Here’s a **professional, presentation-ready business model design document** for a **tech-based startup focused on social media marketing and web/app services**. It includes all critical areas: pitch, services, departments, hiring plan, cost estimates, platforms to use, and infrastructure.

**📄 Startup Business Model Design Document**

**Startup Name: Perplexity MediaTech *(Customizable)***

**Domain**: Social Media Marketing & Full-Stack Web/App Services  
**Stage**: Idea to MVP (Minimum Viable Product)  
**Founder(s)**: [Your Name], [Co-founder if any]  
**Date**: June 2025

**🚀 1. Startup Pitch (Initial Vision)**

**“Perplexity MediaTech empowers startups and SMEs to grow digitally by providing results-driven social media strategies, full-stack development, and branding solutions under one creative roof.”**

**🧰 2. Core Services**

| **Category** | **Services** |
| --- | --- |
| 🎯 **Social Media Marketing** | Facebook, Instagram, LinkedIn Ads, Content Creation, Reels, Hashtag Strategy, Influencer Marketing |
| 🛠️ **Web & App Development** | Custom websites, SaaS platforms, Mobile Apps (Flutter/React Native), eCommerce |
| 🎨 **Design & Branding** | Logo, UI/UX, Brand Identity, Company Profile |
| 📊 **SEO & Analytics** | On-Page SEO, Off-Page SEO, Technical SEO, Google Analytics Setup |
| 🤝 **Client Consultancy** | Business digitalization, proposal making, product consultancy |

**🧱 3. Departments Overview**

| **Department** | **Roles** |
| --- | --- |
| 💼 **Business & Sales** | Bidders, Client acquisition, Upwork/Fiverr, CRM |
| 🎨 **Creative** | Designers, Video Editors, Content Creators |
| 🧑‍💻 **Development** | Frontend, Backend, Full-stack Devs |
| 📱 **Marketing** | Social Media Managers, Copywriters |
| ⚙️ **Operations** | Project Manager, HR/Admin |
| 🧾 **Finance** | Accountant, Budget & Cost Tracking |

**👥 4. Hiring Plan**

**🔧 Development Team**

| **Role** | **Count** | **Skills** | **Experience** | **Salary (PKR/Month)** |
| --- | --- | --- | --- | --- |
| Frontend Developer | 1 | React.js, Tailwind | 1.5+ yrs | 80,000 – 100,000 |
| Backend Developer | 1 | Node.js, MongoDB | 2+ yrs | 100,000 – 120,000 |
| Mobile Developer | 1 | Flutter/React Native | 1+ yrs | 80,000 – 100,000 |
| UI/UX Designer | 1 | Figma, Adobe XD | 1+ yrs | 60,000 – 90,000 |

**🧠 Marketing & Creative Team**

| **Role** | **Count** | **Expertise** | **Salary (PKR/Month)** |
| --- | --- | --- | --- |
| Social Media Manager | 1 | FB/IG/LinkedIn, Scheduling | 60,000 – 90,000 |
| Content Creator | 1 | Canva, Copywriting, Reels | 40,000 – 60,000 |
| Video Editor | 1 | Adobe Premiere, CapCut | 50,000 – 70,000 |
| Graphic Designer | 1 | Illustrator, Photoshop | 50,000 – 70,000 |

**💼 Business Team**

| **Role** | **Count** | **Platform** | **Salary (PKR/Month)** |
| --- | --- | --- | --- |
| Upwork Bidder | 1 | Upwork, Freelancer | 30,000 + % Incentive |
| Client Manager | 1 | CRM, Negotiation | 70,000 – 90,000 |
| Project Manager | 1 | Trello, Slack, Asana | 100,000 |

**🧮 5. Estimated Monthly Budget**

| **Category** | **Monthly Estimate (PKR)** |
| --- | --- |
| Team Salaries | ~1,000,000 |
| Office Rent & Utilities | 150,000 |
| Tools & Subscriptions (Adobe, Hosting, Canva, Notion, etc.) | 50,000 |
| Social Media Ad Budget | 100,000 |
| Domain & Hosting | 10,000 |
| Internet, Electricity, Backup | 30,000 |
| Misc/Admin/Refreshments | 20,000 |
| **Total** | **$4,900)** |

**🖥️ 6. Tools & Platforms to Use**

**🔹 Project Management:**

* Trello / Notion / ClickUp
* Slack for internal comms
* Google Workspace for Docs, Sheets, Email

**🔹 Design:**

* Figma, Canva Pro, Adobe Creative Suite

**🔹 DevOps & Development:**

* GitHub, Vercel, Netlify, Render
* MongoDB Atlas, Firebase
* Vite, Next.js, Node.js

**🔹 Marketing & CRM:**

* Meta Business Suite
* HubSpot / Zoho CRM
* Google Ads / LinkedIn Ads

**🔹 Freelance Platforms:**

* **Upwork**, **Fiverr**, **Freelancer.com**, LinkedIn ProFinder

**📈 7. Revenue Model**

| **Model** | **Description** |
| --- | --- |
| 💼 Project-Based | Website/App Development projects with milestone payments |
| 📅 Monthly Retainer | Monthly packages for SMM, SEO & Branding |
| 💰 Commission-Based | Affiliate / Referral deals |
| 📦 Productization | Sell packages like “Startup Branding Kit” or “Social Kickstart Pack” |

**🔄 8. MVP Timeline (3 Months)**

| **Phase** | **Goal** |
| --- | --- |
| Month 1 | Team Hiring, Workspace Setup, Website Launch |
| Month 2 | Portfolio Building, First Clients from Upwork/Fiverr |
| Month 3 | Branding Push, Instagram/Facebook Reels, Ads, Lead Generation |

**🧱 9. Amenities / Infrastructure**

* **Office Space**: 5–8 seater shared/co-working space or small office in Lahore/Karachi
* **Internet**: 30–50 Mbps stable line with backup
* **Laptops**: Mid-range devices for team or BYOD
* **UPS/Inverter** for power backup
* **Furniture**: Desks, chairs, whiteboards, lighting
* **Kitchenette**: Water, tea/coffee setup

**📊 10. Expansion Possibilities (1 Year Plan)**

* Launch SaaS tools for marketing automation
* Offer AI-generated content packages
* Onboard 10+ retainer clients
* Build an internal product (like CRM for agencies)

**📄 Attachments for Pitch**

* ✅ **Company Profile (PDF)**
* ✅ **Sample Proposal (PDF)**
* ✅ **Founder's Resume / LinkedIn**
* ✅ **MVP Screenshots / Figma Designs**

Would you like me to convert this into:

* A **PowerPoint pitch deck**?
* A **PDF business plan document**?
* A **Notion/Google Doc template**?

Let me know, and I’ll prepare the exact format you need for presentation to your seniors or investors.

Got it! Here's a **professional Startup Business Model Form** you can give to your seniors, mentors, or industry specialists to fill in for **feedback, validation, or mentorship**. It includes **structured, essential questions** across all key areas: pitch, hiring, budget, services, etc.

**📄 Startup Model Input Form**

**Purpose**: To gather expert feedback for designing a startup in Social Media Marketing, Web/App Development, and Branding.

**👤 Section 1: Personal Info**

1. **Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **Email / LinkedIn**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **Position / Experience Level**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**🚀 Section 2: Startup Vision & Pitch**

1. What do you think should be the **ideal startup pitch/mission statement** for this company?  
   *(e.g., “Empowering businesses through digital innovation.”)*  
   **Your Input**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What **services** should be prioritized initially? (Check all that apply)
   * Social Media Management
   * Web Development
   * Mobile App Development
   * SEO
   * Branding & UI/UX
   * Consultancy
   * Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**🧑‍💼 Section 3: Team & Hiring Strategy**

1. How many **developers** should be hired initially?
   * Frontend Developers: \_\_\_
   * Backend Developers: \_\_\_
   * Full-Stack Developers: \_\_\_
   * Mobile Developers (Flutter/React Native): \_\_\_
   * UI/UX Designers: \_\_\_
2. What **minimum experience** (in years) should developers have?
   * Fresh Graduates
   * 1–2 Years
   * 3+ Years
   * Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. What **monthly salary range** (PKR) do you recommend for:
   * Junior Developer: \_\_\_\_\_\_\_\_\_\_\_\_
   * Senior Developer: \_\_\_\_\_\_\_\_\_\_\_\_
   * UI/UX Designer: \_\_\_\_\_\_\_\_\_\_\_\_
   * Social Media Manager: \_\_\_\_\_\_\_\_\_\_\_\_
   * Bidder/Client Acquisition: \_\_\_\_\_\_\_\_\_\_\_\_
   * Project Manager: \_\_\_\_\_\_\_\_\_\_\_\_

**💸 Section 4: Budget & Costs**

1. What should be the **initial monthly operating budget** (in PKR)?  
   (Include salaries, rent, marketing, tools)  
   **Your Estimate**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Any specific **budget-saving tips** for a startup?

**🛠️ Section 5: Tools & Platforms**

1. What tools/platforms should we use for:

* Project Management: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Design: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* CRM & Sales: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Deployment/Hosting: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Suggest **freelance platforms** for getting initial clients:

* Upwork
* Fiverr
* Freelancer.com
* LinkedIn
* Others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**📊 Section 6: Revenue & Growth**

1. Which **revenue model(s)** would work best?

* Project-Based
* Monthly Retainer
* Commission-based
* Productized Packages
* Others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What are **realistic income goals** for the first 3–6 months?  
   **Your Estimate (PKR)**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Suggest any **unique service ideas** or offerings:

**🏗️ Section 7: Infrastructure & Amenities**

1. Should we start **remote** or have a physical office?

* Remote
* Shared/Co-working
* Dedicated Office
* Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What **basic infrastructure** is essential in the first phase?

* Internet
* Power Backup
* Office Furniture
* Laptops
* Kitchen/Refreshments
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**💬 Section 8: Final Suggestions**

1. What mistakes should we avoid in the early stage?
2. What departments or roles are often overlooked but important?
3. Any general advice, tools, or contacts you'd recommend?

Would you like this as:

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* ✅ **MS Word/Docx Template**
* ✅ **Typeform/Jotform link**

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