**Long term Objective**

We are currently focus on one market (retail) by different financial focused tools, however as the company grows then we could branch out to more market (IT Company) by giving PaaS & IaaS.

**Speciation**

* Go to site
* Get to preview page like Steam
  + Showing couple of products and what we do
* Can sign up then some options appear
* Go back to preview page with more options
  + Account Settings
    - Company name, payment details, address, etc.
  + Questionnaire access
    - Move them to dynamic list of questions
    - based on answers the product will hide/show itself
    - After its done, it will list all the products that the company might need but also give options to add/remove some of the tools
    - When they agree then they will be directed to payment page
    - After payment and agreement is made then dashboard is created
    - Optional tutorial on interface is available and also documentation
  + Access to personal Hub
    - For sharing products within the company
* Upper bar Options
  + About Me & Contacts
  + Tools

**Tools**

* Financial Management
  + Budgeting
  + Cashflow Statement, Income Statement, Balance Sheet
  + Annual financial
  + Interactive Graphs
* Warehouse Management
  + Track the location of products with multiple locations
* Stock Management (monetary )
  + Stock Checker
* Cloud based EPOS
  + Till system that can perform anywhere
* Social Media Management
  + Facebook, Twitter, Instagram, Snapchat, LinkedIn API
* Sign Creator (*iMenuPro* like that)

**USP**

* Loyal customer can get some tools for free for # month/s as a thank you.
* If customer subscribe to more than # tools they will receive #% discount.