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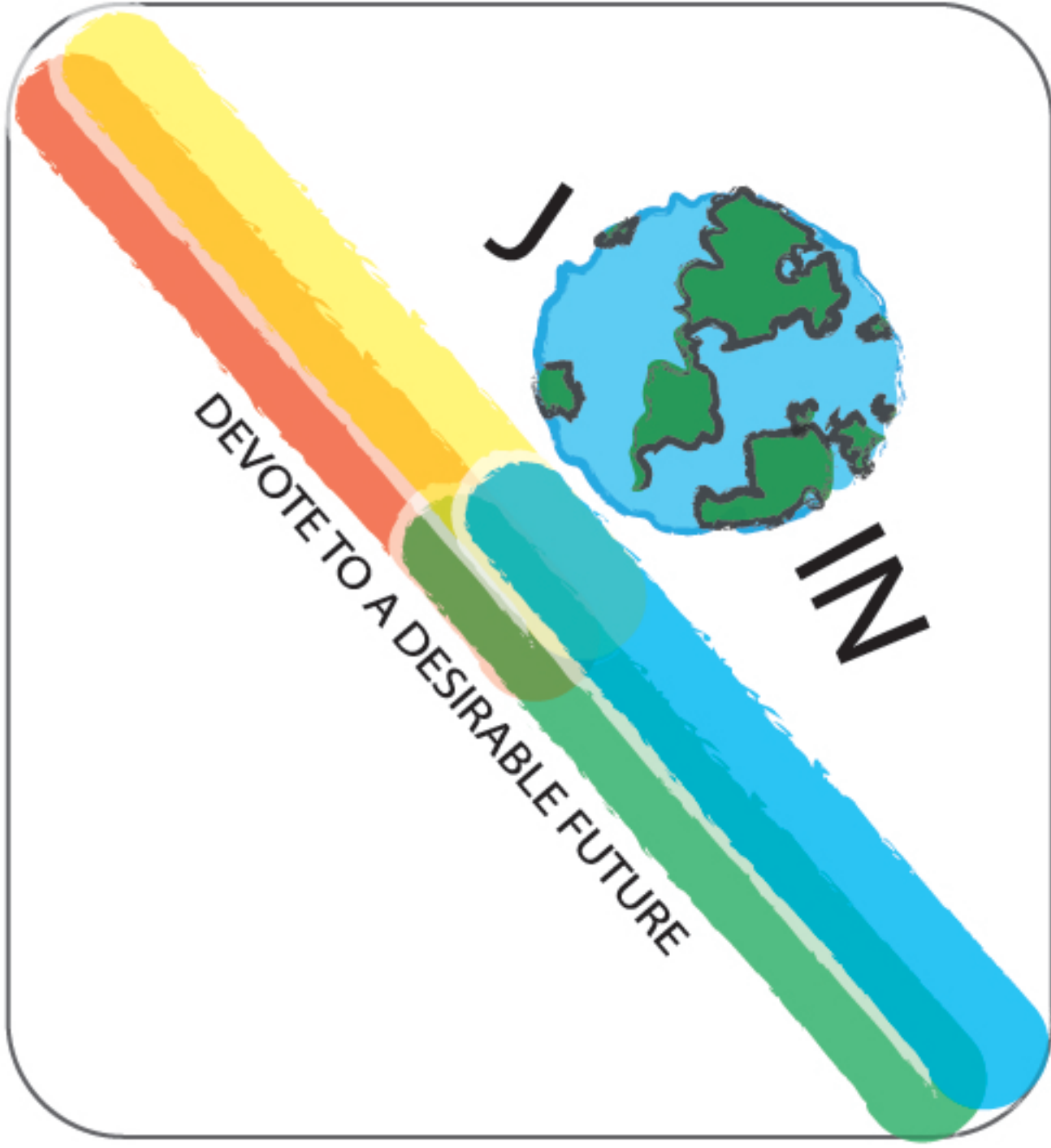
Entrepreneur Business Plan

Table of Contents

Executive Summary

This business is solely based on helping current college students out who do not have the privileges that others are provided. This application will provide support for students who struggle on a day-to-day basis finding new tutors to help with their current classes, barbers who fabricate their clients and the end result isn't pretty. This app does not only benefit students, but faculty as well. It will be only provided for college students who are currently at a 2 year community college, 4 year University, and Technical/Trade Schools. Student service directories enabling business promotion, purchasing, selling, and bartering goods, including student owned textbooks. This collaboration with fellow peer to bridge gap between students and student businesses with the creation of an app will provide so much for students in the future.

Benefits to the Community

The types of jobs created will be mainly persisting to upcoming Software Engineers who are very familiar with the web languages JavaScript, HTML5, CSS3, & ReactJS or have an excellent overall understanding of the code. This is not your ordinary 9-5 job, this job is for people who truly want to change the perspective of "college life".

The companies' services will provide for the community due to the fact that it'll benefit any incoming undergrads planning to attend a 2 year community college and or a 4 year university and also students currently in grad school. It will assist any struggling students who are having trouble finding a ride, tutors for any upcoming exams or even providing cheap books from the actual source.

My business provides over the average salary per hour in Texas to employees willing to give this company their best skill sets and innovative creativeness. I only want people who will devote their time and effort towards the code that'll be invested into this application.

Company Analysis

Our company will be prioritized to partnering with Apple, we have been demonstrated that Apple will bring the best benefits towards this upcoming project and also to our employees as well as customers using the app. Apple providing us the opportunity to be featured on the first page of the App Store gives us the ability to catch the viewers eye in less than 1.5 seconds, providing us enough time to persuade the customer into downloaded our app due to the artistic work done on the application image.

Our application is being built based off of our customer needs, the customers are the main priority and they are the ones who bring in the business by providing information on what they struggle with on a day-to-day basis. Once we receive the information, my company will provide the best support from an insight and outsight perspective while considering all age groups whether we are dealing with 19 year old college students or even 36 year olds coming back to college.

We came up with the company's products from the actual customers themselves, they provide the app information about the different vender's there are on campus and the vender's go through a thorough process about providing what their business is about, whether they cut hair for on-campus students or manicures and pedicures for women. Each vender holds it's own uniqueness due to the fact it provides a different variety of student-owned businesses throughout the college.

Industry Analysis

As of right now we currently do not have any competitors considering this idea was thought of by me & my roommate our freshman year of college.

The business will have an increase in profit due to the fact that majority of college students do not have a car, or are provided transportation, going into their freshmen and sophomore year. This will cause our business to spike in growth since students are

currently technological savvy. So if one person downloads the app and we give off the right impression, then those passing on the word raises our clientele and the process continues.

Our business is solely based on the internet and the app will be provided in both iOS, Microsoft Store and also Androids application store. This will give us the opportunity to reach out to students who have any type of cellular device and not just limiting to the app store on iOS.

Management Team

The key members of this company are the software developers putting countless time into the code to give an astounding outlook from the customers view. Also our Sales & Marketing team who handle all the money coming from within the app play a major part in this business.

Our company is based on a department/team environment due to the fact that we need our agency to be split in different departments so there is no mix up of information within the company. While we'll be split into different departments we'll still work as a collective group to try and bring new innovative ideas to the table that will attract the eye of a college student.

The key management positions that will have the company up and running are the software developers who provide the code on the outskirts of the app. The compensation for developers will be from $60,000-$70,000 starting off, and once we launch our application we'll be able to provide more benefits to our employees as well as the senior directors of the different departments.

Manufacturing and Operations Plan

Since we are partnering with Apple, I believe the best planned location will be Austin, TX, due to the fact that Apple is currently in the process of building a campus in the upcoming years in Austin thus giving us the opportunity to fetch our idea and possibly interviewing college students who will be attending Apple's Campus.

The location will be very friendly towards customers but since it is an app, customers wouldn't be able to go to the actual headquarters unless there it is an emergency dealing with the app or the client is interested in working for our company. But we will be reachable thru call and email, we have a contact support team willing to help the customers with what they are struggling with.

We will be leasing our a building for a personal workspace and have our employees use their own computers to save the company money until we reach a certain amount to provide our staff with the right tools they need to input their best code.

As I said in the question above, we will require our employees to bring their own laptop they use for coding, software adjustments, etc. This will save the company money in the long run. If it is necessary then we will take the required actions necessary and rent equipment as a last resort.

Labor Force

Yes, we have employed a couple senior directors in each department to lead the current grad students and students who just graduated college. We are dedicated to HBCU's due to the fact that they bring so much competition and competitiveness within our company. We like to recruit the best of the best, so we have some of our employee's visit HBCU's during their career fair whether it's out of state or in state.

The senior directors of each department would be needed as full time employees while students graduating college will be provided internships and possibly full time offers as well. We prefer at least 5-6 people in each department (not including senior directors), and possibly 75-85 employees collaborating as a whole to get this app hitting the charts.

The job qualifications are simple but not everyone can apply, you currently have to be majoring in any university as a Software Engineering major (computer science, computer engineering, etc.). Fresh minds and fresh ideas from students are what we like to see when we interview for incoming juniors and seniors.

I will pay my employees bi-weekly with a min of $25 an hour, this compares to other companies by showing that we are resilient to our employees. Also region wise, we are in a great establishment being that our main headquarters is in Austin, TX so this provides opportunity to reach out to the citizens of Austin as well as giving us options once the Apple Headquarter Campus opens around 2023.

When selecting employees, I want to hire people who would demonstrate my business is a positive way. I want to hire a group of individuals who are eager to come work for me and use the qualifications they desire to meet. A criteria I would use in selecting employees is creating key requirements needed for my position. I'll be seeking for special qualifications, traits, and characteristics.

After the hiring processing, the training process would be essential to the company's work force and how we run things around the headquarters. We'll explain a simple set of rules and send them off to their Senior Engineer where they will provide hands-on training on what code they will be producing for this company, as well as how it will affect the general population.

A way I plan to evaluate employee's progress is by having them report to their manager on the code they have gathered and checked over. This will give me an insight on how they are progressing from the moment I've hired them to now.

Disciplining is a big thing in this company, thus why we start the process before they even get hired. We determine if they'll be a great fit for us in the beginning process. So having problems between coworkers and such shouldn't be a big issue in the first place.

Marketing Plan

Advantages will come in a plethora to undergrad students and even possibly grad students. This app will create so many opportunities for college kids struggling to get from place to place or the next tutor to help them on the upcoming math test. The only thing that is a disadvantage is kids who don't have access to the internet or a smartphone,

but we talked with the president of the university and found out they will provide the Wi-Fi signal for the students and faculty.

My product introduction will be a grand finale where invitations will be sent to important companies such as Microsoft, Accenture, and many more. This will be our very first app release so we are expecting high expectations and also a great turn out! Improvement will be handled by the security department and also the bugs and update team, they will stay on top of each update and make sure everything is running smooth within the app itself. And finally, innovation. This app was made for innovative thinkers who excel in code and are born to be outside the box.

Our main advertising platform will focus on social media, due to the fact that teenagers and pre-adults in college are always on their smart phones. Whether it's snapchat, Facebook, or even twitter; the most popular application kids are moving too now-a-days. Promoting wise will probably be a simple little ad while scrolling on twitter or even a pop-up ad in the beginning of a YouTube video. These efforts will for sure get us the clientele we seek to exist.

Financial Plan

We currently have around $2000 currently since this project is still in the works and still in the air, but after doing research and finding out how much to pay our employees, etc. I believe we need around $250,000 in funds to provide for this effort.

Sources I anticipate finding to fund our company are local citizens who can get the word out since the app is pertaining to their kids. Since we are partnering with Apple, funding won't be as stressful considering they'll be participating in the efforts to get our app to launch as well. The main source of funding will be from sponsorships, ads within in the application and many more.

Critical Risks and Assumptions

It will most likely start off slowly since we are a brand-new application on the App Store but one of the benefits, is being featured on the first page of the store. Thus, giving us the opportunity to connect with the kids in an instance. If we do start off too fast, we will have to pause the app due to updates / maintenance to cover some of the features we missed that are essential to the typical college student.

We currently did research and as far as we know, we are the first company to think of this idea. We will have an eye out for different competitors inside and outside the market as well, but this application launch will definitely be one for the books.

Appendix