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Plan of Operations

January 2025 – December 2026

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Executive Summary

Mission

To empower individuals and businesses to effortlessly create and share web content in an instant, transforming ideas into interactive web experiences with just a prompt. Div-idy strives to make digital expression accessible to everyone, fostering creativity and connection in a fast-paced, ever-evolving online world.

Vision

To become the world’s leading platform for instant web creation, inspiring a global community of creators to share their stories, ideas, and innovations seamlessly. By 2030, Div-idy envisions a world where anyone can build and publish online content effortlessly, enabling connectivity and digital expression on a massive scale.

Goal

To establish Div-idy as a Fortune 500 company by 2030, achieving $35 billion in annual revenue through innovative, user-centered solutions that make webpage creation simple, accessible, and engaging for a global audience.

Core Business Idea

Div-idy is an AI-powered platform that enables users to instantly create and publish webpages with a simple prompt. Designed for speed and simplicity, Div-idy allows users to generate complete webpages in seconds, share them via a unique QR code or direct link, and explore others' creations. It’s a free, accessible tool that makes webpage creation and sharing easy and effortless for everyone.

Company Overview

Ashton Kirtley - Founder & Operator

Ashton Kirtley is a dedicated UX strategist with a strong passion for AI and its potential to transform digital experiences. With a background in understanding user needs and behavior, Ashton combines expertise in user experience with an enthusiasm for learning and implementing AI, aiming to create intuitive, innovative tools that make technology accessible to all.

Business Concept

Div-idy is an AI-powered platform that allows users to instantly create and publish webpages with just a prompt. It simplifies the process of webpage creation, making it fast, accessible, and user-friendly. Revenue is generated through third-party ads (Google AdSense), first-party sponsored content (sponsored Divs), and a premium version of dev tools offering advanced features for users seeking more customization and functionality.

Value Proposition:

Div-idy offers an unmatched value proposition by making webpage creation fast, easy, and accessible for everyone. With just a simple prompt, users can generate fully functional webpages in seconds, without needing any technical expertise. The platform’s intuitive interface ensures a seamless experience, while its instant publishing and sharing features—via unique QR codes or direct links—make it effortless to showcase work. Whether for personal projects, business use, or creative expression, Div-idy empowers users to bring their ideas to life quickly and share them with the world, all at no cost.

Products and Services

Primary Product

The primary product of Div-idy is its AI-powered instant webpage creation tool, which allows users to effortlessly generate fully functional webpages with just a quick prompt. This product enables users, whether individuals or businesses, to bring their ideas to life in seconds, eliminating the need for coding or complex design skills. In addition to creating pages, Div-idy also serves as a platform for discovering, viewing, and sharing others' work, fostering a community where users can gain inspiration, showcase their creations, and collaborate. This combination of easy creation and sharing makes Div-idy an all-in-one platform for digital expression.

Potential Revenue Outlets

Div-idy generates revenue through multiple channels. Third-party ads, such as Google AdSense, are displayed on the platform to earn income from user engagement. First-party sponsored Divs provide an opportunity for brands to advertise directly within the platform, creating additional revenue. Div-idy can offer a premium version of its dev tools, giving users access to advanced features, customization options, and an enhanced AI model for those who want more control over their webpages. These revenue outlets support the platform’s growth and sustainability while providing value to both users and advertisers.

Internal Structure

Executive

HR

Accounting

Product

Operations

Innovation

Marketing

Market Analysis

Target Market

Div-idy’s target market includes small businesses, individual creators, and entrepreneurs looking for an efficient, user-friendly solution to create and share webpages without technical barriers. Small businesses can leverage Div-idy to establish an online presence quickly and cost-effectively, while individual creators benefit from its simplicity in sharing portfolios, personal projects, or content. Entrepreneurs and startups can use Div-idy to showcase their ideas, products, and services instantly, allowing them to focus on growth rather than technical setup. By catering to these groups, Div-idy meets the demand for accessible, instant digital expression and marketing tools.

<https://explodingtopics.com/blog/creator-economy-market-size>

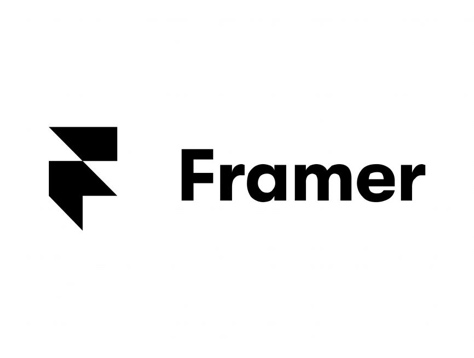
Competitors

Div-idy stands out in the competitive landscape of AI web builders by offering an exceptionally streamlined experience focused on simplicity and speed. Unlike platforms like Wix, Jimdo, and Framer, which often require users to navigate multiple steps to publish or work within predefined structures, Div-idy empowers users to create and publish a fully functional webpage instantly with just one click. This unique feature allows users—from small businesses to individual creators and entrepreneurs—to bypass technical steps, providing immediate access to a shareable webpage via a direct link or QR code. By prioritizing ease of use and accessibility, Div-idy sets itself apart as a go-to platform for fast, effortless webpage creation and sharing.

How do we stand out?

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* Div-idy is not just a producing platform it’s also a consuming Platform
* One-Click Publishing
  + Instantly create and publish a webpage with a single click, eliminating extra setup steps and making sharing effortless.
* Ease of Use
  + Intuitive, prompt-based design requires no technical knowledge, ideal for beginners and non-technical users.
* Versatility
  + Suitable for a broad audience, including small businesses, individual creators, and entrepreneurs across various industries.
* Instant Sharing
  + Easily share webpages through unique links or QR codes, simplifying distribution and reach.
* Free Access
  + Core features are free, providing value without upfront costs, making Div-idy highly accessible.

Marketing Strategy

Immediate Actions (January 1 2025 - March 31st 2025)

2. Launch Marketing Campaigns

Use low-cost digital marketing methods:

Focus on SEO for organic traffic

Start social media accounts

Create content that highlights the ease and value of div-idy’s instant webpage creation.

3. Leverage Influencers and Partnerships

Reach out to micro-influencers, tech bloggers, and YouTubers in relevant niches (e.g., startups, small businesses, digital marketing) to showcase div-idy.

4. Offer Incentives and Referral Program

Offer early adopters’ special incentives (e.g., free advertising on the platform, to promote sponsor div) and start a referral program to encourage users to spread the word.

Short-Term Actions (April 1st - June 30th)

Develop Community Engagement Channels

Launch a forum, Discord channel, or subreddit where users can share their pages, ask questions, and give feedback. This builds a community and creates advocates for the platform.

Mid-Term Actions (July 2025 - December 2025)

11. Create Case Studies and Success Stories

Showcase how early users have benefited from using div-idy. Use these stories for marketing and to build credibility.

12. Expand Social Media Presence and Start Content Marketing

Ramp up efforts on social media and start a blog or YouTube channel to provide helpful content, tutorials, and case studies.

Long-Term Actions (January 2026 - December 2026)

15. Scale Up Marketing and Consider Paid Ads

When there’s a solid user base, scale up marketing with paid ads targeting specific demographics (e.g., small businesses, creators, etc.).

Product Plan

Immediate Actions (January 1 2025 - March 31st 2025)

1. Optimize User Experience

Ensure the platform is intuitive and bug-free.

Test the prompt-based page creation flow to ensure it's simple and satisfying for users.

5. Gather and Analyze User Feedback

Engage early users and ask for their feedback to refine the user experience. Understand what additional features might be valuable to them.

6. Optimize for Virality

Add branding elements (e.g., subtle watermarks, “Created with div-idy” messages) on free pages to encourage organic sharing and drive traffic back to the site.

Short-Term Actions (April 1st - June 30th)

8. Introduce a Freemium Subscription Model

Keep a free tier for basic usage, but introduce premium plans with exclusive features for users who want more customization and functionality. (Maybe a more advanced AI model)

9. Enhance AI Capabilities

Gradually improve the AI’s ability to create various page types and add simple customization options to appeal to a wider range of users. (Work on promote engineering and ai models)

10. Begin Data-Driven Optimization

Use analytics to track which pages get the most engagement, where users drop off, and what features are popular. This will help guide product improvements and marketing strategies.

Mid-Term Actions (July 2025 - December 2025)

13. Add Advanced Analytics for Users

Allow users to view page insights (e.g., traffic, engagement) to see the value they’re getting from div-idy. This will add credibility and encourage retention.

14. Begin Mobile Optimization and Development

Start working on mobile-responsive designs and consider a mobile app to attract more users who prefer on-the-go webpage creation.

Long-Term Actions (January 2026 - December 2026)

16. Explore Corporate Packages and Enterprise Solutions

As the user base grows, introduce advanced packages with branding options, team collaboration features, and custom support for larger clients.

17. Secure Funding for Expansion

As you achieve significant traction and revenue, seek funding to expand the team, infrastructure, and marketing efforts.

18. International Expansion and Localization

Translate and localize the platform for other regions. Begin by targeting high-potential markets to broaden div-idy’s reach.

19. Build a Strong Customer Support System

Develop a dedicated customer support team to handle increasing demand as the user base scales.

20. Introduce APIs and Further Product Expansion

Offer an API for external platforms and expand beyond simple webpages to cater to diverse use cases like landing pages, e-commerce, and portfolios.

Financial Plan and Projections

The financial projection demonstrates a steady increase in revenue due to growing website content and visitor traffic. By maintaining low, predictable overhead costs, especially for hosting and database, the business can maximize its profit margins as revenue scales. The projection suggests that by December 2026, the business achieves a substantial monthly profit, with potential for further growth as the website expands.



Milestones & Timeline

|  |  |  |
| --- | --- | --- |
| Date | Task/Milestone | Completed |
| Jan 20th | Ensure the platform is intuitive and bug-free. |  |
| Jan 20th | Test the prompt-based page creation flow to ensure it's simple and satisfying for users. |  |
| Jun 30th | Improve the AI’s ability to create various page types. (Work on prompt engineering and ai models) |  |
| Feb 10th | Focus on SEO for organic traffic |  |
| Feb 10th | Start social media accounts |  |
| Feb 28th | Reach out to micro-influencers, tech bloggers, and YouTubers in relevant niches to showcase div-idy. |  |
| Mar 31st | Create Adverting Platform for First Party Ads |  |
| Apr 30rh | Offer early adopters’ special incentives (e.g., free advertising on the platform, to promote sponsor div) |  |
| Apr 30th | Launch a forum, Discord channel, or subreddit where users can share their pages, ask questions, and give feedback. |  |
| May 31st | Introduce premium plans with exclusive features for users who want more functionality. (Maybe a more advanced AI model) |  |
| Jun 10th | Engage early users and ask for their feedback to refine the user experience. |  |
| Jun 30th | Use analytics to track which pages get the most engagement, where users drop off, and what features are popular. |  |
| Jul 31st | Create Case Studies and Success Stories |  |
| Jul 31st | Ramp up efforts on social media and start a blog or YouTube channel to provide helpful content, tutorials, and case studies. |  |
| Sep 30th | Reach 100 Pages Created |  |
| Oct 31st | Allow users to view page insights (e.g., traffic, engagement) to see the value they’re getting from div-idy. |  |
| Dec 31st | Start working on mobile-responsive designs and consider a mobile app |  |
| Jan 31st | When there’s a solid user base, scale up marketing with paid ads targeting specific demographics (e.g., small businesses, creators) |  |
| Mar 31st | Develop a dedicated customer support team to handle increasing demand as the user base scales. |  |
| Apr 30th | Translate and localize the platform for other regions. Begin by targeting high-potential markets to broaden div-idy’s reach. |  |
| May 31st | Reach 1000 Pages Created |  |
| Oct 31st | As you achieve significant traction and revenue, seek funding to expand the team, infrastructure, and marketing efforts. |  |
| Dec 31st | Expand beyond simple webpages to cater to diverse use cases like landing pages, e-commerce, and portfolios. |  |
| Dec 31st | Reach 5000 Pages Created |  |

Q1 2025 Product Activities

1. Upgrade to gpt-4o-mini from gpt-3.5-turbo
2. Prompt the ai to put in SEO code for project
   1. Give it the layout?
3. SEO – Dynamic view Page
   1. View JS to pull info from the iframe and project data
      1. Pull project name for title
      2. Pull SEO code from iframe
4. Use the best AI prompt formula
   1. Editing a page
   2. Creating a page
5. Add verbiage to build a webpage in seconds free
   1. View page
   2. Home page
   3. Sign up page
6. Fix the dev tools preview
   1. Find the glitch
   2. Determine if it needs to be a new page
   3. Determine if it can stay in a pop up
7. Make the View page iframe no scrolling
   1. Make the iframe window change height
8. Test AI Prompting for editing
   1. Divide the JS into multiple parts
9. Build a sample devtools page
   1. Redirects you to sign up
10. Fix the published div view count issue
    1. Issue switched back to private then public. Views reset.
11. Fix undefined divs
12. Build a sample devtools page
13. Search
    1. Make the enter/return button fire the search
    2. Make an error message
    3. When cleared make it go back to home
    4. Consider using AI as search function
14. Image Upload
    1. Test in the test folder
    2. Find a database that has a lot of storage for free
15. Fix Bugs
    1. Make sure there are no duped display names.

Q2 2025 Product Activities

1. Build the premium tier
   1. Create a system to toggle ai model based on boolean
   2. Find a payment vendor
   3. Connect API and build payment system
2. Build first party ad platform
   1. Create a way platform to boost divs
   2. Build payment platform
   3. Build analytics platform
   4. Build first party ad spots on the website
      1. Home page
      2. View page
   5. Build algorithm to prioritize ads

Q1 2025 Marketing Activities

1. Make pages for social media platforms
   1. Facebook
   2. Instagram
   3. X
   4. TikTok
   5. LinkedIn
   6. YouTube
   7. Pinterest