**Detailed Plan and Timeline for the Zero Stage**

**Objective:**

The zero stage focuses on initial setup, onboarding, and preparation for the Customer's participation in the Project. This includes drafting a professional CV, providing access to professional development programs, and initiating accounting and tax consulting services.

**Timeline**

| **Phase** | **Activities** | **Timeline** | **Responsible Party** |
| --- | --- | --- | --- |
| **Week 1** | - Onboarding and initial consultation with the Customer. | Day 1 - Day 3 | Contractor |
|  | - Collection of primary materials (work experience, education, etc.). | Day 1 - Day 3 | Customer |
|  | - Drafting of the Customer’s CV. | Day 4 - Day 7 | Contractor |
| **Week 2** | - Review and finalization of the CV. | Day 8 - Day 10 | Both Parties |
|  | - Initiation of accounting and tax consulting services. | Day 8 - Day 10 | Contractor |
|  | - Provision of access to professional development programs. | Day 8 - Day 10 | Contractor |
| **Week 3** | - Technical task analysis for tax accounting system selection. | Day 11 - Day 14 | Contractor |
|  | - Consultation on interview preparation and resume writing. | Day 11 - Day 14 | Contractor |
| **Week 4** | - Finalization of the technical task for tax accounting. | Day 15 - Day 21 | Both Parties |
|  | - Provision of initial technical support and access to resources. | Day 15 - Day 21 | Contractor |

**Budget for Fees and Services**

| **Item** | **Cost (INR)** | **Notes** |
| --- | --- | --- |
| **Onboarding and Initial Consultation** | ₹5,000 | Includes initial meetings and setup. |
| **CV Drafting and Finalization** | ₹10,000 | Professional CV preparation based on Customer’s primary materials. |
| **Accounting and Tax Consulting Services** | ₹15,000 | Initial setup and consultation for tax compliance. |
| **Professional Development Programs** | ₹20,000 | Access to online courses, webinars, and training materials. |
| **Technical Task Analysis** | ₹10,000 | Analysis and selection of tax accounting systems. |
| **Interview Preparation and Resume Writing** | ₹10,000 | Consultation and guidance for interview readiness. |
| **Technical Support and Resources** | ₹5,000 | Provision of initial technical support and access to tools. |
| **Total** | **₹75,000** |  |

Here's a detailed **Week Plan & Timeline** to kickstart the process efficiently:

**Week 1: Foundation Setup**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Define Business Objectives** | **Clarify the purpose, structure, and industry focus of the company.** | **Customer & Consultant** | **Day 1** |
| **2. Choose Business Structure** | **Decide between Pvt Ltd, LLP, OPC, or Sole Proprietorship based on liability, taxation, and compliance.** | **Customer & Consultant** | **Day 2** |
| **3. Name Availability Check** | **Research and verify business name availability on MCA portal.** | **Consultant** | **Day 3** |
| **4. Reserve Company Name (RUN Application)** | **Submit name reservation request via MCA portal.** | **Consultant** | **Day 4** |
| **5. Appoint Directors & Shareholders** | **Finalize company ownership structure, number of directors, and their roles.** | **Customer** | **Day 5** |
| **6. Obtain Digital Signature Certificate (DSC)** | **Apply for DSC for directors to sign online documents.** | **Consultant** | **Day 6** |
| **7. Obtain Director Identification Number (DIN)** | **File for DIN to register company directors with MCA.** | **Consultant** | **Day 7** |

**Budget for Week 1**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Consulting Fee (Business Setup Advisory)** | **5,000** | **One-time** |
| **Name Reservation (MCA RUN Fee)** | **1,000** | **One-time** |
| **Digital Signature Certificate (DSC) for 2 Directors** | **2,500** | **One-time** |
| **Director Identification Number (DIN) Application** | **1,000** | **One-time** |
| **Miscellaneous Legal & Admin Expenses** | **2,000** | **Contingency** |

**Total Estimated Cost for Week 1: INR 11,500**

**Week 2: Documentation & Legal Preparations**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Approve Company Name Reservation** | **Follow up on MCA's response to the name reservation request. If rejected, submit a revised application.** | **Consultant** | **Day 8-9** |
| **2. Draft Memorandum & Articles of Association (MOA & AOA)** | **Prepare company charter documents required for registration.** | **Consultant** | **Day 10-11** |
| **3. Gather Identity & Address Proofs** | **Collect required KYC documents for directors & shareholders (PAN, Aadhaar, passport, bank statement, etc.).** | **Customer** | **Day 10-12** |
| **4. Obtain No Objection Certificate (NOC)** | **If using a rented office, obtain a landlord NOC for registered office address.** | **Customer** | **Day 12-13** |
| **5. Prepare SPICe+ Form (INC-32)** | **Fill out the online company registration form on the MCA portal.** | **Consultant** | **Day 14** |

**Budget for Week 2**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Legal Drafting of MOA & AOA** | **4,000** | **One-time** |
| **SPICe+ (INC-32) Filing Fee** | **2,500** | **One-time** |
| **Address Proof & NOC Processing** | **1,000** | **One-time** |
| **Miscellaneous Admin Expenses** | **1,500** | **Contingency** |

**Total Estimated Cost for Week 2: INR 9,000**

**Week 3: Filing & Submission of Company Registration Documents**

**In Week 3, the focus will be on submitting the company registration application to the Ministry of Corporate Affairs (MCA) and ensuring compliance with legal requirements.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Obtain Digital Signature Certificate (DSC) & Director Identification Number (DIN)** | **Required for company directors to sign official documents digitally.** | **Consultant** | **Day 15-16** |
| **2. Review & Finalize SPICe+ Form (INC-32)** | **Ensure all details, MOA, AOA, and supporting documents are correct.** | **Consultant** | **Day 17-18** |
| **3. Submit Registration Application to MCA** | **Upload SPICe+ form along with MOA, AOA, DSC, and KYC documents on MCA portal. Pay registration fees.** | **Consultant** | **Day 19** |
| **4. Await MCA Processing & Approval** | **Track the status of application. Address any queries raised by MCA.** | **Consultant** | **Day 20-21** |
| **5. Apply for PAN & TAN** | **Once the registration application is submitted, apply for company PAN & TAN.** | **Consultant** | **Day 21** |

**Budget for Week 3**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Digital Signature Certificate (DSC) (per director)** | **1,500** | **One-time** |
| **Director Identification Number (DIN) (per director)** | **1,000** | **One-time** |
| **SPICe+ (INC-32) Filing Fees** | **3,000** | **One-time** |
| **MOA & AOA Stamp Duty (varies by state)** | **2,500 - 5,000** | **One-time** |
| **PAN & TAN Application Fees** | **1,500** | **One-time** |
| **Miscellaneous Legal/Admin Fees** | **2,000** | **Contingency** |

**Total Estimated Cost for Week 3: INR 11,500 - 14,000**

**Week 4: Approval, PAN/TAN Processing & GST Registration**

**The primary goal of Week 4 is to obtain MCA approval for company registration, complete PAN/TAN processing, and initiate GST registration if applicable.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Follow-up on MCA Approval** | **Track the status of the registration application and respond to any MCA queries.** | **Consultant** | **Day 22-23** |
| **2. Receive Certificate of Incorporation (COI)** | **Upon MCA approval, obtain COI along with CIN (Corporate Identification Number).** | **Consultant** | **Day 24** |
| **3. PAN & TAN Processing** | **Ensure PAN & TAN are issued after incorporation. Follow up if needed.** | **Consultant** | **Day 25-26** |
| **4. GST Registration (if applicable)** | **If turnover exceeds INR 20 lakh (services) or INR 40 lakh (goods), register for GST.** | **Consultant** | **Day 27-28** |

**Budget for Week 4**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Company Incorporation Processing Fees** | **Included in previous payments** | **N/A** |
| **PAN & TAN Processing Fees** | **Included in previous payments** | **N/A** |
| **GST Registration (if applicable)** | **5,000** | **One-time** |
| **Legal/Admin Fees for MCA Follow-ups** | **3,000** | **One-time** |
| **Miscellaneous Fees** | **2,000** | **Contingency** |

**Total Estimated Cost for Week 4: INR 10,000 (if GST registration applies)**

**Week 5: Bank Account Setup & Compliance Registrations**

**The primary goal of Week 5 is to open a corporate bank account, ensure compliance with statutory registrations, and set up initial financial and operational structures.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Open Corporate Bank Account** | **Submit COI, PAN, TAN, and other required documents to open a business bank account.** | **Customer** | **Day 29-31** |
| **2. Register for EPFO & ESIC (if applicable)** | **Register for Employee Provident Fund (EPF) and Employee State Insurance (ESI) if the company has employees.** | **Consultant** | **Day 32-34** |
| **3. Shop & Establishment Act Registration** | **Obtain registration under the Shops & Establishment Act for business operations.** | **Consultant** | **Day 35** |
| **4. Initial Financial Setup** | **Set up accounting/bookkeeping system and integrate tax compliance software.** | **Consultant** | **Day 36-37** |
| **5. Business Agreements & Contracts** | **Draft and review business contracts, vendor agreements, and client contracts.** | **Customer & Consultant** | **Day 38-39** |

**Budget for Week 5**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Bank Account Opening Fees** | **3,000** | **One-time** |
| **EPFO & ESIC Registration (if applicable)** | **5,000** | **One-time** |
| **Shops & Establishment Act Registration** | **2,500** | **One-time** |
| **Accounting & Bookkeeping Software Setup** | **5,000** | **One-time** |
| **Legal Fees for Business Contracts** | **7,500** | **One-time** |

**Total Estimated Cost for Week 5: INR 23,000**

**Week 6: Operational Readiness & Initial Business Activities**

**The goal of Week 6 is to ensure the company is fully operational, finalize compliance requirements, and begin initial business activities such as hiring (if applicable) and setting up marketing strategies.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Finalize Business Address & Office Setup** | **If operating from a physical location, finalize rental agreements or co-working space contracts.** | **Customer** | **Day 40-42** |
| **2. Set Up Payroll System** | **Implement payroll processing system and ensure tax compliance for employees (if applicable).** | **Consultant** | **Day 43-44** |
| **3. Employee Hiring & Contracts** | **If hiring, finalize employment contracts and onboard employees.** | **Customer** | **Day 45-46** |
| **4. Launch Website & Digital Presence** | **Register a domain, set up a basic website, and create professional email accounts.** | **Consultant** | **Day 46-47** |
| **5. Register on Startup India (if eligible)** | **Apply for Startup India recognition to avail government benefits.** | **Consultant** | **Day 48-49** |

**Budget for Week 6**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Office Space / Virtual Office (if applicable)** | **10,000 - 30,000** | **Monthly** |
| **Payroll Software / HR Setup** | **5,000** | **One-time** |
| **Legal Fees for Employee Contracts** | **5,000** | **One-time** |
| **Website Development & Domain Registration** | **7,500** | **One-time** |
| **Startup India Registration** | **2,500** | **One-time** |

**Total Estimated Cost for Week 6: INR 30,000 - 50,000**

**Week 7: Business Development & Client Acquisition**

**The goal of Week 7 is to begin business operations, acquire initial clients, and implement a marketing strategy to establish the company’s presence in the market.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Develop Sales & Marketing Strategy** | **Define target audience, create a sales funnel, and identify marketing channels (social media, email, paid ads).** | **Customer & Consultant** | **Day 50-51** |
| **2. Create Business Proposals & Pitch Decks** | **Prepare templates for client proposals, presentations, and company introduction materials.** | **Consultant** | **Day 52-53** |
| **3. Begin Client Outreach & Networking** | **Start reaching out to potential clients via LinkedIn, emails, and industry events.** | **Customer** | **Day 54-55** |
| **4. Register on Business Platforms** | **Sign up on platforms like IndiaMART, Upwork, LinkedIn Business, etc., for client leads.** | **Customer** | **Day 56** |
| **5. Start Digital Marketing Campaigns** | **Run initial social media campaigns, post company updates, and create brand awareness.** | **Consultant** | **Day 57-58** |
| **6. Conduct First Business Meeting / Pitch** | **Schedule meetings with potential clients and investors to secure business.** | **Customer** | **Day 58-59** |

**Budget for Week 7**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Marketing & Advertising (Social Media, Google Ads, etc.)** | **10,000 - 20,000** | **Monthly** |
| **Business Proposal & Pitch Deck Design** | **5,000** | **One-time** |
| **Client Outreach (LinkedIn Premium, CRM Software, etc.)** | **7,500** | **Monthly** |
| **Networking & Business Event Fees** | **5,000** | **One-time** |
| **Website & Social Media Optimization** | **5,000** | **One-time** |

**Total Estimated Cost for Week 7: INR 32,500 - 42,500**

**Week 8: Client Acquisition & Business Operations Optimization**

**The goal of Week 8 is to secure initial clients, refine business processes, and ensure the company is fully operational.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Follow Up with Potential Clients** | **Continue engagement with leads from Week 7, schedule calls, and finalize deals.** | **Customer** | **Day 60-61** |
| **2. Negotiate and Sign First Contracts** | **Finalize pricing, terms, and contracts with initial clients.** | **Customer & Consultant** | **Day 62-63** |
| **3. Set Up Accounting & Payment Systems** | **Integrate invoicing, tax compliance, and payment gateways.** | **Consultant** | **Day 64** |
| **4. Hire Initial Team (if required)** | **Identify key hires (freelancers/employees) to support operations.** | **Customer** | **Day 65-66** |
| **5. Optimize Business Workflow** | **Set up standard operating procedures (SOPs) for service delivery.** | **Consultant** | **Day 67** |
| **6. Evaluate Marketing Campaign Performance** | **Analyze results from Week 7 campaigns and adjust strategies.** | **Consultant** | **Day 68-69** |

**Budget for Week 8**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Legal & Contract Review** | **5,000** | **One-time** |
| **Accounting Software Subscription** | **3,000 - 7,000** | **Monthly** |
| **Freelancer/Employee Payments (if hired)** | **20,000 - 50,000** | **Monthly** |
| **Operational Software (CRM, Project Management, etc.)** | **5,000** | **One-time** |
| **Marketing Optimization Costs** | **10,000** | **Ongoing** |

**Total Estimated Cost for Week 8: INR 43,000 - 77,000**

**Week 9: Service Delivery & Client Retention**

**The focus of Week 9 is to begin service delivery, refine client communication, and build long-term relationships while ensuring operational efficiency.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Start Delivering Services to First Clients** | **Ensure high-quality service delivery based on signed contracts.** | **Customer & Team** | **Day 70-71** |
| **2. Gather Client Feedback** | **Collect initial feedback to improve processes.** | **Customer** | **Day 72** |
| **3. Optimize Workflow & Internal Processes** | **Adjust business operations based on client needs.** | **Consultant** | **Day 73-74** |
| **4. Set Up Client Retention Strategies** | **Offer loyalty incentives, follow-up calls, and personalized service.** | **Customer** | **Day 75** |
| **5. Continue Marketing & Lead Generation** | **Scale marketing efforts to attract more clients.** | **Consultant** | **Day 76-77** |
| **6. Review Financial Performance** | **Assess revenue, expenses, and cash flow. Adjust pricing if needed.** | **Customer & Accountant** | **Day 78-79** |

**Budget for Week 9**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Operational Costs (Staff, Internet, Software, etc.)** | **15,000 - 40,000** | **Monthly** |
| **Marketing & Lead Generation** | **10,000 - 20,000** | **Ongoing** |
| **Client Retention Strategies (Discounts, Perks, etc.)** | **5,000** | **As needed** |
| **Accounting & Financial Review** | **3,000 - 7,000** | **Monthly** |

**Total Estimated Cost for Week 9: INR 33,000 - 72,000**

**Week 10: Scaling Operations & Expanding Services**

**The focus of Week 10 is to increase service capacity, optimize internal workflows, and scale marketing efforts to attract new clients and ensure sustainable growth.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Evaluate Service Demand & Adjust Capacity** | **Assess workload and determine if additional resources are needed.** | **Customer & Consultant** | **Day 79-80** |
| **2. Hire Additional Staff (If Required)** | **Recruit and onboard employees or freelancers to meet demand.** | **Customer** | **Day 81-83** |
| **3. Expand Marketing Campaigns** | **Increase ad spending, launch new outreach strategies.** | **Consultant** | **Day 84** |
| **4. Strengthen Client Relationship Management (CRM)** | **Implement a system to track client engagement and retention.** | **Customer & Team** | **Day 85** |
| **5. Automate Repetitive Business Processes** | **Integrate automation tools to enhance efficiency.** | **Consultant** | **Day 86-87** |
| **6. Financial Planning for Growth** | **Review cash flow, profits, and plan reinvestment.** | **Customer & Accountant** | **Day 88-89** |

**Budget for Week 10**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Hiring & Onboarding (If Needed)** | **20,000 - 50,000** | **One-time** |
| **Marketing Expansion** | **15,000 - 30,000** | **Ongoing** |
| **CRM & Automation Software** | **10,000 - 20,000** | **One-time** |
| **Financial Planning & Advisory** | **5,000 - 10,000** | **One-time** |

**Total Estimated Cost for Week 10: INR 50,000 - 110,000**

**Week 11: Revenue Growth & Strategic Partnerships**

**The focus of Week 11 is to increase revenue, explore strategic partnerships, and establish long-term stability for the business.**

**Tasks & Timeline**

| **Task** | **Description** | **Responsible Party** | **Deadline** |
| --- | --- | --- | --- |
| **1. Analyze Revenue Streams** | **Review sales data, client feedback, and financial reports to identify high-performing services.** | **Customer & Consultant** | **Day 90-91** |
| **2. Optimize Pricing Strategy** | **Adjust pricing based on market demand and competitive analysis.** | **Customer & Finance Team** | **Day 92** |
| **3. Identify & Approach Strategic Partners** | **Connect with potential business partners, investors, or service providers to explore collaborations.** | **Customer** | **Day 93-94** |
| **4. Launch Client Retention Initiatives** | **Offer loyalty programs, referral discounts, or special packages to retain clients.** | **Consultant & Marketing Team** | **Day 95** |
| **5. Scale Business Development Efforts** | **Expand lead generation, networking, and business outreach activities.** | **Business Development Team** | **Day 96-97** |

**Budget for Week 11**

| **Expense** | **Cost (INR)** | **Payment Terms** |
| --- | --- | --- |
| **Market & Revenue Analysis Tools** | **5,000 - 10,000** | **One-time** |
| **Marketing & Promotions (Client Retention Programs, Discounts, etc.)** | **15,000 - 25,000** | **Ongoing** |
| **Business Development & Partnership Outreach** | **10,000 - 20,000** | **One-time** |
| **Sales & Lead Generation Expansion** | **10,000 - 15,000** | **Ongoing** |

**Total Estimated Cost for Week 11: INR 40,000 - 70,000**