



mytweetmark Business plan

2/22/2011

Summary

Business concept

mytweetmark is a platform of web 2.0 technologies and services. Create and measure tweets through [@mytweetmark](#). Measure through analytics. Gain social media marketing influence on @twitter. Promote your local food business and farmers' markets with [@homecookme](#).

Current situation

mytweetmark platform is currently being used for local business in over 130 farmers' markets in Northern California. We will be expanding in Austin, Texas in March, 2011. We are also planning on a East Coast tour of Boston, MA and New York, NY farmers' markets in summer 2011.

Key success factors

First mover advantage in Northern California. Execute 100+ sales subscriptions in 2011 @ \$30/month. Gain market share in locations other than Northern California.

Financial situation/needs

500k angel investment.
300k USDA grants/year.

Vision

Vision statement

mytweetmark is a platform of web 2.0 technologies and services. Create and measure tweets through @mytweetmark. Measure through analytics. Gain social media marketing influence on @twitter. Promote your local food business and farmers' markets with @homecookme.

Milestones

@homecookme product is ready for \$30/month subscriptions, to attract local food and farmers' markets in United States.

Market analysis

The overall market

- 200+ million twitter users
- 500+ million facebook users
- \$1 billion farmers' market food industry

Changes in the market

- 16% growth in farmers' market industry in 2009-2010
- Social media spending increase
- According to [@jowyang](#) in 2011 at cotweet office: *"new demand for Social media marketing systems (SMMS)"*

Target market and customers

- 25-30 million business users
- 6000+ farmers' markets in United States
- Each farmers' market on average contains 30 local businesses present

Customer characteristics

- Small businesses, needing Social media

- Local farmers' market businesses and vendors

Customer needs

Small businesses and local farmers' markets need a cheaper advertising solution.

Customer buying decisions

Local food, small businesses that are not meeting their revenue targets are buyers of @homecookme and @mytweetmark products.

Competitive analysis

Industry overview

- Twitter > 200+ million users. No synergy and lots of spam.
- Facebook > 500+ million users. Businesses keep a facebook profile which is difficult to find.
- Demand of niche products and services on the rise
- Demand for social tools; built analytics and services

Nature of competition

- Yelp: Charging small local businesses \$500/month
- Facebook: Advertising \$2/click
- Google/Bing: Advertising \$2/click

Changes in the industry

Second social media bubble, created by new wave of angel investors. The new start-up valuations are really high; ranging \$5m-10m.

Primary competitors

- Flowtown
- Foodzie
- cotweet

Competitive products/services

- Flowtown: Timely

Opportunities

First mover advantage for farmers' market niche. Also, take market share as early social media marketing systems and analytics experts.

Threats and risks

Funding.

Strategy

Key competitive capabilities

@mytweetmark + @homecookme

Key competitive weaknesses

Managing two products: @mytweetmark and @homecookme

Strategy

Viral (spiral) growth within a geographic location for small businesses \$30/month. We have proven growth in Northern California; local businesses in over 130 farmers' markets. We are looking to sign up businesses all over United States and especially East Coast where the demand of social media is very high.

Implementing strategy

- SXSW: South by South West in Austin, TX in March, 2011
- April 2011: All farmers' markets open
- Summer 2011: East Coast trip from Boston, MA to New York, NY, visit farmers' markets

Products/services

Product/service description

- mytweetmark
 - Categorized content
 - Auto tweets
 - Analytics
 - Brand Skin
 - Feed Analyzer
 - Business Profiles
- homecookme
 - Subscriptions
 - Notifications
 - Business Profiles
 - Farmers' markets
 - Google maps
 - Food Products
 - Search

Positioning of products/services

- Over 600 businesses using @mytweetmark
- Over 200 local small businesses using @homecookme
- Over 130 farmers' markets in Northern California

Competitive evaluation of products/services

- Flowtown: Recently moved from email social solutions to auto tweets. Very elegant user interface.
- Foodzie: Allows sellers to register and advertise for buyers to purchase. They are sending food baskets to their friends and business contacts to increase growth and awareness in saturated model.

Future products/services

- Coupons
- Mobile apps
- Pay per tweet

- Import address book
- API
- mytweetmark becomes a Social tool, not just Twitter tool
- Better facebook integration
- Groups

Intellectual Property

- Auto tweets for farmers' markets

Marketing and sales

Marketing strategy

Market products on twitter through @mytweetmark and @homecookme.

Sales tactics

Sell products for monthly subscription at \$30/month.

Advertising

Advertising is done through Twitter, using @mytweetmark.

Promotions/incentives

A mailing list is constructed using mailchimp to send email offers and subscriptions to customers and potential small businesses.

Publicity

On Twitter:

- [@mytweetmark](#) has over 2700 followers
- [@homecookme](#) over 2200 followers
- MailChimp email campaigns

Trade shows

Watch videos @mytweetmark presentation at sfnewtech 9/15/2010:

- <http://www.youtube.com/watch?v=W9abY0KLBul>

- <http://www.youtube.com/watch?v=D3Qavg6dpHA>

Operations

Key personnel

Bilal Ahmed - CEO/Founder

<http://www.linkedin.com/in/bahmed73>

<http://blog.bilalahmed.org>

Organizational structure

Looking to hire:

- Business Development/Sales
- Engineer
- Report to CEO

Human resources plan

- Health - Blue Shield
- Legal - LegalZoom
- Office - We will look as we hire, in east bay, California

Product/service delivery

Monthly subscriptions at \$30/month

Customer service/support

24/7 business support:

- Twitter: @mytweetmark and @homecookme
- email: bilal@mytweetmark.com
- phone: (925) 969-0494

Facilities

Office address: 1771 Laguna Street, #14 Concord, CA 94520

Financials

Assumptions and comments

USDA grant communication is ongoing and they receive @mytweetmark newsletters. FMPP is a farmers' market marketing grant to help local food businesses. FMPP had total \$10 million funding to give in 2010 and they will have \$20 million to distribute to projects that help local businesses.

Starting balance sheet

Burn rate: \$6800/month

Profit-and-loss projection

2011:

- 100 subscriptions at \$30/month
- USDA grant FMPP \$300k

2012:

- 200 subscriptions at \$30/month
- USDA grant FMPP \$300k
- 1000 consumer/mobile subscriptions at \$1/month

2013:

- 1000 subscriptions at \$30/month
- USDA grant FMPP \$300k
- 10000 consumer/mobile subscriptions at \$1/month

Cash flow projection

Positive, year over year.

Balance sheet projection

Revenue:

- 2011: \$360000k
- 2012: \$402000k
- 2013: \$960000k