NET-IBB
TECHNOLOGY, INNOVATION AND DIGITALIZATION

Business Plan

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About Us

NET-IBB is a company that provides a **Software and Application integration, development and testing solution. IT support, information security, IT consulting services, System Automation, etc.** Founded by IBRAHIM BASHIR BANDIYA and IT people in 2024;

Opportunities and Challenges

Over the last couple of years one of the key focus areas in IT has been Business Application Simplification. This has proven to be very successful by reducing the number of similar applications, maintaining current versions of applications, implementing new applications, supporting existing applications, implementing server virtualization, and cost savings have resulted from simplification. As IT looks towards the future we will continue to reinforce the Business Application Simplification strategy as new departmental requirements come forward through the business planning process. Some of the key opportunities include integrating new technologies, software development, mobile applications, field computing, system automation and the ability to provide service delivery across multiple channels (web, mobile, phone and in person).

Solution

With challenges comes solutions. Aging infrastructure, an increasing demand for internet bandwidth, and departmental technology needs presenting significant challenges to the department.

The level of sophistication and expectations of clients and stakeholders have increased exponentially over the last few years. As technology continues to penetrate deeper into society, capacity planning, prioritization, business analysis, and an understanding of our clients' expectations are keys to our success.

The new IT Strategic Plan, currently being developed with completion targeted for the end of 2024, will address these challenges. Flexibility will be necessary to accommodate new standards, legislation, and rapid changes in the service channel expectations of our citizens and businesses when dealing with the city.

The Product

A continual challenge for IT is the capacity to deliver on new priorities. Additional IT systems require a varying degree of maintenance, and support for upgrading and maintaining existing system and applications. Whether they are custom written in-house applications or those commercial applications 'purchased off the shelf', support resources are still necessary.

In order to mitigate risks, Information Technology performs regular maintenance and updates as per upgrade schedules. With respect to projects, future major projects will be staged into three phases to better define the methodology, timeline, and budget:
• Phase 1: Design / Blueprint / Business Process Review (introduce efficiencies in the business);
• Phase 2: Development and Implementation; and
• Phase 3: Ongoing Support, Enhancements and Metrics.

The Market

Nowadays, there is no doubt that marketing is one of the most important foundations for a company to function in the market. In fact, without any marketing, your business would hardly be able to make money. Marketing strategies and the goals you want to achieve with it vary from industry to industry. In this article, we will discuss why you actually need marketing in a software house.

 '2014 has become the battleground between two competing trends in software QA testing. On the one hand, some companies are integrating testing earlier in the development cycle with testing methods like Agile. This often involves companies establishing a Testing Center of Excellence (TCOE) to coordinate testing methodologies with business development in order to build products reliably from the ground up.

The global Software Development Service market size was valued at USD 290360.0 million in 2021 and is expected to expand at a CAGR of 14.51% during the forecast period, reaching USD 654630.0 million by 2027.

Software Development Services Market in order for companies to make suggestions that will support their development and success, reports on market research include the most recent market developments, potential areas for future growth, and information about the competitive context. Over the past few years, the Software Development Services market has witnessed remarkable growth, driven by the increasing consumer admiration for its visually pleasing design, long-lasting durability, and environmentally conscious attributes. Welcome to our captivating article where we embark on a journey through the enchanting realm of Software Development Services. Join us as we uncover the compelling reasons behind its soaring popularity.

Business Model

•   NET-IBB business model is based on licensing scheme of annual and perpetual fees.

- NET-IBB sales cycle fits both companies that develop apps internally as well as mobile apps shops.

NET-IBB provides 24x7 pre-sales solution experts service

Marketing Plan

The marketing strategy is based on positioning NET-IBB as the leading provider of mobile apps integration, development and testing software services mobile developers. The marketing strategy will create awareness, interest, and appeal among NET-IBB's targeted market while demonstrating the advantages of the testing and development tools that it will offer to its clients.

☐ **Website**

- Product presentation and purchase

- Free demo

- Blog

- Partnerships and references

- **Social platforms** - Twitter, LinkedIn, Facebook, YouTube.

- **Digital Media Buying** - The strategy will focus on Search Engine Marketing on Google and sponsored advertising in other media sources. NET-IBB will apply both SEO and PPC promotion strategies for obtaining optimal results. SEO has a relatively long development period. Reaching the first page of search engine results will not happen overnight or even in a week. However, once the website gets there via SEO, it will enjoy sustained traffic.

- **Conferences** - NET-IBB has participated in the past in mobile app testing and development related conferences and would like to participate in on each quarter.

Conferences are a powerful marketing tool and are used as an important instrument of sales and information to the target market segments. Conferences sales advantage is in the high attention from the target group and media in addition to the extraordinary number of contacts established with the target audience at relatively low costs. Conferences help to improve the product and ensure the highest return on investment.

Competitors

In order to limit the effort necessary to test different variations of the same app for multiple platforms, a comprehensive test strategy involving the targeted use of test automation for key platforms is required. In the preceding months, a number of IT

solutions have appeared on the market to answer this demand.

1. Initsng.com
2. Seamfix
3. Sprinble.com
4. Systemspecs.com.ng
5. Acumen.ng
6. Intelia.io
7. Aitechma.com
8. Wazobia Technology
9. Blue matrix Technology
10. Digiweb developers
11. Weevil Company
12. Novotech Africa

Financial Plan

The following financial plan represents the future prediction of the company operations. The assumptions and projections are supported by the figures and strategies described in the business plan. Implementation of the aforementioned strategies and actions should generate positive operational outcome for NET-IBB.

NET-IBB is an operating company with an existing product and a solid revenue stream generated by its current customer base. While continuing to strengthen its businesses, NET-IBB has also expanded to the ng market in pursuit of a strategy to diversify and leverage its revenue stream.

Currently, 80% of the customer base is on the Enterprise license program.

For a period of 24 months, that will include development and market penetration, NET-IBB will require a total funding of ₦ 4,180,000 after VAT refund. During that period, NET-IBB is expected to generate revenue of ₦ 2,970,000 after VAT payment; therefore, NET-IBB is looking to raise equity of ₦ **1,220,000**.

The Team

NET-IBB leadership team consists of renowned industry experts who are also Lean, Agile and Design Thinking coaches and mentors.

IBRAHIM BASHIR BANDIYA – Co-Founder and CEO

IBRAHIM has nearly 6 years of software development experience and leadership. During his career, he has acquired a track record experience in establishing successful software engineering organizations.

IBRAHIM is an agile software development trainer, coach and mentor, which is quietly looking forward to improving the IT and digital world.

Prior to NET-IBB, IBRAHIM worked for over 4 years at IT services center.