**MyTypist Beta Official Summary**

**Company Name: MyTypist**

**Domain Name: mytypist.net**

**Founders: Obianke Miracle and Aigbe Paul**

**Date: Thursday, March 06, 2025**

**Clarity**: we are planning to code the site ourselves as we have no plan to pitch investors for now, we plan to run a Beta Version which is mostly important for getting real life users from the Beta Version and also having life proof of the business growth to have a strong better base when pitching our investors after the six (6) months beta version ends, making us have good data and lots of real life data.

**Outline**

* Market Analysis: Who you’re serving and why they need MyTypist
* Competitors Analysis: report provides an in-depth analysis of the top competitors.
* Marketing Strategy: How you’ll reach 100 businesses.
* Operational Plan: How you’ll deliver the service as students.
* Financial Projections: Costs, revenue, and profit forecasts.
* Risk Analysis: Potential hurdles and solutions.
* Notes documented 20th of April, 2025

**Executive Summary**

**Purpose: MyTypist** is a **document automation platform** is an innovative online platform designed to streamline and simplify the creation of professional documents such as Localized templates (e.g. law, education, letters, affidavits, editing tools, formal templates and real estate, tenancy agreements). The platform leverages dynamic placeholders, localized formatting, and advanced customization to provide users with affordable pricing, and bulk processing for Nigerian businesses producing fast, accurate, and beautifully formatted documents.

The prototype has been successfully launched and validated for admin-only functionality. The next step is to scale the platform for Beta Version which will use with a robust marketing model, monetization strategy, After the Beta Version MyTypist aims to dominate the Nigerian Digital market before expanding across Africa, Then Globally, targeting a $650 million total addressable market (TAM) in the document automation sector.

**Business Concept:** MyTypist is an online B2B platform offering document automation for Nigerian businesses, law firms focusing on high-document sectors like law, education, and real estate. Targeting sectors like law firms, accounting firms, real estate agencies, educational institutions, document processing centers, government offices, and NGOs, we address the lack of affordable, context-specific solutions in Nigeria. Our unique value lies in industry-tailored templates (e.g., legal contracts, academic reports), bulk processing capabilities, and pricing plans starting at ₦12,000/month—far below competitors like DocuSign ($10-40/user/month) and PandaDoc ($/19-49/user/month). Launched by two Year 3 engineering students, MyTypist combines technical know-how with a lean approach to achieve 100 paying customers within 6 months. With a very low total start-up cost as we don’t want investors yet and want to see how good we can push even without funding meaning we will be developing the website ourselves and running low on some cost only having to pay for things like hosting, initial legal document and launching then as the company gradually generate revenue from reoccurring monthly income which high percentage is pumped back into research and growth of the Website as we also gather feedback from users, we project about ₦2.64M in first-payment revenue and a net profit of ₦2.098M in the first half-year, scaling to a steady ₦2.4M/month thereafter through strategic marketing and retention efforts.

**Target Market:** for now (Beta) We target law firms (contracts), accounting firms (invoices), real estate agencies (leases), educational institutions (certificates), document processing centers (typing services), government offices (permits), and NGOs (proposals)—all of which need efficient document solutions.

**Unique Value Proposition (UVP):** Unlike global platforms like (DocuSign) MyTypist Beta offers Nigerian-specific templates (e.g., tenancy agreements, admission Letters, guarantor letter, affidavits, editing tools and many more) at affordable rates of just one plan (₦12,000/month), with bulk processing and a 14-day free trial.

**Financial Goals:** We aim to secure 100 paying customers in 6 months, generating ₦2.64M in first-payment revenue and scaling to ₦2.4M/month by Month 6

**Team:** Founded by Two Year three (3) engineering students at [University Of Benin], leveraging technical expertise in automation and university networks for customer acquisition

**Market Analysis (Target Market Segments):**

* Law Firms: Need contracts, affidavits, and client agreements. Pain point: Slow manual drafting.
* Accounting Firms: Generate invoices, financial statements, and tax documents. Pain point: Error-prone typing.
* Real Estate Agencies: Produce leases, sales agreements, and property forms. Pain point: Repetitive edits.
* Educational Institutions: Create certificates, transcripts, and reports. Pain point: Bulk processing delays.
* Document Processing Centers: Offer typing and printing services. Pain point: High labor costs.
* Government Offices: Handle permits, licenses, and public records. Pain point: Bureaucratic inefficiencies.
* NGOs: Draft proposals, reports, and donor documents. Pain point: Tight deadlines.

**Market Size:** The market is competitive, with growth driven by increasing digital adoption, particularly for companies integrating AI and automation. Revenue varies, with DocuSign reporting $2.762 billion in FY 2024 and Adobe Sign contributing to Adobe's $12.5 billion Digital Media segment in FY 2023, while smaller players like Formstack and eDocGen have estimated revenues around $35 million annually.

To determine a well-prepared market size for MyTypist, a document automation platform targeting high-document sectors in Nigeria, we need to consider several key factors:

1. **Total MSMEs in Nigeria**: Approximately 41.5 million MSMEs exist in Nigeria, according to recent data.
2. **Target Sectors**: Focus on sectors like law, education, and real estate research, which are document-intensive.
3. **Assumed Market Share**: Assume 1% of MSMEs are in these target sectors, which equates to about 415,000 businesses.
4. **Reachable Market**: Estimate that 0.1% of these businesses are reachable within six months, totaling approximately 410 businesses.

**Market Size Calculation**

* Total MSMEs in Nigeria: 41,500,000
* MSMEs in Target Sectors (1%): 415,000
* Reachable Businesses (0.1%): 410

**Market Potential**

Given the assumption that only 0.1% of the target market is reachable within six months, the immediate market potential for MyTypist is approximately 410 businesses. However, this is a conservative estimate and does not reflect the full potential of the market.

**Growth Potential:** Short-term (6 months): Acquire 100 customers, which is about 24% of the reachable market.

**Market Drivers**

1. Digital Transformation: Increasing adoption of digital solutions among Nigerian businesses.
2. Efficiency Needs: High-document sectors seeking to streamline operations and reduce costs.
3. Regulatory Environment: Growing recognition of electronic documents and digital signatures.

**Market Barriers**

1. Infrastructure Challenges: Inconsistent power supply and internet connectivity.
2. Digital Literacy: Varying levels of familiarity with digital tools among potential clients.
3. Competition: Presence of existing document automation solutions.

**CONCLUSION:**

MyTypist's initial market size is conservatively estimated at 410 reachable businesses within six months. However, the platform's growth potential is substantial, with opportunities to expand across Nigeria's vast MSME landscape. Addressing infrastructure and digital literacy challenges while differentiating from competitors will be crucial for long-term success.

**Validation:** Create a [Google Form](https://forms.google.com) survey: “How much time do you spend on documents weekly? Would you try a ₦12,000/month automation tool?” Share with 10-20 local businesses via WhatsApp or email.

**Example response**: “Law firm spends 10 hours/week on contracts, willing to trial MyTypist.”

**Full Example:**

Nigeria’s SME sector, with over 41 million businesses (NBS, 2022), is ripe for document automation. MyTypist targets high-document sectors: law firms needing contracts, accounting firms producing invoices, real estate agencies drafting leases, educational institutions issuing certificates, document processing centers offering typing services, government offices managing permits, and NGOs creating proposals. These businesses face inefficiencies like manual drafting (costing 5-15 hours/week) and error rates up to 10%. Competitors like DocuSign ($10-40/user/month) and PandaDoc ($19-49/user/month) offer robust tools but lack Nigerian-specific templates and are priced beyond most SMEs’ budgets. Local typists charge ₦500-₦2,000/document but lack scalability. MyTypist fills this gap with affordable plans (₦12,000/month), localized templates, and bulk processing. A survey of 15 Lagos businesses confirmed 80% spend over 8 hours/week on documents and are open to a cost-effective solution.

**COMPETITOR ANALYSIS:**

This report provides an in-depth analysis of the top competitors in the automated online document processing market, focusing on tools that offer templates for users to fill or sign, generating full documents instantly. The analysis covers offerings, pricing, revenue, technology stacks, user bases, growth, geographic presence, founding details, funding, and notable metrics, ensuring a thorough understanding for potential investors or market entrants.

Growth is influenced by continent-specific factors, including:

1. **Technological infrastructure:** Availability of cloud computing, internet access, and mobile technology.
2. **Regulatory environment:** Data protection laws, compliance needs, and government policies.
3. **Cultural attitudes:** Acceptance of automation and digital tools.
4. **Economic conditions:** Market size, stability, and investment capacity.
5. **Local Typists:** ₦500-₦2,000/document, manual, slow, error-prone.

Top 100 document automation software competitors for 2025, ranked by user base, popularity, and revenue.

*Each entry includes the company name, URL,*

***Estimated users (U), estimated revenue R Brief description (D)***

***Technology stack (T). “U” for users “M” for million***

***“B” for billion “~” for estimated***

1. **DocuSign** - docusign.com | U: 1M+ | R: $2.76B | D: E-sig & doc automation | T: REST, Java, C#, Python, Salesforce
2. **Adobe** **Sign** - adobe.com/sign.html | U: 30M+ | R: $19.4B (Adobe) | D: E-sig w/ Adobe tools | T: Doc Cloud, PDF, MS
3. **Dropbox** **Sign** - hellosign.com | U: 700M+ (Dropbox) | R: $2.5B (Dropbox) | D: E-sig & doc automation | T: REST, Dropbox, GDrive
4. **PandaDoc** - pandadoc.com | U: 40K+ | R: $100M | D: Doc automation & e-sig | T: REST, Salesforce, HubSpot
5. **Conga** - conga.com | U: 1M+ | R: $100M | D: Doc gen & automation | T: Salesforce, REST
6. **SignNow** - signnow.com | U: 10M+ | R: $20M | D: E-sig & doc workflow | T: REST, GWorkspace, Salesforce
7. **Formstack** **Docs** - formstack.com/products/documents | U: 25K+ | R: ~$30M | D: Doc gen & automation | T: REST, Salesforce
8. **Docsify** - docsify.net | U: 1K+ | R: ~$2M | D: Doc automation for sales | T: REST, Gmail, CRM
9. **Jotform** **Sign** - jotform.com/products/sign | U: 20M+ | R: ~$50M | D: E-sig & doc automation | T: REST, Jotform, GWorkspace
10. **DocSend** - docsend.com | U: 100K+ | R: ~$20M | D: Doc sharing & automation | T: REST, Salesforce, Dropbox
11. **Eversign** - eversign.com | U: 10K+ | R: ~$5M | D: E-sig & doc automation | T: REST, GDrive, Dropbox
12. **SignEasy** - signeasy.com | U: 10M+ | R: ~$15M | D: E-sig & doc automation | T: REST, GDrive, MS
13. **ABBYY** - abbyy.com | U: 5K+ | R: $200M | D: AI doc processing | T: AI, REST, ERP
14. **Foxit** - foxit.com | U: 2.8M+ | R: $115M | D: PDF & e-sig automation | T: PDF, REST, MS
15. **Hancom** - hancom.com | U: 1M+ | R: $125M | D: Office suite & doc automation | T: REST
16. **Hyland** - hyland.com | U: 19K+ | R: $500M | D: Content & doc automation | T: REST, MS365, Salesforce
17. **OpenText** - opentext.com | U: 100K+ | R: $5.8B | D: Content & doc automation | T: REST, SAP, MS
18. **Automation** **Anywhere** - automationanywhere.com | U: 5K+ | R: $350M | D: RPA & doc automation | T: AI, REST, MS, Salesforce
19. **Icertis** - icertis.com | U: 500+ | R: $200M | D: Contract & doc automation | T: REST, Salesforce, Dynamics
20. **UiPath** - uipath.com | U: 10K+ | R: $1.3B | D: RPA & doc automation | T: AI, REST, MS, SAP
21. **Blue** **Prism** - blueprism.com | U: 2K+ | R: $5.3B | D: RPA & doc automation | T: AI, REST, ERP
22. **Lexmark** - lexmark.com | U: 10K+ | R: $1.3B | D: Doc mgmt & automation | T: REST, ERP
23. **Xerox** - xerox.com | U: 20K+ | R: $7.1B | D: Doc mgmt & automation | T: REST, MS
24. **Conduent** - conduent.com | U: 60K+ | R: $3.4B | D: Process & doc automation | T: REST, ERP

**MARKETING STRATEGY**

**Purpose:** Detail how you’ll attract and convert 100 paying businesses in 6 months.

**Direct Outreach:** we are launching the Beta version only in Benin City, Edo State Our state because we live here so it will be easier for use to visit and run personal outreaches and visits around the city, this to actual limit the eyes seeing the website and test in on a small area of people first this is to also avoid stealing of our Beta Version Website idea.

**Referral Program:** Incentiize word-of-mouth and attractive referral programs where users gain as.

**Detailed Breakdown:**

***Direct Outreach:***

**Goal:** Contact businesses/day (200/month) to hit (40% paid users conversion) by Month 6.

**Tools:** Track leads in *[Google Sheets]* or *[Trello]*

**Social Media:** Create a company accounts on LinkedIn, Facebook, Instagram and Twitter. *Example: “Tired of slow document drafting? MyTypist automates it for 12,000/month—try it free!”*

**Referral Program:** Offer a specific amount of next month’s subscription per referred business that signs up for a trial, The ultimate goal here is to increase the Conversion Rate. *“Refer a Business to MyTypist and save up to N1,000 - help us grow!”*

**Full Example:**

To reach 100 paying customers in 6 months, MyTypist will use a multi-channel marketing strategy. Direct outreach involves contacting 21 businesses daily (420/month) via cold calls, emails, and visits, using a script: ***‘Hi, I’m from MyTypist—our platform automates documents for businesses like yours. Want a free 14-day trial?’.*** A referral program offers ₦5,000 off per referred business, leveraging Nigeria’s tight-knit business networks. Starting with university contacts (e.g., campus cafes and offices, alumni firms), we’ll refine our pitch and scale outward.

**Actionable Tip:** Test your script on 5 businesses first, then adjust based on feedback.

**OPERATIONAL PLAN**

**Service Delivery:**

**Sign-Up:** Customers visit your dynamic site (the Bata Version has just two plans first the pay per document ₦200 then ₦500 for complex documents and templates, the second plan contains a ₦12,000 monthly plan and have a free trial which doesn’t require their credit card) and then create an account.

**Few other pages:** forget password login, landing page, signup, dashboards, tools ,creation, user, wallet, profile, about, contact, FAQ, etc.

**Access:** They log in, but two (2) tiers are templates (e.g., “Letter, affidavit, Tenancy Agreement, custom business template and some editing tools”), customise them, and process in bulk.

**Delivery**: Files downloadable from dashboard but clear any document at the bottom that’s older than 30days

**Team Roles:**

* Founder 1: Platform development (e.g., Team Lead for development, planning, coding templates, fixing bugs)
* Founder 2: Sales, onboarding, and support
* Outsourcing: find freelancers and marketers for both skills and experience.

**Workflow:**

* **Step 1:** Customer signs up and starts a free trial start creating unlimited
* documents.
* **Step 2:** We review and lookup user behaviour, feedback, opinion & experience during the six (6) months.
* **Step 3:** Deliver via email or dashboard link, banner regularly.

**Retention:**

* Add new templates recently (e.g., “School official Template, NGO Grant Proposal”).
* Offer support via WhatsApp (free) or email.
* Create a WhatsApp group for users to share feedback and tips.

MyTypist’s operations are lean and student-friendly. Customers sign up on our site, choose a plan (₦12,000), and access templates like ‘Legal Contract’ or ‘Invoice.’ Orders are processed in bulk and can share anywhere via share or download, using Google Workspace for storage. Student 1 builds and maintains the platform , while Student 2 handles sales and support, then two developers with attractive deal to retain them. Our workflow—tracked—moves orders from ‘New User’ to ‘Paid USer’ daily. Sales reps (we and peers) earn ₦1,000/trial and ₦2,000/customer. Retention comes from monthly template updates, WhatsApp support, and a user community group, ensuring customers stay beyond the trial.

**Financial Projections**

**Detailed Breakdown:**

**Revenue Model:**

* 1 Month: ₦12,000 first month, ₦12,000 thereafter.
* 2 Months: ₦24,000.
* 3 Months: ₦35,000.

**Distribution: 70% (1-month), 20% (2-month), 10% (3-month)**

Average First Payment: (0.7 × ₦12,000) + (0.2 × ₦25,000) + (0.1 × ₦25,000) = ₦26,400/customer.

**6-Month Projections:**

* **Month 1:** 42 trials, cost ₦42,000 (salespersons), revenue ₦0.
* **Month** **2:** 84 trials, cost ₦84,000, revenue ₦0.
* **Month 3:** 126 trials, 33 customers, cost ₦192,000 (sales) & (ads ₦30,000), revenue ₦725,000.
* **Month 4:** 168 trials, 67 customers, cost ₦302,000, revenue ₦1.475M.
* **Month 5:** 210 trials, 84 customers, cost ₦378,000, revenue ₦1.84M.
* **Month 6:** 252 trials, 100 customers, cost ₦452,000, revenue ₦2.2M.

**Totals**: Cost ₦542,000, First-Payment Revenue ₦2.64M, Net Profit ₦2.098M.

**Month 7 Onward**: ₦2.4M/month (100 customers, post-discount).

**Spreadsheet**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Month | Trials | Customers | Cost (₦) | Revenue (₦) | Profit (₦) |
| 1 | 42 | 0 | 42,000 | 0 | -42,000 |
| 2 | 84 | 0 | 84,000 | 0 | -84,000 |
| 3 | 126 | 33 | 192,000 | 725,000 | 533,000 |
| 4 | 168 | 67 | 302,000 | 1,475,000 | 1,173,000 |
| 5 | 210 | 84 | 378,000 | 1,840,000 | 1,462,000 |
| 6 | 252 | 100 | 452,000 | 2,200,000 | 1,748,000 |
| Total | 252 | 100 | 542,000 | 2,640,000 | 2,098,000 |

**Risk Analysis**

**Purpose:** Anticipate challenges and show preparedness.

**What to Include:**

* Challenge: Issue and impact.
* Mitigation: Solution and tools.

**Challenge 1: Low trial conversion.**

* Impact: Missing 100-customer goal.
* Mitigation: Offer live demos during trials and follow up via WhatsApp.

Actionable Tip: Brainstorm 5 risks, then pick the top 3-4 to detail.

**Keep It Simple and Relevant**

**Language**: Use clear terms (e.g., “We save time” vs. “We enhance productivity”). Avoid jargon like “synergy” or “paradigm shift.”

**Nigerian Context**: Mention local challenges (e.g., power and technological illiteracy) and solutions).

* Focus: Tie every section to your 6-month, 100-customer goal.
* Length: Aim for 30 - 50 pages (per week)—detailed but concise.

This elaborate guide transforms the business plan drafting process into a detailed, actionable roadmap for MyTypist. It’s packed with specific tools (e.g., Google Sheets), examples (e.g., scripts, templates), and steps tailored to your Nigerian context and student life. You’ll end up with a professional plan to launch, scale, and hit your 100-customer goal in 6 months. Let me know if you need even more depth on any section.

**Notes**

**Workflow:**

* A Business that solves real problems for my audience (Needs, pains and desires)
* Flexibility saves money, save time and stress.
* First local solution to E-Sign/Doc Automation

**Key Metrics:** Document Created/ Types/Time saved/ Feedback/Reports