

# *Confidentiality Agreement*

*The undersigned reader of the* ***iMe Corp*** *Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of Terrell Maclin-Chief Executive Officer/President of* ***iMe Corp****.*

*It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to* ***iMe Corp.***

*Upon request, this business plan document will be immediately returned to* ***iMe Corp****. This is a business plan. It does not imply an offer of any securities.*

*This contract shall be governed by the laws of the state of California and any applicable federal law.*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Signature Printed Name*

# *DISCLA****IME****R*

*Some of the statements contained in this Business Plan, includes information incorporated by reference, discuss future expectations gathered by the management, which is believed to be ultimately significant. Those statements are subjected to both known and unknown risks, uncertainties and other unforeseen factors, which could be beyond the management control.*

*Important factors that may cause the actual results to differ from those expressed within may include, but are not limited to:*

* *The success or failure of the company’s effort to successfully market its services as scheduled.*
* *The company’s ability to maintain a substantial level of returned customers and a growing referral base.*
* *The effect of changing legislation and government regulation.*

*However, the assumptions disclosed herein are those that management believes are significant to the growth of the company.*

# *Purpose of the Business Plan*

*This business plan is written to describe the business activities of* ***iMe Corp*** *under the management of Chief Executive Officer/President; Terrell Maclin. We will ensure adequate marketing strategies so that a large part of our target market is informed about our services.*

*The business plan is also intended to:*

* *Provide a blueprint for the business and provide details of its activities.*
* *Provide market insights that aid in the feasibility study of the business that open up new market areas.*
* *Highlight our operational plan, our vision and mission statements, the business objectives, our products and services, market analysis as well as the financial projections among other contents of the business plan.*

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# *1.1 EXECUTIVE SUMMARY*

***iMe******Corp*** *is a global influence marketing company which belongs to the Influencer Marketing Agency/Platform Industry. Our goal is to bring value into all of our business associations.* ***iMe*** *is on trend to establish itself as a fast-growing marketing channel and we are enthusiastic that our growing business partnerships will be buoyant and profitable. Our core services include; generating branded content to license royalty free media to small or major organizations.* ***iMe****’s messaging focuses on Human Connectivity, Empowerment and Gender Equality. Our campaigns generate awareness through a comfortable likability that connects consumers to brands in a positive way. Due to innovative technology and mass digitization, companies like* ***iMe*** *are more important than ever. Our niche marketing approach creates engagement that is centered on self-love as its core. We curate followers with unified interest thus allowing us to retain them and turn them into consumers and customers. In addition,* ***iMe*** *understands the power and value of being able to educate, engage and influence a large number of people, therefore revolutionizing effective communication. This allows our branding strategy to leverage and attract all types of people (users) and authorize them to play an active role with the brands we partner with or represent. As an important reference to* ***iMe****’s viability in today’s market, please note that as of 2021 the value of global influencers edged near 14 billion dollars. In part, this is what gives* ***iMe*** *the enthusiasm to position itself to be a part of the growth and maturity of this prime industry.*

***iMe******Corp*** *was established over 7years ago (2015) but we fully dove into its creation in 2018.* ***iMe******Corp*** *is owned by Terrell Maclin-Chief Executive Officer/President.* ***iMe*** *is currently staffed with 9 members. It is a web based business with minimal office overhead or expenses and we are located at 417 S Hill, Los Angeles, CA 90013.*

*Our ambition is to identify and partner with any organization or agency that wants to invest in influencer messaging (marketing) in order to expand and secure their base of clients. We desire to work with agencies with a focused objective to lock in customer loyalty and commitment. This includes a similar pledge from their workforce.*

***iMe****’s overarching agenda is to be the conduit for various levels of personal growth along with a global reach that enhances Human Connectivity, Empowerment and Gender Equality.*

## *1.2 Management Team*

*Terrell Maclin-Chief Executive Officer/President of* ***iMe Corp*** *is a very passionate and open-minded individual. With over 22 years of experience as an Executive Producer in the music industry, his wide range of knowledge includes leveraging sync, licensing deals, packaging artists, and overseeing marketing campaigns.*

***Why did I start this business?*** *As with most young adults, it took me years to find myself and to establish what was important to me. From being put down, ridiculed, bullied and a host of other debilitating circumstances I was able to pull*

*myself up by discovering the value and the importance of ME. I evaluated and embraced all of my gifts along with my imperfections and realized that I was enough. Once I understood this to be self-love, I then became more confident. This positive feeling helped inspire me and I began to learn the process of becoming self-empowered. Since then my life has changed for the better and I have moved onto major accomplishments that have far exceeded any of my oppressor’s expectations. Having established a solid life and lifestyle,*

*I want to pass the methods and belief systems that helped to shape me onto others. My intentions are to teach, encourage and impart a positive mindset onto anyone in the world who will listen. I Mean Everything is the power mantra for everyone.*

*Currently, team* ***iMe******Corp*** *is supported by 9 staff members in total; a group of credible and committed individuals prepared to harness all their strength, availability and professionalism to catapult the business to a greater height.*

***The team:***

***Terrell Maclin - Chief Executive Officer/President***

***Robert Richardson - Chief Operations Officer/General Manager***

***KerryAnn Morrison - President of Business***

***Development/Strategic Partnerships***

***Cheryl Maclin Meredith - President of Academic***

***Achievements/Curriculum***

***Damion Patrick - Brand Consultant***

***Kaysha King - Sr. Vice President of Academic***

***Achievement/Curriculum***

***Mary Akpovi - CPA/Chief Financial Officer***

***Ariane Andrew - Brand Partner/Strategic Relationship***

***Tracey Tague - Brand Affiliate/Strategic Marketing***

*Our team is poised and ready to create comprehensive solutions to manage toward our overarching goals and purpose. These include but are not limited to enhancing Human Connectivity, Empowerment, Gender Inequality and supporting causes such as global poverty and hunger.*

*We strongly believe that our business model and team efforts will not only do a lot of good for human kind, it will also positively impact the global influencer market, and position* ***iMe Corp*** *as a highly sought after organization.*

## *1.3 Business model*

***iMe Corp*** *is a fairly new business yet we have given ourselves permission to achieve our goals that include generating billions of dollars in support of human advancement and empowerment.*

*We have done our research, and we have been able to highlight some factors that will give us a formidable opportunity in the marketplace; some of these elements are competence, trust, honesty, effectiveness, and excellent relationship management. With that we are firmly committed to our business partnerships, in tandem with consumer satisfaction and we are positioned to fulfill each level of demands.*

*At all times,* ***iMe*** *will demonstrate a commitment to sustainability, both individually and as a business, by actively participating in our communities and integrating sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by meeting the consumers' needs accurately and completely whenever they patronize us.*

*The* ***iMe*** *business model is developed from the understanding that we can repurpose self-power, inspiration and add to human values. This provides* ***iMe*** *compelling leverage and an essential opportunity to inform, inspire, engage and influence the global community. Thus, remodeling user interest and the reasons they do business with* ***iMe*** *and our brand partners. Through these well-structured and somewhat predictable measures; a substantial opportunity exists for* ***iMe*** *to cater to a universal audience.*

## *1.4 Risk management*

***iMe Corp*** *is not exempted from the risks all Influencer Marketing Agency/Platform industry is exposed to. Yet, with the emergence of our business, the capital injection is necessary in order to support, stabilize and improve business development and growth. Managed proficiency, the initial investment will help reduce or eliminate the risk metrics.*

*Different strategies will be put in place to ascertain that the risks to our business are controlled or minimized. These strategies include;*

* *Investing sufficient funds into the business to meet all required business operation requirements.*
* *Building strategic and symbiotic partnerships with necessary industries.*
* *Building a sufficient customer base.*
* *Providing a constant and effective communication link.*
* *Adopting effective strategies to promote our brand and general services.*
* *Employing competent and experienced staff.*

## *1.5 Key to Success*

* *Marketing: Marketing is the main factor in the success of our business. We will employ all forms of marketing to ensure we get enough awareness which will be advantageous to our patronage. We will maintain a robust advertisement budget and launch the most pre-measured and pre-targeted marketing campaigns.*
* *Quality Services: We will always source and provide top quality service based on the latest techniques, technology and market needs and trends.*
* *Social Media Presence: At the highest level we will progressively manage all social media platforms to communicate and show the differentiation and quality of the* ***iMe*** *brand.*
* *Communication: We will adopt a flawless communication channel to all customers, which will enable excellent business transactions as well as a platform to make inquiries and provide solutions to them instantly.*
* *Order Management: We will keep track records and ensure our vendor orders are monitored until they arrive. This will also help to improve our customer service.*
* *Proactive: We will always be proactive, not reactive such that issues are anticipated; risks are managed while the business is quickly solving problems.*
* *Knowledge about the Industry: We will continuously update our experiences with the latest and most profitable industry techniques and ideas that comply with local and international standards. We will keenly follow the trends and learn from established industry leaders, as well as developing and delivering new concepts.*

# *2.0 COMPANY DESCRIPTION*

| *Name of Company* | *iMe Corp* |
| --- | --- |
| *CEO/President* | ***Terrell Maclin*** |
| *Legal Status* | ***Active*** |
| *Location* | ***417 S Hill, Los Angeles, CA 90013*** |
| *Telephone* | ***818-414-1518*** |
| *Email* | ***info@iMelife.com*** |
| *Website* | ***iMelife.com*** |

## *2.1 Mission statement*

*To create campaigns that inspire every individual to be encouraged, empowered and to participate in global events for change. We will work hard to be efficient so that* ***iMe*** *will not only be referred to as one of the most influential organizations, but also the most sought after.*

## *2.2 vision statement*

*We are envisioned to be a successful business through the following:*

* *Along with identifying and supporting the needs of individuals, our niche brand sets up co-ventures to generate substantial revenue for global causes.*

* *We work toward comprehensive solutions that bridge support for Human Connectivity, Empowerment, and Gender Equality*
* ***iMe*** *will be the conduit that motivates others to make a resolute difference.*

## *2.3 Goals and Objectives*

*The goal of every business is to be successful. By success, it means a large customer base, continually increasing patronage, and hence, rapid business growth. Our goal is also to run a business that will not only succeed in revenue and size but will also have a landmark impact locally and nationally. Our objectives are to create campaigns that generate billions of dollars in order to achieve the core initiatives of the vision statement. We will do this in tandem by establishing key relationships with major brands. Helping our partners increase their consumer base and gross revenue will inadvertently increase* ***iMe****’s visibility along with our gross margin. In addition, we intend to raise the bar for what a global influencer agency looks like, represents and moreover, what it can accomplish.*

## 2.4 core values

***iMe Corp****, we will uphold premium and distinct values such as:*

* *Effective Services*
* *Efficient Solutions*
* *Integrity.*
* *Customer-focused analysis*
* *Quality*
* *Affordability*
* *Excellent customer relationship*

## *2.5 Guiding Principles*

* *We will be true to ourselves and our aspirations.*
* *We will plan for success and execute the plan.*
* *We will build enduring and meaningful relationships.*
* *We will communicate with clarity and professionalism.*

# *3.0 Products and Services*

## *3.1 Service Description*

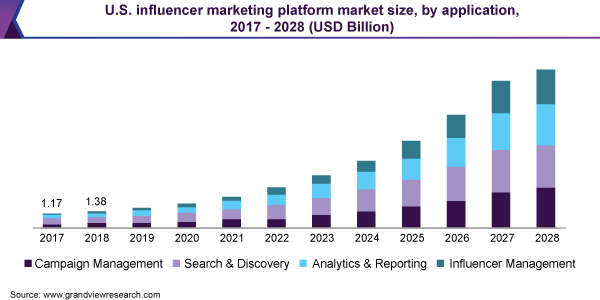
***iMe Corp offers:***

* *Research to identify key areas of our clients growth needs*
* *Meaningful media content with well branded messaging*
* *Fully produced media and marketing campaign materials*
* *Influencer branding (building personality teams to fit and represent each brand)*
* *Music, Web & TV production services*
* *Marketing services that increase user engagement, impressions and social media impact*
* *Additional support for our partners current media campaigns*
* *Create transferable media (our partners have the opportunity to own the intellectual property without paying residuals)*

# *4.0 Market Analysis*

## *4.1 analysis of influencer marketing agency/platform industry*

*The global influencer marketing platform market size was valued at USD 7.68 billion in 2020. It is expected to expand at a compound annual growth rate (CAGR) of 30.3% from 2021 to 2028. The term influencer marketing has swiftly transitioned from a mere buzzword to being incorporated into mainstream branding strategies. It is an amalgamation of the idea of conventional celebrity endorsements and contemporary content-driven marketing campaigns. Over the last few years, brands have started looking beyond traditional celebrities and have collaborated with online celebrities/influencers for endorsing their products. This is a direct consequence of the increasing number of followers of these influencers on social media and their ability to impact the purchasing behavior of their followers/fans.*



*The growing use of the internet for advertising practices has revolutionized companies’ business models and generated alternate revenue streams. The easy availability of high-speed and affordable internet services for customers offers marketers a new channel to reach out to target audiences, which has led to the rise of influencer marketing practices. Leveraging these promotion practices enables marketers and brands to create more personalized advertising campaigns, thereby enhancing customer experience and business relations.*

*Social media portals such as Facebook, Instagram, YouTube, Tik Tok and Pinterest are perceived as the ideal platforms for such marketing purposes. The continuously increasing user base of these social media apps has helped marketers to increase customer engagement and understand their pain points via influencers’ interactions. Social media empowers organizations to practice content-driven publicity by partnering with the most appropriate personality, thereby creating a digital identity for audiences, which eventually enables higher and closer engagement.*

*The ongoing COVID-19 pandemic has resulted in a significant rise in the adoption of influencer marketing campaigns. In 2020, lockdown implementations by several government bodies resulted in production houses and advertising agencies halting the scheduled shooting of advertisements, thereby promoting*

*SMEs and corporations to resort to newer methods of promotion. Furthermore, restricted business activities resulted in a dip in revenue generation, which further prompted companies to leverage more cost-effective advertising practices. The growing use of social media platforms for entertainment purposes during the lockdown has also encouraged enterprises to adopt such marketing strategies. These platforms are expected to continue to remain a significant medium for promotion even after the effects of the pandemic start to subside.*

*The emergence of influencer networks is also perceived as a critical differentiating factor in the promotion strategies of prominent market players. Influencers develop and create different types of content, which results in overlapping niches, thereby creating an influencer pool. The interconnectedness amongst these types of celebrities offers better opportunities for brands to find the right brand ambassadors who match their vision and value. Collaborating with the right ambassadors promotes branding teams to leverage specialized influencer marketing platforms and produce carefully created content.*

## *Application Insights*

*The search and discovery segment accounted for a revenue share of over 35% in 2020, owing to an incremental need amongst brands and marketers to collaborate with the best-fit influencer for a particular campaign. Influencer search and*

*discovery tools enable companies to find the right brand ambassadors using several filters such as audience demographics, effectiveness of content, and performance, thereby offering time and cost-saving opportunities in manual search activities. Platform providers also offer companies the opportunity to collaborate with several influencers on different social media platforms, depending on their advertising campaign and requirements. For instance, HypeAuditor offers search and discovery features for different social media platforms such as YouTube, Tik Tok, and Instagram to its clients, based on their needs and requirements.*

*The analytics and reporting segment is expected to offer significant growth opportunities for the market. This can be attributed to the need of the companies to analyze critical factors regarding such promotion campaigns, such as campaign effectiveness, engagement of influencers, and content penetration. These factors aid the company in changing the content according to their needs and requirements.*

*Companies such as Smartfluence offer predictive analytics services to help clients mitigate potential risks in influencer campaigns, thus offering growth opportunities for the market.*

## *Organization Size Insights*

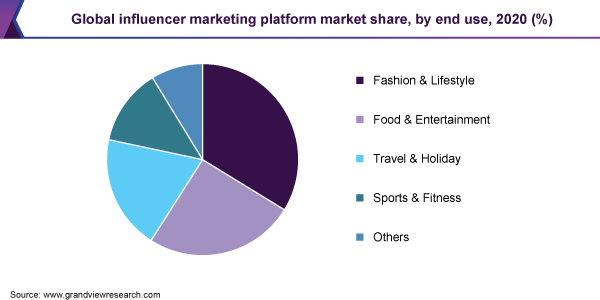
*The large enterprises segment accounted for a revenue share of over 75% in 2020, owing to the need to deploy more cost-effective and efficient marketing strategies. The COVID-19 pandemic resulted in restricted business activities for several large enterprises, consequently shrinking their advertising budget. This created the need to use newer promotion tools and leverage the internet as their primary marketing channel. Additionally, large enterprises have significant social media following, which can be leveraged to create effective business relations with their customers and increase engagement via influencers.*

*The SME segment is expected to offer significant growth opportunities to the market. SMEs can collaborate with micro-and nano-influencers, which helps them in increasing brand awareness and traffic to the company website at affordable prices. Using nano-influencers who interact with niche audiences enables SMEs to penetrate the market more efficiently and build trust with customers.*

*Companies such as IZEA and NeoReach offer unique marketing platform solutions to SMEs, which helps them create campaigns according to their budget and requirements.*

## *End-use Insights*

*The fashion and lifestyle segment dominated the influencer marketing platform market with a revenue share of over 30% in 2020. The rising need for high-end lifestyle and fashion brands to be more approachable for people and create closer interactions with them is driving the adoption of such advertising practices. Fashion brands also employ influencers for advertising new accessories and clothes, thereby aiding people to stay abreast with fast fashion trends and ensure continual revenue generation. Additionally, fashion and lifestyle enthusiasts allow companies to develop new products through constant interaction with their audiences and promote them by uploading picture-perfect photos, videos, and sponsored posts.*



*The food and entertainment sector has gained significant revenue share due to the increasing demand among people to gain access to newer and diverse entertainment forms. Lockdown implementations across several countries have*

*resulted in a rise in the adoption of newer entertainment forms such as Over-The-Top (OTT) platforms, online music events, and*[*mobile game*](https://www.grandviewresearch.com/industry-analysis/mobile-games-market)*tournaments. This rise in screen time in 2020, globally, has provided companies in the food and entertainment division an opportunity to leverage influencer marketing to promote events and new online content. Companies such as OnePlus, a subsidiary of BBK Electronics Corp. LTD, had engaged in extensive influencer marketing practices to promote the OnePlus Music Festival in 2019, enhancing its customer relations and generating awareness.*

## *Key Companies & Market Share Insights*

*Significant market players have started diversifying and enhancing their service offerings. This has helped clients and marketers to gain access to more detailed insights regarding product sales, thereby enabling them to make data-driven business decisions. For instance, companies such as AspireIQ now offer Shopify integrated data in their smart recommendations and segmentation tools. This has helped advertisers and organizations to identify top community members at a glance and enable customers to access customers’ purchase data.*

*Companies have also started engaging in development practices to enhance clients’ user experience and offer emerging brands influencer marketing services. For instance, in September 2020, Grapevine launched Grapevine Shops, an ecommerce platform for brands and influencers that follows an influencer-centric*

*approach. Furthermore, Traackr has also launched influencer marketing performance solutions in May 2019, which offer Brand Vitality Score (VIT) and enhance data-driven insights. This helps clients gain a more in-depth understanding of influencer content's value and impact on a particular brand. Some prominent players operating in the global influencer marketing platform market are:*

* *Upfluence Inc.*
* *Speakr Inc.*
* *AspireIQ*
* *Grapevine Logic Inc.*
* *Mavrck*

## *Influencer Marketing Platform Market Report Scope*

| *Report Attribute* | *Details* |
| --- | --- |
| *Market size value in 2021* | *USD 13.24 billion* |
| *Revenue forecast in 2028* | *USD 84.89 billion* |
| *Growth Rate* | *CAGR of 30.3% from 2021 to 2028* |
| *Base year for estimation* | *2020* |
| *Historical data* | *2017 – 2019* |
| *Forecast period* | *2021 – 2028* |
| *Quantitative units* | *Revenue in USD billion and CAGR from 2020 to 2027* |
| *Report coverage* | *Revenue forecast, company ranking, competitive landscape, growth factors, and trends* |
| *Segments covered* | *Application, organization size, end-use, region* |
| *Regional scope* | *North America; Europe; Asia Pacific; Latin America; MEA* |
| *Country scope* | *U.S.; Canada; Germany; U.K.; China; India; Japan; Brazil; Mexico* |
| *Key companies profiled* | *Upfluence Inc.; Speakr Inc.; AspireIQ; Grapevine Logic Inc., Mavrck* |
| *Customization scope* | *Free report customization (equivalent up to 8 analyst working days) with purchase. Addition or alteration to country, regional, and segment scope.* |
| *Pricing and purchase options* | *Avail customized purchase options to meet your exact research needs.* |

## *Segments Covered in the Report*

* ***Application Outlook (Revenue, USD Billion, 2017 - 2028)***
  + *Campaign Management*
  + *Search & Discovery*
  + *Analytics & Reporting*
  + *Influencer Management*
* ***Organization Size Outlook (Revenue, USD Billion, 2017 - 2028)***
  + *Large Enterprises*
  + *SMEs*
* ***End-use Outlook (Revenue, USD Billion, 2017 - 2028)***
  + *Food & Entertainment*
  + *Sports & Fitness*
  + *Travel & Holiday*
  + *Fashion & Lifestyle*
  + *Others*
* ***Regional Outlook (Revenue, USD Billion, 2017 - 2028)***
  + *North America*
    - *U.S.*
    - *Canada*
  + *Europe*
    - *Germany*
    - *U.K.*
  + *Asia Pacific*
    - *China*
    - *India*
    - *Japan*
  + *Latin America*
    - *Brazil*
    - *Mexico*
  + *MEA*

*Bibliography*

[*https://www.grandviewresearch.com/industry-analysis/influencer-marketing-platform-market*](https://www.grandviewresearch.com/industry-analysis/influencer-marketing-platform-market)

## *4.2 Porters’ four Forces Analysis*

* *The threat of New Entry*

*Being a branded established business, things are not expected to be smooth from the beginning because the customers have to be given time to be acquainted with the new innovation in town. That said, this is not expected to last as our aggressive marketing will always be geared towards getting customers to know the benefit in allowing us to serve them.*

* *Competitive Rivalry*

*In that our business is modeled to build on the existing business processes in the industry, we have identified some industries that serve as our direct competitors. Some of these industries have been in the industry before us and are way ahead. However, we have chosen some tactics which will be deployed in our favor to ensure that we stay relevant and ahead of competitions in the industry.*

* *Buyer Power*

*Our prices are reasonably structured to be within the confines of fair prices chargeable in the industry. We have no plan to increase these charges but rather to promote the rate at which people patronize our services. This is why our services will be within the confines of what obtains with most companies that offer almost the same services like ours, initially. And of course, our services are affordable.*

## *4.3 SWOT Analysis*

***iMe Corp*** *is quite aware of the competition in the industry which is why we took out time to conduct an effective SWOT Analysis. Believing we are wise enough to get things right from the onset, we are fairly certain that we will not struggle for market existence or attraction of loyal customers to build our membership base. In order to fine tune and effectively manage toward our strengths we conducted a SWOT analysis for the company.*

*Here is a preview of the results we got from the SWOT analysis that was conducted on behalf of* ***iMe Corp.***

| ***STRENGTHS*** | ***WEAKNESSES*** |
| --- | --- |
| * *Price, Value, Quality* * *Individual approach and strategies* * *One-stop solution for all business promotional and branding needs* * *A creative approach to promote business* * *The passion and fun of helping businesses achieve their goals* * *A viable solution to the market needs* | * *Employing good staff can sometimes be difficult* * *Growing the customers’ base requires much effort and takes time* |
| ***OPPORTUNITIES*** | ***THREATS*** |
| * *Opportunity to take the business global* * *Opportunity to compete with established players and gain significant ground* | * *A large number of competitors* * *The market may sometimes dictate prices* * *Change in government policies* |

# *5.0 Implementation and Strategy Plan*

## *5.1 marketing objectives*

* *To achieve the sales growth targets by the ninth month from the grand opening of the business or by the end of year one.*
* *Aggressive gains in market share and immense revenue growth in year two and three.*
* *To yield a high net profit year over year, by containing costs and meeting sales/campaign goals.*
* *To maintain 90-day customer satisfaction survey results (the percentage of those who would repurchase and recommend us) at 90% or higher.*
* *To establish a stable and constant customer base globally.*
* *To become a flagship organization in our line of business.*

## *5.2 Marketing approach*

*In order to promote our business model and aggressively expand the scope of our present follower and customer base, we intend to implement the following marketing options and approach:*

* *Launching of Facebook (Instagram) ads: Facebook is regarded as the biggest social media in the world. We will utilize the ads option available on Facebook (IG) to reach out to our customers. The strategic posting of our ads will be timely and constant. This will provide the pathway to prospective customers who are oblivious of our existence, to have an idea of the services we offer and subsequently patronize us.*
* *Affiliate programs and strategic partnerships with other businesses: Affiliations with major brands and businesses is part of our marketing strategies. It is a fact that a properly managed affiliation with an established brand can increase our chances of gaining more ground in the market, and can positively affect our income.*
* *Search Engine Optimization on keywords and search terms: Understanding the value of strengthening our popularity with our targeted audience, we will employ the technology of SEO. This will help* ***iMe*** *generate more opportunities with customers who search the internet for a company that offers the services we do. With an effective SEO process* ***iMe*** *will be at the top of the list.*
* *Add a newsletter: A newsletter is another way of tacitly advertising to customers without expressly mentioning the word advertisement. It is a way of keeping our customers abreast of our company's latest development, how they tend to benefit, and how we can serve them better, including delivering innovations to their email addresses as may be supplied to us.*

# *6.0 Management Summary*

***iMe Corp*** *is a cornerstone organization on the move and on the rise. We have put together a reliable and effective staff that will exhibit well-defined and responsible roles. I am confident that this focused group of Executives will provide a positive contribution that will add up to the overall development and expansion of the company.*

*Our goals, plans, ideas and overall commitment to generate billions of dollars for cause are gargantuan. With that, those who walk with* ***iMe*** *will push as hard as we do and will do their part to help achieve them. And each of us understands that you cannot place a limit on Self Encouragement and Self-Empowerment and overall Self-Value.*

*That said, I am personally fully (100%) committed and simply have my boots dug in, ready to do the work. So as we learn to walk we desire to run. And as of this date, today, I am asking you to join* ***iMe****, support* ***iMe****, be a part of* ***iMe****, and let's run this race towards supporting the I Mean Everything brand and be an advocate for love…*

*Terrell Maclin*

*CEO -* ***iMe******Corp***

# ***7.0 Financial Plan***

*The following section contains financial information for* ***iMe Corp.*** *Tables and charts show annual projections for the first three business years.*

## *7.1 Important Assumptions*

|  | *Year 1* | *Year 2* | *Year 3* |
| --- | --- | --- | --- |
| *Tax Rate* | *5.5%* | *5.5%* | *5.5%* |
| *Owner's Investment* | *$ 150,000* | *0* | *0* |
| *Investors Fund* | *$ 500,000* | *0* | *0* |

## *7.2 Financial Overview*

*Below is the financial overview showing the profitability of the business as the sales increase with little change in the cost. The profit is seen to increase with sales.*

|  | *Year 1* | | *Year 2* | *Year 3* |
| --- | --- | --- | --- | --- |
| *Total Revenue* | | *$ 12,642,000* | *$ 1,002,582,500* | *$ 1,005,874,000* |
| *Total Expenses* | | *$ 8,464,088* | *$ 917,542,888* | *$ 918,055,118* |
| *Net Profit* | | *$ 3,948,127* | *$ 80,362,433* | *$ 82,988,843* |

## *7.3 PROFIT AND LOSS*

*The below table is the profit and loss projection for the first three business years. The sales are seen to increase each year, causing a considerable increase in the net profit as well.*

|  | *Year 1* |  | *Year 2* |  | *Year 3* |
| --- | --- | --- | --- | --- | --- |
|  | **$** |  | **$** |  | **$** |
| *Sales* |  |  |  |  |  |
| *Book* | *11,017,500* | ***The Billion Dollar Dress Global Auction*** | *1,000,000,000* | *The Billion Dollar Scavenger Hunt* | *1,000,000,000* |
| *iMe/Brand Bracelets and Trinket* | *1,237,500* | ***iMe/Brand Bracelets and Trinket*** | *1,732,500* | ***iMe/Brand Bracelets and Trinket*** | *2,475,000* |
| *Music, Streaming and Publishing* | *387,000* | ***My Body My Choice Campaign*** | *500,000* | ***Music, Streaming and Publishing*** | *774,000* |
|  |  | ***iMe Membership /Partnership*** | *350,000* | ***iMe Membership /Patnership*** | *2,625,000* |
| *Total Sales* | ***12,642,000*** |  | ***1,002,582,500*** |  | ***1,005,874,000*** |
|  |  |  |  |  |  |
| *Books* | *7,215,000* | ***The Billion Dollar Dress Global Auction*** | *915,000,000* | *The Billion Dollar Scavenger Hunt* | *915,000,000* |
| *iMe/Brand Bracelets and Trinket* | *225,000* | ***iMe/Brand Bracelets and Trinket*** | *315,000* | ***iMe/Brand Bracelets and Trinket*** | *450,000* |
| *Music, Streaming and Publishing* | *135,500* |  |  | ***Music, Streaming and Publishing*** | *271,000* |
| *Total Cost of Sales* | ***7,575,500*** |  | ***915,315,000*** |  | ***915,721,000*** |
|  |  |  |  |  |  |
| *Gross Margin* | *5,066,500* |  | *87,267,500* |  | *90,153,000* |
| *Gross Margin %* | *40%* |  | *9%* |  | *9%* |
|  |  |  |  |  |  |
| *Operating Expenses* |  |  |  |  |  |
| *Rent* | *15,588* |  | *15,588* |  | *15,588* |
| *CEO* | *-* |  | *250,000* |  | *250,000* |
| *COO* | *-* |  | *150,000* |  | *150,000* |
| *Board Member* | *-* |  | *150,000* |  | *150,000* |
| *President* | *-* |  | *125,000* |  | *125,000* |
| *President* | *-* |  | *125,000* |  | *125,000* |
| *VP* | *-* |  | *100,000* |  | *100,000* |
| *CPA* | *-* |  | *100,000* |  | *100,000* |
| *Brand Partner /Strategic Relationship* | *-* |  | *75,000* |  | *75,000* |
| *Brand Affiliate/Strategic Marketing* | *-* |  | *75,000* |  | *75,000* |
| *Production Cost* | *105,000* |  | *115,500* |  | *127,050* |
| *Top Influencer* | *300,000* |  | *330,000* |  | *363,000* |
| *Marketing and Advertisement* | *180,000* |  | *300,000* |  | *330,000* |
| *General Admin/Website Development and Upkeep* | *30,000* |  | *33,000* |  | *36,300* |
| *Legal Fees* | *60,000* |  | *66,000* |  | *72,600* |
| *Travel and Entertainment* | *90,000* |  | *99,000* |  | *108,900* |
| *Merchandise* | *90,000* |  | *99,000* |  | *108,900* |
| *Web Based Subscription and APPs* | *18,000* |  | *19,800* |  | *21,780* |
| *Total Operating Expenses* | ***888,588*** |  | ***2,227,888*** |  | ***2,334,118*** |
|  |  |  |  |  |  |
| *Operating Income* | *4,177,912* |  | *85,039,612* |  | *87,818,882* |
| *Operating Margin* | *33%* |  | *8%* |  | *9%* |
|  |  |  |  |  |  |
| *EBITDA* | *4,177,912* |  | *85,039,612* |  | *87,818,882* |
| *Depreciation & Amortization* | *0* |  | *0* |  | *0* |
| *Interest Expense* | *0* |  | *-* |  | *-* |
| *Tax Incurred* | *229,785* |  | *4,677,179* |  | *4,830,039* |
|  |  |  |  |  |  |
| *Net Profit* | ***$ 3,948,127*** |  | ***$ 80,362,433*** |  | ***$ 82,988,843*** |
| *Net Profit/Sales %* | *31%* |  | *8%* |  | *8%* |

*From the above analysis, it is assumed that total revenue of* ***$12,642,000*** *will be made in the first year of business activities. Every business always aspires to increase its sales. With the marketing strategy adopted, it is assumed that this will yield an increase in the subsequent years of business activities, causing the revenue for each year to increase with it.*

*The volume of revenue influences the profit that will be made during the year, therefore revenue generated in the course of running the business results in an increase in profit made by the business after taking care of all expenses.*

*Chart: Profit and Loss*

## *7.4 Cash Flow Statement*

*Below is a cash flow statement projection for three years showing the movement of cash within the business. The owner has so far invested $150,000 and also seeks an investor’s fund of about $500,000 for business funding*.

|  | *Year 1* | *Year 2* | *Year 3* |
| --- | --- | --- | --- |
|  | ***$*** | ***$*** | ***$*** |
| *Cash From Operations* |  |  |  |
| *Cash Sales* | *12,642,000* | *1,002,582,500* | *1,005,874,000* |
| *Subtotal Cash From Operations* | *12,642,000* | *1,002,582,500* | *1,005,874,000* |
|  |  |  |  |
| *Additional Cash Received* |  |  |  |
| *Investor's Fund* | *500,000* | *0* | *0* |
| *Owner's Investment* | *150,000* | *0* | *0* |
| *New Long-term Liabilities* | *0* | *0* | *0* |
| *Sales of Other Current Assets* | *0* | *0* | *0* |
| *Sales of Long-term Assets* | *0* | *0* | *0* |
| *New Investment Received* | *0* | *0* | *0* |
| *Subtotal Cash Received* | ***13,292,000*** | ***1,002,582,500*** | ***1,005,874,000*** |
|  |  |  |  |
| *Expenditures* | ***Year 1*** | ***Year 2*** | ***Year 3*** |
|  |  |  |  |
| *Expenditures from Operations* |  |  |  |
| *Total Cost of Sales* | *7,575,500* | *915,315,000* | *915,721,000* |
| *Total Operating Expenses* | *888,588* | *2,227,888* | *2,334,118* |
| *Interest Expense* | *0* | *-* | *-* |
| *Tax Incurred* | *229,785* | *4,677,179* | *4,830,039* |
| *Subtotal Spent on Operations* | *8,693,873* | *922,220,067* | *922,885,157* |
|  |  |  |  |
| *Additional Cash Spent* |  |  |  |
| *Other Liabilities Principal Repayment* | *0* | *0* | *0* |
| *Long-term Liabilities Principal Repayment* | *-* | *-* | *-* |
| *Startup Expenses* | *150,000* | *0* | *0* |
| *Purchase Long-term Assets* | *0* | *0* | *0* |
| *Owner's Drawing* | *0* | *0* | *0* |
| *Investor's Dividends* | *0* | *0* | *0* |
| *Subtotal Cash Spent* | ***8,843,873*** | ***922,220,067*** | ***922,885,157*** |
|  |  |  |  |
| *Net Cash Flow* | *$ 4,448,127* | *$ 80,362,433* | *$ 82,988,843* |
| *Cash Balance* | ***$ 4,448,127*** | ***$ 84,810,560*** | ***$ 167,799,404*** |

*Chart: Cash Flow*

*The graph above shows an upward movement of closing cash balance which indicates that there is an increase in cash balance at the end of every period.*

## *7.5 Balance Sheet*

*Below is the financial forecast of the balance sheet for the business. The below table shows the steady growth in the net worth of the organization, this shows that the business is a very profitable one.*

*Table: Balance Sheet*

|  | *Starting Bal.* | *Year 1* | *Year 2* | *Year 3* |
| --- | --- | --- | --- | --- |
|  | ***$*** | ***$*** | ***$*** | ***$*** |
| *Assets* |  |  |  |  |
|  |  |  |  |  |
| *Current Assets* |  |  |  |  |
| *Cash* | *200,000* | *4,448,127* | *84,810,560* | *167,799,404* |
| *Other Current Assets* | *0* | *0* | *0* | *0* |
| *Total Current Assets* | *200,000* | *4,448,127* | *84,810,560* | *167,799,404* |
|  |  |  |  |  |
| *Long-term Assets* |  |  |  |  |
| *Long-term Assets* | *5,000* | *5,000* | *5,000* | *5,000* |
| *Accumulated Depreciation* | *-* | *1,000* | *1,000* | *1,000* |
| *Total Long-term Assets* | *5,000* | *4,000* | *4,000* | *4,000* |
| *Total Assets* | ***205,000*** | ***4,452,127*** | ***84,814,560*** | ***167,803,404*** |
|  |  |  |  |  |
| *Liabilities and Capital* |  |  |  |  |
|  |  |  |  |  |
| *Current Liabilities* |  |  |  |  |
| *Accounts Payable* | *0* | *0* | *0* | *0* |
| *Current Borrowing* | *0* | *0* | *0* | *0* |
| *Other Current Liabilities* | *0* | *0* | *0* | *0* |
| *Subtotal Current Liabilities* | *0* | *0* | *0* | *0* |
|  |  |  |  |  |
| *Long-term Liabilities* | *-* | *-* | *-* | *-* |
| *Total Liabilities* | ***-*** | ***-*** | ***-*** | ***-*** |
|  |  |  |  |  |
| *Paid-in Capital* | *0* | *0* | *0* | *0* |
| *Retained Earnings* | *0* | *3,948,127* | *84,310,560* | *167,299,404* |
| *Earning* | ***0*** | ***3,948,127*** | ***80,362,433*** | ***82,988,843*** |
| *Total Capital* | *205,000* | *4,452,127* | *84,814,560* | *167,803,404* |
| *Total Liabilities and Capital* | ***205,000*** | ***4,452,127*** | ***84,814,560*** | ***167,803,404*** |
|  |  |  |  |  |
| *Net Worth* | ***$ 205,000*** | ***$ 4,452,127*** | ***$ 84,814,560*** | ***$ 167,803,404*** |

*Chart: Net Worth*

## *7.6 Break-Even Analysis.*

*Break-even is the point where the business neither makes profit nor loss. This means that at break-even, the business is only able to pay up its expenses both fixed and variable cost without any excess. The essence of break-even is to determine the number of sales that could lead to profitability*

|  | *Year 1* | *Year 2* | *Year 3* |
| --- | --- | --- | --- |
| *Fixed cost* | *$ 888,588* | *$ 2,227,888* | *$ 2,334,118* |
| *Variable Cost %* | *60%* | *91%* | *91%* |
| *Gross Margin %* | *40%* | *9%* | *9%* |
| *Break Even Income* | ***$ 2,217,217*** | ***$ 25,595,342*** | ***$ 26,042,712*** |
| *Revenue* | ***$ 12,642,000*** | ***$ 1,002,582,500*** | ***$ 1,005,874,000*** |

*The business is seen to break-even in the first year of business activities. This means that there must be more than* ***$2,217,217*** *worth**of sales yearly before any profit can be recorded. The above analysis can be seen in the below graph showing the breakeven income and revenue.*