

Business Plan for Ethio Capital

1. Executive Summary

Ethio Capital is a web-based platform designed to connect Ethiopian entrepreneurs with investors and organizations.

Entrepreneurs can showcase their business ideas, and investors can explore these ideas using a filtering mechanism.

When an investor expresses interest, they can engage with the entrepreneur through chat and video calls.

Upon reaching an agreement, both parties subscribe to the platform, generating revenue for Ethio Capital.

The subscription fee is 3,000 ETB for six months and 5,000 ETB for one year. The platform is developed in Ethiopia by Temesgen Moges, a software engineer and entrepreneur.

2. Name of Business & Contact Details

- Business Name: Ethio Capital
- Phone Number: +251985246737
- Email: temu@gmail.com
- Website: <https://ethio-capital-front-end.vercel.app/>

3. Business Owners & Directors

- Founder & CEO: Temesgen Moges
- Partners & Employees: No other co-founders, but a team of employees supports the business.

4. The Business

Vision Statement:

To create a thriving ecosystem where Ethiopian entrepreneurs can connect with investors, secure funding, and build sustainable businesses.

Mission Statement:

To provide an accessible, user-friendly, and efficient online platform that facilitates seamless interaction between entrepreneurs and investors, fostering economic growth in Ethiopia.

Objectives:

- Develop and maintain a secure, scalable, and efficient online platform.
- Attract at least 1,000 entrepreneurs and 500 investors in the first year.
- Generate sustainable revenue through subscription fees.
- Enable a minimum of 100 successful funding agreements in the first year.

5. Products, Services, Customers & Marketing

Products & Services:

- Online platform for entrepreneurs to showcase business ideas.
- Filtering system for investors to find suitable opportunities.
- Chat and video call functionalities for seamless communication.
- AI-based proposal writing assistance.
- Secure payment and transaction system.

Customers:

- Entrepreneurs: Startups, small businesses, and individuals seeking investment.
- Investors: Local and international investors, venture capitalists, and funding organizations.
- Organizations: Incubators, accelerators, and NGOs supporting startups.

Marketing Strategy:

- Social media campaigns targeting entrepreneurs and investors.
- Partnerships with business incubators and universities.
- Participation in industry events and networking sessions.

6. Staff Details

1. Kalkidan Kindu - Sales Manager (+251985246737)
2. Wendmayew Aschalew - Lead Software Engineer (+251954709973)
3. Tigstu Shewangzaw - Finance Manager (+251932041389)

7. Legal Status

- Business Type: Sole proprietorship

8. Names of Advisers

- Seifu D. (Advisor)

9. Suppliers

- Web hosting and development services from external providers.
- Marketing and advertising agencies.

10. Business Assets

- Primary Asset: The Ethio Capital software platform

11. Business Risks & Response to Risks

Risks:

- Market Risk: Low awareness and adoption of online investment platforms.
- Operational Risk: Platform security and user data protection.
- Financial Risk: Initial investment required for platform development and marketing.

Response Strategies:

- Implement aggressive digital marketing campaigns to build awareness.
- Strengthen cybersecurity measures to protect user data.
- Diversify revenue streams to maintain financial stability.

12. The Project

- Development Timeline: Continuous improvements and feature expansions.
- Growth Plan: Expanding to more users, adding premium features, and securing further investments.

13. Request for Finance

- Current Funding: \$2,000 from a grant.
- Funding Needed: Additional \$10,000 from investors and family support to cover startup costs.

14. Financial Information

Budget Allocation:

- 40% - Platform Development
- 20% - Marketing & Advertising

- 30% - Payments & Rent
- 10% - Backup & Contingency

Projected Revenue (Year 1):

- Target: 1,000 entrepreneurs and 500 investors subscribing
- Estimated revenue: $(1,000 * 5,000 \text{ ETB}) + (500 * 5,000 \text{ ETB}) = 7,500,000 \text{ ETB}$

Estimated Expenses:

- Platform development & maintenance
- Marketing & advertising
- Customer support & administration

Break-even Analysis:

- Expected to break even within the first 18 months, assuming steady user acquisition.

15. Conclusion

Ethio Capital is poised to become a game-changer in Ethiopia's entrepreneurial landscape.

By connecting entrepreneurs with investors and providing a structured investment process, the platform will drive innovation, job creation, and economic growth.

With a well-defined business model and strategic execution, Ethio Capital aims to become the leading investment platform in Ethiopia.