

Funding Plan for SkillShot

1. Overview of Funding Needs:

SkillShot is a peer-to-peer learning platform designed to connect users seeking hands-on learning with local experts. The platform allows users to book workshops, attend live tutorials, and receive mentorship in real time. The platform is free for users but will generate revenue through advertisements placed by experts who wish to promote their services.

To successfully develop, launch, and scale SkillShot, we estimate the following funding needs

- Platform Development & Design:

Estimated at **€32,550** this will cover the cost of developing the website.

- Marketing & Branding:

To build brand awareness, engage users, and attract experts, we plan to allocate **€13,950** for initial marketing campaigns, including digital ads and influencer partnerships.

- Hosting & Maintenance:

The estimated cost for platform hosting, domain registration, and ongoing maintenance is **€4,650** annually.

- Operational Costs:

For initial salaries, legal fees, and miscellaneous operational costs, we anticipate **€9,300**.

Total Funding Requirement:

The total estimated funding required for the first year is **€60,450**.

2. Funding Sources:

To secure the necessary capital, we plan to pursue a combination of the following sources:

- Self-Funding:

Initial contributions from the founders, totaling **€13,950**. This will cover early development costs, branding, and initial user acquisition efforts.

- Crowdfunding:

We plan to launch a crowdfunding campaign targeting **€23,250**. This will help us establish brand awareness, acquire early users, and secure initial platform growth.

- Angel Investors:

We will seek angel investors to raise an additional **€23,250**. These funds will be used for platform scaling, team growth, and securing a larger market presence.

3. Revenue Projections & Financial Strategy:

Our revenue model focuses on advertising revenue from experts. SkillShot will provide a free service to users, while charging experts for ad placements. Revenue generation will occur through:

- Advertising Revenue from Experts:

Experts will pay a **monthly fee** of **€93** to promote their services. We project onboarding **50 experts** in the first 6 months, which will generate **€55,800** in annual revenue.

As we grow and attract more experts, we expect to increase the number to **200 experts** by the end of year one, which could generate up to **€223,200** annually in ad revenue.

- Freemium Model: The platform will remain free for users to drive adoption, with revenue coming from experts' paid ads.

4. Budget Breakdown:

Category	Estimated Cost (€)
Software Development	€32,550
Design (UI/UX)	€9,300
Marketing & Promotion	€13,950
Hosting & Platform Fees	€4,650
Salaries	€9,300
Miscellaneous	€4,650
Total	€74,400

5. Milestones & Funding Timeline:

The following key milestones will guide our funding efforts:

- Phase 1 (Months 1-3): Self-funding and initial development of the platform. Focus on building the core platform and initial marketing efforts.

- Phase 2 (Months 4-6): Launch crowdfunding campaign with a target of **€23,250** to enhance platform features and user acquisition.

- Phase 3 (Months 7-12): Seek angel investment of **€23,250** to scale the platform, onboard experts, and improve marketing strategies for wider reach.