A green text on a black background

Description automatically generated

Plan of Operations

January 2025 – December 2026

Table of Contents

* Executive Summary
* Company Overview
* Products and Services
* Market Analysis
* Marketing and Sales Strategy
* Operations Plan
* Financial Plan and Projections
* Milestones and Timeline

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

Accounting

Product

Maintenance

Innovation

Marketing

HR

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>

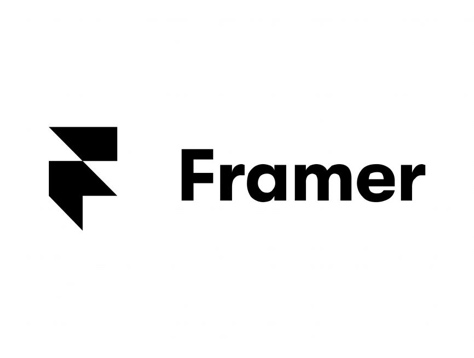
Competitors

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?

A logo of a company

Description automatically generated A black background with a yellow leaf

Description automatically generated A green text on a black background

Description automatically generated

* Consuming Platform
  + Div-idy is not just a producing platform it’s also a consuming platform. Where you can see and experiences others’ work.
* 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.
* Mobile Optimized
  + Most platforms work best on desktop, but Div-idy works just as well on mobile as desktop
* 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)
  + Start social media accounts
    - Facebook
    - Instagram
    - X
    - TikTok
    - YouTube
  + Create content that highlights the ease and value of div-idy’s instant webpage creation.
  + Focus on SEO for organic traffic
    - Build SEO generator for viewing content
  + 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.
  + Make a example accounts
* Short-Term Actions (April 1st 2025 - June 30th 2025)
  + 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.
    - Test $10/$25/$100 Free Div-idy ad credits Ads
  + 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)
  + 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.
  + 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)
  + 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 1st 2025 - March 31st 2025)
  + 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.
  + Upload Image Capabilities
    - Users can upload their own images and div-idy hosts it somewhere
  + AI Prompting engineering
    - Act as a [Role]
    - Create a [Task]
    - Using [Data]
    - Show as [Format]
  + Dynamic SEO for View Page
  + Build Events that are needed for tracking in GA4
* Short-Term Actions (April 1st 2025 - June 30th 2025)
  + Introduce a Premium Subscription Model
    - Introduce premium plans with exclusive features for users who want more customization and functionality. (Maybe a more advanced AI model)
  + Build Ad Platform for Sponsored Divs
    - So that users can create first party ads to advertise on the Div-idy platform
      * Start with free credits only
  + Enhance AI Capabilities
    - Gradually improve the AI’s ability to create various page types
      * Work on promote engineering and ai models
      * Maybe using multiple calls to OpenAI
* Mid-Term Actions (July 2025 - December 2025)
  + 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.
  + 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.
  + Enhanced Search
* Long-Term Actions (January 2026 - December 2026)
  + Explore other tools beyond web building
    - Word processors
    - Image Generators
    - Social media content Generators & Schedulers
    - Presentation Generator
    - Video Generator
  + International Expansion and Localization
    - Translate and localize the platform for other regions. Begin by targeting high-potential markets to broaden div-idy’s reach.
  + Build a Strong Customer Support System
    - Develop a dedicated customer support team to handle increasing demand as the user base scales.

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

* March 31st, 2025
  + Product
    - Image Upload Capability
    - Dynamic SEO View Page
    - Basic GA4 Tracking
    - Improved AI Response
  + Divs Created
    - 1
* June 30th, 2025
  + Product
    - Premium Offered
    - Advertising Platform
    - Improved AI Response Continued
  + Divs Created
    - 20
* December 31st, 2025
  + Product
    - Advanced Analytics
    - Mobile App??
  + Divs Created
    - 300
* December 31st, 2026
  + Product
    - Build Translation Tools
    - Build Customer Service Platform
    - Explore Other Tools
  + Divs Created
    - 5,000

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. Build a Public Domain Movie Account
   1. Build a bunch of public domain movies
2. Build an amazon review account
   1. Build a few Amazon review divs
3. Make a Canva account for Div-idy
4. Create image content for social media
5. Make pages for social media platforms
   1. Facebook
   2. Instagram
   3. X
   4. TikTok
   5. LinkedIn
   6. YouTube
   7. Pinterest
6. Post once a week to each platform
7. Create tutorial videos
8. Continually post on Woke Jokes
   1. And in Facebook groups

Q2 2025 Marketing Activities

1. Content for free ad credit to advertise on Div-idy

Q1 2025 Product Activities

1. Upgrade to gpt-4o-mini from gpt-3.5-turbo **(Completed 11/25/24)**
2. Prompt the ai to put in SEO code for project **(Completed 11/25/24)**
   1. Give it the layout?
3. SEO – Dynamic view Page **(Completed 11/25/24)**
   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 **(Completed 11/25/24)**
   1. Editing a page
   2. Creating a page
5. Add verbiage to build a webpage in seconds free **(Completed 11/25/24)**
   1. View page
   2. Home page
   3. Sign up page
6. Launch 0.1.4 Version
7. Fix the dev tools preview **(Completed 11/26/24)**
   1. Find the glitch**(Completed 11/26/24)**
   2. Determine if it needs to be a new page **(Completed 11/26/24)**
   3. Determine if it can stay in a pop up**(Completed 11/26/24)**
   4. Make a new preview page
8. Make the View page iframe no scrolling **(Completed 11/26/24)**
   1. Make the iframe window change height
9. Fix a server error**(Completed 11/27/24)**
   1. It was formatting the response in a different way.
   2. The local was different then the server in the Open AI area
10. Add redirecting feature for 404**(Completed 11/27/24)**
11. Test AI Prompting for editing
    1. Divide the JS into multiple parts
12. Build a sample devtools page
    1. Redirects you to sign up
13. Fix the published div view count issue
    1. Issue switched back to private then public. Views reset.
14. Fix undefined divs
15. Build a sample devtools page
16. 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
17. Image Upload
    1. Test in the test folder
    2. Find a database that has a lot of storage for free
18. Fix Bugs
    1. Make sure there are no duped display names.