

# **Business Proposal for IdeaBox: A digital social platform for Connecting Ideators with Investors and Collaborators.**

## **Executive Summary:**

**Date : 9th April 2019.**

IdeaBox is an innovative web application designed to connect ideators with investors and collaborators. Our platform aims to be a one-stop-shop for startups, entrepreneurs, and investors, providing a range of services that facilitate collaboration and project success.

The project aims to develop a global social networking platform that connects ideators with collaborators. The platform is designed to cater to individuals and organizations seeking to collaborate and bring their ideas to life. The platform is unique in its approach and offers several features that are not currently available in the market.

Our platform will allow ideators to log their ideas as projects, connect with collaborators, and build formidable project teams. Investors can explore projects that interest them, connect with ideators for collaboration, and invest their time, knowledge, or resources. Our platform will enable interaction between users, including private messaging, content sharing, and project updates.

Our premium services include due diligence and expertise sourcing, providing our clients with trusted individuals with the right experience to support them. We generate revenue from the premiums charged for these services and online advertisements on the platform. Additionally, we plan to implement a freemium model where basic features are available for free, while advanced features come at a cost.

## **Market Opportunity:**

The market for social networking platforms is growing rapidly, and the demand for such platforms is high. However, there are very few platforms that are specifically designed for ideators and collaborators. The majority of the existing platforms focus on general social networking and do not offer the necessary tools and features for ideators and collaborators. Our platform aims to bridge this gap in the market by providing a comprehensive platform that caters to the specific needs of ideators and collaborators.

The startup ecosystem has an estimated global value of \$336 billion by 2025. There is a significant need for platforms that can connect ideators with potential investors and collaborators. IdeaBox aims to provide a comprehensive platform that caters to these needs, enabling our users to build successful projects and enterprises.

## **Product Description:**

The social networking platform will have several features, including but not limited to:

**Idea Submission and Management:** Users can submit their ideas and manage them on the platform.

**Collaboration Tools:** The platform will offer collaboration tools such as chat rooms, video conferencing, and document sharing.

**Project Management:** The platform will provide project management tools that help users track the progress of their projects.

**Matching Algorithm:** The platform will have a matching algorithm that matches ideators with collaborators based on their skills, interests, and past projects.

**Premium Features:** The platform will have several premium features, such as priority matching, advanced analytics, and custom branding.

### **Marketing Strategy:**

Our marketing strategy involves leveraging various channels, including social media, email marketing, content marketing, and influencer marketing. We will utilize our existing network to connect with ideators and investors who may be interested in our platform. Additionally, we will explore strategic partnerships with organizations in the startup ecosystem to drive growth and user acquisition.

### **Management Team:**

Our experienced management team comprises professionals with a deep understanding of the startup ecosystem, including business development, marketing, and product development. We have also recruited a team of advisors with extensive experience in the startup ecosystem to provide guidance and support.

### **Funding Requirements:**

To fund the development and launch of the platform, we are seeking an investment of £500 thousand. The funds will be used for product development, marketing, and user acquisition.

### **Cash Flow Analysis and Statement:**

The initial investment required for the project is £500,000. The investment will be used to develop the platform, hire employees, and cover the operational expenses for the first year. The projected revenue for the first year is £2,000,000. The revenue is calculated based on the assumption that 20% of the users will upgrade to the premium account.

**The cash flow statement for the first year is as follows:**

Category	Amount
Investment	£500,000
Operating Expenses	£800,000
Revenue	£2,000,000
Net Income	£700,000

The operating expenses include employee salaries, marketing expenses, and server costs. The net income for the first year is projected to be £700,000, which is a significant return on investment. The revenue and net income are projected to increase in the subsequent years as the platform gains popularity and attracts more users.

### **Financial Projections:**

We project significant revenue growth over the next five years, driven by the increasing demand for our services. Our projections show a cumulative revenue of £10million by the end of year five, with a profit margin of 30%.

### **Conclusion:**

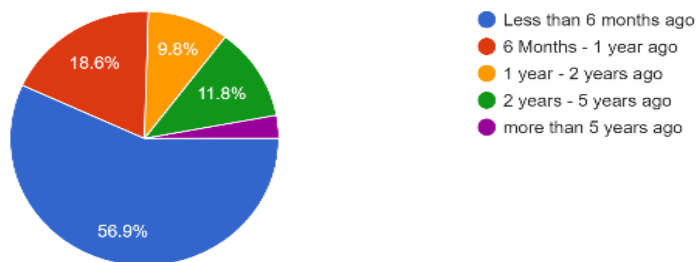
IdeaBox has the potential to become a leading platform for connecting ideators with investors and collaborators. With the support of our experienced management team and advisors, we believe we can build a successful and sustainable business. We invite you to join us on this exciting journey.

### Analysis of our survey:

A survey was carried out to assess the potential interest in this platform. The survey received over 100 responses. In the survey, the respondents were asked five questions. Of the respondents, 56.9% reported having an idea or business idea worth starting up within the last six months. Additionally, 55.9% reported having ideas that could become startups more frequently than they could remember. When asked about the barriers that prevented them from working on their ideas, respondents cited lack of funds, lack of experience, and lack of equipment. These barriers align with the problem statement of our project. Furthermore, 70.6% of respondents expressed a willingness to sign up on a social networking platform that facilitates collaboration and resource sharing to bring their ideas to life. Finally, 78.2% of respondents indicated a desire to be notified when the platform launches. The results from the survey are indicated below but the link to the actual survey can be found in the reference section.

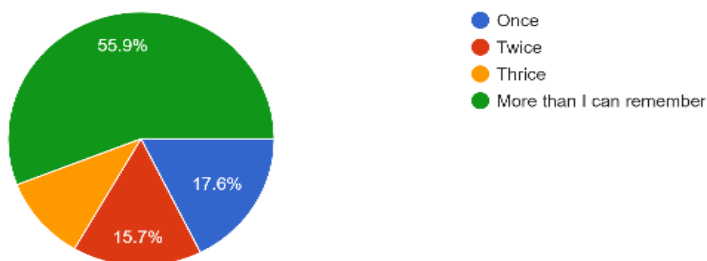
When last did you have an idea or business idea which you felt was worth starting up?

102 responses



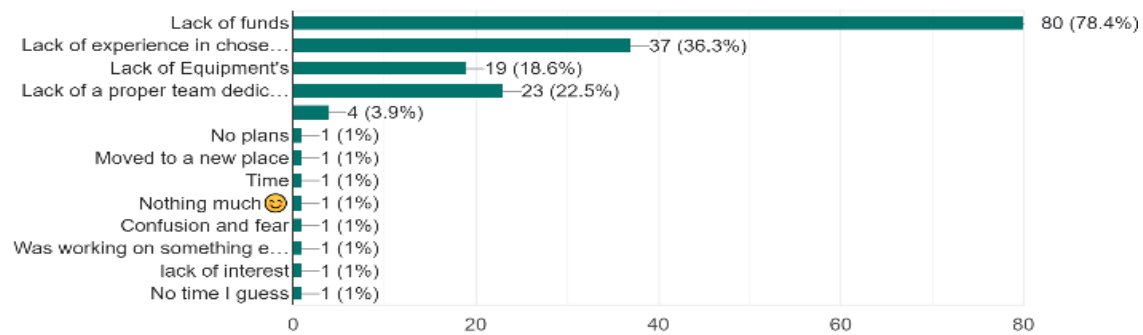
How often in year do you have ideas that could become startups?

102 responses



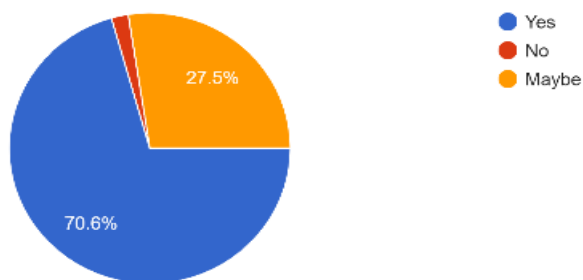
### What has stopped you from working on your idea

102 responses



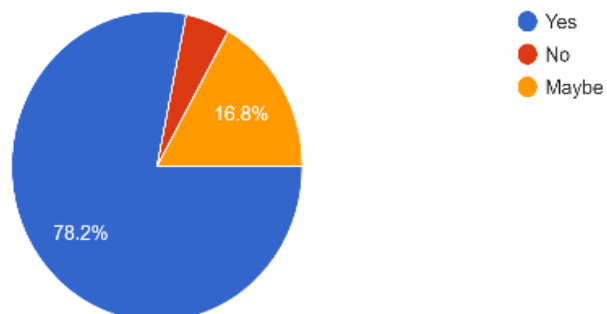
### would you be willing to sign up on a social networking platform that enables collaboration with people and sharing of resources to bring your ideas to life?

102 responses



### Would you want to be notified via email when this platform is launched?

101 responses



LINKS TO COMPLETE SURVEY:

[https://docs.google.com/forms/d/1JSSYcxQtXeypjA9sGbnD2GQAsQVutjj5bae-3Eb\\_t4/viewform?edit\\_requested=true](https://docs.google.com/forms/d/1JSSYcxQtXeypjA9sGbnD2GQAsQVutjj5bae-3Eb_t4/viewform?edit_requested=true)

[https://docs.google.com/forms/d/1ALJ9D-\\_cMszK8\\_bPt1d87IXvQCtCMuBXjLQrPH9V4Q/viewform?edit\\_requested=true](https://docs.google.com/forms/d/1ALJ9D-_cMszK8_bPt1d87IXvQCtCMuBXjLQrPH9V4Q/viewform?edit_requested=true)