

Analysis

From all the points in the Analysis learning unit, A) come up with your own checklist (on an extra DIN A4 page) with the points that you consider relevant to your project. B. Carry out an analysis of your semester project/your favorite / start-up idea and would like to submit this analysis as part of a large documentary! Write enough about each point to create at least 2 pages. Assume that you will soon have an angel for the start-up chapter. If successful, you would get a lot of “money” to be able to do the design and implement it later. So get your start-up successfully into the race!

B) Carry out an analysis of your semester project/your favorite / start-up idea and would like to submit this analysis as part of a large documentary.

COMPANY & PRODUCT

- What's the service?

The services we would like to offer are social media management and content creation. The services we will be offering will be a help for startup companies who have a hard time on where to start but also have successful ideas that they need help with the how to be seen by clients and how to make their work be successful the client has to submit a detailed idea about what their company is going to be about, and our team will receive the information. Based on this information we will offer him 3 different plans to work with and different budgets that might suit him to reach his goal.

- What's the plan? And how can the company have success?

The plan is to sign contracts with different startup companies, but first we need to make sure that they trust us so to do that we will offer a free trial if its not successful they will have to pay us a small amount in return for the team efforts if it is successful we will start charging them a monthly amount for the plan we offered for them which differs from client to client of course.

- Which problem resolves this product?

The product we offer will resolve the problem of the most important problem in the world of start up companies which is marketing and the content creation since we will be

responsible to make sure that the client and the product his company offers are seen and wanted by the market and that this product reaches the right audience of people.

- Business Model and Pricing?

Business model will be based on B2B, since our business is based on the clients that are the startup companies. We are responsible for everything related to marketing and any technical issues are instantly solved by our teams.

Concerning the pricing we will have different plans based on the needs of most of the clients with prices that are based on evaluations of the market price and surveys conducted by potential client. For example: Standard plan will be for 10 euros only and will include creating different accounts on social media platforms and managing them.

- Who is the customer?

Main costumer will be the startup companies inside Germany (for a starter) and then we will move on to offer our services on a worldwide basis.

- CAC - which channels?

CAC won't be very high since our main object is to attract startup companies that have a big success potential, which will help us attract more and more clients. Plus this will give us more time to focus on the convincing of our few clients by giving them presentations and a full plan of how will things go.

- CLV?

The costumer lifetime value will be dependent on the Clients business lifespan. Because we are planning to keep supporting our clients till the end.

- Retention – how much is it used today?

Well technically almost all famous brands or businesses are using the ways of social media and content creation. Other businesses or brands who are not succeeding are the ones counting on self-published, which is not helping a lot today.

- What is the legal form of the company?

Legal form of the company is Limited Liability Company (GmbH)

- Financing: Are there other investors? Do you already have taken credit money?

Other investor is the co-founder of the company who also has a big part of the company because he is the person financially supporting the company and also he is the person that is also handling the legal parts.

- Other commitments? Licenses, Revenue-Share, Debts?

The other commitments that we have is with the graphic design company that we work with to do all kinds of design, and which is a very liable company and gets paid by project only.

- Can you scale the product?

The product can not be really scaled except in a couple of comparison points between our work and other companies work.

TEAM

Founders - personal vita: Education / University, Experiences

- Focused 100% on the company?

Me and my partner are fully focused on the company since we are the people who started it and the people who will be mostly doing all the work.

- Personal story? What has moved you? Motivation.

So basically, what has moved us to start this company is our love and passion to help others since when we decided to start doing something different in our life no one guided us or helped us. So, we decided to help others by giving them what they need when they start their own businesses.

- Are you ready to go through hell? Vacation, Weekends, Family

Yes of course, since I am doing the thing I love I believe that things like vacation and weekends won't really matter to me but as for the family part technically the co-founder is considered a part of our family after all this time and each and everyone that is employed in the company is part of my family and of course people who are fit for the job.

- Why are you the best for this position?

The question should be why this position is the best for me well I can tell you from now that I have huge knowledge about this job.

- How high will be your salary? It's all about your shares!

My salary will be the same as any CEO's salary in this field of work because I am not really doing this only for the money but because it is something I love.

Team

- profile of the co-founders?

Well as I mentioned before the co-founder is a person that I consider as family and has spent 90% of his life doing this job but for someone and when he knew that I was starting my own company he decided to help, he just lacks a little of communication skills but he's improving with time.

- All players fully on board?

Yes, all the players are fully on board waiting for the signal to start working.

- What's the relation between the founders?

The relationship is childhood best friend and we have been doing everything together we studied in the same school/high school/Uni and even grew up in the same neighborhood.

- Did the team already work at something?

Yes we have already worked on some mock projects for huge brands to see if we can make it happen and we did.

- Other shareholders and your relation to them?

The only shareholders are me and the co-founder that I already explained how our relationship is great.