

A background image showing two women in a professional setting. One woman is smiling and looking towards the other, who is looking down at something in her hands. The image is overlaid with a dark teal filter.

GET-FUNDED

CROWDFUNDING PLATFORM

Business Plan



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INTRODUCTION

It is common knowledge that the crowdfunding industry is very large and the total funding of the crowdfunding industry has more than doubled since 2012 compared to 2012 and is not expected to change. By the end of 2022, the global crowdfunding industry is expected to reach approximately \$ 34.4 billion.

Donation-based crowdfunding is the second largest segment in the industry with approximately \$ 5.5 billion (roughly 16% of total industry expected funding) in third-place equity-based crowdfunding with an expected amount of \$ 2.5 billion. (around 7% of total projected sector funding). the percentage breakdown by category remained substantially unchanged between 2013 and 2014 and is expected to remain constant after the smoke disappeared from 2015 to 2021.

It is important to note that when categorizing industry growth by region, the United States continues to represent the largest segment of the industry, with just under 50% of the total industry expected funding. The United States also appears to have an extremely high annual industrial growth rate (82%).

But the European and African markets are expected to grow by almost 100% compared to 2015 and Asian markets. has started to show phenomenal growth rates of 210% (representing the second region in terms of volume of around \$ 10.5 billion).

We all know that in 2016, the SEC adopted the long-awaited final rule of Title IV (“A + Regulation”). Since its inception, crowdfunding has been touted as a method of democratizing private investment.

It was not until mid-2015, when the final Reg A + rules came into effect, that investment-based crowdfunding (i.e. Debt and equity) came into effect. almost exclusively limited to “accredited investors” with high net worth, in accordance with the proposals in Section II. (i.e. Rule 506 (c)).

With the entry into force of the new Reg A + rules, the involvement of uncredited investors is finally a reality. The industry is huge, but not saturated, but the key to success in the industry is specialization and choosing a successful niche.

1. EXECUTIVE SUMMARY

The company intend to develop the leading Blockchain crowdfunding platform that will be powered by Binance Smart Chain, that will support young, creative individual in Africa.

Crowdfunding has become a popular financial option for start-up and is considered as part of venture capital financing. This financial segment has a great potential in Africa.

The transaction value is expected to grow by 97% until 2021 resulting in the total amount of 5mil USD. Knowing the potential for the crowding investing industry in Africa. Get-Funded will become the only and exclusive crowdfunding platforms in Africa.

The aim of this business plan is to assess the most viable entry points to the crowdfunding market from the perspective of a newly founded business entity, identified as sustainable long term business strategy as well as a relevant cost-effective marketing approach, while elaborating on the basic underlying ideas with the predicted revenue streams based on the selected business model.

The secondary aim of this business plan is to acquire an initial seed investment for the company to initialize its operations.

Investment

Initial Investment for the first year is estimated at USD 600 000,00. Fixed expense will be required for the establishment of an office and professional team and also contain fees of advertising agency to promote and engage both the creators and people who are Interested in Investing in the young people of Africa.

The funds provided by the initial investment as per the above are sufficient to all the business to achieve its short and long the business to achieve its short- and long-term goals and provide a satisfactory cash safety cushion for the business.

By investing primarily in developing and marketing Africa crowdfunding market, the Company expects to penetrate the Africa continent through crowdfunding products from the first year.

Business Model

Comparison between Three successful model such as Kickstarter, Indiegogo and Creator shows that “all or nothing” scheme may be more efficient for Africa young entrepreneurs from deferent Industries.

However, many people choose flexible option which allows people to keep money pledged if the project fails to meet its goals. It has been agreed “Get-Funded” model has to be based on the compound scheme, including both “all or nothing” and flexible option.

2. COMPANY OVERVIEW

Get-Funded is a Blockchain related crowdfunding business platform powered by Binance Smart Chain connecting potential creative and innovative entrepreneurs with investors. Our duty is to provide that critical marketplace or junction where a potential creative and innovative entrepreneur is able to showcase/pitch his/her business to investors with the most impressive business idea getting full funding from the pool of financiers.

We will be getting a commission on every successful completion of business agreement or investment.

Products and Services

Our products and services are mostly online base and Blockchain related powered by Binance smart chain, as both interested investors and potential entrepreneurs are provided a meeting platform to transact business. This does not come free however, as we would be earning on every submitted project on our site.

Also, whether the transaction between the investor and the potential entrepreneur is successful or not, we will still be paid for services rendered. However, when the business is successful, a bigger fee is paid to us for facilitation.

Our Vision

Our Vision at Get-Funded Crowdfunding platform is to build the largest crowdfunding business in Africa within our first decade of operations. We intend achieving this through the promotion of our services through different media, such as the use of the internet, local radio and TV stations and also through word-of-mouth dissemination from satisfied clients who have benefitted from our services.

Our Mission

Is to be the foremost crowdfunding platform business through excellent customer care service provided by highly motivated work staff, who share our goals and objectives.

- **Our corporate structure**

We all know that the current state of the economic market in the Africa is moderate. We also know that the unemployment rate has gone up and asset prices have risen dramatically. This means that launching a crowdfunding website in this economic environment is appropriate given that people need capital to start their unique and interesting business. At Get-Funded Crowdfunding platform we have a strong belief that we are on the path to success and strive to bring all of our perspectives to the fore.

Get-Funded Crowdfunding platform is an Africa-based company – an owner-managed business that will be duly managed by group of developers from deferent country. They have the experience and mindset to work together and be successful after joining a vision community. They also hope to diversify work in the industry and hire employees with the same vision as the company.

The workforce includes:

- Director
- E-commerce manager
- Head of Marketing and Brands Department
- Business lawyer
- Technical director
- Application and content developer
- Technical and infrastructure manager

Roles and responsibilities

Director

- He is responsible for the supervision of all other officers and employees of the organization.
- It is charged by the board of directors and other officers with determining whether the company is in line with objectives and policies. ...
- Obligated to encourage business investment.
- It also promotes economic development within communities.
- He is responsible for managing the goals, objectives and financial budgets of the organization. ...
- Implement organizational guidelines in daily life.
- Performs quality control.
- Responsible for hiring, training and firing employees.

- Responsible for developing and implementing strategies and determining general direction in a specific area of a business or organization.
- Provide visionary and strategic leadership to the organization.
- Work with the board of directors to develop policies and directions for the organization.
- He ensures that board members have the information they need to fulfill their fiduciary and other management responsibilities.
- It also provides the Board with adequate and timely information to enable it to effectively discharge its oversight role.
- Direct staff, including organizational structure, professional development, motivation, performance appraisal, discipline, compensation, staff policies and procedures.

chief technology officer

- Responsible for leadership and oversight of building management processes to ensure objectives are met.
- He directs and develops a security plan.
- It protects the confidentiality, integrity and availability of company data and servers.
- It identifies and implements technological trends and platforms.
- He also communicated the company's technology strategy to investors, management, staff, partners, customers and stakeholders.
- Evaluate and recommend the technology.
- Select and register your company's domain names.
- The task is to create a mail service.
- Introduce a web-based internal communication system.
- He oversees the efforts of graphic designers to create a corporate identity and website for businesses. ...
- Supplier relationship management.
- Perform code review and specification conformance testing.
- Create a quality assurance process.
- Create an application deployment process.
- Follow web analytics mode to determine website traffic.
- Implementation of technical requirements for internet marketing and search engine optimization
- Integrate customer service and support into your software development process to support solving customer issues and improving applications. Ease of use.

Application and content developer

- Manage web traffic and analyze changes accordingly to increase your ROI.

- Project management and external advertising using advertising words and other tools, their implementation and optimization.
- Validate the content and usability using support tools and ensure that it meets the objectives set by senior officials. ...
- To find the right place to host your website content for business development and act as a traffic manager for online marketing providers.

Head of Marketing and Brands Department

- Responsible for achieving the organization's sales goals through effective planning and budgeting.
- Responsible for deciding the strategies and methods necessary to achieve sales goals. It is he who decides on the future action plan for the members of his team.
- Responsible for lead mapping and lead generation for the organization. He must be eager to create new opportunities for the organization.
- Responsible for the promotion of the brand.
- The task of motivating team members is one of the most important responsibilities of a sales manager.
- The sales manager must ensure that his team achieves the desired results.
- Responsible not only for sales, but also for maintaining and improving the relationship with the customer.
- Responsible for storing data and records necessary for future use.

Technical and infrastructure manager

- Responsible for all of the company's computer systems, including hardware and software, as well as security systems.
- Spend a lot of time meeting people from different departments to discuss how to make business data more accessible and secure, and how to make business operations smoother and more efficient.
- Other tasks assigned by the Director

Electronic commerce office

- Develop an online business strategy in collaboration with product and marketing managers.
- Work with designers, website developers, and content providers like copywriters and photographers to create or improve your website.
- Work with payment providers to develop secure payment mechanisms that protect customers' personal information when paying by debit or credit card.

- Regularly check site and system content to make sure they are functioning properly
- Monitor site metrics such as web page load times, total site visitors, and visitors by product or page.
- Analyze the information and recommend changes to improve performance.
- Make sure all stored customer data is protected against cybercrime threats
- Help design or recommend marketing programs to increase sales.
- Analyze metrics such as the number of visitors who are simply browsing rather than placing orders.
- Identify which products increased revenue after a promotion or which products decreased sales after a price increase.

Business lawyer

- Ensures that our business operations comply with the law.
- Review the law associated with this transaction and advise on any negative impact it may create.
- Ensures that our legal decisions lead to solid results.

3. BUSINESS DESCRIPTION

Company

Get-Funded is a Blockchain related crowdfunding website based in Africa, aimed at empowering young creative entrepreneurs to validate their ideas and innovations.

Projects can be placed on the site to give an opportunity to be showcased to people that might have interests in investing in their business.

Thus, Get-Funded offers a service to help market with connections between young African and people who have interest in what they are doing.

Company intends to support them, walking them through the campaign process, defining their needs and ensuring they get best results out of their campaigns.

4. MARKET ANALYSIS

It is common knowledge that the crowdfunding industry is very large, and the total funding of the crowdfunding industry has more than doubled since 2012 compared to 2012 and is not expected to change. By the end of 2022, the global crowdfunding industry is expected to reach approximately \$ 34.4 billion.

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With the entry into force of the new Reg A + rules, the involvement of uncredited investors is finally a reality. The industry is huge, but not saturated, but the key to success in the industry is specialization and choosing a successful niche.

SWOT analysis: We all know that the demand for crowdfunding websites has increased dramatically with the growth of the economy. Therefore, we believe that our low operating cost infrastructure, coupled with the high margins of Get-Funded Crowdfunding platform, will deliver continued business profitability and positive cash flow.

But we not only consider the optimistic aspect of starting a business, but we also try to avoid almost all startup mistakes. That is why we hired an external agency to help us conduct our SWOT analysis.

This consulting company has been very thorough and straightforward in their research. They had to use our available workforce to really understand how ready and skilled they are for Get-Funded Crowdfunding platform to be successful. The results of their SWOT analysis for Get-Funded Crowdfunding platform are duly summarized below.

According to SWOT analysis, our strengths at Get-Funded Crowdfunding platform are supported by our dedication, advertising budget and people. crowdfunding. The SWOT analysis also noted that our workforce is made up of competent, results-oriented, energetic, and well-educated people.

In the SWOT analysis it was quite easy to see that the industry and niche we decide to invest be incredibly competitive. It was also noted that our weaknesses include the time it takes us to develop a consumer's personality and brand acceptance, develop and implement effective marketing communications, identify, and provide recurring revenue for them. partners, advertising, and e-commerce revenue streams. We believe that we can resolve all these issues properly and very quickly.

Crowdfunding sites are a relatively new industry in the Africa. It is believed that, as more and more people seek to start their own businesses, the demand for and demand for capital has increased. So, and as these websites evolve, millions of people around the world are now using crowdfunding websites to start their business ventures. We believe this has made the opportunities for the industry endless.

A SWOT analysis performed for us on Get-Funded Crowdfunding platform also highlighted the threats we may face in the industry. It was made clear that we may face threats such as the acquisition of strategic investments and a constant flow of funding, securing technology and strategic sites and content planning, content development / generation of links, user

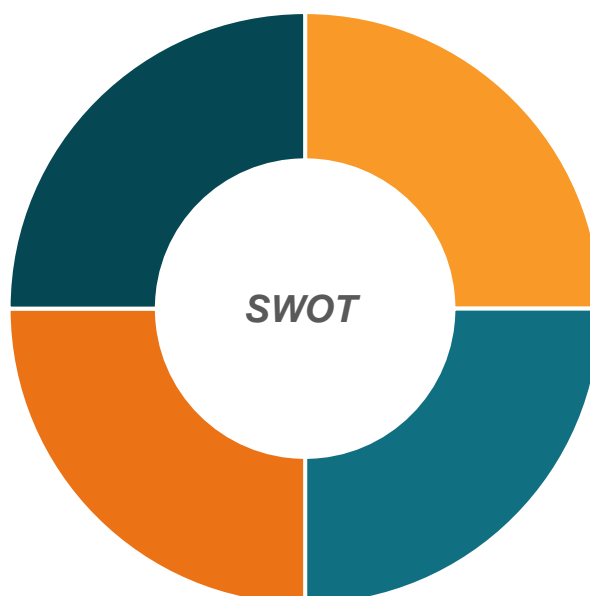
functionality and program design and delivery, the broad nature of the industry and the level of competition in the crowdfunding industry.

STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership



WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand

5. MARKETING AND SALES PLAN

Market Analysis/Trends

This sector has witnessed tremendous growth in recent years and this growth is predicted not to wane in the coming years, especially as enlightenment grows among potential entrepreneurs about the benefits of using this service for generation of funding.

As a result of the growth, it has witnessed the emergence of several websites providing similar services to both investors and entrepreneurs. It is expected that in no distant time, this option will overtake other well-known options used in funding small businesses.

Target Market

Our target market at Get-Funded Crowdfunding platform is the assorted business segment, especially the small and medium scale businesses and investors. These startups and the investors will be provided a critical platform where both will meet and discuss the terms of their operations.

Our concern is to facilitate this meet and to ensure that both parties enjoy the services provided. We will not be focusing on any business niche but will be open to all business types and investors interested in either a particular business.

Competitive Advantage

Our competitive advantage over our competitors is that we will be providing a broad range of services across all business niches, with clients expected from every business area. We will also be engaging the services of the absolute best of crowdfunding professionals and provide adequate motivations through attractive remunerations that will ensure that their absolute best is given.

Also, the services of a crowdfunding platform business strategist will be engaged to ensure exceptional services.

Sales and Marketing Strategies

The sales and marketing strategies to be deployed will include committing resources to ensure that our website always appears on the first page of search engines. This will be possible through enlisting the expert services of IT professionals that will ensure that contents on our websites are search engine optimized (SEO).

Also, links from will be shared on all the social media platforms that will always link back to the website whenever they are clicked.

Publicity and Advert Strategies

The publicity and advert strategies to be deployed will include using social media platforms like Facebook, Twitter, Instagram, and all other social media platforms that will advertise the services provided by us. These adverts will be made to look attractive.

All these will be managed by the absolute best hands, the IT department, due to the reliance of the internet as an important tool of business.

Sources of Income

Our main sources of revenue will be solely from the services rendered by us. Whenever an application for funding is indicated, it involves a fee charged. Part of these funds is remitted to us.

Also, for every successful transaction resulting in investment, Get-Funded Crowdfunding platform will be benefiting from the transaction costs charged these parties for using our services.

Get-Funded Crowdfunding platform, we believe that traffic is essential because in any online business, we plan to do so with our heavy advertising and advertising strategies, which include:

- search engine positioning
- Connections
- Banner
- Co-branding
- Sponsor relevant community events / programs.

- Use the Internet and social networks. media platforms such as Instagram, Facebook, Twitter, YouTube, Google +, etc. To promote our services.
- Mount Bill Bards at strategic points in Africa (Nigeria South Africa).
- I'm sure we go on road shows from time to time. time in target areas
- Distribute our flyers and brochures in targeted areas.

Sales Projection

It is projected that within a three-year period, we will experience an impressive revenue growth.

However, the effects of recession, natural disasters and other misfortunes are discounted.

- First Year \$250,000
- Second Year \$660,000
- Third Year \$1,200,000

- **Payment Channels** Due to the nature of our business which is online based, we will be using electronic means of payment for services. These include the use of cryptocurrency, cards (credit, debit, smart etc), mobile banking, and electronic banking.

Sources of Startup Funding

The sources of funding for this business will come from savings and also through debt financing. 40% of this funding will come from savings while the rest of 60% of the funds will come through.

6. FINANCIAL PLAN

At Get-Funded Crowdfunding platform , we understand that the budget required to launch our crowdfunding online will depend on the approach and size, which we believe will be very important. We also understand the importance of fundraising in any business venture that is a crowdfunding business.

We have visions on Get-Funded Crowdfunding platform and believe we'll refund any pennies spent on start-up capital. Here are the ways we plan to spend our startup capital:

- **Projected start-up costs:** The table below shows a sample of ongoing and one-time cost items that the business might need to open.

Get-Funded

Business Plan

START-UP COSTS				
Get-Funded			April 13, 2021	
COST ITEMS	MONTHS	COST/ MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	12	\$17 416, 66	\$0	\$209 000,00
Employee Salaries*	12	\$648,15	\$0	\$70 000,00
Employee Payroll Taxes and Benefits	4	\$0	\$0	\$0
Rent/Lease Payments/Utilities	12	\$8333,33	\$0	\$100 000,00
Postage/Shipping	1	\$25	\$25	\$50
Communication/Telephone	4	\$70	\$280	\$560
Computer Equipment		\$0	\$100 000,00	\$100 000,00
Computer Software		\$0	\$300	\$300
Insurance	12	\$833,33	\$0	\$10 000, 00
Interest Expense		\$0	\$0	\$0
Bank Service Charges		\$0	\$0	\$0
Supplies		\$0	\$0	\$0
Travel & Entertainment		\$0	\$0	\$0
Equipment		\$0	\$2,500	\$2,500
Furniture & Fixtures		\$0	\$5000,00	\$5000,00
Leasehold Improvements		\$0	\$0	\$0
Security Deposit(s)		\$0	\$2,500	\$2,500
Business Licenses/Permits/Fees		\$0	\$750,00	\$750,00
Professional Services - Legal, Accounting		\$0	\$1,500	\$1,500
Consultant(s)		\$0	\$0	\$0
Inventory		\$0	\$0	\$0
Cash-On-Hand (Working Capital)		\$0	\$1,000	\$1,000
Miscellaneous		\$0	\$10 000,00	\$10 000,00
ESTIMATED START-UP BUDGET				\$513 160,00

*Based on part-time employees. This may change once you hit your growth benchmark.

Get-Funded

Business Plan

Projected profit and loss model:

START-UP COSTS													
Get-Funded													April 13, 2021
REVENUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Estimated Sales	\$0	\$0	0	\$7,000	\$14,500	\$16,400	\$22,500	\$23,125	\$24,549	\$22,000	\$25,000	\$27,349	\$182 423
Less Sales Returns & Discounts	\$0	\$0	\$0	(\$206)	(\$234)	\$0	\$0	(\$280)	(\$1,200)	(\$1,600)	\$0	(\$2,400)	\$5 920
Service Revenue	\$0	\$0	\$0	\$0	\$0	\$250	\$350	\$100	\$0	\$0	\$1,245	\$1,360	\$3,305
Other Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$0	\$0	\$0	\$0	\$1,500
Net Sales	\$0	\$0	\$0	\$6,794	\$14,266	\$16,650	\$22,850	\$24,445	\$23,349	\$20,400	\$26,245	\$26,309	\$181 308
Cost of Usage	\$0	\$0	\$0	\$2,800	\$5,800	\$6,560	\$9,000	\$9,250	\$9,820	\$8,800	\$10,000	\$10,940	\$72 970
Gross Profit	\$0	\$0	\$0	\$3,994	\$8,466	\$10,090	\$13,850	\$15,195	\$13,529	\$11,600	\$16,245	\$15,369	\$108 338
EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Salaries & Wages	\$0	\$0	\$0	\$5,000	\$5,000	\$5,000	\$8,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$68 000
Marketing/Advertising	\$0	\$0	\$0	\$450	\$900	\$900	\$900	\$900	\$900	\$900	\$1,200	\$1,200	\$8 250
Sales Commissions	\$0	\$0	\$0	\$350	\$725	\$820	\$1,125	\$1,156	\$1,227	\$1,100	\$1,250	\$1,367	\$9 120
Rent	\$0	\$0	\$0	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$11 250
Utilities	\$0	\$0	\$0	\$200	\$200	\$250	\$250	\$250	\$200	\$200	\$250	\$250	\$2 050
Website Expenses	\$0	\$9	\$0	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$225	\$225	\$1 675
Internet/Phone	\$0	\$0	\$0	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$ 990
Insurance	\$0	\$0	\$0	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$1 485
Travel	\$0	\$0	\$0	\$250	\$0	\$0	\$0	\$0	\$675	\$800	\$0	\$0	\$1 725
Legal/Accounting	\$0	\$0	\$0	\$450	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$250	\$1 200
Office Supplies	\$0	\$0	\$0	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1 125
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$0	\$0	\$0	\$8,525	\$8,650	\$9,295	\$12,100	\$13,131	\$13,827	\$13,825	\$13,575	\$13,942	\$106 870
Income Before Taxes	\$0	\$0	\$0	(\$4,531)	(\$184)	\$795	\$1,750	\$2,064	(\$298)	(\$2,225)	\$2,670	\$1,427	\$1 202
Income Tax Expense	\$0	\$0	\$0	(\$680)	(\$28)	\$119	\$263	\$310	(\$45)	(\$334)	\$401	\$214	\$396
NET INCOME	\$0	\$0	\$0	(\$3,851)	(\$156)	\$676	\$1,488	\$1,754	(\$253)	(\$1,891)	\$2,270	\$1,213	\$1 250

