

# **HomeBox**

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## **Executive Summary**

HomeBox (HB) is a startup company that specializes in building telework and remote collaboration software for all marketing niches. In particular, our product, HomeBox will be focused on serving general business entities and educational institutions. By using a contract-based subscription pricing strategy, HomeBox will deliver features such as extended security, a document sharing feature, double screen sharing, and much more than ordinary remote collaboration applications.

The features that our product offers are pre-meeting agendas, collaborative notes within a meeting, collaborative whiteboards within a meeting, google drive integration, JIRA integration, recorded meeting minutes/notes/agendas that get pushed directly to their google drive/JIRA/Trello board accounts, chat system, video conferencing and audio conferencing

The sector that HB operates within is the communication services sector. Our target audience includes university students, faculty and staff, in addition to businesses and enterprises.

Prior to the pandemic, there was a need for more remote collaboration technology however it wasn't to the extent that it has become during the pandemic. It is predicted that most companies and schools will begin to incorporate more remote collaboration technologies into their curriculum and workplaces.

Our technology offers a secure, accessible virtual communication environment that can

fulfill the needs of both educational institutions and businesses. Our platform is adaptable and easy to use, allowing for individuals of all ages, experience levels and backgrounds to be able to use it.

The head decision maker is the CEO, however the organizational structure of HomeBox is a flat organizational structure. This allows for all individuals in the organization to feel accountable for and to be able to have a voice in decision making processes.

HomeBox specializes in building telework and remote collaboration software and is in the initial stages of launch. The company started because the founder of the company, our founder and CEO saw a growing need for virtual platforms for educational institutions and businesses.

HomeBox needs an investment; HB has allocated a total of \$600,000 for the project and needs \$400,000 in investments. The money will be used for production cost, marketing, salaries and integration costs. The profits come in from a multitude of businesses and institutions using our product and services to engage in virtual communication.

Our products prices are lower than our competitors, while other companies and products such as Zoom and WebEx lack an essential part of telecommunication services -- security. Our product is secure and offers accessibility to enhance user experience. In addition to this, HomeBox offers a multitude of features ranging from pre-meeting agendas to integration of Google Drive and JIRA.

## **Business Description**

HomeBox started when our CEO and founder saw a need for an easier to use, interactive and accessible platform for virtual communications. Our CEO and founder worked to create the organization and made sure that every member of the organization felt accounted for in the decision making process. This is why the organization is set up as a flat organizational structure compared to a functional organizational structure. Seeing what was already in the market, our CEO decided to combine what was already there, such as Zoom and WebEx and take in the best features of each, to introduce our product, HomeBox. The company name and product are the same because this is our first and main product. Each member of the team was carefully selected in order to ensure the success of the organization.

### **Mission:**

HomeBox offers a unique experience for educational Institutions and Businesses, by providing the best remote collaboration technology.

### **Goals:**

Our goal is to serve businesses and educational institutions and provide them with tools to collaborate virtually in an easy-to-use way. Instructors will be able to interact with students in real time while businesses will be able to conduct business transactions in an efficient and real time manner.

### **Objectives:**

To ensure customer satisfaction, our software development team, as well as our quality assurance team will work to continue to enhance customer experience. In addition to this,

our customer service teams will be available around the clock to ensure that all questions are answered. Our development and quality assurance teams will focus heavily on user experience and user accessibility.

**Customers:**

Our customers consist of a wide range of individuals, ranging from college students (18 years or older) to individuals in the workforce. The age range is relatively large and this is one of the reasons why our product has a heavy emphasis on accessibility. Our younger customers will mainly be college students ranging from the ages of 18 to 30 years old; we are expecting that about 80% of these users will be familiar with technology and will feel comfortable with using cloud services. Our older customers will consist of individuals who may or may not have much experience with cloud services; for these individuals it is essential that we focus on making the software as accessible as possible.

**Industry:**

The industry sector that our software will focus on the communication services sector. This industry has existed for a long time and will continue to grow with time, especially in regard to technology services. Since the pandemic began, the industry has rapidly grown and educational institutions as well as businesses are expecting to continue to use cloud services to communicate virtually. Our product will certainly be a competitor in the industry and will serve as a better alternative to its competitors.

**Strengths:**

Our company focuses on accessibility; all of our products are designed with the user in mind. Our team consists of a software developer team, quality assurance team, accessibility team, customer service, our CEO and lead project manager, and our product

manager. Our financial manager, as well as our marketing team and HR lead all come from experienced backgrounds. The experiences of our team members will help to bring the company and product to be a competitive first choice for telecommunication services across the nation. The company follows a flat organizational structure in order to enhance creativity and allow all members of the company to be involved in our product.

### **Status of Ownership:**

Our company, HomeBox is an LLC as of right now. It is a partnership between the CEO and the product owner. As an LLC, the CEO and product owner are shielded from personal liability for acts of the LLC and its other members. The members consist of a partnership of the CEO and product owner.

### **Products and Services:**

Our product, HomeBox is a software that can be downloaded on a phone or computer. It is a virtual communications software that focuses on accessibility and enhanced performance and productivity amongst its users.

### **Pricing**

- Basic Plan:
  - Free
  - 45 min max on meetings
  - Host up to 75 participants
  - Pre-meeting agendas
  - Limited recorded meeting minutes/notes/agendas that get pushed directly to their google drive/JIRA/Trello board accounts
  - Chat system
  - Video conferencing
  - Audio conferencing
- Pro Plan:
  - \$150 per year
  - Unlimited group meeting time
  - Host up to 150 participants
  - Pre-meeting agendas
  - Collaborative notes within a meeting

- Collaborative whiteboards within a meeting
- Recorded meeting minutes/notes/agendas that get pushed directly to their google drive/JIRA/Trello board accounts
- Chat system
- Video conferencing
- Audio conferencing
- Business Plan:
  - \$200 per year
  - Unlimited group meeting time
  - Host up to 300 participants
  - Pre-meeting agendas
  - Collaborative notes within a meeting
  - Collaborative whiteboards within a meeting
  - Google drive integration
  - JIRA integration
  - Recorded meeting minutes/notes/agendas that get pushed directly to their google drive/JIRA/Trello board accounts
  - Chat system
  - Video conferencing
  - Audio conferencing
- Unlimited Plan:
  - \$300 per year
  - Unlimited group meeting time
  - Host up to 500 participants
  - Pre-meeting agendas
  - Collaborative notes within a meeting
  - Collaborative whiteboards within a meeting
  - Google drive integration
  - JIRA integration
  - Recorded meeting minutes/notes/agendas that get pushed directly to their google drive/JIRA/Trello board accounts
  - Chat system
  - Video conferencing
  - Audio conferencing

## **Marketing Plan**

### **Target Audience**

The target audience for HomeBox would be businesses, organizations, and enterprises of all sizes, especially large ones. This includes those in the healthcare industry, education customers, and any industry containing large populations. With the COVID-19 pandemic, many institutions and universities have moved online to a virtual setting for conducting

their classes and for students to continue with their extracurricular activities and organizations such as the Black Engineers Society. With this shift to a virtual setting, HomeBox would be a perfect software and setting for professors, students, advisors, teaching assistants, and other faculty members involved in universities to host whatever they need to. HomeBox will be able to provide a smooth transition from in-person meetings and activities to virtual meetings and activities while maintaining as much of an in-person experience and feel as possible. For this reason, universities and institutions would be a primary target for HomeBox. Another category of people that would be a target audience for HomeBox is large businesses/enterprises. Again, with the COVID-19 pandemic, many employees of these large companies have shifted to working remote from their homes rather than in-person at the office. These companies will still need to host meetings amongst their employees in order to ensure the success of the company. For that, HomeBox will serve as a perfect tool to connect hundreds of people no matter the location of each individual. Though physically users are apart by miles, they are all connected with the click of a meeting.

## **Competitors**

Going into an industry that has massively grown over the past year and has been widely used all across the world, HomeBox will have a lot of competitors that are already well established. The main competitors for HomeBox would be Zoom, Google Meet, Cisco Webex, and Microsoft Teams. With Zoom being the number one competitor followed by Google Meet, HomeBox will have to demonstrate and bring new and advanced features and technologies to the table in order to stand out and surpass expectations. First, and most important, is security; ensuring the security and protection of customers' meetings,



data, and personal information. HomeBox will work to ensure that they meet the security and privacy requirements for all their customers, which means no intruders and outsiders joining your meeting. With layers of protection including 256-bit encryption and end-to-end encryption, you won't have to worry about your privacy, data, and information being leaked. Next, are some features we have included that will serve useful especially to our targeted audience. This includes a document sharing feature with Google Drive directly integrated so that customers can exchange and share files directly on HomeBox without the need of opening another website or application. Another feature is dual screen sharing. This feature will allow a single user to share two of their screens at the same time or two users to share their own screens at the same time, something that Zoom and other competitors do not have the ability to do. This can be useful in many scenarios. For example, a professor giving a lecture to students can have one screen open that displays the PowerPoint of lecture notes and another screen that displays a video explaining a specific topic from those notes. Another example of this feature could be the Project Manager of a company displaying the project scope statement and project goals from their device, while the finance manager of the company is displaying future projected income statements on their device. This feature will have a positive influence on the cohesion of group meetings. Another feature, quite similar to the previous one, is a collaborative workspace. This feature will allow for the members of a meeting to be able to write notes and use whiteboards altogether at once. If a member opts to use their own notebook or whiteboard, they can do so as well, but can always switch back to work collaboratively with other group members; again, increasing the cohesion of the meeting. One final feature we will be implementing with HomeBox is pre-meeting agendas. This

will be a feature that can send out reminder emails with agendas to a group of members of a pre-scheduled meeting to ensure that no member misses the meeting.

## **Marketing Strategy**

Our primary marketing strategy will be to use social media to advertise HomeBox. First, we will begin advertising on LinkedIn. The reason being is because the sole purpose of LinkedIn is for people to focus on professional networking and career development.

LinkedIn is perfect for people to display their resume, search for jobs, and enhance their professional reputation by posting updates and interacting with other users. Therefore, the primary users of LinkedIn are college students, recent graduates, employees, and employers. For this reason, LinkedIn would be a perfect setting to advertise HomeBox.

An employee of a company, possibly even a project manager, could see the advertisement for HomeBox and be intrigued by it causing them to do more research on it and use it with their own company. After LinkedIn, the next most ideal places to advertise would be Twitter, Instagram, and Facebook. These social media platforms host millions and millions of students and employees. Similar to the LinkedIn scenario, someone can see the HomeBox advertisement and become interested in it. In this way, the word will spread allowing more and more people to become aware of the new video communications platform. Our niche is the video communications and conferencing industry so the advertisements on these social media platforms will fit well. Our marketing budget is \$63,804.00. Following the rule of thumb to allocate 5% of total revenue, the budget for marketing was set with an additional amount added to account for the fact that this is a new business and requires additional push. Our slogan is, "HomeBox, the box that brings work home." This slogan was set to attract people,

especially amidst the current pandemic, in working from their homes, whether it be for school or their jobs. It will be included in our advertisements on the social media platforms we plan to advertise on, mentioned above. The way we will present HomeBox to the public is by creating a flyer advertisement that will be posted across all social media platforms mentioned above. A video commercial will also be made and that will be posted primarily on LinkedIn, Facebook, and Twitter. Our guess is that the video commercial won't catch too much attention on Instagram. However, if the video does gain attention on the other platforms, then we can also post it on Instagram as well. These advertising strategies and approaches are all subject to change, the more we learn about how it is taken by the public.

## **Pricing**

Our pricing will be on a contract-basis with subscription plans. There will be one free subscription plan called basic and three paid subscription plans on a yearly basis called professional, business, and unlimited. With the free option, meetings can hold up to 100 members and have up to 1 hour maximum length. There will be some features not available to the basic plan such as recording the meeting and being able to hold breakout rooms within the meeting. Next, comes the professional plan at only \$150 per year. This plan allows meetings to hold up to 200 members with an unlimited meeting time length. Features such as recording the meeting and holding breakout rooms will be allowed for users of this plan. One of the extended features included within this plan is document sharing with Google Drive integration so that customers can exchange and share files directly on HomeBox without the need of opening another website or application. Another extended feature is the collaborative workspace where members in a meeting can

collaborate writing and drawing on a single notebook or whiteboard. Next, comes the business subscription plan at \$200 per year. This plan allows meetings to hold up to 300 members with an unlimited meeting time length and includes all the features from the professional plan plus more. One extended feature of this plan is dual screen sharing, allowing a single user to share two of their screens at the same time or two users to share their own screens at the same time. Another extended feature is pre-meeting agendas, allowing meeting hosts to send out reminder emails with agendas to a group of members of a pre-scheduled meeting. Finally, comes the unlimited subscription plan at \$300 per year. This plan allows meetings to hold up to 350 members with an unlimited meeting time length and includes all the features from the business plan plus more. Not all members of a meeting need to have the subscription plan for the meeting to be conducted, only the host does. If the host has the subscription plan, then all the features of that plan will be open for all members of the meeting to use.

## **Operations Plan**

Our main headquarters will be located in College Park, this is where all of the head decisions will be made from.

Our day-to-day operation plan consists of several meetings on site at our college park location. The team begins their day with a daily sprint meeting at 9AM to discuss any impediments they encountered, update the project manager on the progress of their assigned tasks or if they require any additional support for their task. Throughout the day team members attend meetings based on their roles and responsibilities for example, developers meet at 11 AM and then are also scheduled at 3PM to meet with the Quality

Assurance team to run and test the code, ensuring that all the components and features of the software are running smoothly.

### **Inventory:**

We will be utilizing software management software, already adjusted under operations budget. Since our product is a subscriptions based software, we will be using “InFlow”, an inventory management software, to keep track of our orders, sales and delivery of services to our clients. With the subscription based services that HOMEBOX will be providing to our customers, it is important to keep track of accounts payable/receivable. Our software to track inventory will help the finance team prepare invoices to keep track of all the payments.

### **Personnel: Senior Team Members**

- Ammara Ramzan - Operations Manager
  - Beyonce - HR Manager
  - Shawn Carter - Lead Accountant
- Aneeza Khawaja - Project Manager
  - Siwon Choi - Assistant Project Manager
- Asad Raheem - Finance Manager
  - Ahad Raza Mir - Jr. Accountant
  - Sajaly Aly - Assistant
- Ilyas Dasti - Marketing Manager
  - Amitabh Bachchan - Jr. Marketing Manager
  - Akshay Kumar - Jr. Marketing Manager
- Adnan Zaber - Senior Developer
  - Alex James - Jr. Developer
  - Angelina Jolie - Jr. Developer
- Sameen Khan - Lead Quality Assurance Analyst
  - Brad Pitt - Jr. QA Analyst
  - George Clooney - Jr. Tester
- Momina Nazim - UX/UI Designer
  - Shahrukh Khan - Jr. UX/UI Analyst
  - Deepika Pudokne - Jr. UX/UX Analyst

## **Legalities**

This privacy policy ("policy") will help you understand how HOMEBOX uses and protects the data you provide to us when you use our services.

We reserve the right to change this policy at any given time, of which you will be promptly updated via email.

We collect data when you use our services, data we may collect includes:

- Your IP address
- Your contact information and email address\
- Other information such as interests and preferences.
- Data profile regarding your online behavior on our website.

We are collecting your data for several reasons:

- To better understand your needs.
- To improve our services and products.
- To send you promotional emails

## **Management Organization**

### **BOARD OF DIRECTORS**

- Aneeza Khawaja
- Asad Raheem
- Ammara Ramzan
- Ilyas Dasti

### **ADVISORS**

- Arjav Shah
- Beth Domingo

### **ACCOUNTANTS**

- E. Cohen and Company, CPAs
  - Douglas Way
  - Anthie Zairis
  - Joe Chartoff

### **LAWYERS**

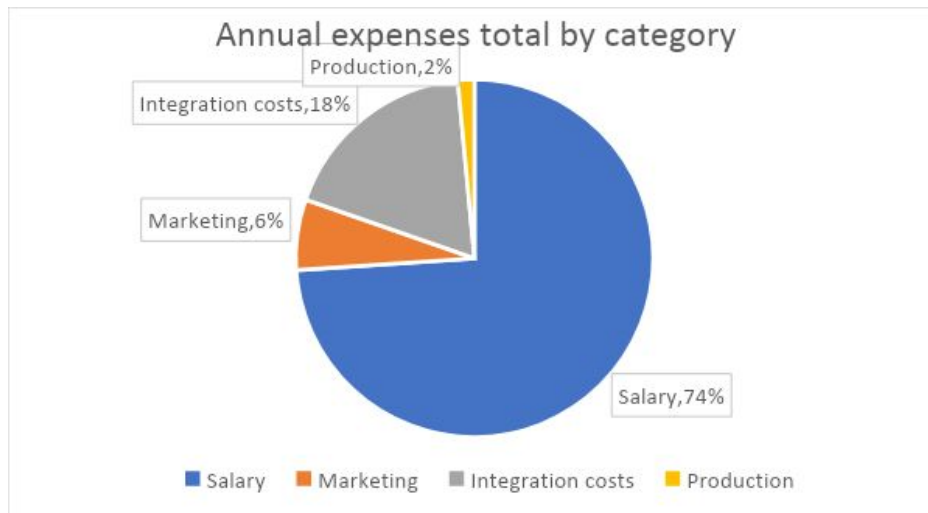
- Law Offices of Stephen F. Allen
  - Stephen F. Allen

## CONSULTANTS

- MBA Growth Partners
  - Jessica Huynh
  - Marvin Tang

## Financial Plan:

For this ambitious project Homebox has allocated \$600,000 and an additional 400,000 has been acquired from outside investors. This budget will be divided accordingly for the actual production costs, marketing costs, JIRA and Google drive integration costs, and salaries of the entire project team. How this is divided up is outlined in the following graphic:



Looking at the expenses more closely a large majority of our budget will go towards the salaries of our project team of thirteen people. This is followed by the amount needed to acquire JIRA integration, which amounts to \$181,800 for the year, according to a quote from JIRA Software based on the projection of having at least 2,000 users in our first year. Then there is \$63,804 allocated for advertising purposes which was designated based on the rule of thumb that 5 percent of projected total yearly revenue be allocated

for marketing, with an additional amount added to account for the fact that this is a new product and requires an additional push. Lastly, \$15,000 has been allocated to production costs, based on the estimated amount needed for app development. This is all closely broken down in the following graphics:

<b>3 Highest Expenses YTD</b>	<b>Cost</b>
Salary	\$739,396
Integration costs	\$181,800
Advertising	\$63,804

<b>Wages</b>	<b>Monthly amount</b>
Finance manager	5916
Operations manager	5000
Project manager	5416
Marketing manager	4333
Software developer	5333
Software developer	5333
Software developer	5333
Quality assurance tester	4166
Security analyst	8150
<b>Monthly total</b>	<b>48980</b>
<b>Later wages</b>	
Customer service	2666
Customer service	2666
Help desk	3750
Help desk	3750
<b>Monthly total</b>	<b>12832</b>
<b>Total</b>	<b>61812</b>

Taking all these expenses into account and projected additional income in the form of ad revenue, a cost profit analysis was performed for the first year of this project. This is outlined in detail in below, breaking down project revenue, cost of production and the resulting gross profit for each month and the projected total for the year to date. The total profit/loss after tax is highlighted for each month and then the entire year.



		Beginning	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Total YTD
	Overview														
Revenue		0.00	0.00	0.00	0.00	0.00	20000.00	60000.00	85000.00	120000.00	125000.00	145000.00	200000.00	130000.00	1065000.00
Cost of Production		2500.00	2500.00	2500.00	2500.00	2500.00	2500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15000.00
Gross Profit		(\$2,500.00)	(\$2,500.00)	(\$2,500.00)	(\$2,500.00)	(\$2,500.00)	\$197,500.00	\$60,000.00	\$85,000.00	\$120,000.00	\$125,000.00	\$145,000.00	\$200,000.00	\$130,000.00	\$1,050,000.00
Gross Profit Margin		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	98.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	#DIV/0!
Other Income		350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	4550.00
Wages		48980.00	48980.00	48980.00	48980.00	48980.00	61812.00	61812.00	61812.00	61812.00	61812.00	61812.00	61812.00	61812.00	738386.00
Other Operating Expenses		15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	166350.00
Marketing expenses		0.00	0.00	0.00	0.00	0.00	8500.00	8500.00	8000.00	7760.80	7760.80	7760.80	7760.80	7760.80	63804.00
Profit Before Taxes		(\$66280.00)	(\$66280.00)	(\$66280.00)	(\$66280.00)	(\$66280.00)	112388.00	(\$25,112.00)	388.00	35627.20	40627.20	60627.20	115627.20	45627.20	\$4400.00
Tax	20%														
Profit/Loss After Tax		(\$66,280.00)	(\$66,280.00)	(\$66,280.00)	(\$66,280.00)	(\$66,280.00)	\$89,910.40	(\$25,112.00)	\$310.40	\$28,501.76	\$32,501.76	\$48,501.76	\$92,501.76	\$36,501.76	(\$27,782.40)
Net Profit Margin		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	44.96%	-41.85%	0.37%	23.75%	26.00%	33.45%	46.25%	28.08%	

Projected numbers of sales and profit/loss are outlined in detail in the following graphics, and are assumed values based on level of demand, stage of launch, and amount of marketing for each month.

Month	Sales	Profit/Loss
Feb	304	\$89,910.40
Mar	92	(\$25,112.00)
Apr	131	\$310.40
May	185	\$28,501.76
Jun	192	\$32,501.76
Jul	223	\$48,501.76
Aug	308	\$92,501.76
Sep	200	\$36,501.76



The projected sales and resulting profit/loss in these graphics are calculated based on the different types of subscriptions, outlined below and in more detail in our marketing section. These prices were determined based on our competitors price points and the number of features our service is able to offer in each type of subscription.

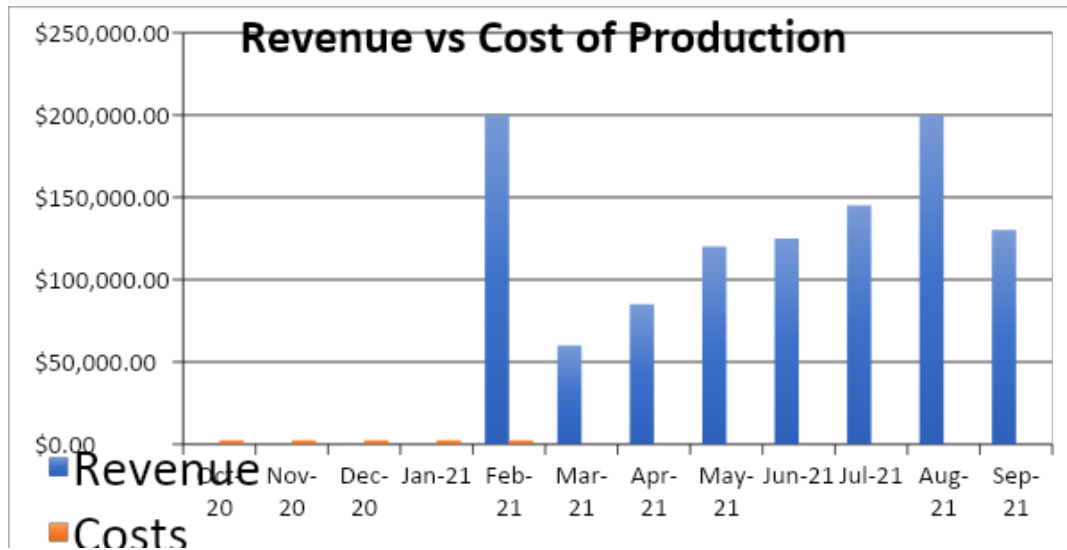
Basic	Professional	Business	Unlimited
Free	\$150 yearly subscription	\$200 yearly subscription	\$300 yearly subscription

As highlighted in the total sales and total profit/loss graph above, there is an expected fluctuation in sales and profit across the months of the first year, and this can best be explained for specific months. We expect August and July to be amongst our most profitable months because August will likely see a large spike in subscriptions due the beginning of a new school year, which would entail a large need for a service like ours. February would also be expected to be a very profitable month for us due to the fact that this will be our launch month full of heavy advertising and pitching exclusive deals to large schools, universities, and organizations.










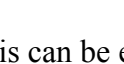
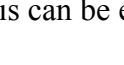
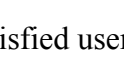
3 Most Profitable Months ▾	Profit after tax ▾	3 Least Profitable Months ▾	Profit after tax ▾
Aug	\$92,501.76	Apr	\$310.40
Feb	\$89,910.40	May	\$28,501.76
July	\$48,501.76	June	\$32,501.76

3 Lowest Sales Months ▾	Sales ▾	3 Highest Sales Months ▾	Sales ▾
Mar	92	Aug	308
Apr	131	Feb	304
May	185	July	223

The numbers outlined in the various graphics explained above emphasize and highlight the potential of our product, despite a projected loss of around \$28,000 for our first year. Running a loss is fully expected in the first year of a product such as this, as there are large costs associated with production and marketing when developing and launching. Even with these factors there is a huge difference in the costs vs revenue of our product, as highlighted below:



As you can see we run a profit in most of the months of our first year, and we are fully confident that this venture will prove very profitable, as early as the next year. This is highlighted in the profit/loss analysis below where, without the additional expenses seen in our first year, we can easily project a total yearly profit after tax of about \$481,000.

		Profit and Loss Analysis													
		Overview	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Total YTD
Revenue			130000.00	120000.00	98000.00	115000.00	220000.00	120000.00	117000.00	98000.00	95000.00	90000.00	200000.00	113000.00	1522000.00
Cost of Production			500.00	500.00	500.00	500.00	500.00	500.00	500.00	0.00	0.00	0.00	0.00	0.00	3500.00
Gross Profit			\$129,500.00	\$119,500.00	\$97,500.00	#####	\$219,500.00	#####	\$116,500.00	\$98,000.00	\$95,000.00	\$90,000.00	\$200,000.00	\$119,000.00	\$1,518,500.00
Gross Profit Margin			99.6%	99.6%	99.5%	99.6%	99.8%	99.6%	99.6%	100.0%	100.0%	100.0%	100.0%	100.0%	1191.2%
Other Income			400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4800.00
Wages			49980.00	49980.00	49980.00	49980.00	61812.00	61812.00	61812.00	61812.00	61812.00	61812.00	61812.00	61812.00	630416.00
Other Operating Expenses			15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	15150.00	181800.00
Marketing expenses			4155.00	4155.00	4155.00	4155.00	4155.00	4155.00	4155.00	4155.00	4155.00	4155.00	4155.00	4155.00	43860.00
Profit Before Taxes			61615.00	51615.00	29615.00	46615.00	138783.00	38783.00	35783.00	17283.00	14283.00	9283.00	119283.00	38283.00	601224.00
Tax		20%													
Profit/Loss After Tax			\$49,292.00	\$41,292.00	\$23,692.00	\$37,292.00	\$111,026.40	\$31,026.40	\$28,626.40	\$13,826.40	\$11,426.40	\$7,426.40	\$95,426.40	\$30,626.40	\$480,313.20
Net Profit Margin			37.92%	34.41%	24.18%	32.43%	50.47%	25.86%	24.47%	14.11%	12.03%	8.25%	47.71%	25.74%	

This can be explained by our marketing team establishing ourselves in our target niche, satisfied users renewing their yearly subscriptions, and lower marketing and production costs. All of which can be expected to prevail annually.

## Conclusion/Call to Action

Join HomeBox now and become a part of a growing movement towards more secure and accessible telecommunication services! Set up a meeting now with our project manager and we'll discuss next steps!

## Confidentiality Statement

The undersigned reader of **HomeBox** Business Plan hereby acknowledges that the information provided is completely confidential and therefore agrees not to disclose anything found in the business plan without the express written consent of Aneeza Khawaja.

This statement also acknowledged by the reader that the information in this business plan is in all aspects confidential in nature, any disclosure or use of the same by the reader may cause serious harm and or damage to **HomeBox**.

This contract shall be governed by the laws of Prince George's County in the State of Maryland and any applicable Federal law.

## References:

- <https://www.atlassian.com/software/jira/pricing>
- [https://www.crowdbotics.com/build-an-app?utm\\_term=what%20does%20it%20cost%20to%20create%20an%20app&utm\\_campaign=Search-NonBrand-Estimate&utm\\_source=adwords&utm\\_medium=ppc&hsa\\_acc=5806325546&hsa\\_cam=11711662056&hsa\\_grp=122261742468&hsa\\_ad=482486949795&hsa\\_src=g&hsa\\_tgt=kwd-310160182021&hsa\\_kw=what%20does%20it%20cost%20to%20create%20an%20app&hsa\\_mt=e&hsa\\_net=adwords&hsa\\_ver=3&gclid=Cj0KCQiAzzs-BRCCARIsANotFgOsMDu1UwZeJa1sU83q5vxxQRyAuOI2R4S95fwjy1PB7pggyKg\\_sdMaAhtaEALw\\_wcB](https://www.crowdbotics.com/build-an-app?utm_term=what%20does%20it%20cost%20to%20create%20an%20app&utm_campaign=Search-NonBrand-Estimate&utm_source=adwords&utm_medium=ppc&hsa_acc=5806325546&hsa_cam=11711662056&hsa_grp=122261742468&hsa_ad=482486949795&hsa_src=g&hsa_tgt=kwd-310160182021&hsa_kw=what%20does%20it%20cost%20to%20create%20an%20app&hsa_mt=e&hsa_net=adwords&hsa_ver=3&gclid=Cj0KCQiAzzs-BRCCARIsANotFgOsMDu1UwZeJa1sU83q5vxxQRyAuOI2R4S95fwjy1PB7pggyKg_sdMaAhtaEALw_wcB)
- <https://zoom.us/pricing>