

# TakeTalk



## Your new meeting companion

Made For You

Made For Simplify Meeting

Made For Win Time and Efficiency

# TakeTalk Business Plan



## Presentation of Team

Our team consists of three people, all three from a Computer Science course. We are mainly developers but with qualities of project manager, business management as well as bases of law and especially finance. The finance part is important in order to carry out this Business Plan. Moreover, we are all three in different companies which allows us to have a global view of the potential of our project.

## Presentation of Products / Services

- To what needs the project response it?
  - Reduce meeting's time
  - Meeting management
  - Know, who want talk
- What the existent offer?

Google allows to ask questions about the presentation which has been projected. For that, meeting's member can get a link on the presentation.

- What is the innovative character of the products / services, the advantages and disadvantages compared to the existing offer?

Type of application which doesn't really exists. But for that, we need more information about the market which determinate exactly what is already exists.

- Describe the context, specify the opportunity, why have these products not already been proposed?

The context in France almost, many company loses time in meeting. They are many meetings and they haven't efficiencies as they should.

- The market it is ready?

The French market is ready to use this kind of applications. They are many company which suffering of “réunionite” (*meetings for the sake of having meetings*).

## Customers/Market

- Who are the futures customers?
- Why we bring back a new solution for existing needs?

Existence of Market:

- Result of investigation nearby of customers,
- Segmentation of client: identified different category of customer,
- Small company / Multi-nationals / Conference / University / Association,
- They are a billion of customers (Company, Association, Sport), the opportunity is huge by the numbers of company in the world.
- Study of market.

## Economic model

Our company is small and this project is the beginning of all. We can do some prediction for the first year, but it's complicated actually to see the future. We need to decide if the application is free or not. From this decision, we have many possibilities of both side.

Free: we integrate publicity for make benefice but for the company.

Paying: determinate price of license.

Different version: one free for association or little company and an other paying for professional.

Our main and only source of benefice will be our application

- Application Web via Apple Store, Chrome Store, Google Play, Dockers, Window Store...
- Price of sale or license not yet,
- Commercial strategy: Reach users and company

## Concurrency

- Need study the concurrency.

## Company

- Organization: Not yet defined,
- Not capital or financial contribution.

## Act plan

Strategy of company:

Key factors of the success:

Research and Development: add functionality like video conference,

Production:

- site of development: own house,
- costs of production: no costs for now,
- investments materials and humans: none for now.

Commercial action Plan: door to door selling for the beginning, creation of web site to expose the project, do a video of presentation and demonstration,

International development Plan: this application is in English to impact many company in Europe and USA but we are working on the Mandarin Version.

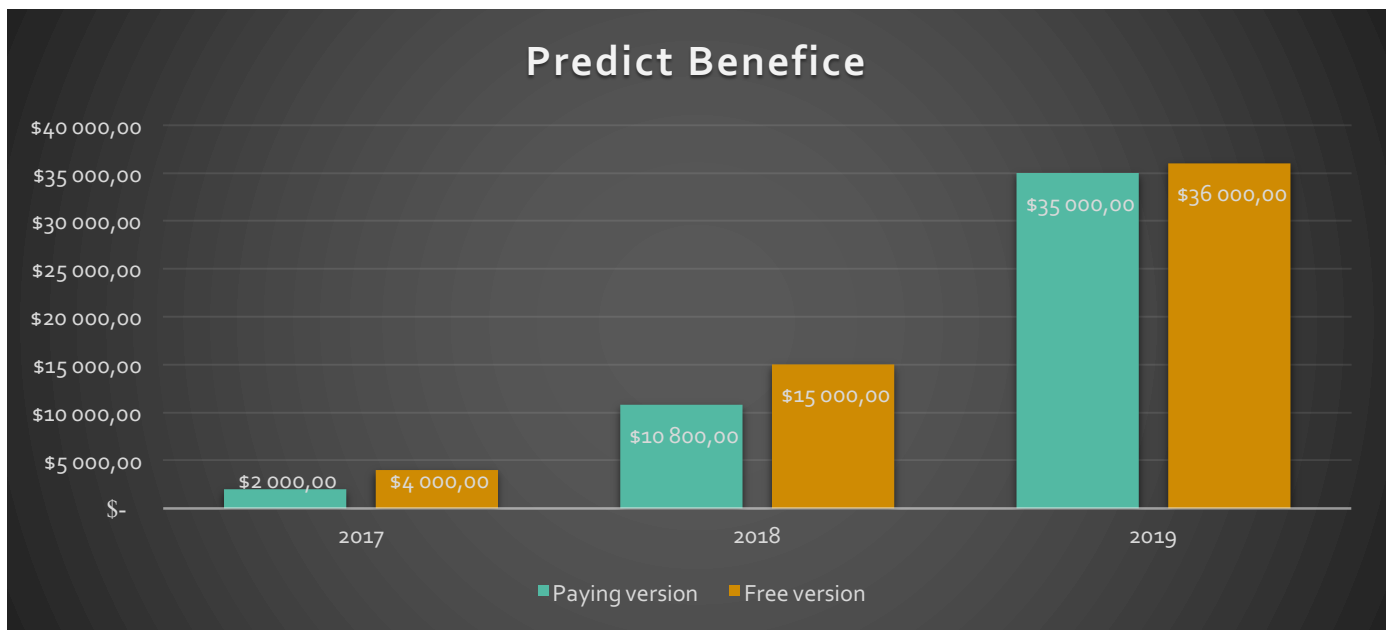
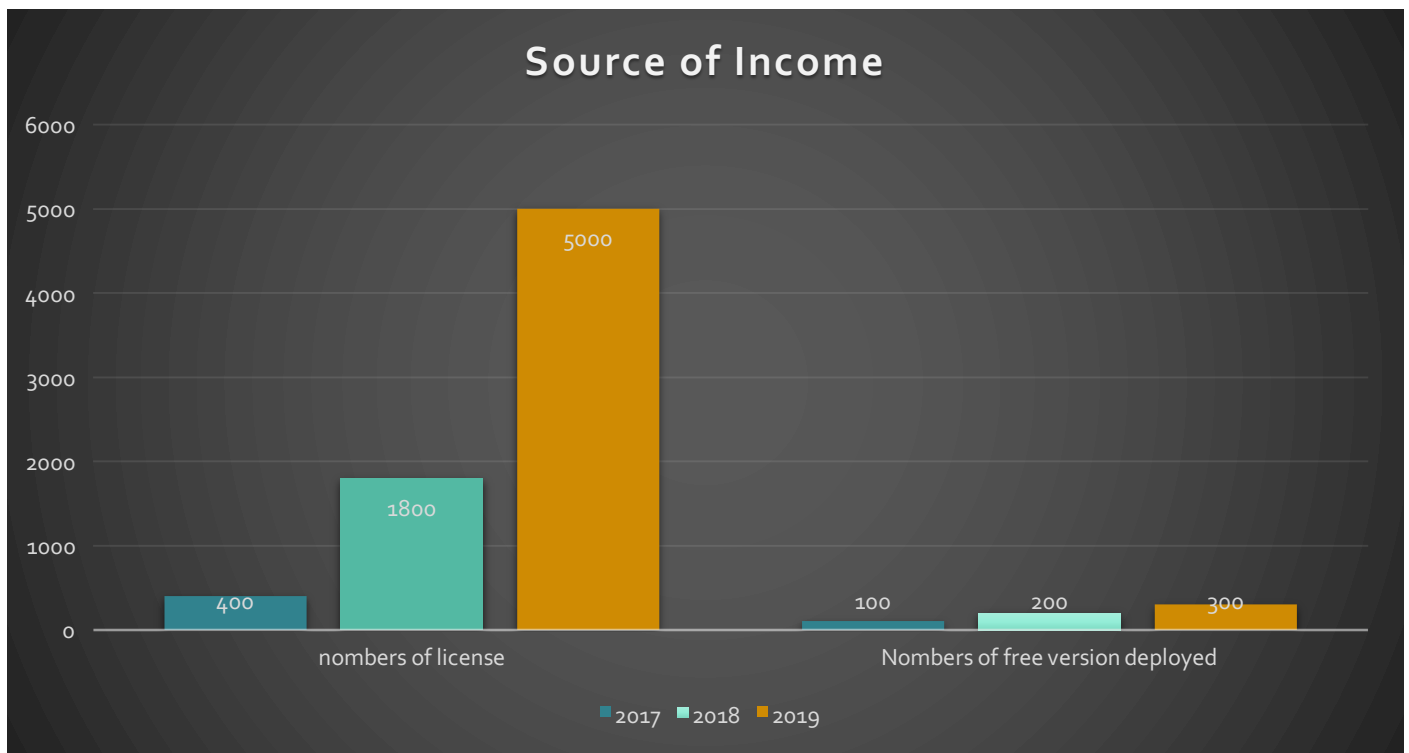
## Investment Opportunity

For now, we don't aboard this part because it's the beginning of this project and company. The future is to find companies and customers for this application. After that, we will see the future of this application with the first feedback of customers about the product.

## Financial previsions

Financial rent ability of company. Prevision for the next tree year:

| Year | Nombers of license | Nombers of free version deployed | Number of Advertisingspace | Price of license | Publicity free version |
|------|--------------------|----------------------------------|----------------------------|------------------|------------------------|
| 2017 | 400                | 100                              | 2                          | \$5,00           | \$20,00                |
| 2018 | 1800               | 200                              | 3                          | \$6,00           | \$25,00                |
| 2019 | 5000               | 300                              | 4                          | \$7,00           | \$30,00                |



#### Estimation of earnings:

- Estimation of charges: we don't have charge, we don't have local or equipment,
- Income state: after two months of exploitation
- Funding Plan: found investor to develop our company and pay publicity.