

Headcount plan

For my venture, I would need no additional personnel than myself. As an educated educational professional and database developer, I can develop the product myself. As, I also have experience in accounting and sales, I can market the product and do the administrative tasks required to operate a business.

Financial forecast

To operate the business for a year, I would need to raise around 1000, euro. The main body of this money will be spend on renting server space (500,-), administrative costs (200,-) and travel expenses (300,-). No money for office rent and utilities will be needed as I will operate from home and therefore these cost are projected to be 0,-.

Revenue forecast

Assuming we can have 20 subscriptions after in 3 months of launch and 50 more 6 months later (all at 50,- /subscription) we can have a revenue of 1375,- (discounted over time, absolute revenue would be 3500,-). Given the current contacts we have with schools, these are reasonable assumptions.