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Plan of Operations

January 2025 – December 2026

Div-idy

Create | Publish | Share

Omaha, NE

Goals

Make the fortune 500 list by 2030

Have annual revenue of $35 Billion by 2030

What is Div-idy?

Div-idy is a free, instant webpage creator powered by AI.

With just a quick prompt, you can generate a complete webpage in seconds.

Publish it with a single click.

Share it easily via a unique QR code or direct link.

A platform for viewing others work

Making webpage creation and sharing fast and effortless.

Revenue Outlets

Third Party Ads (Google Ad Scene)

First Party Ads (Sponsored Divs)

Premium Version of Dev Tools (More advanced AI model)

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.

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.

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)

7. 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.

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 engenerring 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)

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.

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)

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.).

16. Develop 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.