# PostInc Business Plan

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## Vesting (Equity terms)

To be planned in September 2017.

## Business objectives

|  |  |  |
| --- | --- | --- |
| Title | Working Phase | Launch |
| To create a the poster store | March- April 2017 | April 2017 || **August 2017** |
| Hire 3-4 Interns for 200 posters | May-July 2017 | N.A. |
| Research on the Shipping partners | Jul First week | N.A. |
| Finalize and Ship | Aug First Week | N.A. |
| Blog | May 2017 | May 2017 |
| Social media platform | May 2017 | May 2017 |
| Portfolio service | May 2017 | May 2017 |
| Freelancing community | September 2017 | October 2017 |
| Custom poster making feature | December 2017 | January 2018 |

* People should visit us again and again
* Register in September-October 2017

## Mission statement

* Poster Store:
  + Sell 50 posters in August 2017 in IITM. Profit Estimate: 30x50 = Rs. 1500 ☺
  + Sell 50 posters outside in August 2017. Profit estimate: Rs. 1500.
  + Sell 50 posters in September 2017 in IITM. Profit Estimate: Rs. 1500 ☺
  + Sell 100 posters outside in September 2017. Profit estimate: 100x30 = Rs. 3000.
* Social Media Platform: 40 active users by the end of July. 500 total.
* Portfolio Service: Portfolio of at least 30 designers by July
* Freelancing Community:
  + Prepare database of startups in August
  + Outreach in September
  + Operate in October
* Customizing Posters:
  + Work on it in December 2017
  + Start in January 2018

## Keys to Success

* Population
* Designer rating/points to decide the price and rank of designer.
* On social media, PAY to boost
* More about boost
  + If designer wants his profile to be on top of suggestions list, PAY.
  + If client wants his offer to be on top of the design requirement list. PAY.
* Of all the transactions in freelancing platform, we take minimum 4%.

## Industry analysis

* Design industry is worth 56B in the world
* Less entry barrier in Market
* Unharvested Potential

## **Graphic design:**

## Rs 122,904 - Rs 592,773

Country: India | Currency: INR | Updated: 18 Jan 2017 | Individuals Reporting: 1,778

## **UX Design:**

## Rs 237,860 - Rs 1,594,252

Country: India | Currency: INR | Updated: 18 Jan 2017 | Individuals Reporting: 456

**Senior UX designers:**

|  |  |
| --- | --- |
| Rs 422,473 - Rs 1,867,827 |  |
| Country: India | Currency: INR | Updated: 18 Jan 2017 | Individuals Reporting: 138 | |
| **UI designers:**  Rs 179,134 - Rs 837,740 | | |  |
| Country: India | Currency: INR | Updated: 18 Jan 2017 | Individuals Reporting: 364  **Web Designers:** | | | |
| Rs 107,341 - Rs 568,140 | | |  |
| Country: India | Currency: INR | Updated: 18 Jan 2017 | Individuals Reporting: 1,572 | | | |

Ecommerce growth in 2015-16 is expected at 21.4%, to reach $17 billion. Read more at:  
<http://economictimes.indiatimes.com/articleshow/51161562.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst>

## Market analysis

**Target:**

Poster Store: Hostel Students, Restaurants, Offices

Freelancing community: Startups, Designers

* Economic Survey 2016: 19,000 startups in India (Read more at:  
  <http://economictimes.indiatimes.com/articleshow/51161562.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst> )
* Things to be designed:
  + Posters 500 per unit 25 per unit
  + Logos 4000 per unit 200 per unit
  + Brochures 5000 per unit 250 per unit
  + Websites 5000 per unit 250 per unit
  + Business cards 200 per unit 10 per unit
  + Flyers 800 per unit 40 per unit
  + Miscellaneous

## Competitors and Existing platforms Worldwide

Posters:

* **Postermywall.com**
* Trademark of 250Mils LLC.
* Based in Foster City, CA 94404

Pros

* Good use of colours and fonts
* Posters can be edited
* Cool colours
* Insta collage (Instantly makes collage of FB photos)
* Photo Calendar
* Good Templates
  + For several categories like fitness, gen event, festivals
  + Includes templates for posters, flyers etc
* General Keyboard Shortcuts work well in editor
* Present on FB, Twitter, Insta

Cons

* 6 in one column, looks too crowded.

## Comments

* To download the edited artwork, pay accordingly:
  + $8 for poster quality
  + $3 for photo quality
  + Free for low quality, incudes a large watermark
* UI rating: 6

## Competitive intelligence data

* + Traffic: <https://www.similarweb.com/website/postermywall.com>
  + 1.9M total Visits in last month
  + US: 42.59% of traffic. India: 7.2% of traffic.
* Postergully

Merchbay Products Pvt. Ltd.

Pros

* + - Sell posters, phone cases, mugs, mousepads, cushion covers, tees, hoodies, glass framed posters, wooden frames, bags, notebooks
    - Decent design
    - Artists can join as poster makers
    - Ratings on posters
    - Tags
    - View similar
    - FB’s comments are integrated on the website

Cons

* + - Lot of negative reviews on Google
    - Varying prices. Range: 170-1000
    - 250 GSM paper (we will have 300 GSM and 5-6 varieties of paper)
    - Nothing where one can post his special requirements

CI data:

* + - 83.5K total visits per month
* Chumbak
* Souled Store
* PrintLand
* Vistaprint (US’s site)
* Printvenue
* Fotor.com
* Mapiful.com
* Gingercrush.com
* PicSquare
* Zazzle
* Staples.com
* Posterburner
* AllPosters

Portfolios:

* Indiefolio
* Behence.net
* Portfoliobox.net
* Crevado.com
* Krop.com

Social Networking:

* Indiefolio
* Dribbble

Freelancing:

* Fiverr

## Strategies

**Poster Store:**

* May-June-July: Take in (3-4) interns and get them to work on posters (150-200) for the store
  + 1 supervisor for quality check of the interns’ posters
  + Strategize on their pay
    - Cash: (Decide) per artwork or per month
    - Kind: 3-1 posters scheme
    - Certificate
  + Plan B (if interns are not available): Start operation BlackBeard.
  + Target must be 20 posters in each category.
  + Categories:
    - TV Series
    - Vehicles
    - Gaming
    - Anime
    - Sports
    - Quotes
    - Music Bands
    - Personalities/Celebrities
    - Superheroes
    - Miscellaneous
  + Use all your power: Vaibhav (15), Naomi (15), RK (15), Yash (30), Abhinav (5)
    - All of you design
  + Personally call designers from Shaastra and Saarang to make Posters (Rs. 200 calling cost)

**Social Networking:**

* In the beginning, you should subscribe to 20 people, else your account will be flooded with posts
* After that, Instagram like thing
  + You decide whom to follow
  + Suggestions will be there
  + Explore option will be there where suggestion from all will be there
* Designer rating/points to decide the price of designer. (Level 45 designer)
  + Start a points and rating system (like Zynga poker)
  + More work (portfolio, social, freelance) you do, more is your rating
  + More likes on portfolio, more is your rating
  + If you want your work to be on top in the suggestions. **Boost your post**.
  + Highest ratings gained per week will be known as DG: Design God
    - Profile will include how many times designer has been DG-ed
    - When you become DG: bonus points
  + Estimate: 10K designers. 5% put boost per week. Rs. 60/- per boost. Rs. 30K per week. Rs. 2.4 L per month. 30LPA.

**Freelancing Platform:**

Assumptions:

* I have the design community ready (Via social networking platform)
* I have the contacts of startups in August

Requirements:

* We have to be registered before doing so
* Payments flow need to be figured
* Platform will function similar to freelancer.com
* Portfolio portal has to be up
* Client puts requirements in 3 ways:
  + Internship
  + One-time order (Free)
  + Contest (Charged because quality designs)

Problems:

* Communication between client and designer
* Pricing: Separate for logo, posters & Separate for websites, brochures
  + Per Hour?
  + Per artwork?
    - Ask client how can he pay.
    - Ask Designer how much he is willing to work for
    - Designer rating/points to decide the price of designer. (Level 45 designer)
      * Start a points and rating system (like Zynga poker)
      * More work (portfolio, social, freelance) you do, more is your rating
      * More views/likes on portfolio, more is your rating
    - If you want your work to be on top in the suggestions. **Boost your post**.
    - Highest ratings gained per week will be known as DG: Design God
      * Profile will include how many times designer has been DG-ed
      * When you become DG: bonus points
* Pay some percentage when designer is fixed. Pay complete when order is done.
* Designers will have to give attendance if they are available/unavailable to take an order
  + they will have to activate it every week
  + designers with design orders will not be available
  + the ones which are available will be shown under a different column, saying available designers.
    - Client can browse through this exclusively
    - Client will message the designer directly
  + 2 Options:
    - Individual account (free)
    - Team account (Paid premium version: to be used by teams and design agencies)
      * Team members must have an individual account
        + They should form groups in platform itself
      * Price will be set according to the number of people
      * Number of people = 3.5\*number of projects team can take (this will also be based on size of project)

## Marketing plan

Digital Media only for now.

Facebook: Use to create presence in Institute

Instagram: Use to find designers for the platform.

## Organizational structure

* 1 CEO
* 1 CTO
* 2 Designers
* 1 Content Writer cum designer
* 1 Marketing Strategist
* 1 Sales
* 1 Operations

## Operations

**Poster Store:**

* Ensure site is in proper flow
* QMS of posters

## Financial pro formas (Minimum estimates)

Poster Store:

* Cost of 1 poster Rs. 40
* Shipping charges Rs 40 (Separate)
* Selling price per unit Rs. 120
* Designer costs: Rs 40 per poster
* Our profit per poster: Rs 40
* India’s total population (2011): 1B
* India’s student population (18-23-year-old 2011): 28.56M
* India’s population (11-16-year-old 2011) (Current population in higher education): 100M
* Even if 1% buys posters (every year): Profit = 1M\*40=40M (Rs. 4Cr)
* Apart from this offices and restaurants which will also be targeted.

## Financial requirement

* Marketing
  + Ads on FB, Instagram
  + Posts Boosting
  + Ads on other sites
  + SEO
* Calling coordinators in May Rs. 200.
* Posters Printing