

INFLUENCECONNECT.

One Page Business Plan

PROBLEM01	SOLUTION05
<ul style="list-style-type: none">Brands struggle to find the right influencers who match their audience.Influencer marketing is often expensive and lacks transparency.Small businesses cannot compete with large companies in influencer reach.Fake followers and engagement make influencer selection risky.No single platform gives verified, data-driven influencer choices.	<ul style="list-style-type: none">Provide a platform to connect brands with suitable influencers quickly.Offer subscription-based model for brands (affordable monthly plans).Ensure verified influencers with real engagement data.Analytics dashboard for campaign tracking and ROI measurement.Helps small businesses compete by running micro-campaigns effectively.
UNIQUE VALUE PROPOSITION02	KEY METRICS06
<ul style="list-style-type: none">AI-driven influencer matching → Connects brands with the right influencers using real data.Affordable subscription plans for startups & small businesses.Verified profiles (fake follower detection).All-in-one platform → Campaign planning, performance tracking, and payments in one place.	<ul style="list-style-type: none">Number of active brands onboarded per month.Number of successful influencer-brand matches.Customer retention rate (brands continuing after 3 months).Influencer engagement quality (measured by campaign ROI).Revenue growth per quarter.
CUSTOMER SEGMENTS03	UNFAIR ADVANTAGE07
<ul style="list-style-type: none">Small & Medium Businesses (SMEs) → Want cost-effective influencer campaigns.Startups → Need quick visibility and targeted audience reach.Corporate Brands → Looking for large-scale influencer campaigns.Influencers/Creators → Want brand deals and monetization opportunities. <p>Early Adopters:</p> <ul style="list-style-type: none">Startups in fashion, food, lifestyle, and local businesses.	<ul style="list-style-type: none">Proprietary AI/ML algorithm for influencer-brand matching.Verified influencer database with fraud detection.Affordable pricing → targeting SMEs & startups (underserved market).Easy-to-use interface for both brands & influencers.Early partnerships with local influencers give a competitive edge.
	<p>CHANNELS</p> <ul style="list-style-type: none">Social media marketing (LinkedIn, Instagram, YouTube).Partnerships with digital marketing agencies.Direct sales outreach to SMEs/startups.
COST STRUCTURE04	REVENUE STREAMS08
<ul style="list-style-type: none">Fixed Costs: Platform development, salaries, office/admin expenses, marketing.Variable Costs: Payment processing, customer support, influencer payouts.Tech maintenance & hosting.Advertising & outreach costs.	<ul style="list-style-type: none">Subscription Fees (Brands): Monthly/annual plans.Commission Model: Percentage per influencer campaign.Premium Analytics: Paid add-ons for advanced data insights.Featured Influencer Promotions: Influencers pay to rank higher in searches.-