Our Product: Mediation/Agency

Goals

Short-Term Goals:

- Make approximately 5000 EUR as a starting budget.

Long-Term Goals:

- Have 5-7 clients monthly.

- Employ a matching number of project managers (PMs).

- Ensure the business becomes self-sufficient.

- The main source of income will be Ad/Course Revenue.

Products Offered

- IT/Consulting

- Tech Support

- Software Development

- Data Analytics

Sources of Revenue

- Percentage earned from complete orders

- Support of the existing product

- YouTube revenue

- Courses sold

Where to Get First Clients

- Reach out to acquaintances (e.g., Anna, parents' friends, etc.)

- Complete their jobs according to requirements as cheaply as possible

- In exchange for the low price, implement a referral system

- Possibly reach out to schools and university

- Extra: Start going "door to door"

Where to Get First Members

- Friends, coursemates, and university peers

- Start reaching out to new developers on LinkedIn

- Once some jobs are done:

  - Organize courses

  - Set up a LinkedIn profile

Steps to Grow the Business

1. Get 5-10 projects done

2. Start reaching out to external clients (not acquaintances or freelance offers)

3. Figure out cost per project (including developer pay)

4. Begin online advertising (for both clients and developers)

Steps Once Short-Term Goals Are Accomplished

1. Decide where to register the business officially (e.g., Kazakhstan with possible affiliate in Europe)

2. Consult professionals about laws and taxes (use the 5000 EUR budget)

3. Register on all platforms

4. Officially promote the business

Steps to Set Up the Mentioned Sources of Revenue

Percentage Earned:

- Once the agency is running somewhat self-efficiently, calculate costs and taxes to determine net revenue and whether to reinvest or save it.

Support of the Existing Product:

- Price customer support based on the type of product sold.

YouTube Revenue:

- Once YouTube is somewhat profitable, evaluate how to manage this revenue stream and whether to include it in the budget.

Courses Sold:

- A long-term goal, to be discussed once the other three revenue streams are in place.