
DATRO Business Plan

Release 0.0.5

Author(s): Kirk W. Dailey, Google Inc.

May 02, 2021

CONTENTS

1	Release Notes and Notices	1
1.1	Version 0.0.4	1
1.2	Older Versions	1
1.2.1	Version 0.0.3	1
1.2.2	Version 0.0.2	2
1.2.3	Version 0.0.1	2
1.3	Known and Corrected Issues	2
2	Executive Summary	3
2.1	Opportunity	3
2.1.1	Problem Summary	3
2.1.2	Solution Summary	3
2.1.3	Market Summary	3
2.1.4	Competition	3
2.1.5	Overview	3
2.1.6	Why Us	3
2.2	Expectations	3
2.2.1	Forecast	3
2.2.2	Financial Highlights by Year	3
2.2.3	Financing Needed	3
3	Opportunity	4
3.1	Problem & Solution	4
3.1.1	Problem Worth Solving	4
3.1.2	Our Solution	4
3.2	Target Market	4
3.3	Competition	4
3.3.1	Current Alternatives	4
3.3.2	Our Advantages	4
4	Execution	5
4.1	Marketing & Sales	5
4.1.1	Marketing Plan	5
4.1.2	Sales Plan	5
4.2	Operations	5
4.2.1	Locations & Facilities	5
4.2.2	Technology	5
4.2.3	Equipment & Tools	5
4.3	Milestones & Metrics	5
4.3.1	Milestones Table	5

4.3.2	Key Metrics	5
5	Company	6
5.1	Overview	6
5.2	Team	6
5.2.1	Management Team	6
5.2.2	Advisors	6
6	Financial Plan	7
6.1	Forecast	7
6.1.1	Key Assumptions	7
6.1.2	Revenue by Month	7
6.1.3	Expenses by Month	7
6.1.4	Net Profit (or Loss) by Year	7
6.2	Financing	7
6.2.1	Use of Funds	7
6.2.2	Sources of Funds	7
6.3	Statements	7
6.3.1	Projected Profit & Loss	7
6.3.2	Projected Balance Sheet	7
6.3.3	Projected Cash Flow Statement	7
7	Appendix	8
7.1	Monthly Financial Forecasts	8
7.2	Additional Documentation	8
8	Document Author(s):	9

RELEASE NOTES AND NOTICES

This section provides information about what is new or changed, including urgent issues and documentation updates.

1.1 Version 0.0.4

- Formerly entitled ‘Operation Sun Su’ - An Investment Memorandum and detailed enhancement of the business plan
- Version Control Method for Docs has changed - Only PDF of previous version were saved before. Now a copy of the entire sphinx directory will be saved.
- Current sphinx directory are entitled `latest`, previous versions/ sphinx directories are entitled by their version numbers e.g. `0-1-0` or `0-2-3` etc
- The archived url subsequently changes from `document-title/build/html/_static/title-0-0-1.pdf` to `document-title/0-0-1/build/latex/title.pdf`
- Base64 will be used for all images, to reduce file size and contain all the content of the raw data to the .rst files
- To reduce filesize further, the content of the latex file (except the .pdf) will also be cleared before publication as part of the automated build process.

1.2 Older Versions

The table below contains information and links to, older versions of this document.

1.2.1 Version 0.0.3

- First release/ draft of the 2016 - 2018 Business Plan
- In this plan the ‘Wave’ Brand is replaced with ‘WifeEye’ Wi-Fi

1.2.2 Version 0.0.2

- The 2014 - 2016 Wave Business Plan
- The version number on the document is inaccurate - It says 0.0.0 - It should say 0.0.2

1.2.3 Version 0.0.1

- First Business Plan for Wave Telecom

1.3 Known and Corrected Issues

Below is a table of pending issues which have been reported to our team. These issues will be cleared from this list as and when they are remedied.

EXECUTIVE SUMMARY

2.1 Opportunity

2.1.1 Problem Summary

2.1.2 Solution Summary

2.1.3 Market Summary

2.1.4 Competition

2.1.5 Overview

2.1.6 Why Us

2.2 Expectations

2.2.1 Forecast

2.2.2 Financial Highlights by Year

2.2.3 Financing Needed

OPPORTUNITY

3.1 Problem & Solution

3.1.1 Problem Worth Solving

3.1.2 Our Solution

3.2 Target Market

3.3 Competition

3.3.1 Current Alternatives

3.3.2 Our Advantages

EXECUTION

4.1 Marketing & Sales

4.1.1 Marketing Plan

4.1.2 Sales Plan

4.2 Operations

4.2.1 Locations & Facilities

4.2.2 Technology

4.2.3 Equipment & Tools

4.3 Milestones & Metrics

4.3.1 Milestones Table

4.3.2 Key Metrics

COMPANY

5.1 Overview

5.2 Team

5.2.1 Management Team

5.2.2 Advisors

FINANCIAL PLAN

6.1 Forecast

6.1.1 Key Assumptions

6.1.2 Revenue by Month

6.1.3 Expenses by Month

6.1.4 Net Profit (or Loss) by Year

6.2 Financing

6.2.1 Use of Funds

6.2.2 Sources of Funds

6.3 Statements

6.3.1 Projected Profit & Loss

6.3.2 Projected Balance Sheet

6.3.3 Projected Cash Flow Statement

APPENDIX

7.1 Monthly Financial Forecasts

7.2 Additional Documentation

DOCUMENT AUTHOR(S):

Sion Buckler