



**DUE TWO**

**DUETWO.DEV**

## Table of Contents

Executive Summary	2
Mission	6
Corporate Structure	6
Services	7
Customer Segments	8
Marketing Channels	9
Revenue Streams	10
Financial Projections	12
Customer Structure	14
Key Metrics	14
Competitive Advantage	15
Conclusion	16

## Executive Summary

### Mission:

DueTwo has embraced the broad goal of making the world a better place; one app at a time. We will strive to do this through the software we create and publish to the world. The software we create will allow each and every person around the world to help make a difference in our ever-changing world

### Corporate Structure:

DueTwo Software will be structured to function year-round with 3 full time roles.

1. Chief Executive Officer
  - a. Ethan McGuinness
    - i. ethan@duetwo.dev
2. Chief Operating Officer
  - a. Kenji Lebbon
    - i. kenji@duetwo.dev
3. Director of Software Development
  - a. Jonah Gottlieb
    - i. jonah@duetwo.dev

#### Services:

DueTwo Software is proud to offer a strong plan for how we will grow and expand our product offerings as a company. The first project that we will pursue is “PROJECT VOTE”. Project Vote will be a multi-platform application developed to help make voting easier and more accessible to more people. This is a project that many on our team feel very passionately about. Our entire team is motivated and committed to helping solve the many issues that we have seen arise in our country and world within the past several years, and the goal of making voting more easier and accessible is one that all of our team deeply supports.

#### Customer Segments:

1. Activists
2. Government/Political Organizations
3. YOU

#### Marketing Channels:

1. Website
2. Advertising/Social Media
3. Email

### Revenue Streams:

DueTwo Software plans to generate revenue from two key categories. Ad revenue brought in from the apps published to the Apple and Google App Stores as well as our direct sales of the Software.

All financial information can be viewed in our spreadsheet, by [clicking here](#).

### Customer Structure:

As we are able to save a significant amount of money by not having physical offices or locations, we do recognize that it is a necessary aspect to have a deeper connection with our clients rather than a purely “digital/email relationship”. So, every 4 months we will hold community based events virtually, and hopefully in person where we will talk about the current happenings in the world of technology as well as any new developments in our operations as a company.

### Key Metrics:

1. App Downloads
2. User Engagement
3. Customer Satisfaction
4. Revenue Intake

### Competitive Advantage:

DueTwo Software is a company unlike any other out there on the market. We are made up of 100% teenage staff and we all have a deep rooted passion for wanting to see change in the world.

Our low and competitive app prices will entice new users to join our growing community and help us make the world a better place; one app at a time.

## Mission

DueTwo has embraced the broad goal of making the world a better place; one app at a time. We will strive to do this through the software we create and publish to the world. The software we create will allow each and every person around the world to help make a difference in our ever-changing world.

Our team will work and collaborate one project at a time, to ensure that a high quality end result is brought forward to the consumer, that exceeds expectations and blows any related app on the market, out of the water.

Additionally, once we as a company reach a place of sustainability, we plan to donate a portion of our profits to a variety of organizations that exemplifies our values as an organization. The chosen organizations can be seen on our website at- [duetwo.dev](https://duetwo.dev)

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    - i. [jonah@duetwo.dev](mailto:jonah@duetwo.dev)

On an as-needed basis, we will rely on other members of our team, based on the specific needs for our current project.

For a complete rundown of our staff directory, [click here](#).

## Services

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team is motivated and committed to helping solve the many issues that we have seen arise in our country and world within the past several years, and the goal of making voting more easier and accessible is one that all of our team deeply supports.

After the completion and publication of the application, all funds generated will go towards our operational costs<sup>1</sup> and will also be donated to a variety of charitable organizations which will be listed in the “Causes” section of our website at- [duetwo.dev](https://duetwo.dev)

We have developed two main departments that will work hand in hand as we develop Project Vote. We have our Software Team, and our Marketing/Design Team. Each of our teams will be tasked with certain aspects of making the project become a reality.

Our Software Team will of course be responsible for coding and developing the app and ensuring that it would effectively and across multiple platforms.

Our Marketing/Design Team will of course be responsible for design the User Interface and User Experience for the application as well as creating any marketing materials that will be used to help bring more customers to our platform.

After the completion of Project Vote, we plan to reconvene all of our teams to help brianstorm our next project to help make the world just a little bit better.

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<sup>1</sup> Costs that we need to pay to actually make the app function and work



# Customer Segments

DueTwo Software will aim to serve three main segments of customers.

## **1. Activists**

- a. Of course in a mission central company, such as ours, we will build our products to help the passionate activists who are helping shape the future of our world. With the software projects we create, we hope to enable their efforts with the power of code.

## **2. Government/Political Organizations**

- a. Through the past several years, many members of our team have watched in horror how slowly the government reacts to the tragedies of the real world, and how often, campaigns end up being full of empty promises. We hope that the software we create will help enable government and political organizations to better spread the messages of change that they hope to enable.

## **3. YOU**

- a. And of course, our most important customer demographic is YOU. Without you, none of our work would be possible. The reason we formed DueTwo wasn't just to create software. It was to try and make a difference in the world and to help everyday people, like YOU, to be a part of that difference too.

# Marketing Channels

DueTwo Software will strive to maintain a strong presence in as many marketing channels as possible so as to always have a clear and consistent message on the direction of the products we are bringing to our customers. Below will be our primary methods of communication.

## **1. Website**

- a. We will maintain and operate a high quality website published at- [duetwo.dev](http://duetwo.dev). On this site we will detail our current projects and how to download and access them, the Causes we support and how to get in touch with us.

## **2. Advertising/Social Media**

- a. Once we have published our first application, Project Vote, we will invest resources in advertising techniques and software via social media or the internet. This will be handled by our incredibly talented Marketing Team. We have two incredible team members, one who is a steller Graphic Artist and one who has deep knowledge of social media.

## **3. Email**

- a. We will utilize an email system that will allow anyone to get in touch with our core staff. Our public facing email address will be for General Info/Inquires. With this email, we will send newsletter updates, answer customer questions and direct messages to necessary team members
  - i. Ethan: [ethan@duetwo.dev](mailto:ethan@duetwo.dev)
  - ii. Kenji: [kenji@duetwo.dev](mailto:kenji@duetwo.dev)
  - iii. Jonah: [jonah@duetwo.dev](mailto:jonah@duetwo.dev)

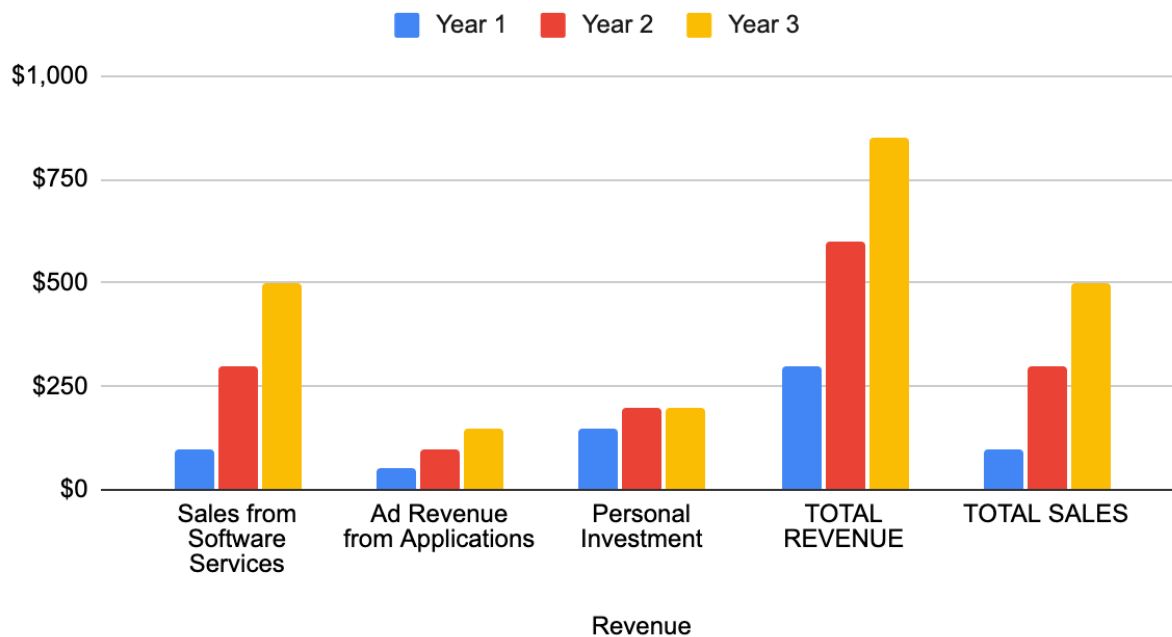
iv. General Info: [info@duetwo.dev](mailto:info@duetwo.dev)

## Revenue Streams

Revenue	Year 1	Year 2	Year 3
Sales from Software Services	\$100	\$300	\$500
Ad Revenue from Applications	\$50	\$100	\$150
Personal Investment	\$150	\$200	\$200
<b>TOTAL REVENUE</b>	<b>\$300</b>	<b>\$600</b>	<b>\$850</b>
<b>TOTAL SALES</b>	<b>\$100</b>	<b>\$300</b>	<b>\$500</b>

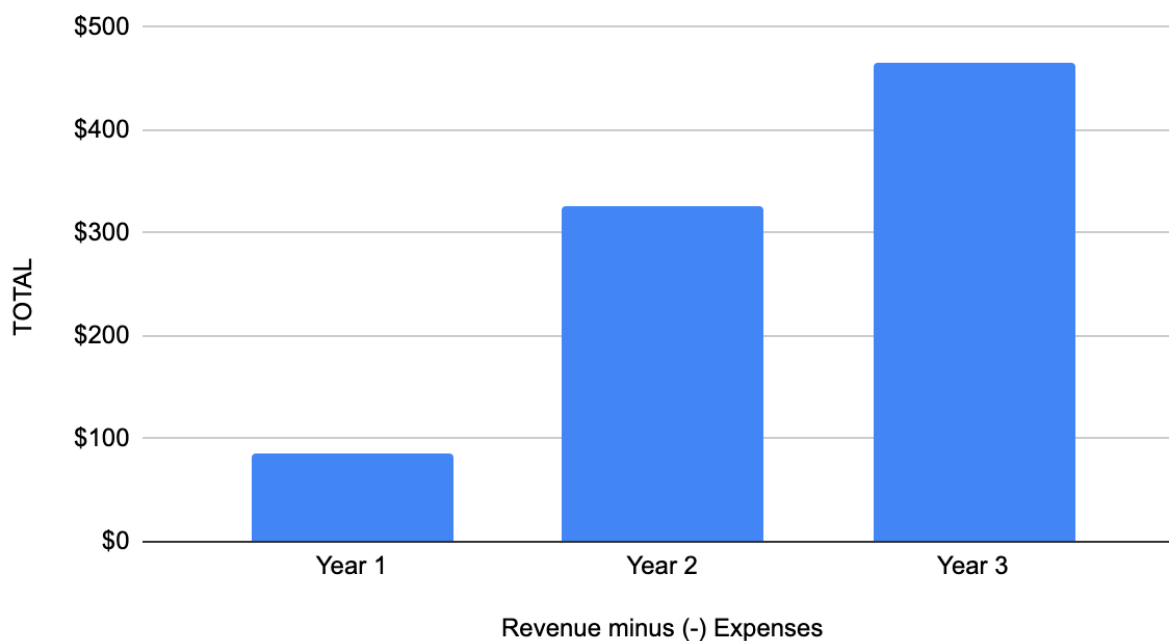
DueTwo Software plans to generate revenue from two key categories. Ad revenue brought in from the apps published to the Apple and Google App Stores as well as our direct sales of the Software.

### Year 1, Year 2 and Year 3



The above financial predictions assume we publish 1-2 apps over 3 years, sold at \$5 an app. We of course have plans to greatly exceed this expectation, but this is where we plan to start.

### TOTAL vs. Revenue minus (-) Expenses



All financial information can be viewed in our spreadsheet, by [clicking here](#).

## Financial Projections

The below information is our three year financial plan for DueTwo Software.

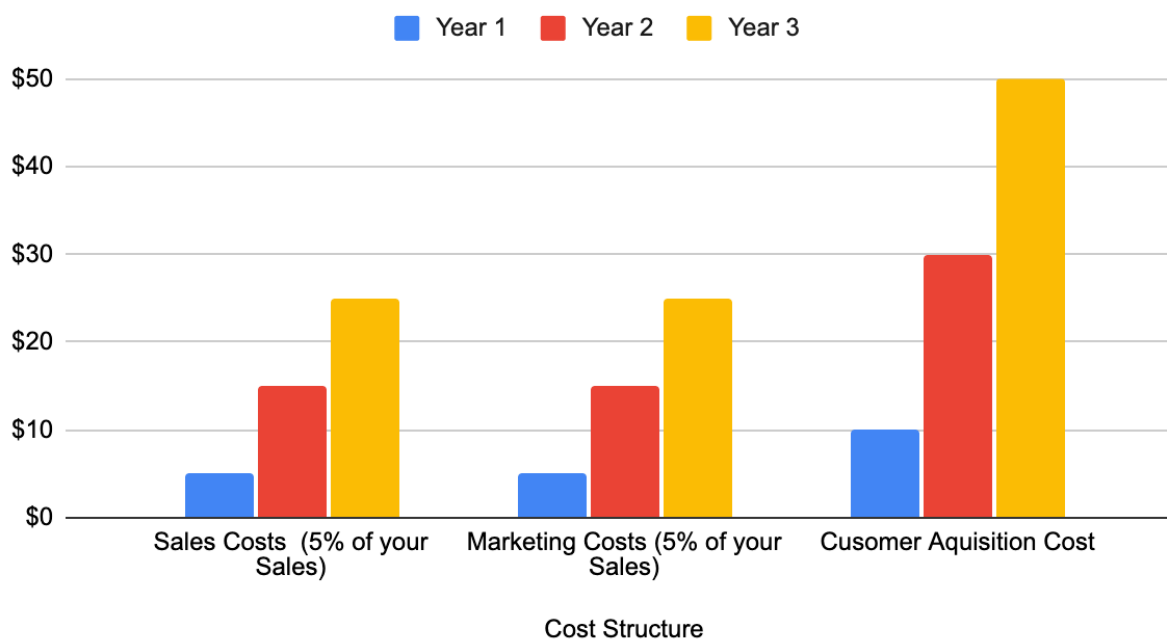
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<b>TOTAL REVENUE</b>	\$300	\$600	\$850
<b>TOTAL SALES</b>	\$100	\$300	\$500
<b>Expenses</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Email/Admin Services	\$60	\$60	\$60
Domains	\$24	\$24	\$24
Apple Developer Account	\$100	\$100	\$100
Google Developer Account	\$25	\$25	\$25
Supplies (Computers, various office hardware)	N/A	\$50	\$150
Marketing Costs (5% of Sales)	\$5	\$15	\$25
<b>TOTAL EXPENSES</b>	\$214	\$274	\$384
<b>Revenue minus (-) Expenses</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>TOTAL</b>	\$86	\$326	\$466
<b>Cost Structure</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Sales Costs (5% of your Sales)	\$5	\$15	\$25
Marketing Costs (5% of your Sales)	\$5	\$15	\$25
Customer Acquisition Cost	\$10	\$30	\$50

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## Customer Structure

### Year 1, Year 2 and Year 3



As we are able to save a significant amount of money by not having physical offices or locations, we do recognize that it is a necessary aspect to have a deeper connection with our clients rather than a purely “digital/email relationship”. So, every 4 months we will hold community based events virtually, and hopefully in person where we will talk about the current happenings in the world of technology as well as any new developments in our operations as a company.

## Key Metrics

To ensure our optimal business success, we will evaluate several key metrics during every business quarter.

1. App Downloads

- a. At the end of every month, we will report and analyze our app download data (which is provided by Apple and Google- the two main App Stores we will be publishing too) as a key indicating factor if the software we are creating is engaging enough.
2. User Engagement
  - a. At the end of every month, we will report and analyze our app user engagement as a key indicating factor if the software we are creating is engaging enough.
3. Customer Satisfaction
  - a. At every business quarter we will additionally analyze customer satisfaction or dissatisfaction by sending a survey with client benefits to increase participation. Our overarching goal in gauging customer satisfaction or dissatisfaction is to get general/specific feedback on where we can improve on different areas in our business operations.
4. Revenue Intake
  - a. At the end of every year, we will hold a financial earnings meeting to gauge the financial status of our company and do a deep comparison of our customer satisfaction in relation to the products that we offer and analyze what, if any changes may need to be made across the board.

## Competitive Advantage

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Our low and competitive app prices will entice new users to join our growing community and help us make the world a better place; one app at a time.

## Conclusion

DueTwo Software would greatly benefit from any financial contributions. Any financial contributions that are provided will be greatly utilized in expanding our capacity to take on more projects, create more code and ultimately help make the world just a little bit better than the day before.