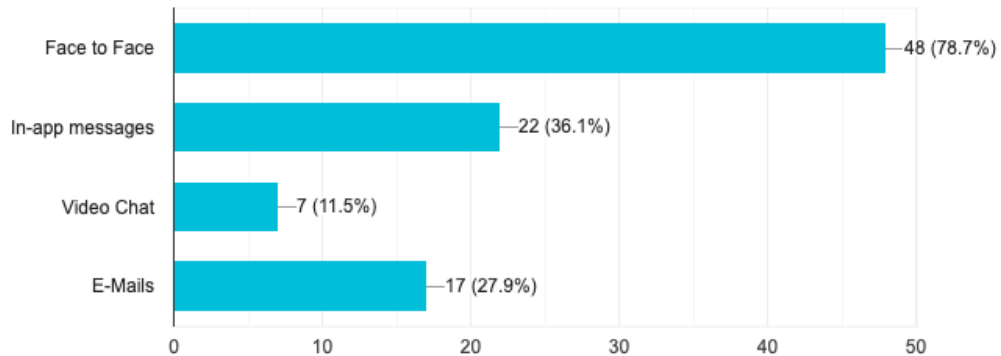


From the 93 respondents 61 (65.6%) would make use of our web app as an investor which means that they would use our service to pick out entrepreneurial ideas which they would like to invest in. On the other hand, 32 individuals (34.4%) would use our platform to publish their idea on our platform for investors to invest in.

## Investor

If you are an investor and find an entrepreneur with a business idea related to your interest, which method of communication would you prefer?

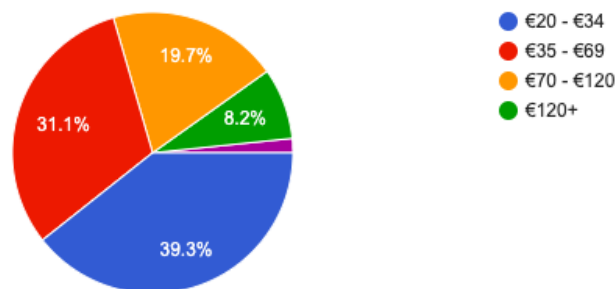
61 responses



Respondents who will be using our platform as Investors selected face to face communication as their preferred method of communication, totalling a number of 48 from 61 respondents choosing this option. In app messages was the second preferred type of communication as 22 marked as their preferred method. The least preferred method among respondents was Video chat.

If you are an investor looking for ideas from entrepreneurs, what amount are you willing to pay per month for this service?

61 responses

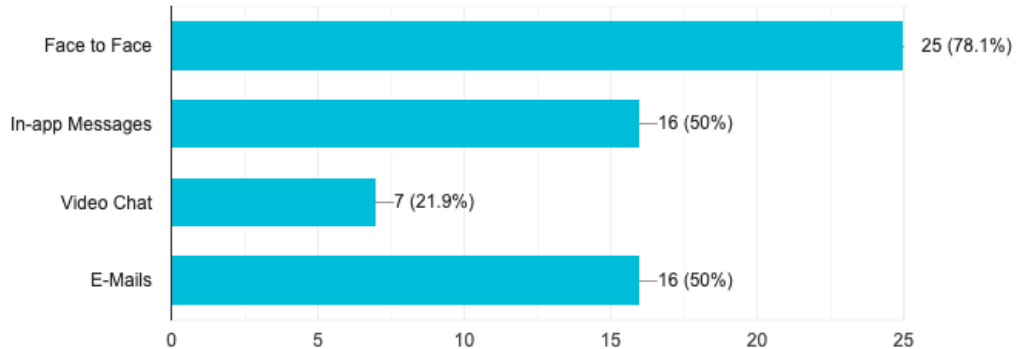


24 (39.3%) which makes the highest number of respondents for this question said that they would make use of our web app as investors would be willing to pay between €20 - €34 to use our platform. The second most chosen option was the price range from €35- 69 which by reviewing these two options as the most chosen will give us a clearer indication on what the price of this service will be to an investor.

## Entrepreneur

If you are an entrepreneur and find an investor with a business idea related to your interest, which method of communication would you prefer?

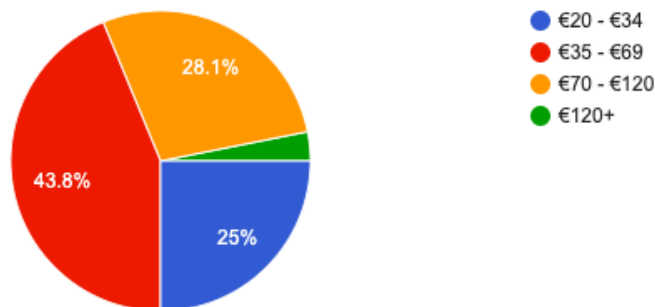
32 responses



When it comes to communication, respondents that stated they would use our platform as entrepreneurs clearly prefer Face to Face communication as 25 of 32 respondents ticked this option. However, in app messages and emails are still favoured as a method of communication with video chat being the least preferred.

If you are an entrepreneur looking for investment, what amount are you willing to pay per month for this service?

32 responses

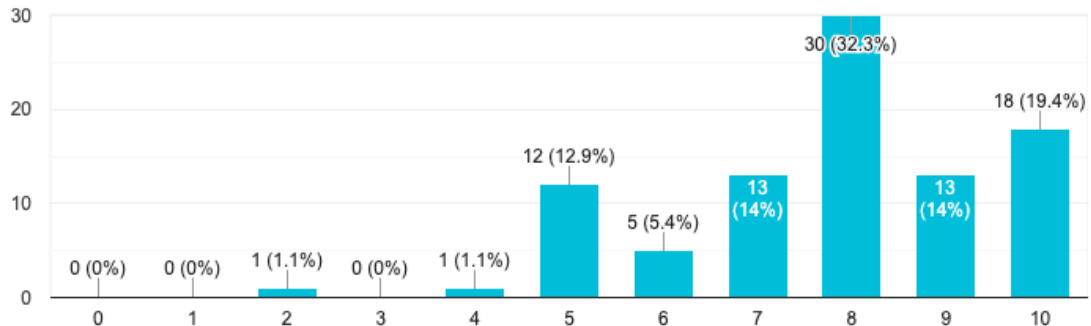


To get an idea what price to set for entrepreneurs to use our application we set out different ranges of price that will help us to know the public will be willing to pay. It seems from the 32 respondents the majority of respondents 14 (43.8%) will be willing to pay from €35 - €69 to use our services. 8 (25%) and 9 (28.1%) respondents are willing to pay from €20 - €34 and €70 - 120 respectfully. Only one individual marked that they would be willing to pay €120+.

## Conclusion

On a scale from 0-10, how likely are you to recommend this application to a friend?

93 responses



Based on the feedback gathered on the general concept of what our web application is about and what services we will be offering it seems that the idea will do well with the general public as 61 from 93 respondents marked that they would be very likely to recommend to another individual as on the scale the most ticked numbers were between 8 and 10.

### 3.1 Competitor and Gap Analysis

The market that we are trying to get into is growing every year with a CAGR of 4.95% during the years 2019-2025. Lots of inventor and investors are moving away from traditional banks to peer to peer services. It is very popular with millennials because they are more interested in current circumstances then long terms savings. (MarketWatch, 2019)

The other services that are similar to us are peer to peer website are Upstart, Funding Circle, Prosper Marketplace, Circle Landing (BAJPAI, 2019). They all offer this type of services but the different is that we connect the inventor to the investor and connect and talk to each other and they can transfer the money between them self while the other services offers a collective investor investing into one idea without contacting the investor or anything you would need to trust the website information while ours you need to contact the inventor to invest.



## 3.2 Target Market

### **Targeted market for Creative Investments**

- When determining our target market, we came up with the idea to produce an online survey to narrow down our potential market. One of the questions that were important to us in determining so were the age (Attn Figure 3.1), gender (Attn Figure 3.2) and how much money are the willing to invest (Attn Figure 3.3). From the surveys collected we analyzed and concluded that our findings show that the most people that took our survey were men who have never invested in anything, we found that most of the participants would like to pay between 35 euros and 69 (Attn Figure 3.4) for creative investments and we also found that the top 3 industries that they would most likely invest in are technology and artificial intelligence, construction/properties and renewable (Attn Figure 3.5) energy after analyzing this information we found that the suitable target market for us would be targeting young men and women aged between 18-25 who have at least a small amount of money saved and enough to invest (up to 9999) and are willing to pay a monthly subscription fee of 35 euros up to 69.

### **Typical customer of Creative Investments**

- Creative investments is aspiring to attract two types of customers we are targeting young entrepreneurs who have an innovative idea and an investor who would like to have the ease of investment ideas right on his laptop, for us the ideal customers will be either seeking to post an innovative idea/product either a person who would like to invest. Those for us are the customers we are seeking.

## **Determining whether potential customers are ready to purchase our service**

- The potential customers that we are targeting with our product are investors with the mindset of investing into a successful company or business and young entrepreneurs who have bright and fresh ideas trying to startup a company out of them. Thanks to demand validation we found out that people such as entrepreneurs and investors are demanding for a product or service which will provide the benefits that our proposed product is offering. Therefore, our proposed product is something that people want. We can determine whether potential customers are ready to purchase our service or not also due to unique selling proposition which is the communication provided to the entrepreneur and investor for them to communicate with each other, something other similar services do not provide.

## **3.3 Market Potential**

The market potential is determined by the demand that there is for a product or service, in our case there needs to be an evaluation for what the demand is for our creative investments application. There are certain factors which can determine the potential a market has, these are:

### **Market Size and potential Customers**

The first important factor to consider is the size of the market and the potential customers that will make use of our service. The development of our web application targets two types of customers in the market, these are the entrepreneurs that have the ideas and the investors who have the funding and resources. Since our service will be firstly launched on a national level, we can calculate the total number of potential customers by taking account the number of new businesses that were registered in 2018 which were 8,458 which was an 8.1% increase on the previous year totaling to 113,256 (*NSO 2019*). Knowing this figure, we can do an approximation of new start-ups in Malta. The calculation can be done as followed:

$$\frac{8.1}{100} \times 113,256 = 9,174.$$

After this calculation we can multiply the number generated (9,174.) by 2 as on our application there needs to be an account created for both the investor and the entrepreneur which totals the number of potential customers to 18,348.

## **Market Growth Rate**

The second factor of determining market potential is evaluating the rate at which the market is growing or declining. This service that we are going to launch will be in a market that is growing at a healthy rate. Start-up companies in Malta are continuing to grow. As mentioned above in the study conducted by NSO this market is continuing to grow, which indicates that our application can succeed given that this market of start-ups is ever-growing.

## **Profitability**

Before launching this service, we will need to determine the sales forecast and profitability which will give us a clear view of market potential. This can be calculated through the Return on Investment working, where we will need to calculate all the factors and costs that goes into making this application such as equipment used, rent for office, marketing fees and other general costs and compare it to profitability by forecasting sales.

Since our application will be competing directly against intermediaries and other entities that offer a similar service to our web application our estimated percentage of market share will be that of 3% –5 % within the first few years. Given that our subscription fees will start from the price of €27.00 it is an attractive price for both entrepreneurs and the investors to use our platform.

Our application can have a small but significant impact on the entrepreneurial world which will ultimately facilitate the communication and connection between the individuals who have the idea and those have the funding and resources to turn the idea into an actual concept.

## MARKETING PLAN

**Branding** is the strategy of influencing perception about a product, service or Organization.

For our brand to be recognized, we have created our own hexagon logo and our name which is “Creative Investments” which shows the connection between investors and Entrepreneurs. Slogans are another way of catching our target markets attention and we have come up with a slogan “Investing beyond the ordinary.”

As for marketing budget we decided to stick to the payment system made within the website itself and obviously a profit carried out for us to be played for our work being done.

### **Marketing Mix**

Product: Creative Investment is a service provider that has the aim to connect entrepreneurs with vast ideas on different industry sectors ranging from artificial Intelligence, properties and renewable energy. We will be connecting them through the ease of an online platform to investors who would like to invest their money in one of these vast ideas, the idea was to make it fast, easy and efficient as you can easily scroll around for your idea. We wanted to be able to connect these two with the ease of a click of a button.

Price: Determining the price of such a service wasn’t easy to determine therefore we decided to include this question in our survey (Figure 3.4) and from our findings we found that people were mostly willing to pay around €35 - €69 euros therefore we came up with the idea that investors would pay a fee of €52 per month and entrepreneurs with a fee of €27 per month. We opted for these pricing strategies due to competitors’ differences in what they offer and what we will be offering.

Place: Our services will be put online, as a website for ease of access, but we will also have a physical premises an office in Sliema where we will be operating the website and where we can host weekly meeting and where we can meet up with people for business dealings.

Promotion: For promotion we evaluated that we will mostly be online in the terms of internet and social media platforms such as Facebook and Instagram which will help us to attract eyes on our own website creativeinvestments.ltd which is where the major part of our business activity will place, we have also decided to invest in bill boards to be able to also impact a mass no of people at once. Our proposed advertising and marketing plan are

to be carried out to be able to promote our services. The total sum of promotion for the whole year will pass up to a staggering €32,000 which is a high amount, but we have all decided that its best that we invest the large amount into marketing as it is the master key into getting our name out there.

People: Creative investments will hold a team of seven people; we will have a marketing team made up of two marketing strategists who will overlook marketing systems and who will analyze reports. Two programmers who will overlook the system and website and monitor it in shifts to make sure the system does not have problems. One system analyst who will analyze our system and give monthly reports to the finance team which will be made up of one Accountant and 1 account executive who will handle any financial related business.

Physical Evidence: For physical evidence we are planning to have a review section and a star rating, and we are also planning that if our business venture goes on and is successful we are planning to interview some people who have used our services and put videos online to provide our future clientele with some security and positive notes about our service.

Process: the process of our service will include users entering Creative Investments Ltd. they will choose either the entrepreneur or the investor, they will both fill in a profile and choose industry of their choice such as renewable energy, artificial intelligence etc. Terms and conditions need to be read and agreed before proceeding to payment terms and then be directed to the payment section, then entrepreneurs will be able to write their idea and post them and investors are able to scroll around and find common interests between both, they will match and will be able to choose their means of communication such as face to face, email or in web chat. They will then negotiate terms on their own due to us being the match makers.

## Marketing Budget:

Marketing Budget					
	Quarter1	Quarter2	Quarter3	Quarter4	
	Budget	Budget	Budget	Budget	
Marketing Budget	€0	€4,000	€4,000	€4,000	
Social Media Adverstising	€5,000	€5,000	€5,000	€5,000	
Total:	€5,000	€9,000	€9,000	€9,000	€32,000

## Monthly Budget

One of the most important sectors in any company is marketing and how to get your companies name out there. For this we thought a bit for how much we need to spend on marketing and how. We decided to split the year into 4 quarters all having 3 months in them. We saw that the most trending way of marketing at the moment is through social media platforms such as Facebook, Instagram, radio stations and tv adverts therefore we decided that for every quarter we will be sparing €5000 on social media marketing which will cover the mentioned platforms.

This will amount to €20,000 per year solely based on advertisement of our creative investments. As written in the above graph we also have a marketing budget which is associated to the other type of marketing we decided to use, Bill boards after some thinking and evaluation between the 7 of us we came up with the idea that sometimes when you are stuck in traffic in Malta so far due to the first few months we will launch it in Malta and later on internationally, you end up looking at these large bill boards.

To advertise on bill boards we need the permit which costs €1500 and we found some bill board prices that range from €1,700 to €2500 therefore we decided its best that we put up in the second, third and fourth quarter due to the first quarter we would be in January, February and March where people are still recovering from the Christmas period and we wanted to see how our social media advertising does therefore for marketing the budget would have to be €32,000 euros, after the first quarter we will be evaluating what we projected as the budget and what we have actually spent to see if we can deduct some expenses or if we need to add or change any type of advertisement we are doing.

**Pricing Strategy:** Investors will be able to invest in business opportunities raging from 1K – 50K. We decided to split the subscription categories in following below to suit their likings.

### **Subscription Method:**

Regarding our method of payment, this subscription will be separated into two different methods which will be offered to the user depending his role in the website.

The first method for the investor will be €52. This price indicates all the access for the Investor to the company hence combining his investing money with an Entrepreneur.

For the Entrepreneur the payment method will be of €27. It's much less and therefore it would be more chosen because Investors will have a wider choice to choose their investment idea.

### **Distribution Plan:**

Distribution for us is very minimal due to us offering a non-tangible service which will be operated online, through social media platforms therefore our distribution will be through promotion such as Facebook, Instagram, bill boards and also tv/radio adverts due to it being a service those are the only suitable means of distribution.

**Promotional Plans:** Our plan for promotions will start by at first we will try to advertise through Facebook and Instagram as they are two of the most trending social media platforms and we intend to put a bill board up once in every quarter starting from the second quarter to the fourth due to the first quarter being the beginning of the year where we have just started the year and people tend to stay back from purchases. We will also invest in tv/ radio advertisement at a later stage in the year.

## ORGANIZATION AND KEY PARTNERS

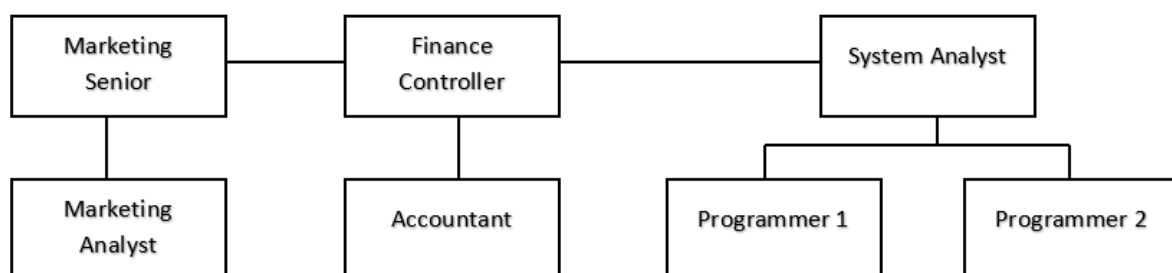
### **Key partners**

For our application to be successful we cannot do this on our own but rather we will have key partners that will help us develop our application and therefore will contribute to our application's success. Some key partner's that will help us to expand further our business will be foreign investors. This will be a huge push to our application as thanks to foreign investors our business will be able to expand to other European countries and not just locally therefore, due to our application being used all around Europe will prove to be very beneficial to the business as the application will be used by a lot more people than if it is only locally.

Another key partner is a very big entity in the world today which is the internet ,itself as it will allow us to deliver the application to our client's while it can also sponsor us all over the world helping us to further expand our business further as it will encourage people to use our app .

The industries is another key partner to our business as it will help us develop the marketing sectors which will be located in the application itself where our clients being both entrepreneurs and investors will be able to choose which marketing sector they are willing to invest in for the investors , and for the entrepreneurs will be able to choose under which sector their idea will fall.

### **Organisation**



For the first year, our organisation plan is to have two of the partners handling accounts and Executive/Finance Controller and an accountant who will be handling any financial dealings such as cash flow, audits, profits and losses etc. Two of the other partners will be handling the marketing department where one will be in charge of advertising and handling publishing and the other will be in charge of producing reports and analysis on markets which means cracking the numbers on how effective marketing is and if profits are being generated from advertising. Another team will be the system analyst and two programmers who will



basically work hand in hand to overview the system and the website to make sure it is working efficiently and has no problems what so ever to make sure our clients get a full experience without recurring problems on our website. If eventually our business is positive, we will be expanding our business and hopefully our organisation.

## OPERATING PLAN

### 6.1 - Time Plan

Task Name	Duration	Start	Finish
Develop the Business Idea	3d	11/02/19	11/05/19
Presentation of Business Idea	1d	11/18/19	11/18/19
<i>Analysation of the Market</i>	<i>10d</i>	12/01/19	12/12/19
Data Collection	7d	12/13/19	12/23/19
Evaluation of Data	7d	12/27/19	01/06/20
Identify Resources required	2d	01/03/20	01/06/20
Determine Marketing Strategy	1d	01/04/20	01/04/20
Determine the means of Funding	3d	01/07/20	01/09/20
Establish Subscription Pricing	1d	01/04/20	01/04/20
Develop the prototype of Application	11d	01/10/20	01/24/20
Quality test of Application	3d	02/27/20	03/02/20
Establish Profit Objectives for Application	3d	02/27/20	03/02/20
Release Final version To the Public	1d	03/02/20	03/02/20
Gather Feedback from the public	45d	03/02/20	05/01/20
Analyze feedback gathered	10d	05/02/20	05/14/20
Implement changes (if any) gathered from feedback	2d	05/15/20	05/18/20

Task Name	Duration	Start	Nov 3							Nov 10							Nov 17							Nov 24							Dec 1						
			S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T			
Develop Business Idea	3d	11/02/19																																	x		
Presentation of Business Idea	1d	11/18/19																																			
Analysation of the Market	10d	12/01/19																																			
Data Collection	7d	12/13/19																																			
Evaluation of Data	7d	12/27/19																																			
Identify Resources required	2d	01/03/20																																			
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Analyse feedback gathered	10d	05/02/20																																			
Implement changes (if any) gathered from	2d	05/15/20																																			

Task Name	Duration	Start	Dec 1							Dec 8							Dec 15							Dec 22							Dec 29							Jan 5							x																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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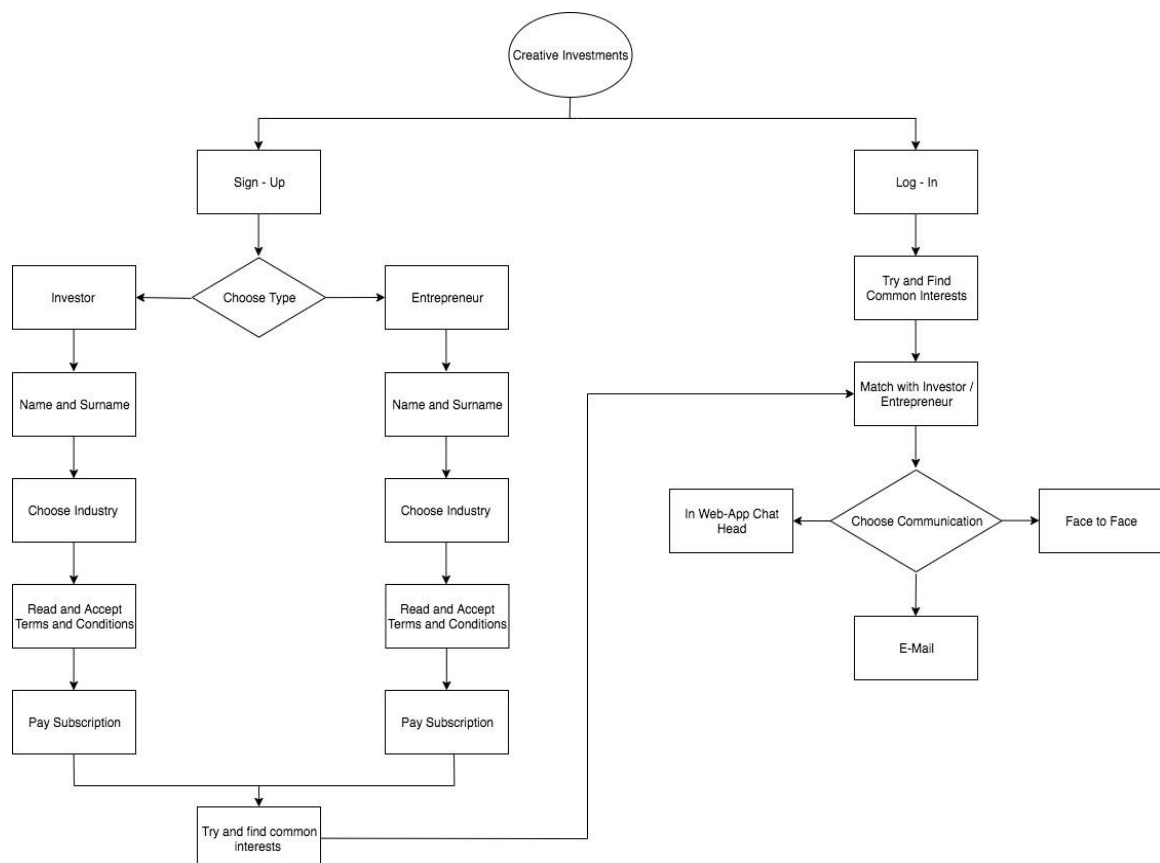
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Task Name	Duration	Start	May 3							May 10							May 17							May 24							May 31								
			S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
Develop Business Idea	3d	11/02/19																																					
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Analyse feedback gathered	10d	05/02/20																																					
Implement changes (if any) gathered from	2d	05/15/20																																					

## Physical Location

For our physical location we will be renting out an Office in Sliema, which is ideal place to start a start-up here in Malta because Sliema is the central of all types of business. In this office we will have included a fully equipment kitchen, office which include table, chairs. The rent for this office is €208 monthly and it will be available Immediately.

## 6.2 - 'Production/Service' Process flow chart



## 6.3 - Resources Required

### **One-time resources**

1. Files - Box files used for filings of reports  
(Price = €3 euros per file, for the beginning we will use 5 therefore €15)  
(Place of purchase = Bureau Vallee)
2. Computers - two computers to back up laptops used by partners.  
(Price = €2000 for both computers)  
(Place of purchase = Scan Malta)
3. White board - to be installed in office  
(Price = €99.90)  
(Place of purchase = Bureau Vallee)
4. Printer - hp desk jet 2620 AiO white wireless printer scanner and copier.  
(Price = €44.95)  
(Place of purchase = Scan Malta)
5. Tv - For office 40-inch tesla 40T3119BF full HD Black led tv).  
(Price = €239)  
(Place of purchase = Scan Malta)

### **Yearly resources**

1. Domain - creativeinvestments.ltd  
(Price = €7.99 per year)  
(Place of purchase = Name cheap [online])

### **Variable monthly resources**

1. Water and electricity  
(Price estimated = €70 per month)  
(Place of purchase = paid with rent of office)
2. Stationary - Pens, staplers, sticky notes and toners for the printer etc.  
(Price estimated = € 70 per month)  
(Place of purchase = Bureau Vallee)
3. Cleaning supplies  
(Price estimated = €50 first month to buy broom sticks, dustpan, buckets, toiletries and detergents etc. After first month € 10)  
(Place of purchase = Ta Ganza)

**Fixed monthly resources**1. Hosting - Premium shared hosting

(Price = € 2.15 per month)

(Place of purchase = Hostinger [online])

2. Network and telephone services - Melita Business internet 500 - 20 Mbps

(price = €55 per month)

(place of purchase = Melita)

## Financial Planning

## 7.1 - Sales Forecast

## Creative Investments Sales Forecast

Year 1													
Units Sold	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total Clients
Investors invested in Web-App	1	2	5	5	7	11	10	10	15	10	10	10	96
Entrepreneurs invested in Web-App	2	4	5	6	7	9	12	16	18	26	27	30	162

## Unit Price

[illegible]

## Sales Growth Rate

Investors invested in Web-App	0%	100%	150%	0%	40%	57%	-9%	0%	50%	-33%	0%	0%	32%
Entrepreneurs invested in Web-App	0%	100%	25%	20%	17%	29%	33%	33%	13%	44%	4%	11%	30%

## Revenue

Revenue										Total Revenue
	(Units Sold * Unit Price)									
Investors Invested in Web-App	€27	€54	€135	€135	€297	€270	€270	€270	€2,592	
Entrepreneurs invested in Web-App	€104	€208	€260	€312	€364	€468	€624	€1,404	€1,560	
Total Revenue	€131	€262	€395	€447	€553	€765	€894	€1,102	€11,016	

## Creative Investments Sales Forecast Year 2

Year 2													
Units Sold	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total Clients
Investors invested in Web-App	13	16	17	19	23	20	17	18	17	18	19	20	217
Entrepreneurs invested in Web-App	18	18	24	27	30	32	35	30	29	25	23	32	323

Unit Price													Avg Unit Price	
Investors invested in Web-App	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00
Entrepreneurs invested in Web-App	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00

Sales Growth Rate													Avg Growth Rate	
Investors invested in Web-App	30%	23%	6%	12%	21%	-13%	-15%	6%	-6%	6%	6%	5%	5%	
Entrepreneurs invested in Web-App	-40%	0%	33%	13%	11%	7%	9%	-14%	-3%	-14%	-8%	39%	7%	

Revenue													Total Revenue
Investors invested in Web-App	€351	€432	€459	€513	€621	€540	€459	€486	€459	€486	€513	€540	€5,859
Entrepreneurs invested in Web-App	€936	€936	€1,248	€1,404	€1,560	€1,664	€1,820	€1,560	€1,508	€1,300	€1,186	€1,664	€16,796
Total Revenue	€1,287	€1,368	€1,707	€1,917	€2,181	€2,204	€2,279	€2,046	€1,967	€1,786	€1,709	€2,204	€22,655



### Creative Investments Sales Forecast Year 3

Units Sold	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Year 3 Total Clients
Investors Invested in Web-App	22	24	31	33	38	41	45	40	46	50	53	57	480
Entrepreneurs Invested in Web-App	32	35	40	44	52	58	60	64	70	76	80	82	693

Unit Price													Avg Unit Price	
Investors Invested in Web-App	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00	€27.00
Entrepreneurs Invested in Web-App	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00	€52.00

Sales Growth Rate													Avg Growth Rate	
Investors invested in Web-App	10%	9%	29%	6%	15%	8%	10%	-11%	15%	9%	6%	8%	9%	
Entrepreneurs invested in Web-App	0%	9%	14%	10%	18%	12%	3%	7%	9%	9%	5%	2%	9%	

Revenue													Total Revenue
Investors invested in Web-App	€594	€648	€837	€891	€1,026	€1,107	€1,215	€1,080	€1,242	€1,350	€1,431	€1,539	€12,960
Entrepreneurs invested in Web-App	€1,664	€1,820	€2,080	€2,288	€2,704	€3,016	€3,120	€3,328	€3,640	€3,952	€4,160	€4,264	€36,036
Total Revenue	€2,258	€2,468	€2,917	€3,179	€3,730	€4,123	€4,335	€4,408	€4,882	€5,302	€5,591	€5,803	€48,996

## 7.2 - Cash Flow Forecast

	Year 1				Totals
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	
	€	€	€	€	€
Cash on hand (beginning of quarter)	15,000	97556.21	101089.42	121194.63	
<b>Cash Receipts</b>					
Cash Sales	788	1765	3337	5126	11016
Bank Loan (APS Bank)	40,000	0	0	0	40000
Owner Contributions	35000	0	0	0	35000
B-Start Scheme Grant	25000	0	0	0	25000
Other Govt/EU Grants (applied for & awaiting approval):					
Start-Up Investment Grant	12500	12500	12500	12500	50000
Other EU Grants (applied for & awaiting approval):					
European Investment Project	50,000	70,000	85,000	90,000	295000
<b>Total Cash Receipts</b>	<b>163288</b>	<b>84265</b>	<b>100837</b>	<b>107626</b>	<b>456016</b>
<b>Total Cash Available</b>	<b>178288</b>	<b>181821.21</b>	<b>201926.42</b>	<b>228820.63</b>	
<b>Cash Paid Out</b>					
<b>Capital Expenditure</b>					
Property and buildings	0	0	0	0	0
Plant, machinery & equipment	20,000	20,000	20,000	20,000	80000
Fixtures & Fittings	3000	3000	3000	3000	12000
Licences	1,000	1,000	1,000	1000	4000
Other (Please specify):					
					0
					0
					0
<b>Total Capital Expenditure</b>	<b>24000</b>	<b>24000</b>	<b>24000</b>	<b>24000</b>	<b>96000</b>
<b>Operating Expenditure</b>					
Advertising & Marketing	5000	5000	5000	5000	20000
Insurance	6500	6500	6500	6500	26000
Bank loan interest	88.97	88.97	88.97	88.97	355.88
Lease Payments	1,500	1,500	1,500	1,500	6000
Materials and Supplies	2000	2000	2000	2000	8000
Rent	624	624	624	624	2496
Utilities	4000	4000	4000	4000	16000
Loan repayment and interest	3518.82	3518.82	3518.82	3518.82	14075.28
Start-up costs	2000	2000	2000	2000	8000
Other (Please specify):					
Wages	31500	31500	31500	31500	126000
					0
					0
					0
<b>Total Operating Expenditure</b>	<b>56731.79</b>	<b>56731.79</b>	<b>56731.79</b>	<b>56731.79</b>	<b>226927.16</b>
<b>TOTAL CASH PAID OUT (CAPEX &amp; OPEX)</b>	<b>80731.79</b>	<b>80731.79</b>	<b>80731.79</b>	<b>80731.79</b>	<b>322927.16</b>
<b>Cash on hand</b>	<b>97556.21</b>	<b>101089.42</b>	<b>121194.63</b>	<b>148088.84</b>	

	Year 2				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Totals
	€	€	€	€	€
Cash on hand (beginning of quarter)	148088.84	179219.05	222289.26	270349.47	
<b>Cash Receipts</b>					
Cash Sales	4362	6302	6292	5699	22655
Bank Loan (APS Bank)	0	0	0	0	0
Owner Contributions	0	0	0	0	0
B-Start Scheme Grant	0	0	0	0	0
Other Govt/EU Grants (applied for & awaiting approval):					
Start-Up Investment Grant	12500	12500	12500	12500	50000
Other EU Grants (applied for & awaiting approval):					
European Investment Project	95000	105000	110000	120000	430000
<b>Total Cash Receipts</b>	<b>111862</b>	<b>123802</b>	<b>128792</b>	<b>138199</b>	<b>502655</b>
<b>Total Cash Available</b>	<b>259950.84</b>	<b>303021.05</b>	<b>351081.26</b>	<b>408548.47</b>	
<b>Cash Paid Out</b>					
<b>Capital Expenditure</b>					
Property and buildings	0	0	0	0	0
Plant, machinery & equipment	20,000	20,000	20,000	20,000	80000
Fixtures & Fittings	3000	3000	3000	3000	12000
Licences	1000	1000	1000	1000	4000
Other (Please specify):					0
					0
					0
<b>Total Capital Expenditure</b>	<b>24000</b>	<b>24000</b>	<b>24000</b>	<b>24000</b>	<b>96000</b>
<b>Operating Expenditure</b>					
Advertising & Marketing	5000	5000	5000	5000	20000
Insurance	6500	6500	6500	6500	26000
Bank loan interest	88.97	88.97	88.97	88.97	355.88
Lease Payments	1,500	1,500	1,500	1,500	6000
Materials and Supplies	2000	2000	2000	2000	8000
Rent	624	624	624	624	2496
Utilities	4000	4000	4000	4000	16000
Loan repayment and interest	3518.82	3518.82	3518.82	3518.82	14075.28
Start-up costs	2000	2000	2000	2000	8000
Other (Please specify):					
Wages	31500	31500	31500	31500	126000
					0
					0
					0
<b>Total Operating Expenditure</b>	<b>56731.79</b>	<b>56731.79</b>	<b>56731.79</b>	<b>56731.79</b>	<b>226927.16</b>
<b>TOTAL CASH PAID OUT (CAPEX &amp; OPEX)</b>	<b>80731.79</b>	<b>80731.79</b>	<b>80731.79</b>	<b>80731.79</b>	<b>322927.16</b>
<b>Cash on hand</b>	<b>179219.05</b>	<b>222289.26</b>	<b>270349.47</b>	<b>327816.68</b>	

	Year 3				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Totals
	€	€	€	€	€
Cash on hand (beginning of quarter)	270349.47	334760.68	412560.89	497954.1	
<b>Cash Receipts</b>					
Cash Sales	7643	11032	13625	16696	48996
Bank Loan (APS Bank)	0	0	0	0	0
Owner Contributions	0	0	0	0	0
B-Start Scheme Grant	0	0	0	0	0
Other Govt/EU Grants (applied for & awaiting approval):					
Start-Up Investment Grant	12500	12500	12500	12500	50000
Other EU Grants (applied for & awaiting approval):					
European Investment Project	125000	135000	140000	145000	545000
<b>Total Cash Receipts</b>	<b>145143</b>	<b>158532</b>	<b>166125</b>	<b>174196</b>	<b>643996</b>
<b>Total Cash Available</b>	<b>415492.47</b>	<b>493292.68</b>	<b>578685.89</b>	<b>672150.1</b>	
<b>Cash Paid Out</b>					
<b>Capital Expenditure</b>					
Property and buildings	0	0	0	0	0
Plant, machinery & equipment	20,000	20,000	20,000	20,000	80000
Fixtures & Fittings	3000	3000	3000	3000	12000
Licences	1000	1000	1000	1000	4000
Other (Please specify):					0
					0
					0
<b>Total Capital Expenditure</b>	<b>24000</b>	<b>24000</b>	<b>24000</b>	<b>24000</b>	<b>96000</b>
<b>Operating Expenditure</b>					
Advertising & Marketing	5000	5000	5000	5000	20000
Insurance	6500	6500	6500	6500	26000
Bank loan interest	88.97	88.97	88.97	88.97	355.88
Lease Payments	1,500	1,500	1,500	1,500	6000
Materials and Supplies	2000	2000	2000	2000	8000
Rent	624	624	624	624	2496
Utilities	4000	4000	4000	4000	16000
Loan repayment and interest	3518.82	3518.82	3518.82	3518.82	14075.28
Start-up costs	2000	2000	2000	2000	8000
Other (Please specify):					
Wages	31500	31500	31500	31500	126000
					0
					0
					0
<b>Total Operating Expenditure</b>	<b>56731.79</b>	<b>56731.79</b>	<b>56731.79</b>	<b>56731.79</b>	<b>226927.16</b>
<b>TOTAL CASH PAID OUT (CAPEX &amp; OPEX)</b>	<b>80731.79</b>	<b>80731.79</b>	<b>80731.79</b>	<b>80731.79</b>	<b>322927.16</b>
<b>Cash on hand</b>	<b>334760.68</b>	<b>412560.89</b>	<b>497954.1</b>	<b>591418.31</b>	

## 7.4 - Funding Requirements

January 13<sup>th</sup>, 2020

Dear Sir/Madam,

I am Mr. Portelli, writing you this letter on behalf of Creative Investments which is a start-up company with the purpose of connecting the ideas of entrepreneurs with their potential investors. Creative Investments is made up of 7 MCAST Students who are reading for a B.A (Hons) in Business Enterprise and Bachelor of Science (Honours) in Software Development. As you may know, we are all students and in order to start our company we are in need of Financial Aid since we do not have enough capital to turn this idea into a reality. Therefore, we are seeking the aid of EU Funding as well as the government in order to help us bring this idea into a reality. By investing funds into this start-up, the government will automatically become a stakeholder and through this funding our organization will be able to keep itself low-geared as through the funding and grants, which will also be able to keep the level of debt low when compared to the amount of capital that the organization has. Since we are youths in the 21<sup>st</sup> century, we are all facing new massive challenges that consists of new technology, so we need to make our website with the modern standards and coherent by everyone.

We students come from a broad and vast background in Marketing and Accounts in order to help and aid in the business and administrative side of the business, as well as students that have a background on IT Management to create and manage our website.

We have all agreed and decided to give €5000 each in order to fund the Capital Account of the organization, and this will amount to a total capital of €35,000 from the owner's perspective. Our company is also eligible for a €40,000 bank loan from APS Bank at 5% interest which is to be repaid over a period of 3 years. Apart from the government, there will be also several EU and national grants that come into play with regards to fund over an extended period:

- Start-Up investment Grant of € 12,500.
- B-Start Scheme which is an initiative of the Malta Enterprise to offer and help in funding to start-up organizations that will aid us the amount of €25,000
- European Investment Project, where investors will invest in our website.

Together with my colleagues, I strongly believe that with this website, we can help young entrepreneurs with great ideas to co-operate with the right investor to make their idea become a reality.

Thank you for your consideration. Me and my colleagues are willing to look forward to discussing future possible opportunities as well as the findings and the ownership of Creative Investments.

Sincerely,

Liam Portelli

# Appendices

17/01/2020

Creative Investments - An application that connects investors with entrepreneurs.

## Creative Investments - An application that connects investors with entrepreneurs.

We are a group of students reading for our undergrad degree in Business Enterprise and Software Development. The aim of this application is to make the process easier for both entrepreneurs and investors to connect and communicate with each other, as well as to help investors find the projects that they are interested in investing for future purposes.

This survey is being conducted to aid in developing the application and should not take more than 5 minutes to complete.

Thanks your time and participation.

\*Required

### Demographics

In this section, you are required to tick only one option.

#### 1. Gender \*

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

#### 2. Age \*

Mark only one oval.

- ☐ 17 or younger
- ☐ 18-24
- ☐ 25-31
- ☐ 32-38
- ☐ 39-45
- ☐ 46-52
- ☐ 53 and over

#### 3. Please Select your Employment Status (Please tick one option) \*

Mark only one oval.

- ☐ Student
- ☐ Student and Employed Part-Time
- ☐ Employed Part-Time
- ☐ Employed Full-time
- ☐ Retired
- ☐ Unemployed

#### 4. Please State your Locality \*

---

17/01/2020

Creative Investments - An application that connects investors with entrepreneurs.

## Investment Process

In this section, you will be asked questions related to investing.

### 5. Did you ever invest? \*

Mark only one oval.

- ☐ Yes  
☐ No

### 6. Would you be interested into investing on our platform? \*

Mark only one oval.

- ☐ Yes  
☐ No  
☐ Maybe

### 7. In what type of industry will you be willing to invest in? \*

Tick all that apply.

- ☐ Technology and Artificial Intelligence  
☐ Agricultural  
☐ Catering  
☐ Pharmaceutical and Medicine  
☐ Renewable Energy  
☐ Construction and Properties

### 8. How much are you willing to invest? \*

Mark only one oval.

- ☐ €0 - €9999  
☐ €10000 - €19999  
☐ €20000 - €29999  
☐ €30000 - €39999  
☐ €40000 - €49999  
☐ €50000+

## Application

### 9. How important are the following factors when using our application? (1 being not important at all and 5 being very important)(Please tick one option per row) \*

Mark only one oval per row.

	1	2	3	4	5
Design & Usability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



17/01/2020

Creative Investments - An application that connects investors with entrepreneurs.

10. If you will use this application, will you use it as an investor or as an entrepreneur? \*

Mark only one oval.

- ☐ Investor Skip to question 11.
- ☐ Entrepreneur Skip to question 13.

## Investor

11. If you are an investor and find an entrepreneur with a business idea related to your interest, which method of communication would you prefer? \*

Tick all that apply.

- ☐ Face to Face
- ☐ In-app messages
- ☐ Video Chat
- ☐ E-Mails

12. If you are an investor looking for ideas from entrepreneurs, what amount are you willing to pay per month for this service? \*

Mark only one oval.

- ☐ €20 - €34
- ☐ €35 - €69
- ☐ €70 - €120
- ☐ €120+

Skip to question 15.

## Entrepreneur

13. If you are an entrepreneur and find an investor with a business idea related to your interest, which method of communication would you prefer? \*

Tick all that apply.

- ☐ Face to Face
- ☐ In-app Messages
- ☐ Video Chat
- ☐ E-Mails

14. If you are an entrepreneur looking for investment, what amount are you willing to pay per month for this service? \*

Mark only one oval.

- ☐ €20 - €34
- ☐ €35 - €69
- ☐ €70 - €120
- ☐ €120+

## Conclusion

17/01/2020

Creative Investments - An application that connects investors with entrepreneurs.

15. On a scale from 0-10, how likely are you to recommend this application to a friend? \*

Mark only one oval.

	0	1	2	3	4	5	6	7	8	9	10	
Not Likely at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely Likely

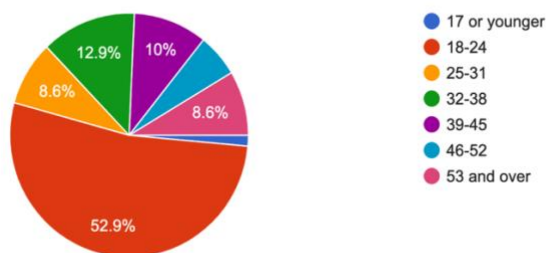
Powered by



**Figure 1.1 - Questionnaire**

### Age

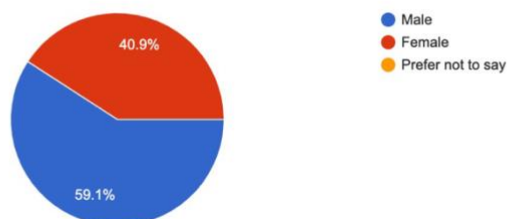
70 responses



**Figure 3.1 – Age.**

### Gender

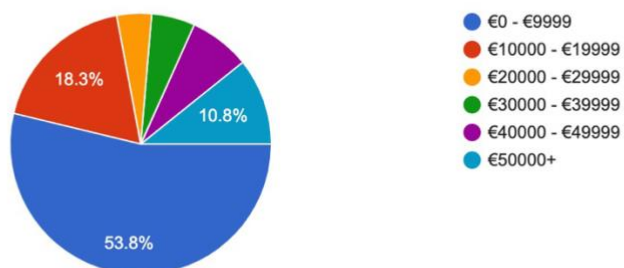
93 responses



**Figure 3.2 – gender.**

### How much are you willing to invest?

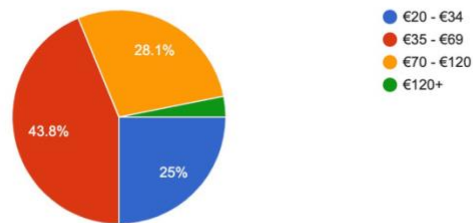
93 responses



**Figure 3.3 - Investment sum.**

If you are an entrepreneur looking for investment, what amount are you willing to pay per month for this service?

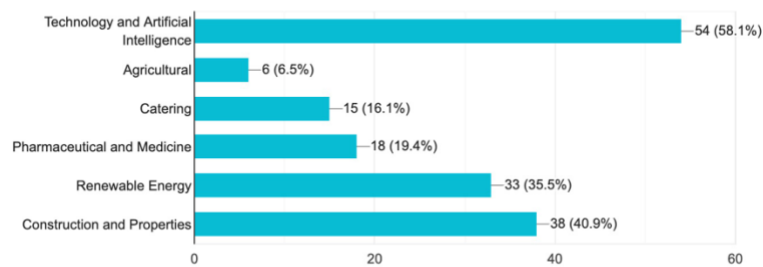
32 responses



***Figure 3.4 – Subscription price range.***

In what type of industry will you be willing to invest in?

93 responses



***Figure 3.5 – Industry of choice.***

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