

# Mils Short Business Plan



## Company and Founder

The company is a sole proprietor led company that acts under German law. The corresponding legal entity is the German "Einzelunternehmen". The owner ("Inhaber") is Alexander-Derek Rein.

Alexander-Derek Rein is a computer scientist with strong expertise in software development including software patterns and designing software architectures. He has yet founded several companies including Ceseros, a contractor to large companies as well as startups, and Track My Life, a well known Android, iOS, and Windows Phone app that made Microsoft's VP Stephen Elop testify "The app I can't live without is Track My Life".

## Product

Mils is an app for Mac OS X and Windows 8 that allows its users to send PDF files as real letters. Therefore, Mils automatically selects a third party printing provider depending on the destination country of each letter. The third party printing providers are in charge of printing, enveloping, and sending the letters.

On top of that, Mils allows its users to create handwritten signatures using companion apps for Android, iOS, and Windows Phone and placing the signatures on the letter.

## Extensions

Regarding Mils' future, several horizontal as well as vertical extensions come to mind:

- Mass Mailings: In the spirit of smartphone apps, Mils' leverages usability and design. Therefore, providing an easy to use and understand interface for mass mailings would be an advantage over mass mailings competitors whose browser based interfaces cannot compete with native software for usability.
- Poser Mailings: Extending Mils' to support further types of printing products such as posters, cups, T-Shirts, etc. Again, leveraging the competitive advantage of a native, easy to use interface.

# Market

## Target Audience

Every second consumer PC sold is a Macintosh that can run the software.<sup>1</sup> The other half are Windows computers. Most of which are Windows 8 computers that can run the software as well. Since anybody eventually needs to send a letter via snailmail, we operate on a massive potential user base.

## Competition & Unique Selling Proposition

The main competitors are [docsaway.com](http://docsaway.com) and [smskaufen.de](http://smskaufen.de). Both companies provide a web interface to send letters. However, [smskaufen.de](http://smskaufen.de) specifically targets the German market as they only have a German printing station. Hence, sending international mail is as slow as with traditional mail. [docsaway.com](http://docsaway.com) offers automatic selection of a printing station based on the destination country. However, [docsaway.com](http://docsaway.com) lacks the possibility to allow a handwritten signature.

On top of that, both main competitors support prepaid payments exclusively with a minimum prepaid value of at least EUR 10. Therefore, not only need users to create an account but they have to invest massively more time as well.

Summary of Mils' competitive advantage:

- Easy to use: top notch user interface, no need to create a user account, pay as you go
- Fast mailing: Automatic selection of a printing provider close to the destination
- Handwritten signature: Users can add a handwritten signature to their documents using smartphone apps

## Marketing & Sales

Every Mils will be distributed through the Mac OS X and Windows 8 app stores targeting more than half a billion people. We envision a fast distribution through app store featurings. Based on the app store featurings we got with Track My Life and other apps we believe Mils will be featured as well for the following reasons:

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<sup>1</sup> <http://www.zdnet.com/apple-q1-2014-hardware-sales-by-the-numbers-7000025646/>

- Stunning user interface
- Localized into several languages
- Easy to use and understand
- Beautiful tutorial
- Innovative and useful concept

This will allow us to gather a good ranking in the app stores and therefore, enable steady base growth of about 10k users per month.

On top of that, we will market via media, social media (campaigns), and SEO.

## Business Case

	2014	2015	2016
<b>DOWNLOADS</b>	70000	200000	500000
<b>ACTIVE USERS</b>	17500	50000	125000
<b>LETTERS SENT</b>	52500	225000	875000
<b>GROSS</b>	26250	112500	437500
<b>DEVELOPMENT</b>	<b>55000</b>	<b>20000</b>	<b>30000</b>
<b>MARKETING</b>	<b>30000</b>	<b>50000</b>	<b>70000</b>
<b>HOSTING</b>	<b>300</b>	<b>300</b>	<b>300</b>
<b>BUREAUCRATIC COSTS</b>	<b>20000</b>	<b>30000</b>	<b>40000</b>

## Contact

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