



mytweetmark Business plan

created - 2/22/2011

updated - 4/11/2011

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 & wine business and farmers' markets with [@homecookme](#) and [@winehomeme](#).

Current situation

mytweetmark platform is currently being used for local business in over 150 farmers' markets in Northern California and Austin, Texas. We are also planning on a East Coast tour of Boston, MA and New York, NY farmers' markets in summer 2011. We are now also targeting small winery to use our platform.

Key success factors

First mover advantage in Northern California for farmers' market niche, signing up local businesses that sell within the markets. Execute 100+ sales subscriptions in 2011 @ \$30/month. Gain market share in locations other than Northern California and Austin, Texas.

Financial situation/needs

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

Vision

Vision statement

Become the leader in Social media management systems; local food and wine for small businesses. 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. Promote your local food business and farmers' markets with @homecookme. Attract Northern California wineries with @winehomeme.

Milestones

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

Market analysis

The overall market

- 250+ million twitter users
- 600+ million facebook users
- \$1 billion farmers' market food industry in 2010, 16% increase overall
- \$19 billion spent on wine sales in California in 2010, 2-3% increase

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)"*
- Internet bubble

- Niche products for small businesses on the rise
- New demand to manage & measure social influence beyond platforms.
- 12% increase in wineries in California in 2010
- Organic movement; Whole foods, Safeway food sales are down, local food growing. No distribution costs in between local producers and consumers.
- Farmers' markets is emerging growth market.

Target market and customers

- 25-30 million business users
- 6000+ farmers' markets in United States
- Each farmers' market on average contains 30 local businesses
- 2700 wineries in California; half of United States total of 5400.

Customer characteristics

- Small businesses, needing Social media
- Local farmers' market businesses and vendors
- Small wineries, needing Social media

Customer needs

Small businesses, wineries 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 > 250+ million users. No synergy and lots of spam. Twitter seems to be slowing down in innovation

- Facebook > 600+ million users. Fan pages are restrictive for fan growth without advertising spending
- Demand of niche products and services for small businesses on the rise
- Demand for social tools; built analytics and services; SMMS is an upcoming, growth industry.

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.com
- foodzie.com
- cotweet.com

Competitive products/services

- Flowtown: Timely

Other Food companies in contact with.

- foodstockexchange.com
- localdirt.com

Opportunities

First mover advantage for farmers' market niche for small business. 30% of our signed up small businesses are first time Internet users. Early social media marketing systems adaptors and gain market share in wine industry.

Threats and risks

Funding.

Strategy

Key competitive capabilities

@mytweetmark + @homecookme + @winehomeme

Key competitive weaknesses

Managing two products: @mytweetmark, @winehomeme 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 150 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. Target wine industry as an adjacent vertical for high revenue growth.

Implementing strategy

- Continue growing @mytweetmark, @homecookme and @winehomeme
- Pivot on feedback by customers
- Launch paid mobile application for premium farmers' market and local business data
- Build analytics to measure how consumers are buying business products
- Charge businesses subscriptions based on analytics data

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
- winehomeme
 - Wine cellar
 - Winery

Positioning of products/services

- Over 1000 businesses using @mytweetmark
- Over 250 local small businesses using @homecookme
- Over 150 farmers' markets in Northern California
- 90% of local food businesses in Northern California and Austin, Texas are receiving email subscription offers.

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.

- foodstockexchange.com approached us for M&A and/or partnership.

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
- Winery integrations

Intellectual Property

- Auto tweets for farmers' markets
- SMMS patterns
- Winery auto tweets

Marketing and sales

Marketing strategy

Market products on twitter through @mytweetmark, @winehomeme and @homecookme.

Sales tactics

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

Advertising

Advertising is done through Twitter, using @mytweetmark. Google is indexing Twitter data for real-time, hence SEO ranking for twitter

profiles is bringing customers to page 1 or 2. All our customers are using twitter platform and SEO high on rank.

Promotions/incentives

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

Publicity

On Twitter:

- [@mytweetmark](#) has over 3100 followers
- [@homecookme](#) over 2300 followers
- MailChimp email campaigns

Trade shows

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

- <http://www.youtube.com/watch?v=W9abY0KLBuI>
- <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 for @homecookme. No pricing yet determine for @winehomeme.

Customer service/support

24/7 business support:

- Twitter: @mytweetmark, @winehomeme 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. We are on high priority list for FMPP grant.

Starting balance sheet

Burn rate: \$6800/month

Profit-and-loss projection

2011:

- 100 subscriptions at \$30/month = \$36000
- USDA grant FMPP = \$300k

2012:

- 200 subscriptions at \$30/month = \$72000
- USDA grant FMPP = \$300k
- 1000 consumer/mobile subscriptions at \$1/month = \$12000
- 100 winery subscriptions at \$100/month = \$120k

2013:

- 1000 subscriptions at \$30/month = \$360k
- USDA grant FMPP = \$300k
- 10000 consumer/mobile subscriptions at \$1/month = \$120k
- 1000 winery subscriptions at \$100/month = \$1.2m

2014:

- 10000 subscriptions at \$30/month = \$3.6m
- USDA grant FMPP = \$300k
- 100000 consumer/mobile subscriptions at \$1/month = \$1.2m
- 10000 winery subscriptions at \$100/month = \$12.0m

2015:

- 20000 subscriptions at \$30/month = \$7.2m
- USDA grant FMPP = \$300k
- 200000 consumer/mobile subscriptions at \$1/month = \$2.4m
- 20000 winery subscriptions at \$100/month = \$24.0m

Cash flow projection

Positive, year over year.

Balance sheet projection

Revenue:

- 2011: \$336000k
- 2012: \$504000k
- 2013: \$2m~
- 2014: \$14m~
- 2015: \$27.5m~