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# Executive Summary

*To prove the feasibility of a P2P publishing market where content ownership remains with the author and moderation choice remains with the user.*

<To be completed/updated when the other parts of the document are ready>

(What would be covered in a 5 min introduction?)

(What are the fundamentals?)

- What is the product?
- Who will be the customers?
- Who are the owners?
- Future trends in the industry.

The product will provide a platform for content publishers and users to post original content and share links to existing content with original content owners being eligible to receive monetary benefits generated from their content. All the participating entities of the platform will be eligible for monetary compensation depending on the role played by the participant.

The product is aimed at all users who use the web as a medium to share content. The initial users who will be targeted will be technology enthusiasts and those who are worried about censorship on the web as it stands today.

<In case, we are using this for raising funds, then a couple of lines on what is required and how the money raised will be useful>

# Description

## Mission Statement

The goal of 'datt' is to become the premier content publishing market platform where content owners are rewarded, while users have the choice of moderation.

## Vision Statement

The core principles of datt are the networks' ability to be uncensorable and decentralized thus ensuring that all content becomes available and there is no single point of control.

The first objective(s) of datt would be to become the first choice of technology discussions within the first 18 months of its inception. Post that we would like to add areas like science, start-ups, local communities etc to the list of areas where we would like to become the dominant choice for the community.

We are expecting the user based to grow to about 1Mn users in about 12 months and post that user growth to double every 3 months for the next 2 years. Post that we expect the user growth to stabilize and grow at about 15% month on month for the next 2 years.

We would not like to provide commercial objectives at this moment as the primary focus is on user growth.

### **What is the most important requirement?**

The most important thing for this line of business is to generate content which will be original and thought provoking. Our intention is to provide all the tools necessary

*To whom will you market your products?*

*Describe your industry.*

*What changes do you foresee in the industry, short term and long term? How will your company be poised to take advantage of them?*

*Describe your most important company strengths and core competencies. What factors will make the company succeed? What do you think your major competitive strengths will be? What background experience, skills, and strengths do you personally bring to this new venture?*

*Legal form of ownership: Sole proprietor, Partnership, Corporation, Limited liability corporation (LLC)? Why have you selected this form?*

# Products and Services

Describe in depth your products or services briefly. The more technical stuff should go to the Appendix.

## Product Differentiation

What factors will give you competitive advantages or disadvantages?

**Table 1:** Analysis of the product

Feature	Strength	Weakness
Decentralization		
Un Censorable		
Anonymity		

## Product Pricing

What are the pricing, fee, or leasing structures of your products or services?

# Marketing & Sales Plan

## Market research

We need to know the intended market beyond the early adopters. Need to use the business planning process as your opportunity to uncover data and to question your marketing efforts.

## Market research

Secondary -> Using published information such as general industry trends, reports, newspapers, magazine and demographic profiles.

Primary -> Gather your own data. Identify competitors, do brief surveys

It is good to be focussed even if the sample set for marketing is small. The marketing analysis can lead to better sales projections.

## Economics

Facts about your industry:

- What is the total size of your market?
- What percent share of the market will you have?
- Current demand in target market.
- Trends in target market—growth trends, trends in consumer preferences, and trends in product development.
  - Growth potential and opportunity for a business of your size.
  - Barriers to entry; Plan to overcome these barriers

## Product & Benefits

Specify the benefits of the product.

- Describe the most important features. What is special about it?
- Describe the benefits. That is, what will the product do for the customer?

We build the product while marketing sells the benefits.

## Customers

Identify your targeted customers, their characteristics, and their geographic locations, otherwise known as their demographics.

## Competition

What products and companies will compete with you?

**Table 2:** Comparative Analysis

Factor	datt	Competitor A	Competitor B
Product coverage			

<b>Price</b>			
<b>Quality</b>			
<b>Years of operation</b>			
<b>Reliability</b>			
<b>Stability</b>			
<b>Company Reputation</b>			
<b>Sales channels</b>			
<b>Advertising channels</b>			
<b>Location</b>			

## Promotion

How will you get the word out to customers?

Advertising: What media, why, and how often? Why this mix and not some other?

Promotional Budget: How much will you spend on the items listed above?

Distribution Channels: How do you sell your products or services?

## Sales Forecast

Month-by-month projection. Will do this separately.

1) a "best guess", which is what you really expect,

2) a "worst case" low estimate that you are confident you can reach no matter what happens.

Remember to keep notes on your research and your assumptions as you build this sales forecast and all subsequent spreadsheets in the plan. This is critical if you are going to present it to funding sources.

## Operational Plan

Explain the daily operation of the business, its location, equipment, people, processes, and surrounding environment.

## Legal Environment

Describe the following:

- Special regulations covering your industry or profession

## Personnel

- Number of employees
- Pay structure
- Job descriptions for employees? If not, take time to write some.

## Hardware & Software costs

- ? If not, tak

## Management and Organization

Who will manage the business on a day-to-day basis? What experience does that person bring to the business?

If you are seeking loans or investors, include resumes of owners and key employees.

## Professional and Advisory Support

List the following:

- Board of directors
- Management advisory board
- Attorney
- Accountant
- Insurance agent
- Banker
- Consultant or consultants
- Mentors and key advisors

## Personal Financial Statement

Include personal financial statements for each owner and major stockholder, showing assets and liabilities held outside the business and personal net worth. Owners will often have to draw on personal assets to finance the business, and these statements will show what is available. Bankers and investors usually want this information as well.

## Startup Expenses and Capitalization

Expenses before operations.

This is a research project, and the more thorough your research efforts, the less chance that you will leave out important expenses or underestimate them.

Explain your research and how you arrived at your forecasts of expenses. Give sources, amounts, and terms of proposed loans. Also explain in detail how much will be contributed by each investor and what percent ownership each will have.



# Financial Plan

The financial plan consists of a 12-month profit and loss projection, a four-year profit and loss projection, a cash-flow projection, a projected balance sheet, and a break-even calculation.

## 12-Month Profit and Loss Projection

Many business owners think of the 12-month profit and loss projection as the centerpiece of their plan. This is where you put it all together in numbers and get an idea of what it will take to make a profit and be successful.

Your sales projections will come from a sales forecast in which you forecast sales, cost of goods sold, expenses, and profit month-by-month for one year.

Profit projections should be accompanied by a narrative explaining the major assumptions used to estimate company income and expenses.

Research Notes: Keep careful notes on your research and assumptions, so that you can explain them later if necessary, and also so that you can go back to your sources when it's time to revise your plan.

## Four-Year Profit Projection

The 12-month projection is the heart of your financial plan. This section is for those who want to carry their forecasts beyond the first year.

Of course, keep notes of your key assumptions, especially about things that you expect will change dramatically after the first year.

## Projected Cash Flow

If the profit projection is the heart of your business plan, cash flow is the blood. Businesses fail because they cannot pay their bills. Every part of your business plan is important, but none of it means a thing if you run out of cash.

The point of this worksheet is to plan how much you need before startup, for preliminary expenses, operating expenses, and reserves. You should keep updating it and using it afterward. It will enable you to foresee shortages in time to do something about them—perhaps cut expenses, or perhaps negotiate a loan. But foremost, you shouldn't be taken by surprise.

## Opening Day Balance Sheet

A balance sheet is one of the fundamental financial reports that any business needs for reporting and financial management. A balance sheet shows what items of value are held by the company (assets), and what its debts are (liabilities). When liabilities are subtracted from assets, the remainder is owners' equity.

## Break-Even Analysis

A break-even analysis predicts the sales volume, at a given price, required to recover total costs. In other words, it's the sales level that is the dividing line between operating at a loss and operating at a profit.

# Raising Capital

## For Investors

- Investors have a growth perspective.
- Funds needed short-term
- Funds needed in two to five years
- How the company will use the funds, and what this will accomplish for growth.
- Estimated return on investment
- Exit strategy for investors (buyback, sale, or IPO)
- Percent of ownership that you will give up to investors
- Milestones or conditions that you will accept
- Financial reporting to be provided
- Involvement of investors on the board or in management

## For High Tech Companies

- Economic outlook for the industry
  - Will the company have information systems in place to manage rapidly changing prices, costs, and markets?
  - Will you be on the cutting edge with your products and services?
  - What is the status of research and development? And what is required to:
    - Bring product/service to market?
    - Keep the company competitive?
    - How does the company:
      - Protect intellectual property?
      - Avoid technological obsolescence?
      - Supply necessary capital?
      - Retain key personnel?

# References

Include details and studies used in your business plan; for example:

- Brochures and advertising materials
- Industry studies
- Blueprints and plans
- Maps and photos of location
- Magazine or other articles
- Detailed lists of equipment owned or to be purchased
- Copies of leases and contracts
- Letters of support from future customers
- Any other materials needed to support the assumptions in this plan
- Market research studies
- List of assets available as collateral for a loan