

- BOBBIE'S THINGS -

Bobbie's Things

Business Plan

Sean Walters

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Executive Summary

Bobbie's Things will be a small, application-creating business established in Medford, Oregon. We would like to first focus our efforts onto our first project/service which will be an organizer application. Our business envisions helping the lives of others through stress relief by using this organization app that we will create, develop, offer, promote, and sell on a variety of platforms, starting with the those that are most popular. We want to build a great, strong, and supportive community for our business right from the start of production in order to help improve and further perfect our services that we will be making for them through using their provided critical feedback and constructive criticism—we just want to help them and allow them to help us back, furthering the cycle. Our business and services will be an amazing place that will allow for any individuals, couples, groups, families, teams, and much more to discover, organize, relieve, and repeat.

The mission of our business, Bobbie's Things, will be to provide incredible, life-changing services/applications to any interested users or customers, keeping the applications that we provide at both an effective and smart cost. Our professional team of staff and coders will ensure that the users of our apps are given the full capability and full set of tools within the app that they need in order for them to completely customize it the way that they want to—this will keep them relieved and more comfortable with what exactly they are using every single time they open it and begin operating within our software that modified by their own vision and sculptured to what exactly they want to be used to.

Our business, Bobbie's Things, will be headquartered in a 2,640 square foot office building located at 1575 E McAndrews Rd, Medford, OR 97504. The business will operate under a sole proprietor type ownership which mainly means that the initial business owner will be the one in charge and the one in full control of the entire business—and this can have its pros and cons, from having little to no restrictions within the business and getting ourselves into business quickly and easily to me, the owner, being responsible for 100 percent of all business debts and obligations that cover all proprietary assets and also appearing less professional than a corporation or an LLC. For the management of our business, I, Sean Walters—the owner—will be the main one who will overall have a hands-on management role within the business which means that I will be interacting a lot with our professional team of staff and coders, checking in with them, of course, on the progress of various applications and services for our business to provide. I will also be the main person in charge of everything outside of the production of our services/applications, such as the financing, promoting, and advertising.

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Bobbie's Things, our business, will be creating and offering many services in the near future, but we will want to focus as much as we can on the first service—our organizing application. This app will be developed for as many platforms as possible, the first ones being Android, iOS, PC, and macOS—the most popular currently. The app will have an absolute ton of customizability to it, from changing the color scheme of it all to modifying the pieces of interface that are within the app. The purpose of the app is to overall allow the user to organize anything that they would like and need to, such as ideas, tasks, chores, homework, and lists. There will be two versions of the app—a free version with quite some features and ads, and a paid version with a lot more to offer and no ads. Overall, our services will have an incredible amount of work put into them, not only during initial development but once it is released and feedback is presented to us to allow us to further improve and perfect the app for them—our users helping us help them.

Over time the app industry has really exploded and grown from what it first was. I remember when one of the first, most popular apps on the first iPhone was a “fart” app that created fart noises as a joke. But this really was not any joke for the creators, this generated them millions overtime—and this was only when apps were first starting out. Things like this that occur in the app industry just further encourage and motivate to continue our work as developers and create awesome apps for those out there looking.

Overall, our competitive advantages with our business will consist of the quality of our services/applications with the amount of work put into them and the amazing, strong, and supportive community that will build up as our business lives on acting as our “base” to help further fix, improve, and perfect our apps through their criticism and feedback—the other businesses that are bigger than us will just have a harder time doing this and a lot of them are not really seen doing these kinds of things with their users where they help each other out in the end.

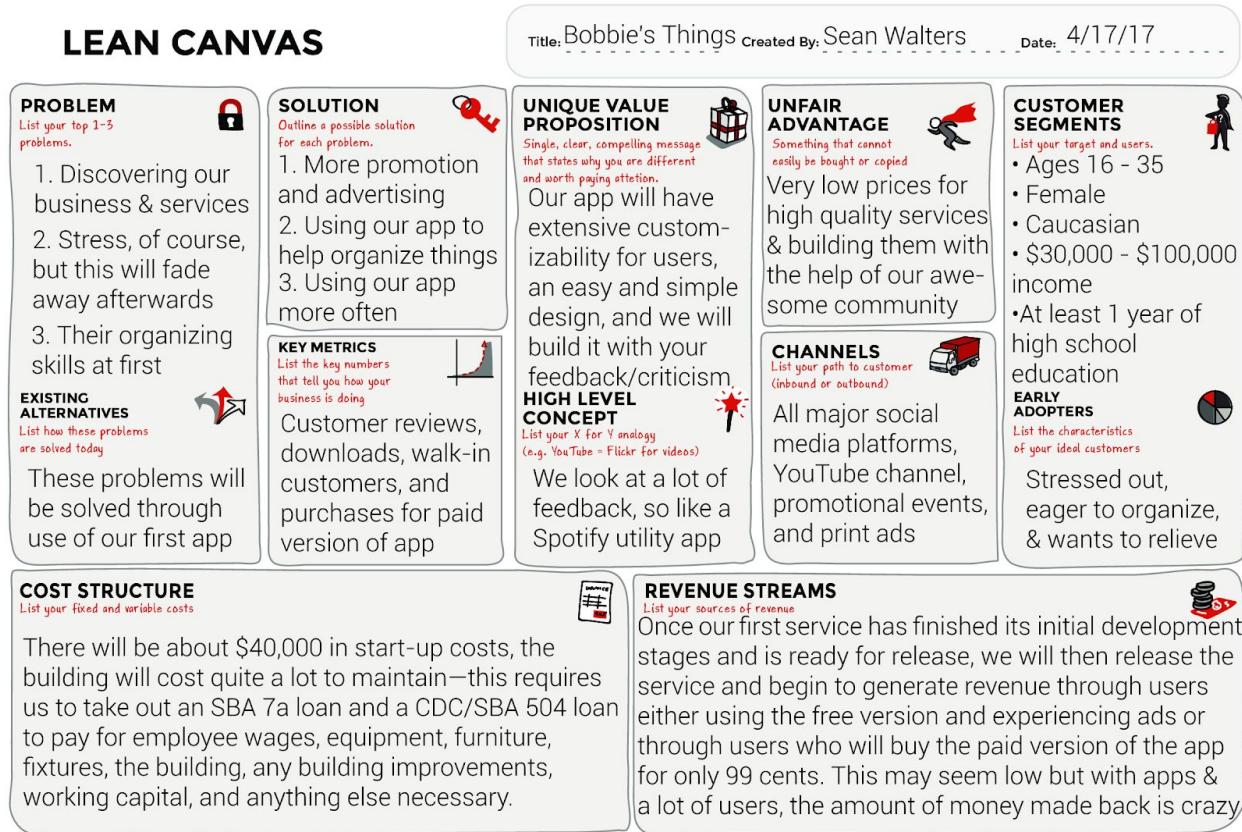
In conclusion, our business, Bobbie's Things, will offer sleek, incredible, beautiful, and amazing applications for our users and customers. We hope to help build a great, strong, and supportive community for our business and our applications that will aid us in creating our apps through extensive, critical feedback and crucial, constructive criticism, allowing us as a business to further improve those apps, perfect them, and tune them into the exact tool or utility that those out there would want in their perfect app—we just want to have a nice community that helps us help them in the end of it all.

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Lean In Canvas



Lean Canvas is adapted from The Business Model Canvas (BusinessModelGeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.

LEAN STACK
leanstack.com

Self Analysis

I believe that I am extremely qualified for this proposed business of mine because I am equipped and dedicated with necessary skills to head, manage, direct, and run it. These skills include incredibly important ones, such as determination, self-belief, risk-taking, thirst for knowledge, flexibility, confidence, passion, understanding of failure, adaptable, positivity, competitive, resilient, accessible, organized, being involved, understanding of money management, rule-breaking, tenacity, vision, the ability to sell and promote, optimistic, and persistent. I believe that it is very, very important to be dedicated and equipped with these types of necessary skills to run this proposed business of mine because these traits will drastically aid you in building the base of your business and will help you in continuing to build off of that intended business plan so that, in the end, you have an amazing, squared away business—as long as the right choices are made and everything is made sure to go well based on your own decisions. These skills are just completely and absolutely necessary in order to generate an amazing business because then this way, you will be able to make those correct decisions and start building everything for the business in the perfect way—you will have the great ability of being able to make an incredible business plan and get the right things done so that the whole vision of the business plan can be completely fulfilled and the possible success of the business that you saw will finally show. A great business is impossible to construct without these skills—it is just as simple as that. Skills that every successful entrepreneur had and still holds, is what makes/made the business more viable and successful—you will be unstoppable and you will materialize an incredible business with these skills because of what they allow you to do and create. I know that I am just repeating myself here now, but that is just how it is—most of these skills will be absolutely necessary for bringing the business that you had hoped for to life with the nature that your mind was in and what you allowed to do with it to completely pull everything together in absolute cohesion. This is why it is important to be dedicated and equipped with these skills to successfully imagine, think up, build, oversee, direct, and run your proposed business.

My qualifications and personality characteristics that demonstrate why I will succeed consists of positivity, persistence, determination, my thirst for knowledge, flexibility, confidence, risk-taking, openness, optimism, organization, conscientiousness, adaptability, productivity, accessibility, agreeableness, and immense vision. These qualifications and personality characteristics will ensure the success of my business by allowing me to create well organized and thought out goals for my business, stay on task with every objective I make up for my business, completing each set objective with fluidity, take any advice and/or criticism and turn into a positive thing for the business to improve upon, learn from any mistakes made in the process, identify strengths are weaknesses, and capitalize on those types of things and also any opportunities given to me. My positivity and optimism will allow me and the business I am proposing to give customers a very nice, great, and exulting experience, while also keeping the

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employees and myself in the business working in a very positive manner and keep everyone looking into the very bright future of our business—when people are happy and positive, they will work much greater in the workplace and enjoy their job much more than if they worked in a very negative workplace and everyone contained negative thoughts that would bring the whole company down, while we would bring the whole entire company up! My persistence will allow me to keep things, such as objectives, tasks, and goals, going without any stopping so that we can still get things done on schedule and be a very reliable company for others—we will continue to work no matter what, to get the job done for both ourselves and the customers/consumers. My determination will also be what keeps us pushing farther and harder for a brighter future with our business, allowing us to shoot for the stars and go all out with our extreme willpower. My thirst for knowledge will allow me to learn even more about how exactly our business should operate and how, in the end, it will succeed. My flexibility and openness will allow me to attend any necessary meeting or event that could determine the future of our business and also allow me to listen to criticism and feedback to help improve upon our business practices and other things associated with our business to just overall help and improve anything that could help us become a better business. My organization will allow me to construct the business in a much more orderly and efficient manner so the best quality business may come from it. This organization will also allow us to keep everything in order in the business so no confusion may arise and change our workflow—everything will be extremely neat and tidy to make sure that it is working at ultimate and maximum efficiency. Overall, these traits will allow me as an entrepreneur to generate an incredibly sound business with an extremely happy team and a group of consumers that really appreciates our productivity and all of our hard work.

My personal business experience, training, and education in this certain, proposed field can be really beneficial for the proposed business of mine because I already have quite some extensive knowledge in the field of technology, coding, advertising, promoting, selling, and organizing and creating a clean interface for the users to easily understand and use. My whole plan for my business is to create an application that allows users to organize any tasks that they would like in numerous different ways to their convenience, and sell the paid version of the application to those who would be open and would like to receive more features to use in the application without ads as well. First off, my personal business experience consists of telling people about a certain product and how great it really is—selling them on it. Also, I am a consumer of digital technology as well, and so I can help give insight on any questions we would have on the price and business aspect of things for the application we are creating, all from a consumer point of view, which is a great thing to have (some insight into the exact same field the business is operating in as a consumer). My training consists of learning many different programs (such as Adobe Photoshop, Adobe Premiere, Adobe Dreamweaver, also well as other Adobe programs) and how to code (in both HTML and CSS), so this will give me some aid when coding for the intended application and even when making the

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advertising for the application or the business logo for example. My training for this business field also consists of learning about many other different types of organizing application and how they appear and operate so I can learn from them and improve upon what they had created to construct my own, better looking and better operating interface for my application. Finally, my education and work experience consists of many, many things I have participated in and one, including my great high school education at Crater High School (Crater School of Business Innovation and Science), an occasion where I had assisted in building and putting together a stage at Diamond Lake for the Annual Square Dance Festival working alongside fellow Young Marines and others, private tutoring where I help and teach others inside and outside of school to help with them understanding various assignments for different classes of all sorts, and, lastly, I raised money for charity by selling raffle tickets and other little prizes for consumers/customers—this is also where I got my business experience in promoting and selling items of all types to people outside of other businesses or at their homes. This is why my personal business experience, training, and education is very beneficial.

I believe that my personal business strengths and weaknesses will most likely incorporate many different valid things, such as the price that our product will be, the possible facet of the product, and what the product will offer consumers/users, but not everything has to do with the product that we will be offering itself—we can also include other things outside of that particular aspect and put some focus onto what will happen behind that at the business itself (our employees and possible parent company) and how we will interact with our customers/users. Our main strengths will be that we will have a very affordable price offered for our users that would like to spend a little to get more features and no advertising to interrupt their experience with our product, we will offer very easily accessible customer service within our application (and also outside of it in various ways, such as on our website), the customers will be able to choose the way they would like to communicate (either by talking or texting), and another huge strength of ours will be that we will still support and offer quite a bit to the customers that do not pay for the paid version of our application. Now, some of our weaknesses are that we have not made an application or coded for one yet, but I do have some extensive experience with coding already and we could hire people who know already how to code for an application or program. One more weakness that we could have is the problem of getting the application out there to the public and making it get more publicity, but I believe that we could change that with the power of our friends and family—the word will spread and we will most likely get many customers using and enjoying our application! Next, there are some entrepreneurial issues that I would like to outline so that we can look into how to solve them when we exactly need to. First off, there is the problem with business idea issues where the idea for the whole business could not be as good as it seems (also it might even seem to be too big of an idea for me), and so it must be highly personalized to me to help take advantage of the skills, interests, and abilities that I contain—which I believe will not be an issue since I already connect with this project/business personally since it was initially solving a problem I

had in the first place, which was organizing tasks and ideas that I had (also I do not believe that the idea of mine for the business is not too big at all—it is just creating and marketing an organizing application). There can also be a lack of finances, but I think that I could just manage money much more carefully and invest carefully. Lastly, there can be a problem with not knowing how to plan the business, but I would simply just create an outline of a business plan and carefully fill in the needs for that business plan. This was me expanding on my personal business strengths and weaknesses.

I believe that I will be very willing to take risks with my business, but only when I feel that it is the correct choice and the time is right to do so—if there is a once in a lifetime opportunity that comes up and will, for sure, benefit me and my business, then I will most likely take that opportunity. To help demonstrate my willingness to take risks, I will give an example of me taking a big risk that could have really impacted and disrupted some things. The first example I will give is back when I was working on some Adobe Photoshop assignments for class and I had the opportunity or choice to make something a little more different looking than usual—a different style for once—and so that is exactly what I had done. I knew that before with my previous assignments, I had received great grades on them, and I took a risk by changing up the style, but it totally paid off—I both got a good grade and learned some new things and ways to make things in that certain program. Taking risks like these can really benefit you and show people that you can really make almost anything work and have technique—that you can adapt and show others that you are not just a one-page book, but much more than that. I believe that having this risk taking ability can really, really benefit me and my business for when we run into any blockades or problems and I need to take some risks to keep us going and on track so that we can come out with an amazing product in the end, and will also show others how I am not afraid of anything—that I have that valor people are looking for in a business that they will want to be associated with and love. This was me demonstrating my willingness to take risks and why it is important and almost necessary to take them to help improve the business you are creating in the end.

My brief plan for personal development in this proposed field of technology for my business involves many diverse things, including improving my business plan for this whole thing, my money managing skills, financing skills, coding skills, template making skills, even my leadership skills, and really, overall, my business skills in general. I really need and want to spend time learning more about myself, I want to spend time improving myself, and, finally, I want to spend time sharing myself—all through the process of creating this application I have in mind for my business and bringing everything I had generated in my mind to life. More specifically, I want to improve my business plan by actually creating one and carefully crafting the best I can create for this business and product/application I have in mind. I also really want to improve my money managing skills by spending it in the right places for the best things that I really need and that are absolutely necessary for the business and me. Lastly, I would like to improve my coding skills by practicing with more coding languages that are more

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suitable for programming an application and/or program so that when I will need to begin programming and coding for my actual, final application/program, I will be ready to start its production. This was my brief plan for personal development in this proposed field of technology that my business will be built upon.

As you can tell, all of these skills are absolutely essential for starting entrepreneurs to have within themselves and in their minds at all times so that they may find the best way to create their intended business that they really want to build up. Sure, there are an insane amount of traits, qualifications, and characteristics to have in yourself to become a successful entrepreneur, but in my own absolute opinion, I think that the superlative pure skill to have as an entrepreneur that will unreservedly demonstrate why you will succeed with your business is determination—to focus on one thing (your business) and execute everything you need and want to that you put your mind to in order to fulfill that desire to create the perfect business.

Geographical Analysis

The geographical setting of the Rogue Valley is quite an interesting one. The trade area in the Rogue Valley consists of very unique geographical aspects along with the immense beauty and potential for distribution of various products with ease. The focus of this paper will be all on the geographical facets of the Rogue Valley and the trade area with what makes it all absolutely amazing and easily accessible. The three main geographical facets that will be the focal point for the rest of the paper consist or the general location of the Rogue Valley in relation to the United States as a whole, the climate of the Rogue Valley, including the impact it can have on the Rogue Valley, and the topography of the Rogue Valley, incorporating, once again, the impact and even the opportunities and problems it can and will create at times.

The Rogue Valley is located in southern Oregon, found on the west coast of the United States. Products can easily be distributed in the Rogue Valley thanks to the major highway, I-5, passing right through. The major highway not only allows for big product trucks to come by but also provides great tourist traffic advantages for the Rogue Valley. Also, since the trade area in the Rogue Valley is not exactly or completely landlocked, this grants shipping advantages to and from foreign countries and no shipping disadvantages will really occur at all. The relative location to snow covered mountains do provide disadvantages for certain products, but also provides incredible advantages to other products, such as winter wear and snowboards. There can be potential winter transportation issues though, such as delays, with these bad conditions in play in the Rogue Valley.

The southern Oregon area is pretty inconsistent with its mild climate. The annual average maximum temperature that is reached in southern Oregon is around 68.0 degrees Fahrenheit, while the annual average minimum is around 40.9 degrees Fahrenheit. The annual average precipitation in southern Oregon is around 29.5 inches, while the snowfall is quite minimal, averaging at about 2.3 inches per year in the lower regions, but there is much more snowfall in the higher mountain regions. In southern Oregon, it can get to be very hot in the summer, trees from old orchards can be seen around in the towns—the climate is very helpful in growing grapes, allowing the area to consist of several award-winning vineyards and wineries. The climate in the southern Oregon area, or more specifically the Rogue Valley, can impact the distribution of products or sources of products that the climate is conducive to, in a negative way by maybe raining and making the roads more slippery or snowing and generally slowing the transportation of products throughout the valley overall (this could maybe even damage those products that needed the climate to be conducive to in the first place, such as orchards), but the climate can also affect the distribution of products and sources of products that the climate is conducive to, in a positive way by helping those certain products that the climate aids in order to grow them out better, such as those

orchards and trees at the orchards—to create those award-winning wineries and vineyards. The climate can provide both advantages and disadvantages to the distribution of products and sources of products. The hot summers can also even provide both advantages and disadvantages to products. For example, the heat can hurt a snowboard shop or a winter clothes shop but will help an ice cream shop or a summer clothes shop. These seasonal weather variations can greatly affect products, the distribution of products, and even the products that the climate is conducive to in many different ways, shapes, and forms.

The topography of southern Oregon consists of mainly the valley, of course, or Rogue Valley, the Rogue River alongside many other rivers, many dense forests, lots of beautiful surrounding mountain ranges, and an elevation of about 1,400 feet. None of this type of topography really greatly impacts the distribution of products and delivery, in my opinion, because everything is still very accessible using the major highway and other roads that go around these things in nature. Sure, this topography can be in the way of transportation at times, but there are always ways around these sorts of inconveniences. I do not believe that the topography of southern Oregon can really help, enhance, or improve the distribution of various products, besides maybe transporting goods by the river waters, but that may be too unreliable and/or "out there". As stated before, there are only really some slight negatives/inconveniences with this topography, such as with the snowy mountains slowing the transporting and distribution of good and services. Some opportunities could be made from this topography, such as with the rivers allowing more services for rafting and things of that nature to be manufactured and put out there for visitors/tourists and even locals. There can also be some other services made for in the forests and out in the beautiful nature for tourists and locals to use to see how nice it is in southern Oregon, such as a zip lining service or another outdoor activity/service—many of these could be made from this topography, so that is a huge positive for this topography in southern Oregon actually. There is also the thought of hydroelectric power and mineral deposits being created from all of this topography in southern Oregon, which is great for business! Lots of opportunities can be found, created, and fulfilled in this type of topography! It is actually really beneficial with very little problems arising from it!

As you can tell, there are many different things in the southern Oregon area, or more specifically the Rogue Valley, that allow it to be very beneficial for businesses and product distribution. From the beautiful and incredibly beneficial topography that allows for insanely fun recreational activities, hydroelectric power, and mineral deposits, to the amazing sources of products that the climate is conducive to that all lead to local award-winning wineries and vineyards. Southern Oregon is the place to be for the ultimate business to start from and begin its journey.

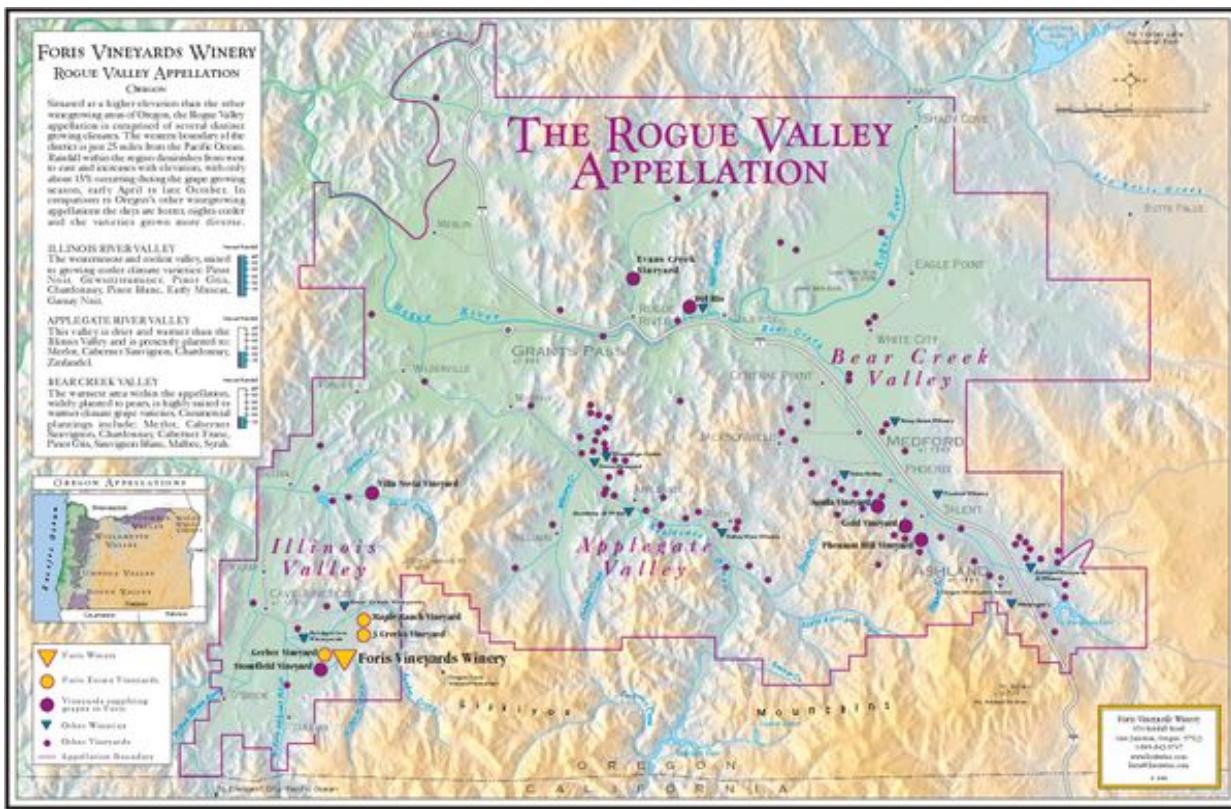
The geographical benefits in the area consist of....

- Easy distribution of products and services due to the major highway that travels through the Rogue Valley.
- Incredible tourist traffic advantages are also created thanks to the major highway that comes through the valley.
- Less challenging and less complicated shipping to and from foreign countries because of the Rogue Valley being located in Oregon, which is not landlocked.
- The cold winters and snow covered mountains in the Rogue Valley provide massive advantages to shops that provide winter clothes, snowboards, hot packs/hand warmers, and other winter related products.
- The climate in the Rogue Valley is very helpful for growing the grapes and the trees in orchards and it greatly helps the award-winning wineries and vineyards that are built off of this incredibly helpful climate.
- The hot summers in the Rogue Valley can be very beneficial for the shops that provide summer clothes, sunglasses, sunscreen, ice cream, cold packs, and other summer related products.
- The rivers of the Rogue Valley can be beneficial in the distribution products by using the river rapids to possibly transport goods.
- The Rogue Valley rivers can certainly be helpful for certain services and products that use rivers, such as rafts and tours.
- The beautiful topography of Southern Oregon and in the Rogue Valley can provide amazing tours and landmarks for tourists and other visitors.
- The topography in the Rogue Valley, including forests, rivers, and mountains, can provide camps and recreational activities that certain businesses run and make a profit off of.
- The topography can also be beneficial in the sense of hydroelectric power and mineral deposits being existent in the Rogue Valley—the topography provides many more opportunities for these types of businesses and recreational businesses in Southern Oregon.

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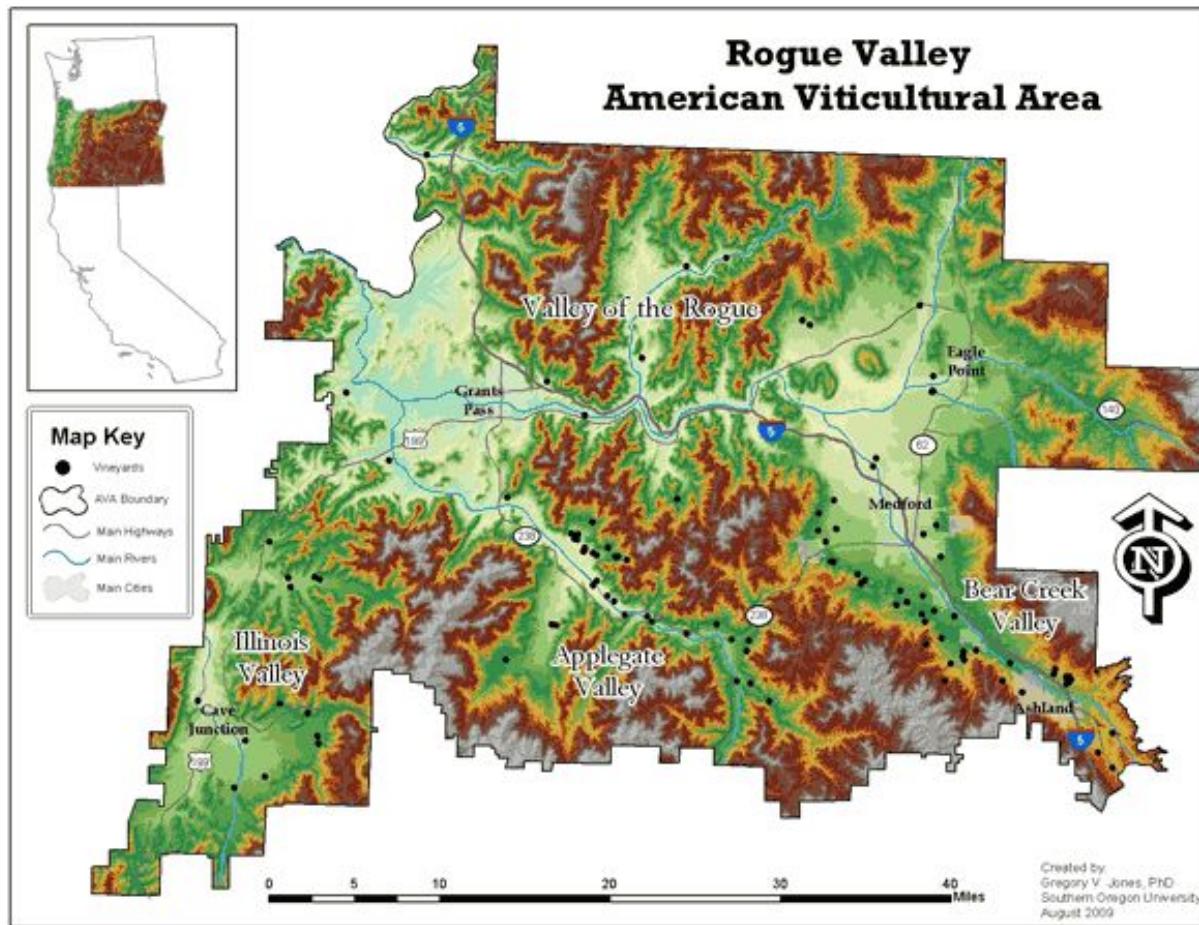


Eskimoto. "Oregon Rogue Valley Wineries Map - Grants Pass or." Mappery.

Mappery.com, 28 Sept. 2009. Web. 28 Apr. 2017.

<<http://www.mappery.com/Oregon-Rogue-Valley-wineries-Map>>.

Mappery here provides us with a map of the Rogue Valley located in Oregon (or more specifically Southern Oregon) that includes the wineries located here in the Rogue Valley—Southern Oregon's Rogue Valley wineries.



"Rogue Valley and Applegate Valley Wine Growing Region." Rogue Valley Winegrowers Association. Rogue Valley Winegrowers Association, 2017. Web. 28 Apr. 2017. <<http://rvwinegrowers.org/>>.

The Rogue Valley Winegrowers Association here provides us, the readers, with a beautiful map of the "Rogue Valley and Applegate Valley Wine Growing Region"—the Rogue Valley American Viticultural Area or Rogue Valley AVA. The following is an excerpt from the homepage of the Rogue Valley Winegrowers Association which states what they are all about: "The Rogue Valley wine growing region is the [southernmost] of Oregon's sixteen federally approved American Viticultural Areas (AVAs) and is located entirely within Jackson and Josephine counties. Established in 1991, the Rogue Valley AVA encompasses nearly 1.15 million acres in the intermountain valleys of southern Oregon. The region includes the Applegate Valley AVA (established in 2001) and consists of four main growing areas: the Bear Creek Valley, the Valley of the Rogue, the Applegate Valley, and the Illinois Valley. The region has approximately 150 vineyards growing over 40 different varieties on roughly 2500 acres producing nearly 5000 tons of grapes. The production is roughly 65-70% red varieties and 30-35% white varieties. The most widely planted red varieties include Merlot, Syrah, Cabernet Sauvignon, Pinot Noir, Cabernet Franc, Tempranillo, and Malbec. The most common white varieties

planted include Pinot Gris, Chardonnay, and Viognier. Wines from the region are made by over 40 different entities, ranging from small grower-producers to large, nationally known wineries." (<http://rvwinegrowers.org/>)

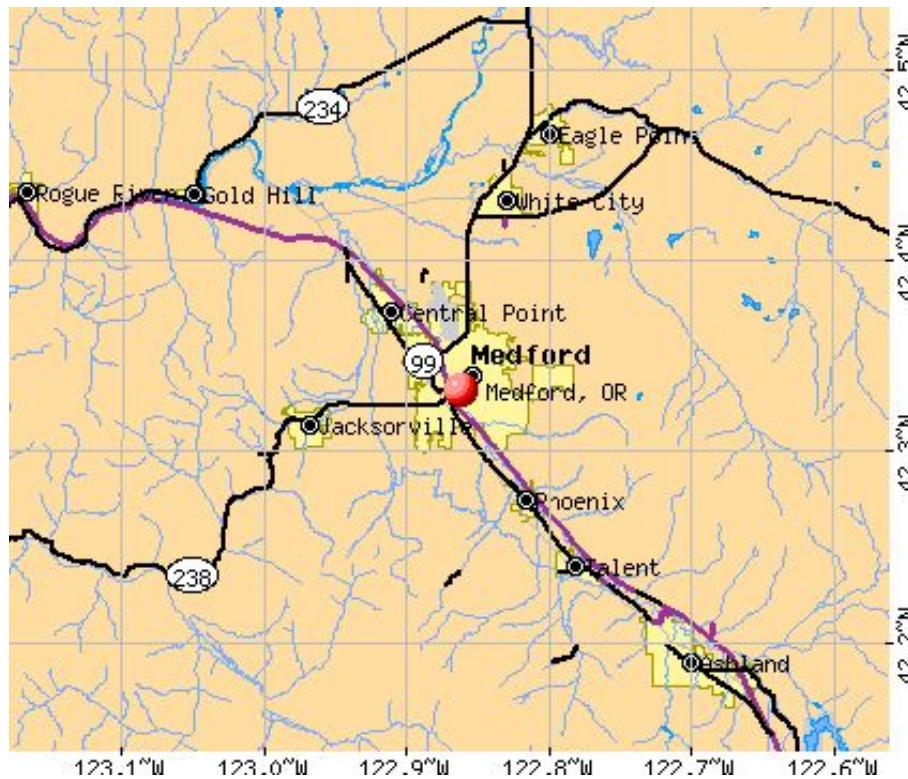


Miller, Katherine. "2012 Spring Wine Guide: Rogue Valley/Applegate Map."

OregonLive.com. Oregon Live, 21 May 2012. Web. 28 Apr. 2017.

<http://www.oregonlive.com/wine/index.ssf/2012/05/2012_spring_wine_guide_rogue_v.html>.

OregonLive.com provides a small article here containing a map on the 2012 Spring Wine Guide for the Rogue Valley/Applegate. It seems to provide information on where certain vineyards, orchards, and wineries can be found in the Rogue Valley. This map can be beneficial for a business that has some kind of relation to the wine or grape industry I assume. Seeing where they are each located can be really interesting and give others in this industry valuable information about the location and even possibly give them the edge in this kind of competition. Incredible!



"Medford, Oregon." City-Data. City-data.com, 2017. Web. 28 Apr. 2017.

<<http://www.city-data.com/city/Medford-Oregon.html>>.

City-Data's website here provides an absolute ton of information on the city of Medford, Oregon. They include data on weather, income, earnings, wages, population, male vs female population, race population, crime rates, climate, religion, pollution, government, radio stations, people, and much, much more. It is all really, really fascinating!



"Historical Maps." Historical Maps | Medford Public Library. Medfordlibrary.org, 2017. Web. 28 Apr. 2017. <<http://www.medfordlibrary.org/maps>>.

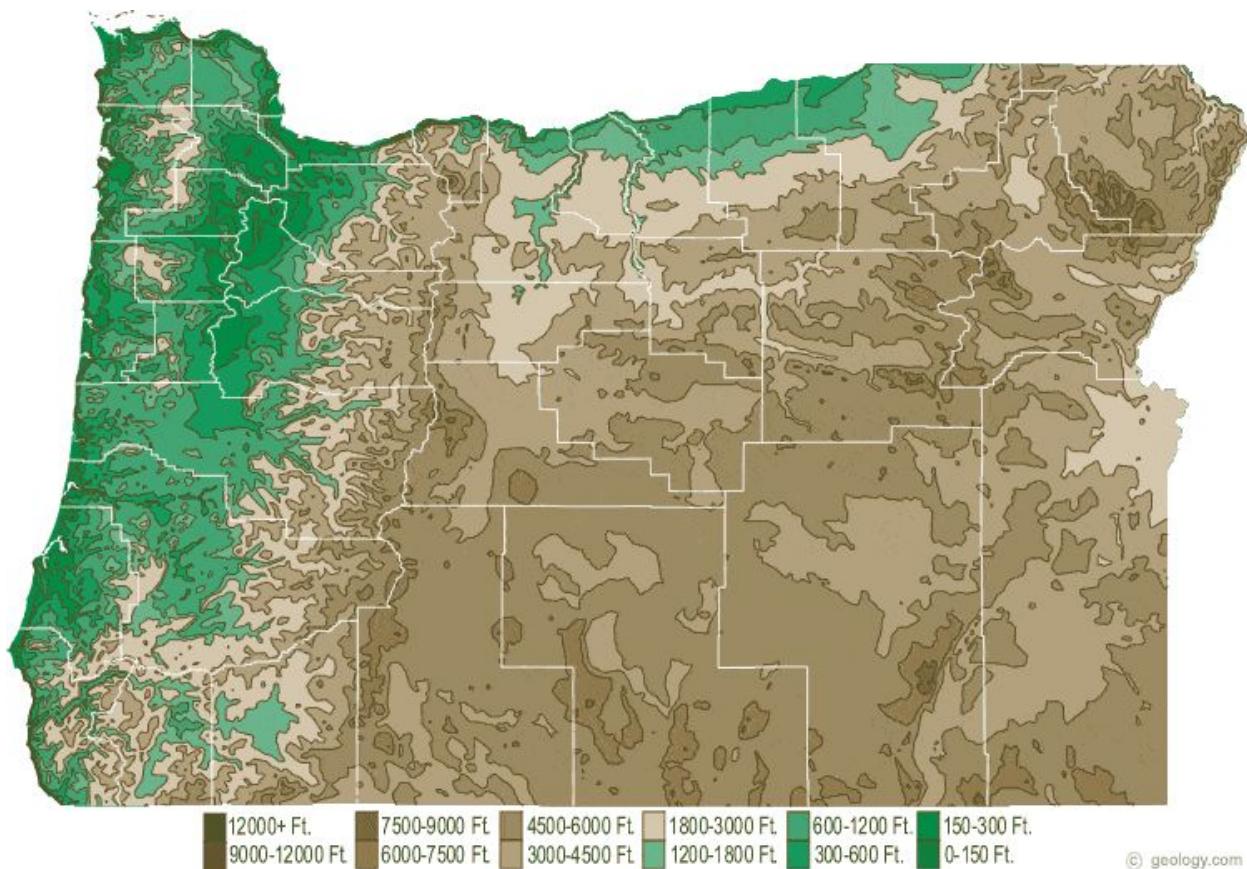
Medfordlibrary.org's map page provides a lot of different, fascinating historical maps of Medford, Oregon, but this is not the main focus of the website at all. Medford Library's website gives off a ton of history for southern Oregon, but more specifically Medford, Oregon—from old maps created and used to traverse the land, to pieces of artwork that were used like flyers to let others know about certain events. They do contain a lot of historical pieces that were made for and created in Medford, Oregon and it all looks really, really cool!



Cole, Brad. "Oregon Physical Maps—Oregon Physical Relief Map and Oregon Topographic Map." Geology. Geology.com, n.d. Web. 28 Apr. 2017.

<<http://geology.com/topographic-physical-map/oregon.shtml>>.

Geology.com here provides two physical, high-quality maps of Oregon. The first of the two maps is a shaded relief that displays the major physical features of Oregon. The second of the two maps is a generalized topographic map of Oregon that displays elevation trends that occur throughout the state. This site also tells us the highest point in Oregon—Mt. Hood at around 11,239 feet—and the lowest point—the Pacific Ocean, of course, at Sea Level. It is also stated that these two physical maps of Oregon were composed by Brad Cole of Geology.com.



Cole, Brad. "Oregon Physical Maps—Oregon Physical Relief Map and Oregon Topographic Map." Geology. Geology.com, n.d. Web. 28 Apr. 2017.

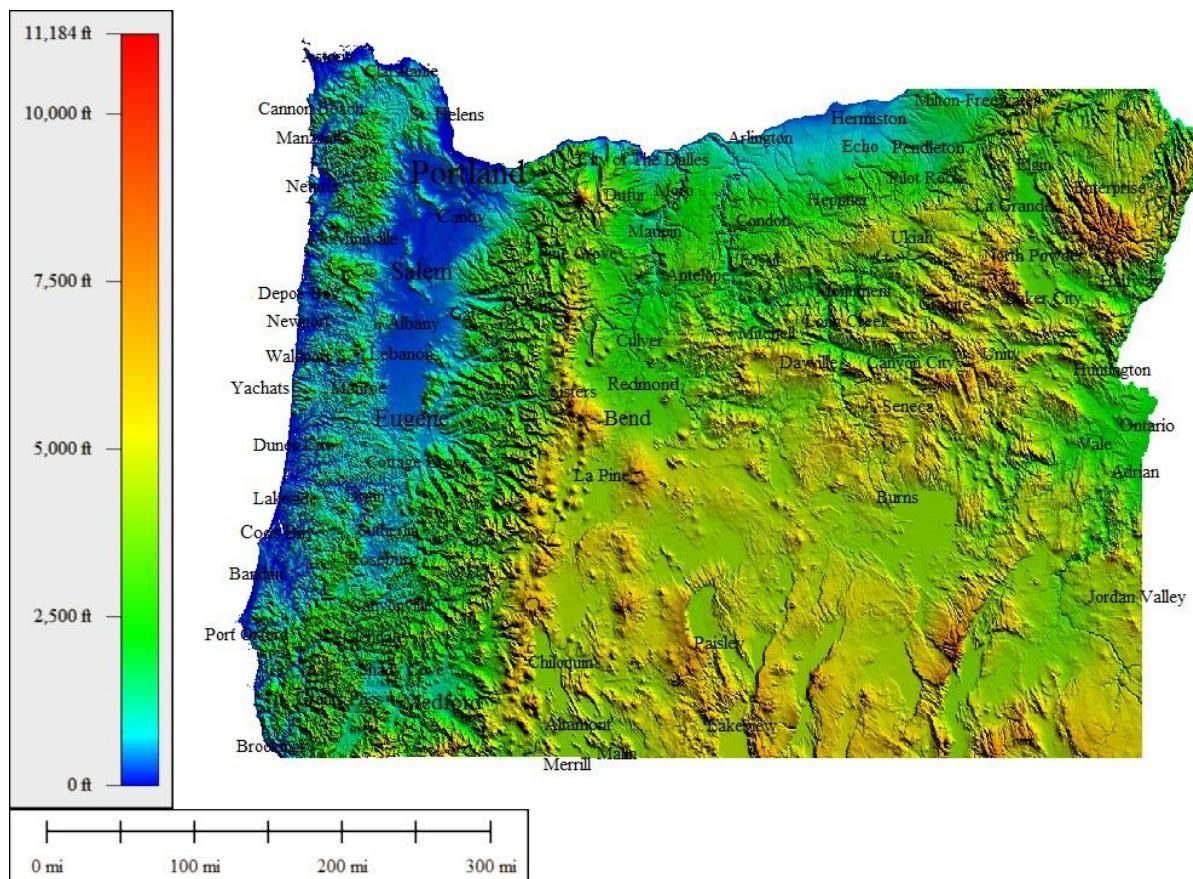
<<http://geology.com/topographic-physical-map/oregon.shtml>>.

Geology.com here provides two physical, high-quality maps of Oregon. The first of the two maps is a shaded relief that displays the major physical features of Oregon. The second of the two maps is a generalized topographic map of Oregon that displays elevation trends that occur throughout the state. This site also tells us the highest point in Oregon—Mt. Hood at around 11,239 feet—and the lowest point—the Pacific Ocean, of course, at Sea Level. It is also stated that these two physical maps of Oregon were composed by Brad Cole of Geology.com.

Bobbie's Things

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"State Maps and Elevation Data." TopoCreator - Create and Print Your Own Color Shaded-relief Topographic Maps. TopoCreator.com, 2009. Web. 28 Apr. 2017.

<http://topocreator.com/download_city_a.php>.

TopoCreator.com is a great website that allows users to create and customize their own types of maps of states, including many different factors, such as elevation data and other physical/topographical data. The style of the map I chose was called “Atlas shading (with cities)” and I took the default map of Oregon they already had provided.

Bobbie's Things

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"Custom Maps | Everyvine." Everyvine. Everyvine - Organizing the World of Wine Production: From the Planting of a Vineyard to the Bottle on the Shelf., 2017. Web. 28 Apr. 2017. <<http://www.everyvine.com/buy-wine-region-maps/custom-maps/>>.

Everyvine.com is a website that provides amazing custom maps of areas that include vineyards and wineries (wine region maps). Everyvine has stated that they have created maps for websites, brochures, tasting room exhibits, and more. Everyvine also states that their maps can show information like your business locations, wine region boundaries, street mapping, soil, elevations, and climate data, which can all be really helpful for businesses and consumers. Everyvine provides maps that are "beautiful and designed to fit in with the existing graphic style of your organization."



"Oregon Maps." World Atlas - Maps, Geography, Travel. [Worldatlas.com](http://www.worldatlas.com), 07 Apr. 2017. Web. 28 Apr. 2017.

<<http://www.worldatlas.com/webimage/countrys/namerica/usstates/or.htm>>.

World Atlas' page on Oregon provides an incredible amount of information on the states, from the history of Oregon to the beautiful and detailed maps of Oregon. They provide descriptions of everything from long ago in Oregon and everything today in Oregon. World Atlas even tells us about the landscape of Oregon alongside the nice maps of the state.

Competitive Data

Regarding competition, this facet in business will certainly be a sizeable concern in my opinion and will most definitely be faced by my business, but I believe that my business, "Bobbie's Things", will present a much more revised and modified business model, including our main service we will be offering, when compared to any other feasible competition or rivalry which will undeniably bring in customers of a higher caliber and incorporate a more solid and set base of return customers, or denizen—this business and service of mine will be amazingly distinctive from the competition. The businesses that will be making up my competition consist of Cultured Code, RescueTime, and Evernote Corporation, with Cultured Code and RescueTime being my direct competition, and Evernote Corporation being my indirect competition.

"Things" by Cultured Code GmbH & Co. KG....

Cultured Code offers quite a popular service called "Things", an application all about getting your things organized, managed, and done—it is an organizer. The app is priced at \$10 for iPhone and Apple Watch, \$20 for iPad, and \$50 for Mac. They also offer a 15-day free trial, but it is only available on Mac. They only offer their service on Apple devices, but they allow you to automatically sync data across all devices which can be helpful. There are also many specific things that you can do with each task, such as set a timer for certain ones or set multiple up into a progress bar/chart/pie that updates as you accomplish your tasks and achieve your goals. Though "Things" is only available on Apple devices and it can be quite spendy, it has quite its own reputation on the App Store and to many utility users.

"RescueTime" by Rescue Time....

Though both "Things" and "RescueTime" contain very similar demographics and psychographics, "RescueTime" offers a very different service that still focuses on the same idea and conclusion in the end of its extended use as both "Things" and my own business' service, "Bobbie's Organizer" focus on—and that is to have an overall organized life. "RescueTime" is a program/application developed for desktop computers that records how much time you spend on everything, from balancing your bank accounts online and listening to music to watching YouTube videos and managing your files. Every single time you switch over to a new window, "RescueTime" will reset its clock but keep the data that will, in the end, create a comprehensive picture of how you use your computer. The program will produce easy-to-understand tables and graphs that show exactly how and where you have used up your time on your computer. It can even highlight your most productive days of the week and times. But only this much is free. The paid version is where the program can begin to keep you on-task, by automatically blocking certain websites based on the amount of time you specify in order to help you focus on certain things that you need to get done and you can also choose how strict you want the blocking to be. The theory with this program is that over

time, you will become better at resisting temptations and managing your time without the need for a digital babysitter—it teaches self-discipline. The good thing is that the program can't access any of your private information, like passwords, and can only track the names of applications and websites that you will use. But if even that makes you uncomfortable, you can just ask it to only record the websites that you find particularly distracting. “RescueTime” is available on both PC and Mac and is free for the monitoring part of the program, but for the managing part (or “babysitter” part) of the program, it will cost you \$9 per month or \$72 per year. Lastly, they also offer a 14-day free trial.

“Evernote” by Evernote Corporation....

Evernote Corporation also offers quite a popular service called “Evernote”, an application that is mainly designed for note-taking. I chose this company as my indirect competition because of how their service is not focused on exactly organizing tasks and is mainly an app for taking notes for anything that you could possibly think of. It is said that the application comes packed with many features, so it does not only offer organizing capabilities, like “Things”, “Rescue Time”, and my service will. Evernote is just a simple note-taking app that does not have much else to it—the extra features just consist of things like cross-platform support, various note types, notebook support, organizational features, collaboration features, note sharing, etc. Also notice how the organization features are only a portion of the things that the application offers, so that would help me to believe that they are not my direct competition—their application, Evernote, can be used to organize and manage things, but it can be used for many other things as well, like just listing things or saving some text that you would like to for whatever reason. Back in 2016, Evernote’s free version turned into a paid version and the free version became less of what it was—they neutered the app. They now offer three optional subscriptions that add a variety of features as well as cloud space to store your notes. There is “Evernote Plus” for \$34.99 per year, “Evernote Premium” for \$69.99 per year, and “Evernote Business” for \$120.00 per year. The free version is said to not be as robust as the paid version now compared to how it was before and it is also said that people who are looking for free offerings of good note-taking apps will have better options to find elsewhere which does not say much about Evernote sadly. It seems that they are not going to be that bad of competition based on this information given.

Bobbie's Things

Business Plan

Sean Walters

| Direct Competition (1st) | | | | |
|--|----------|---|---|---|
| Business | Service | Price | Availability | Promotion |
| Cultured Code | "Things" | <ul style="list-style-type: none">• iPhone: \$10• Watch: \$10• iPad: \$20• Mac: \$50 | <ul style="list-style-type: none">• Mac• iPad• iPhone | <ul style="list-style-type: none">• Website• Social Media• Promotional Deals• Advertisements• News Articles |
| I consider Cultured Code and their service "Things" to be a direct competitor to my business because they offer a very similar service to mine that has to do with organizing your tasks and managing them in order to complete them in an organized manner, but it is offered at a much higher price than I will ever offer and they also does not offer a free version of their service which I will be doing as well as offering a paid version that is inexpensive and has extremely appealing pricing for what it will offer. | | | | |

| Direct Competition (2nd) | | | | |
|--|--------------|--|---|---|
| Business | Service | Price | Availability | Promotion |
| RescueTime | "RescueTime" | <ul style="list-style-type: none">• Lite: Free• Premium: \$9/month or \$72/year | <ul style="list-style-type: none">• Windows• Apple OS X• Linux• Android• ChromeOS | <ul style="list-style-type: none">• Website• Social Media• Promotional Deals• Advertisements• News Articles |
| I also considered RescueTime and their service "RescueTime" as direct competition to my business, "Bobbie's Things", because they too offer a homogenous service that has to do with keeping the user/customer's life organized in a way that benefits them the best. This service does offer a free version as well as a paid version, but the paid version is a little bit overpriced in my opinion and I will be offering my service at a much lower and affordable price, hoping the users/customers will see my good graces with that decision and help build a strong foundation of users for my service that will constantly be updated, fixed, and improved. | | | | |

| Indirect Competition | | | | |
|--|------------|--|--|---|
| Business | Service | Price | Availability | Promotion |
| Evernote Corporation | "Evernote" | <ul style="list-style-type: none"> • Free • Plus: \$34.99/year • Premium: \$69.99/year • Business: \$120.00/year | <ul style="list-style-type: none"> • Microsoft Windows • macOS • Android • iOS • Windows Mobile • Windows Phone • WebOS • Maemo • BlackBerry • Google Wave | <ul style="list-style-type: none"> • Website • Social Media • Promotional Deals • Advertisements • News Articles |
| <p>I chose Evernote Corporation and their service known as "Evernote" as my indirect competitor because this service is quite comparable to a service like mine that has to do with organizing your tasks and/or ideas since "Evernote" is a note-taking app that can help people organize their thoughts, ideas, tasks, and chores, but can also be used for much more than just organizing stuff like that—their main focus is not just to present themselves to those who want to keep their lives organized, but to promote themselves as just a simple note-taking app for those who want to just list some things or write some quick things down for later. Their pricing can be pretty ludicrous, but at least they also offer a free version as well—though this version is said to have been "neutered" and "not as robust" as it used to be, so it does not scare me as much as the other businesses do with their strong customer bases and lusty reputations.</p> | | | | |

Starting off with my business, "Bobbie's Things", I believe that the service we will offer, "Bobbie's Organizer", will appeal to those who undergo stress often and are between the ages of 16 and 35. The service is all about allowing the user/customer to organize all of their desired things to do, such as homework, chores, and much more—this will, in theory, help those people deal with their stress much better and relieve it all once they start to use the application to gradually complete their tasks that they assign themselves so that they can just achieve everything that they must in a much more organized and clean way for them in order to live a stress-relieved life for once. The application will be located on all of the platforms that I can think of, from all Apple products/devices to Windows, Linux, Android, and much more—but we will be starting development for the app for the most popular platforms first of course with the intention of first growing the base of customers as fast as we possibly can with the largest group of people we can muster with our service. The application will be developed for as soon as we can get staff and coders to create everything that we may need. The application should be

Bobbie's Things

Business Plan

Sean Walters

ready for the release of its first version after about 4 to 6 months of development, so if we began building our business now and then started development for the app, we would have it ready as soon as the first quarter (Q1) of next year for one or maybe, even more, platforms depending on how hard it is to port the application over to another certain platform. We are developing this app with the sole purpose of wanting to relieve the stress of others—we just want everyone that we possibly can to have an easier and much more organized life.

Bobbie's Things
Business Plan

Sean Walters

SWOT Analysis

Bobbie's Things

Business Plan

Sean Walters



by



BOBBIE'S ORGANIZER

BOBBIE'S THINGS

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none">• Will offer inexpensive but quality service• Will have closer relations with customers—more support and communication• Service will immediately be easily accessible to everyone• Service will be easy to use and very understandable• Will always be listening for and responding to any critical advice or feedback on the business and service | <ul style="list-style-type: none">• Lots of other competition out there—many other similar utility applications and programs available• Initial staff will not be as experienced as other larger businesses in this type of industry of application coding• Expensive employee wages due to the initial staff not being very experienced, such as myself• Tougher and harder to start off in this industry with an application like this—will most likely have a slow start |
| Opportunities | Threats |
| <ul style="list-style-type: none">• A fresh start and a good reputation to begin with• The extremely appealing price of the service and free promotional offers will bring in large sums of customers to help build a strong base of them to continue growing• Will not suffer from many expenses, such as the service expense, compared to larger businesses with a similar service, but will still have to deal with building a team | <ul style="list-style-type: none">• There are already a whole ton of organizing applications/services out there, so it will be hard to make a huge impact with business at first• Some customers may not trust buying into a service from a smaller business at the start of it all, but over time, customers will build a nice and welcoming community for themselves and our service/app• It will be very tough to be discovered in the beginning and grow |



by

CC Cultured Code

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none">• Already a very experienced team of staff members, application coders, and many others• Has already made quite a name for themselves, a good reputation, and posses a popular service among Apple enthusiasts• Their service supports platforms across almost all Apple devices• Their service/application is of very good quality, but for a pretty demanding price in the end of it all | <ul style="list-style-type: none">• Not very convenient for particular users in the sense of them not having or carrying an Apple device along with them• Their service is priced pretty high, especailly when compared to many other alternative and similar services that can sometimes even do more than what they may offer with their different plans/prices• For each device version, a seperate purchase must be made |
| Opportunities | Threats |
| <ul style="list-style-type: none">• Their service includes an overall nicely designed application that is fairly easy to navigate and seamless in some ways• Various promotions, such as through certain websites that discuss apps and helpful utilities, as well as Apple's "free app of the week" or something similar in this manner— "top app" websites can be included• An overall very professional business that is community involved | <ul style="list-style-type: none">• Many other better alternatives to these types of applications can be found online a lot of the time with ease• Other businesses and applications offer improved promotional deals on their various plans and prices that may offer much more for the price• Overall, a whole lot of similar organizer apps can be found for much cheaper that also do not offer anything that is super unique |



RescueTime

by



RescueTime

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none">• This business contains an already established, strong, and healthy reputation• They offer quite a convenient service because of the fact that it is available on both PC and Mac• They also have a professional staff that is already really experienced in this industry• Lastly, their service/application is open to large groups and a wide variety of people, from kids to elders | <ul style="list-style-type: none">• The premium version of their application is slightly overpriced• The free version of the application does not offer much when compared to the premium/paid version• This service can also be perceived as "invasive" due to the service being a program that monitors everything that you do on your computer in order to give you detailed statistics on everything you look at and spend time on, which can be a deal-breaker |
| Opportunities | Threats |
| <ul style="list-style-type: none">• This business has the opportunity to expand their service to many other various platforms• They also have the opportunity to create and add more features to both the free and premium version in order to get more customers, even though they are already quite an established company• Lastly, this business has the opportunity to conduct promotional deals through many other services | <ul style="list-style-type: none">• Again, there are an absolute ton of other similar services that deal with organization to go head to head against but none of them offer anything special in the end• Sure the service that this business offers is a little different in the sense that it is technically a digital nanny, but it can be seen as invasive and frighten many customers• More appealing services can easily be found for a better price |



EVERNOTE®

by



EVERNOTE®
CORPORATION

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none">• This business also already has a nice and established reputation and service• Their service is an extremely popular one and they are widely known for creating this note-taking application that they had named "Evernote"• Evernote Corporation contains an incredibly experienced team of staff members and coders• With "Evernote", they have simply created a painless and quality service | <ul style="list-style-type: none">• When it comes to note-taking applications, there are just a tremendous amount of them• The free version of the service is a little less appealing now due to the fact that the business removed many of the already existing features from it back in 2016 and put them into the paid versions of the service instead• The different prices for each plan are all just way too much for a note app |
| Opportunities | Threats |
| <ul style="list-style-type: none">• This business has the opportunity to appeal to those old users/customers again by adding more of those features back into the free, or at least cheaper, versions of the app• Due to the business being quite popular, they will have more opportunities to promote their products and/or services in many diverse ways both online and offline• Expanding their service to new platforms may find a new denizen | <ul style="list-style-type: none">• Once again, there are just an absolute insane amount of apps out there that take notes• There are also even services/applications that offer much more for way cheaper prices• But the biggest threat is that a lot of phones already come pre-installed with applications that contain note-taking capabilities, such as Google Keep for Android, Notes for iOS, and Sticky Notes for Windows. |

Bobbie's Things

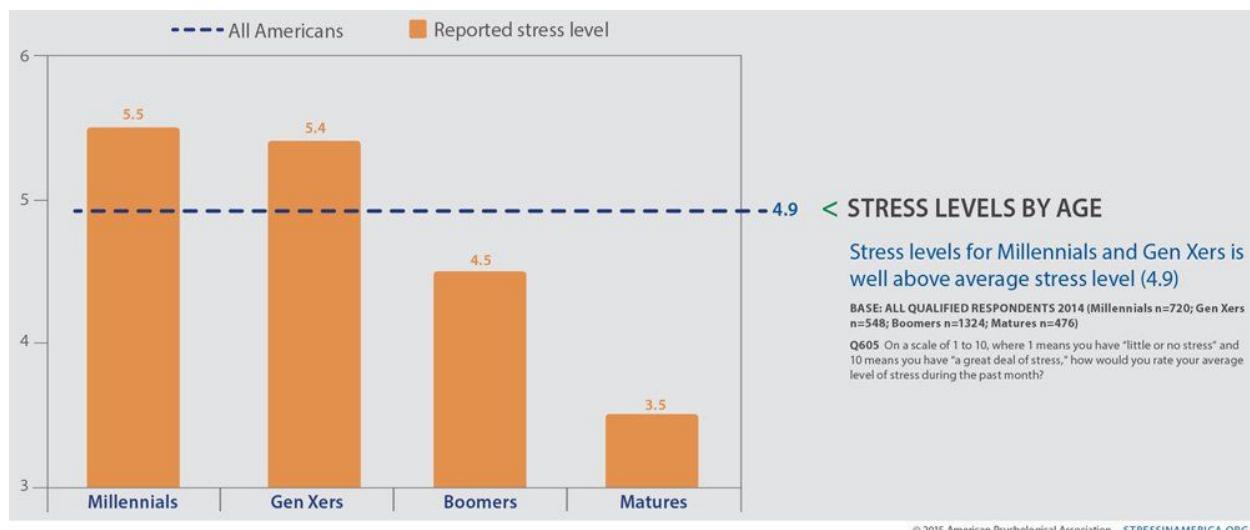
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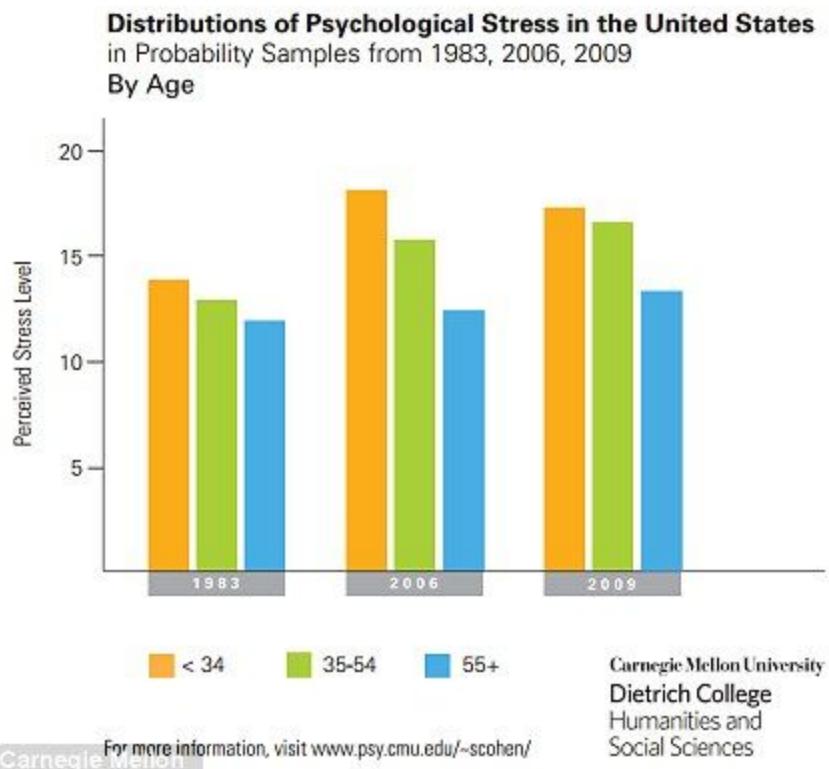
| BOBBIE'S ORGANIZER | | BOBBIE'S THINGS | | THINGS | |
|--|---|--|--|--|--|
| Strengths | Weaknesses | Strengths | Weaknesses | Strengths | Weaknesses |
| Opportunities | Threats | Opportunities | Threats | Opportunities | Threats |
| <ul style="list-style-type: none"> Will offer inexpensive but quality service Will have closer relations with customers—more support and communication Service will immediately be easily accessible to everyone Service will be easy to use and very understandable Will always be listening for and responding to any critical advice or feedback on the business and service | <ul style="list-style-type: none"> Lots of other competition out there—many other similar utility applications and programs available Initial staff will not be as experienced as other larger businesses in this type of industry of application coding Expensive employee wages due to the initial staff not being very experienced, such as myself Tougher and harder to start off in this industry with an application like this—will most likely have a slow start | <ul style="list-style-type: none"> Already a very experienced team of staff members, application coders, and many others Has already made quite a name for themselves, a good reputation, and posses a popular service among Apple enthusiasts Their service supports platforms across almost all Apple devices Their service/application is of very good quality, but for a pretty demanding price in the end of it all | <ul style="list-style-type: none"> Not very convenient for particular users in the sense of them not having or carrying an Apple device along with them Their service is priced pretty high, especially when compared to many other alternative and similar services that can sometimes even do more than what they may offer with their different plans/prices For each device version, a separate purchase must be made | <ul style="list-style-type: none"> A fresh start and a good reputation to begin with The extremely appealing price of the service and free promotional offers will bring in large sums of customers to help build a strong base of them to continue growing Will not suffer from many expenses, such as the service expense, compared to larger businesses with a similar service, but will still have to deal with building a team | <ul style="list-style-type: none"> There are already a whole ton of organizing applications/services out there, so it will be hard to make a huge impact with business at first Some customers may not trust buying into a service from a smaller business at the start of it all, but over time, customers will build a nice and welcoming community for themselves and our service/app It will be very tough to be discovered in the beginning and grow |
| <ul style="list-style-type: none"> This business contains an already established, strong, and healthy reputation They offer quite a convenient service because of the fact that it is available on both PC and Mac They also have a professional staff that is already really experienced in this industry Lastly, their service/application is open to large groups and a wide variety of people, from kids to elders | <ul style="list-style-type: none"> The premium version of their application is slightly overpriced The free version of the application does not offer much when compared to the premium/paid version This service can also be perceived as "invasive" due to the service being a program that monitors everything that you do on your computer in order to give you detailed statistics on everything you look at and spend time on, which can be a deal-breaker | <ul style="list-style-type: none"> This business also already has a nice and established reputation and service Their service is an extremely popular one and they are widely known for creating this note-taking application that they had named "Evernote" Evernote Corporation contains an incredibly experienced team of staff members and coders With "Evernote", they have simply created a painless and quality service | <ul style="list-style-type: none"> When it comes to note-taking applications, there are just a tremendous amount of them The free version of the service is a little less appealing now due to the fact that the business removed many of the already existing features from it back in 2016 and put them into the paid versions of the service instead The different prices for each plan are all just way too much for a note app | <ul style="list-style-type: none"> This business has the opportunity to expand their service to many other various platforms They also have the opportunity to create and add more features to both the free and premium version in order to get more customers, even though they are already quite an established company Lastly, this business has the opportunity to conduct promotional deals through many other services | <ul style="list-style-type: none"> Again, there are an absolute ton of other similar services that deal with organization to go head to head against but none of them offer anything special in the end Sure the service that this business offers is a little different in the sense that it is technically a digital nanny, but it can be seen as invasive and frighten many customers More appealing services can easily be found for a better price |
| <ul style="list-style-type: none"> This business has the opportunity to appeal to those old users/customers again by adding more of those features back into the free, or at least cheaper, versions of the app Due to the business being quite popular, they will have more opportunities to promote their products and/or services in many diverse ways both online and offline Expanding their service to new platforms may find a new denizen | <ul style="list-style-type: none"> Once again, there are just an absolute insane amount of apps out there that take notes There are also even services/applications that offer much more for way cheaper prices But the biggest threat is that a lot of phones already come pre-installed with applications that contain note-taking capabilities, such as Google Keep for Android, Notes for iOS, and Sticky Notes for Windows. | | | | |

Market Segment Analysis

My strategy in discovering my target market will be to bring in a substantial amount of customers and find out the most common qualities and characteristics between them each. More specifically I will accomplish this objective of mine by obviously promoting and advertising in many popular areas that are susceptible to these ideas that we present forward for them, such as social media, television, radio, and much more. I have already come to the conclusion that most of my customers will be people who are always stressed out from work and/or school and who just want to keep their things organized for themselves—these, I presume, will be people from the ages of about 15 or 16 to those in their mid 30's (16 - 35). I do not think that I will be seeing a lot people who are only kids or any adults who over the age of at least 40 or 45 use our application to organize their things because I just do not think that they would be the majority of our customers since they are not a part of the stressed crowd, which is usually going to be teenagers, college students, and young adults according to a lot of United States statistics on our stressed populous—which is the population that our application is being promoted towards and focusing on.



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<http://www.businessinsider.com/millennials-are-the-most-stressed-out-2015-2>.



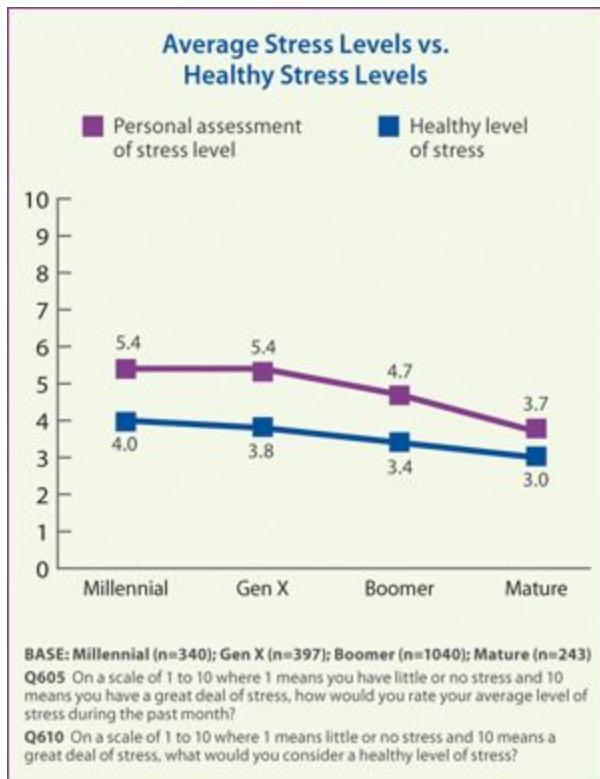
Golgowski, Nina. "Stress Levels Soars in US... and Young Women under 35 Are among Those Bearing the Brunt." Daily Mail Online. © Associated Newspapers Ltd, 16 June 2012. Web. 03 June 2017.

<<http://www.dailymail.co.uk/news/article-2160502/Stress-levels-rising-U-S-young-women-feeling-worse-according-Carnegie-Mellon-study.html>>.

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"Stress By Generation." American Psychological Association. © 2017 American Psychological Association, 2017. Web. 03 June 2017.

<<http://www.apa.org/news/press/releases/stress/2012/generations.aspx>>.

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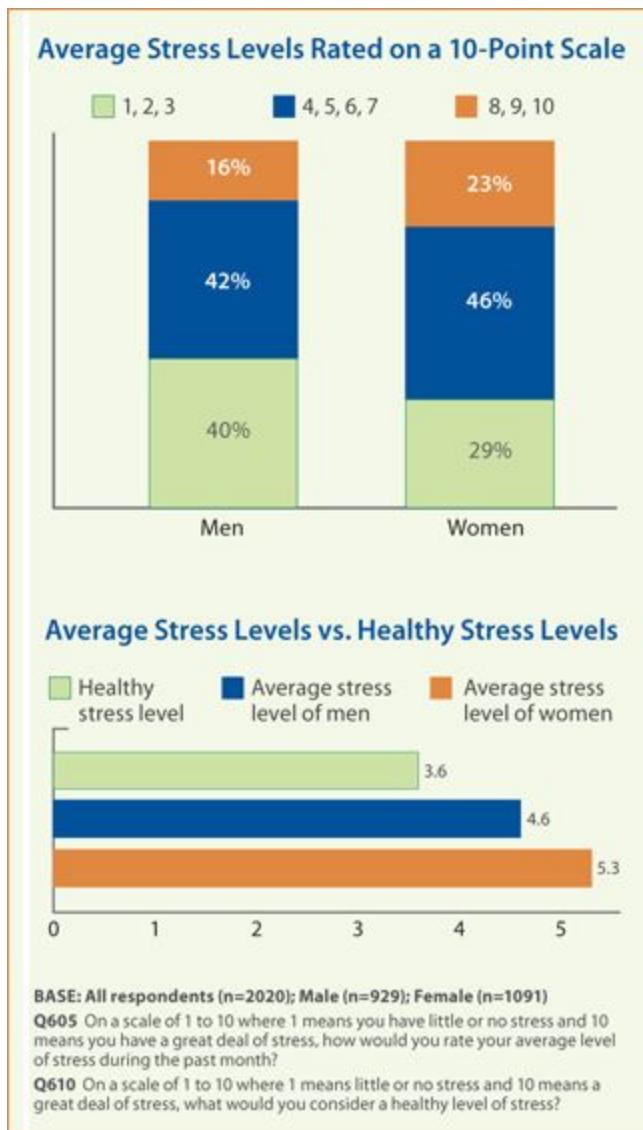
| "Bobbie's Organizer" by Bobbie's Things | |
|---|--|
| Demographics | Psychographics |
| Age: 16 - 35 | Strivers <ul style="list-style-type: none">○ Strivers, as a consumer group, have low resources and an achievement motivation. Members of the "Striver" group are said to typically be "fun-loving", use video and video games as a facet (or form) of fantasy, be the center of low-status street culture, have revolving employment and high temporary unemployment, rely heavily on public transportation, wear their wealth, are imitative, and desire to better their lives but have difficulty in realizing their desire. |
| Gender: Female | |
| Race: Caucasian | |
| Income Level: \$30,000 - \$100,000 | |
| Education: At least some high school (minimum 1 year) | |

Teenagers and young adults are always stressed out with things to do, from school and work to family and friends, and this characteristic makes this group of people very ideal and extremely suitable for the application that our business will offer. This application that our business will offer is not really intended for those who are already super organized in their life and do not need any help with organizing their things, but it is aimed at those who need assistance with organizing their daily tasks and ideas. Though we may be targeting teenagers and young adults who can have a hard time with money (not most will have this characteristic though), we still will offer very low prices that are totally open to many age groups and income levels—even a small child could install our app with the help of a parent or guardian. I believe that we are targeting females mainly because they tend to be more often stressed out than males and they are usually found using their phones more often than males.

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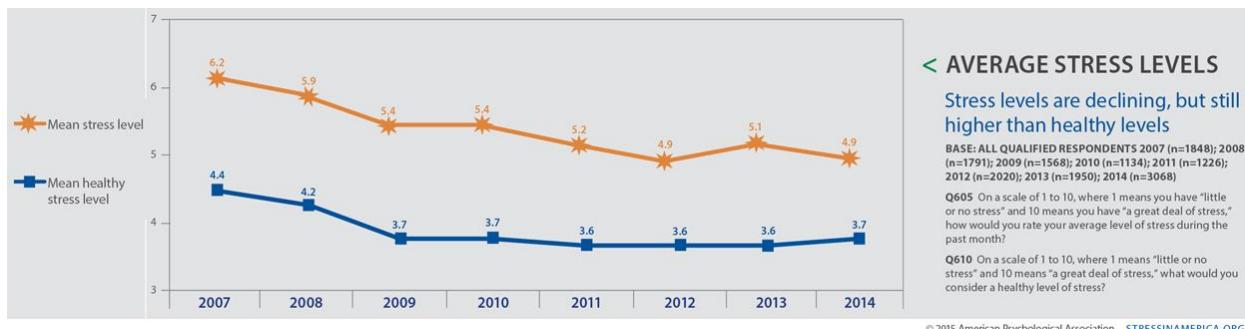


"Stress By Gender." American Psychological Association. © 2017 American Psychological Association, 2017. Web. 03 June 2017.
<http://www.apa.org/news/press/releases/stress/2012/gender.aspx>.

Bobbie's Things

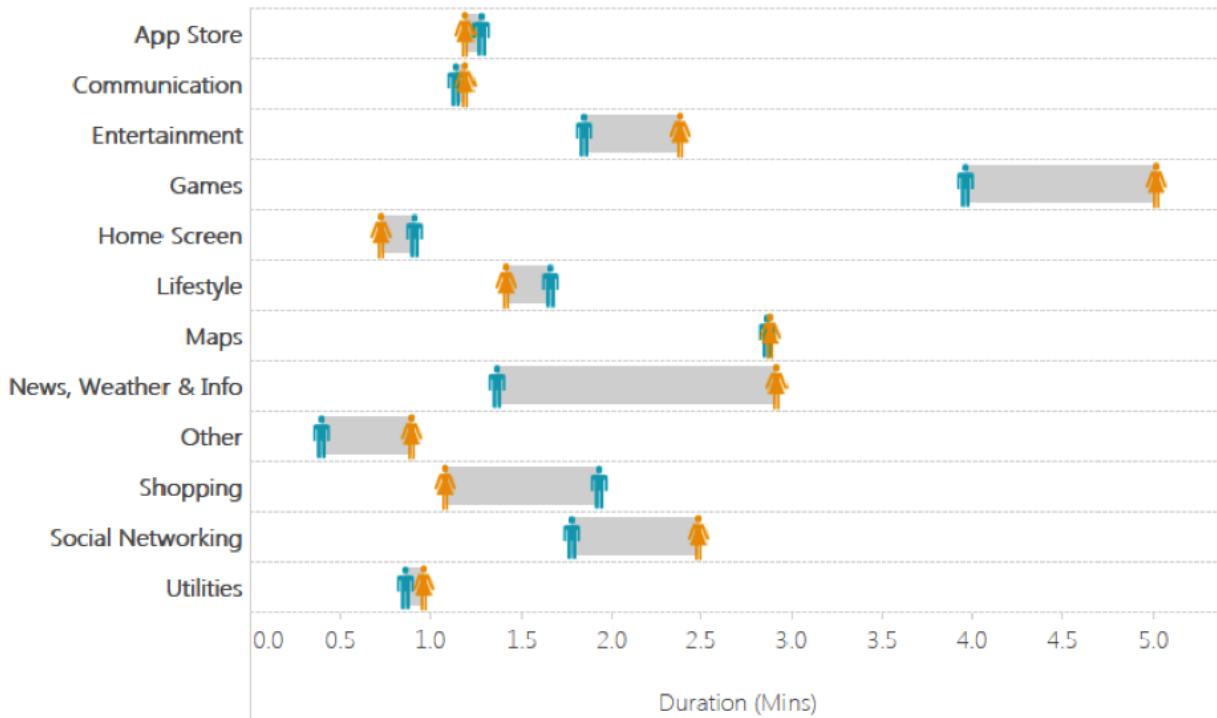
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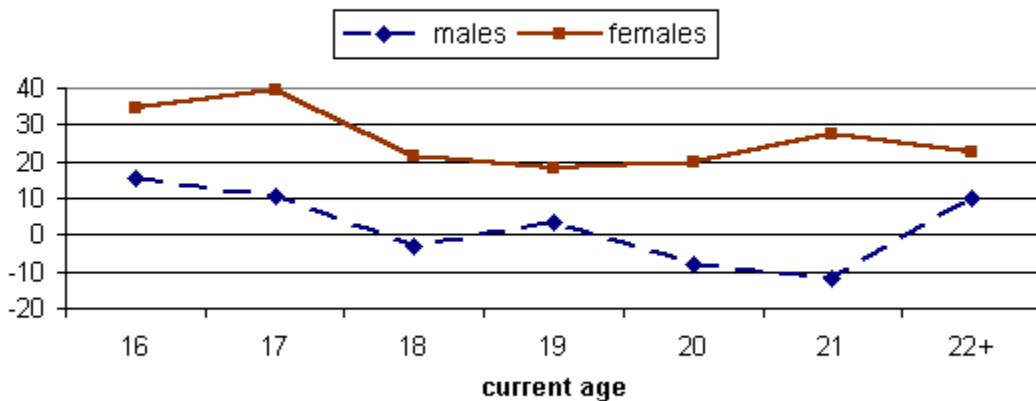
"Stress Snapshot." American Psychological Association. © 2017 American Psychological Association, 2017. Web. 03 June 2017.

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Geser, Hans, Prof. Dr. "Are Girls (even) More Addicted? Some Gender Patterns of Cell Phone Usage." In: Sociology in Switzerland: Sociology of the Mobile Phone. Online Publications. Sociology in Switzerland, June 2006. Web. 03 June 2017.
http://socio.ch/mobile/t_geser3.htm.

I believe that it is critical that our business and the application that we will offer should target, focus, and aim towards two main select groups. These groups are the strivers and the experiencers. Strivers are essential for our business because they initially will have low resources, but have an achievement motivation—this group of people desire to better their lives but have difficulty in realizing so. With our business and the promotional strategies for our application, I can say that this group of people will find everything that we offer to be exactly what they were looking for—we will have extremely low prices for their low resources and an organizer to better their lives in a way that they could never see and find for themselves in the first place. They want to better their lives, but they just do not have the realization and tools to do so. We can help them realize this desire of theirs through advertising and promoting our service (how it can actually better their lives in an easy and quick way) and then offering them those exact tools that they need to do that with the application that our business will offer. The experiencer group is also incredibly crucial to our business and service that our business will offer because they can have high resources with their “self-expression motivation”, as well as their tendency to be the first people to be in and out of “trend adoption” (up to date with the latest trends and fashions) and be spontaneous. With their high resources, they can easily buy into our business idea without any worry and with their spontaneous actions/occurrences, they can easily be prepared for those situations with our service that we offer—these problems that have to do with their characteristics (as long as they do not like being in spontaneous situations) can be solved easily and handled with our application, and they will be able to see this and make an easy, quick decision with their high resources that they carry with them. These two main groups of people obviously fit our business idea and plan very well.

Bobbie's Things

Business Plan

Sean Walters

The overall plan in the end for my business is to bring in a great quantity of customers in order to help indicate the main groups of people interested in the business and service we will offer and to also display the significance of the business itself. I want to have the best initial intention for my service's new users and make them feel welcome because if I do just that I know that they will stay and help support it in the long run as we slowly dish out updates only improving the application from the very start. We will have a pretty large age group with the users from about 16 to 35 and with most of them expected to be female (even though I really do believe that it will be almost pretty equal between the two genders—I just chose female to be the more common gender since they enjoy using their phones much more often than males, especially in teenage year, but it will still be pretty equal I think). Lastly, I believe that our extremely cheap and appealing pricing will bring in a lot of users and make a big impact on our business as well.

Demographics and Psychographics

My Business Target Market Estimate....

| "Bobbie's Organizer" by Bobbie's Things | |
|---|---|
| Demographics | Psychographics |
| Age: 16 - 35 | Strivers ○ Strivers, as a consumer group, have low resources and an achievement motivation. Members of the "Striver" group are said to typically be "fun-loving", use video and video games as a facet (or form) of fantasy, be the center of low-status street culture, have revolving employment and high temporary unemployment, rely heavily on public transportation, wear their wealth, are imitative, and desire to better their lives but have difficulty in realizing their desire. |
| Gender: Female | |
| Race: Caucasian | |
| Income Level: \$30,000 - \$100,000 | |
| Education: At least some high school (minimum 1 year) | |

Bobbie's Things

Business Plan

Sean Walters

My Direct Competitors Target Market Estimate....

| "Things" by Cultured Code and "RescueTime" by RescueTime | |
|--|---|
| Demographics | Psychographics |
| Age: 18 - 40 | Experiencers <ul style="list-style-type: none">○ Experiencers, as a consumer group, have high resources and a self-expression motivation. It is said that members of the "Experiencer" group are typically: the first people to be in and out of "trend adoption", wanting everything, up on the latest fashions, in love with physical activity, spontaneous, believing that friends are extremely important to them and their everyday lives, against the current mainstream, heightened in their senses of visual stimulation, sensation seeking, and they are seeing themselves as very sociable. |
| Gender: Male | |
| Race: Caucasian | |
| Income Level: \$35,000 - \$105,000 | |
| Education: At least high school and possibly even some college | |

My Indirect Competitor Target Market Estimate....

| "Evernote" by Evernote Corporation | |
|--|---|
| Demographics | Psychographics |
| Age: 20 - 45 | Experiencers <ul style="list-style-type: none">○ Experiencers, as a consumer group, have high resources and a self-expression motivation. It is said that members of the "Experiencer" group are typically: the first people to be in and out of "trend adoption", wanting everything, up on the latest fashions, in love with physical activity, spontaneous, believing that friends are extremely important to them and their everyday lives, against the current mainstream, heightened in their senses of visual stimulation, sensation seeking, and they are seeing themselves as very sociable. |
| Gender: Male | |
| Race: Caucasian | |
| Income Level: \$40,000 - \$110,000 | |
| Education: High school and some college (minimum 1 year) | |

More on Psychographics

The primary VALS type that I had received upon completing the VALS survey represents my dominant approach to life. The secondary VALS type that I had received upon completing the survey represents a particular emphasis on the dominant approach. My primary VALS type is most like the Strivers consumer group and my secondary VALS type is most like the Experiencers consumer group.

Primary: I am a Striver, who as a consumer group, have low resources and an achievement motivation.

Secondary: The Experiencers, as a consumer group, have high resources and a self-expression motivation.

I turned out to primarily be what they call a “Striver”, which is someone who has low resources for themselves but also has a motivation centered around achievement and achieving certain things for themselves. Members of the “Striver” group are said to typically be “fun-loving”, use video and video games as a facet (or form) of fantasy, be the center of low-status street culture, have revolving employment and high temporary unemployment, rely heavily on public transportation, wear their wealth, are imitative, and desire to better their lives but have difficulty in realizing their desire. To start off, I do believe that I use video and video games as a facet, or form, of fantasy because I actually do this since I watch a lot of videos and play video games, and then sometimes use those things in my daily life in a way whenever I need to and want to. I also believe that I am “fun loving”, that I rely heavily on public transportation, and that I am imitative, because I do enjoy having fun a lot of the time with myself and with friends, I do rely on public transportation quite a bit by taking the school bus to and from school sometimes and having someone in my family drive me to and from school other times (but this is only during the winter usually because then I will ride my bike or skateboard to school when it is warmer outside), and I am a little bit “imitative” whenever something happens and I react to what happens by copying it sometimes. Lastly, I do believe that I desire to better my life but have difficulty in realizing that desire, because I do feel that I possess this desire, but I do not realize it all of the time, for I am always busy with work and other important things in life—I do have the desire to better my life, but I am just too busy to do so, sadly. I do not believe, though, that I “wear my wealth”, that I am the center of “low-status street culture”, and that I have revolving employment and high temporary unemployment, because I just do not ever wear my wealth—I wear whatever I feel like wearing—, I do not believe that I have “high temporary unemployment” because I feel that I am actually capable of obtaining a job, and lastly, I am not the center of low-status street culture because I do not partake in expressing art on city streets since I am not very artistic and I am not low-status—more like middle-class in my opinion.

For my secondary VALS type, I turned out to be what they call an “Experiencer”, which is someone who has high resources for themselves but also has a motivation centered around their own self-expression. It is said that members of the “Experiencer” group are typically: the first people to be in and out of “trend adoption”, wanting everything, up on the latest fashions, in love with physical activity, spontaneous, believing that friends are extremely important to them and their everyday lives, against the current mainstream, heightened in their senses of visual stimulation, sensation seeking, and they are seeing themselves as very sociable. First off, I do believe that I am in love with some physical activity but not always because I like to exercise a lot but I am also lazy at times, I am spontaneous with my actions and thoughts because I can change how I feel about things and how I act pretty fast and on point, I am against the current mainstream most of the time because I just do not go with the flow of everybody else/the mass, I am sensation seeking because I am almost always looking for excitement and adventure in my life, I am heightened in my senses of visual stimulation because I am a good observer a lot of the time, and I do believe that having friends is an extremely important thing to me in my life because they will be there for you when you need them and they are just generally great to have. But I do not believe that I am one of the first in and out of “trend adoption” because I dislike trends, that I want everything because I do not ask for everything that I see or everything that I like, that I am always up on the latest fashions because I just do not care about them, and I do not see myself very sociable because I do not really strike up conversations a lot of the time with others unless I know them pretty well.

In my opinion, I think that the accuracy of the test is not completely wrong, but it is certainly not correct. Some of the results stated traits about the types of VALS that I supposedly belong in, which were both correct and incorrect at times, such as when it stated that for my primary group, the “Strivers”, I use video and video games as a facet (or form) of fantasy, and when it also stated that I wear their wealth—it was right about me using videos and video games as a facet (or form) of fantasy because those two things are some of the main things in my life that I see and use every day, while it was wrong about me wearing my wealth because I do not care about what exactly I wear every single day, I just wear what I feel like wearing. Like I had already discussed and showed before in the previous questions, there were things that the survey results got right and there were things that it got wrong.

Once again, I would say that for....

- “Fun loving”, I really enjoy having fun a lot of the time, such as when I am working on assignments for school and my friends start to mess around and then I decide to have fun with them because of how much I enjoy having a good, fun time when I get the opportunity to and when I just feel like I absolutely need to/should take a break and have some fun for once.
- “Having revolving employment; high temporary unemployment”, I cannot really speak much on this because I have not gotten a job yet, but this is because I have not applied

for any yet. I believe that I would be able to actually get a job and achieve to get one if I really tried to get one that I wanted and so because of that this characteristic would be wrong for me, but I cannot prove this by giving out a certain, specific situation and/or example of me having or getting a job because I have not applied for any at all yet since school is still in session currently and I would like to focus and concentrate on my schoolwork.

- “Relying heavily on public transportation”, I do actually do this because I will ride the bus to and from school sometimes and rely on my mother being able to take me in the morning, but this will not always be the case for me and my transportation around because when it gets warmer I begin to ride my skateboard or bike to and from school every single day. So yes, this characteristic is pretty accurate for me and my daily life, but it will not be staying like this for long because I will be driving soon and so this characteristic would fade away from me and not really apply to me anymore afterward, but for now yes.
- “Desiring to better my life, but having difficulty in realizing my desire”, I can have this sort of feeling at times because, specifically, I will always want to make my life easier and better in any way whenever I need to, but I would never be able to specifically figure out what I wanted to do and what exactly my desire was, like how I do not know what I want to do with my life, but I want to always somehow improve myself in different ways and just overall better my life, but then again I do not know exactly what I would like to do with my life in the end.
- “Being the center of low-status street culture”, I do not feel like I am this way because I just strictly do not believe that I am “low-status/low-class” and more in the middle-class since I feel that my family has quite some money and is not “poor” really—also I am not too much into street culture and I am not usually ever the center of something (or at the center of something, only on the side).
- “Being imitative”, I can be quite imitative at times in certain situations when something funny occurs and I will repeat that things that had happened afterwards, but I am not a mimicker really unless I absolutely need to do so in order to complete a goal or objective of mine in a certain situation presented to me—like I have already said, I can be very imitative at times in certain situations such as when something very funny happens since then I will usually copy what was done because of how funny it was and I enjoy that.
- “Wearing my wealth”, I do not believe that I am like this because I just do not wear certain clothes that will show off any kind of wealth that I have or wear a certain things like a watch or ring that shows off any wealth I may have because I just instead wear whatever I want and whatever I feel like wearing at the time that day.
- “Using videos and video games (or some other form of entertainment) as a form of fantasy”, I do believe that I do this a lot of the time because of how often I watch videos, play videogames, and then use those items as a form of fantasy in my life, such as when I am trying to seek motivation for example.

I believe that the repercussions of inaccurate survey results can affect business in a very negative way by telling the reader/viewer false information and making them think that they may not be fit to run a business in any way at all because with the outcome of a survey the reader/viewer usually expects to receive information that they already know about themselves, but the information taken away from the survey, in the end, can make them believe something about themselves that really is not even there inside of them to begin with—false data can change someone's view, or perception, on something about themselves or something around them, such as with a business and how they operate it themselves. The best thing to do with this data taken away from the survey is to keep whatever it is in mind and continue on with great confidence and the goal of making sure that nothing negative taken from the survey's results will happen or occur—keep what you learn from the survey in mind and try your best to make sure that the positive stays positive while the possible negative is fading away from yourself.

Location

Business Location....

- Street Address
 - 1575 E McAndrews Rd, Medford, OR 97504
- Cross Streets
 - Crater Lake Avenue
 - Interstate 5 (I-5)/Pacific Coast Highway
 - Biddle Rd
 - Poplar Dr
- Town
 - Medford
- Part of Town
 - North Medford
- Compatible Businesses nearby?
 - No
 - Only various shops, restaurants, banks, and apartments are nearby
 - There is also a church (Medford First Church of the Nazarene), Premier West Investment Services, North Medford High School, Medford Montessori School, and Providence Medford Medical Center

Traffic....

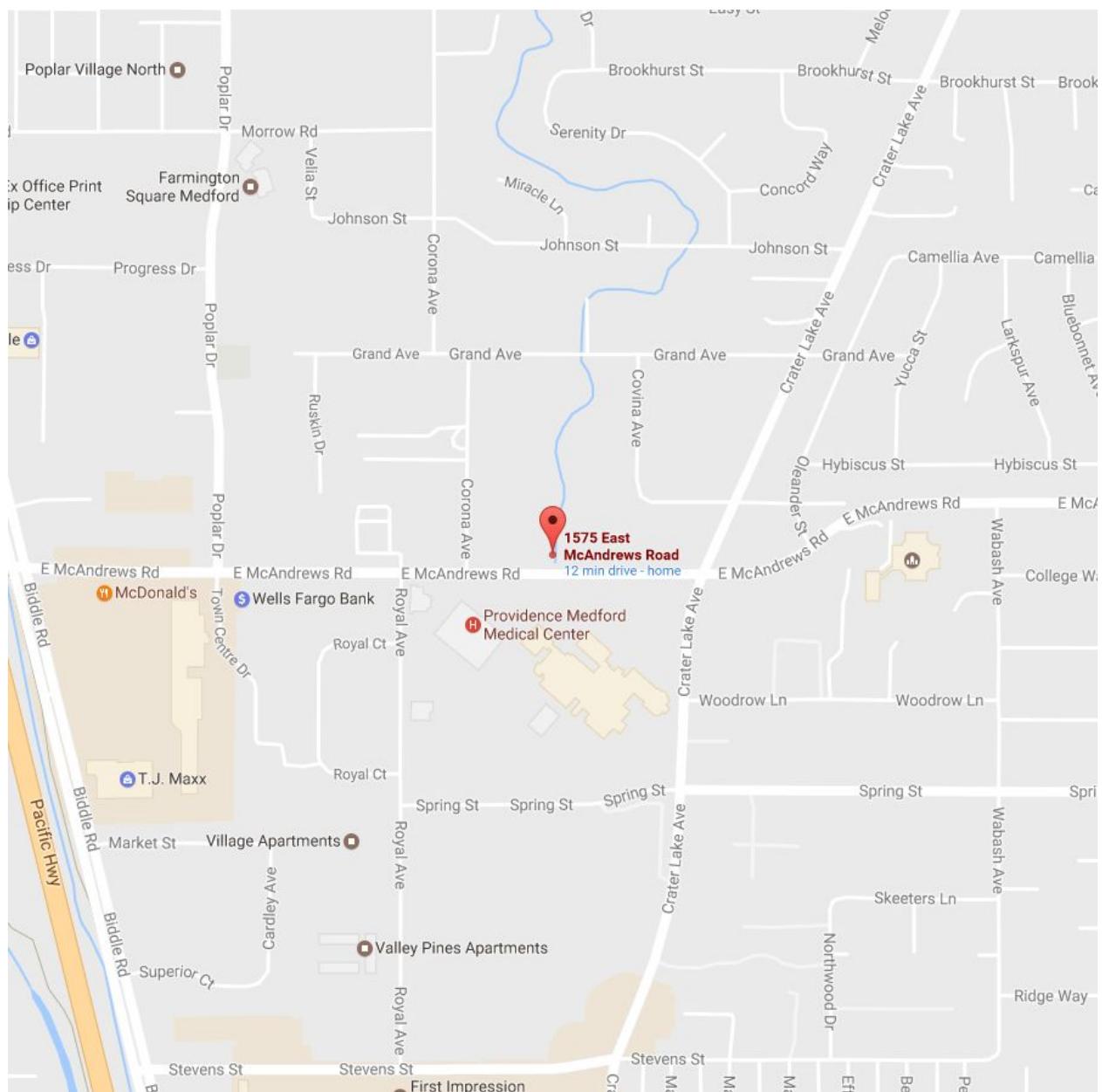
- The two most important types of traffic to our business will be pedestrians and drivers mainly because these are the two most common types of traffic around there in that area and since they will also be the only ones noticing our signs displayed out front and around our business headquarters.
- More specifically, these people will most commonly be the ones driving and/or walking around through town when they are either stressed out or they are just curious about our business and would like to learn more about what we are all about exactly. There could be some stressed out students from North Medford High School (or other nearby schools like the other one previously stated) that would like to come by and learn more about our services for example. We will also be expected to get quite some customers from the many apartments around our business because they may be stressed out at home and would like to come into our business, learning about our new services and applications in an organized manner for them.

Bobbie's Things

Business Plan

Sean Walters

Area Map....



(Google Maps “1575 E McAndrews Rd, Medford, OR 97504”)

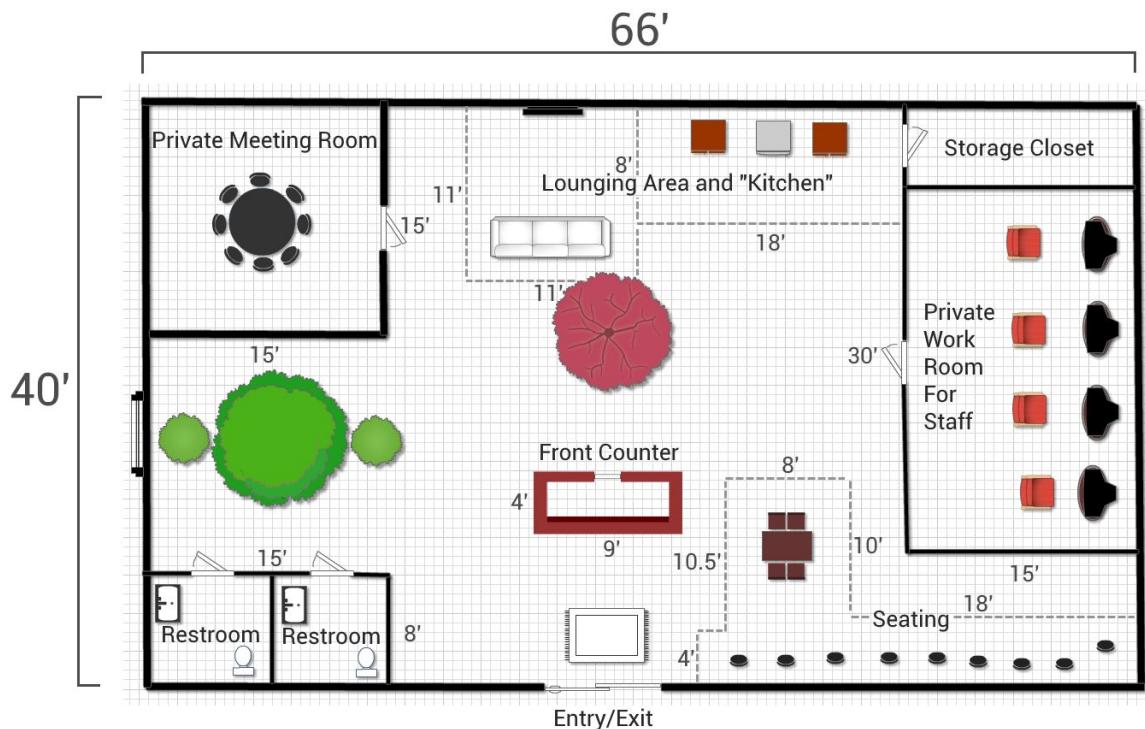
Locations of Services....

- Our new services will be developed for and brought to as many platforms as we possibly can, starting off with Android, iOS, PC, and Mac. But we will be bringing those services onto many other platforms from video game consoles and smart TVs to Windows phones and Chrome OS.

Competitors Locations of Services....

- Our first direct competition, “Things” by Cultured Code, is currently only available on Apple devices—macOS, iOS, and watchOS (excluding tvOS).
- Our second direct competition, “RescueTime” by RescueTime, is currently only available on PC and Mac.

Floor Plan



(“<http://www.smallblueprinter.com/floorplan/>”)

First off, I would like to talk about the overall space that our business office headquarters will be in. We will have 2,640 square feet for us on the ground floor of a three story building which will make for easy access to our business for our customers compared to others on floors higher up and above us—the other two stories being occupied by other businesses and people—and the building is already in the “shape” and scope of an office—the property type is an office and the property sub-type is an office building so it all already fits really nicely for me and my business. In the end, the overall space is just perfect for us and gives us more than enough room for our professional team of staff/coders to work on the future services and applications of our business.

Next, I would like to discuss the specifics of the building and where exactly everything and every room will be placed. Starting from the entry (or exit) customers that come into our office building will be welcomed by a nice, big welcome mat/rug and they will also have almost immediate access to seating on their right and restrooms on their left. Straight ahead will be a front desk or counter that will usually just have me, the owner, there welcoming anybody that comes in and wants to learn more about our business and what we have to offer them. In the corner of the building will be a private meeting

room for me and my staff in case we need to get really focused on something that has been occurring in the business at all—any kind of announcements as well. On the other side of the building, we will have another private room but for the professional team of staff/coders so that they may work in peace and in sync with each other on our services and applications for the business. All the way in the back of the building will be a little lounging area for whenever the team needs to take a break and cool down outside of their private work room—here they can sit on the couch, watch anything that they want on the flat screen tv, and get anything out of the fridge or cabinets if they would like to. Lastly, I would like to discuss the decision on housing trees and shrubbery in our building. We want to have our customers that come in be very relieved and relaxed so we think that having these organic, natural plants will help do just exactly that for them.

Here are some images of the building, office, and sign (CoStar Group, Inc. & Loopnet.com “1575 E McAndrews Rd, Medford, OR 97504 · 2,640 SF · Office For Lease \$1.35 /SF/Month”).





Bobbie's Things

Business Plan

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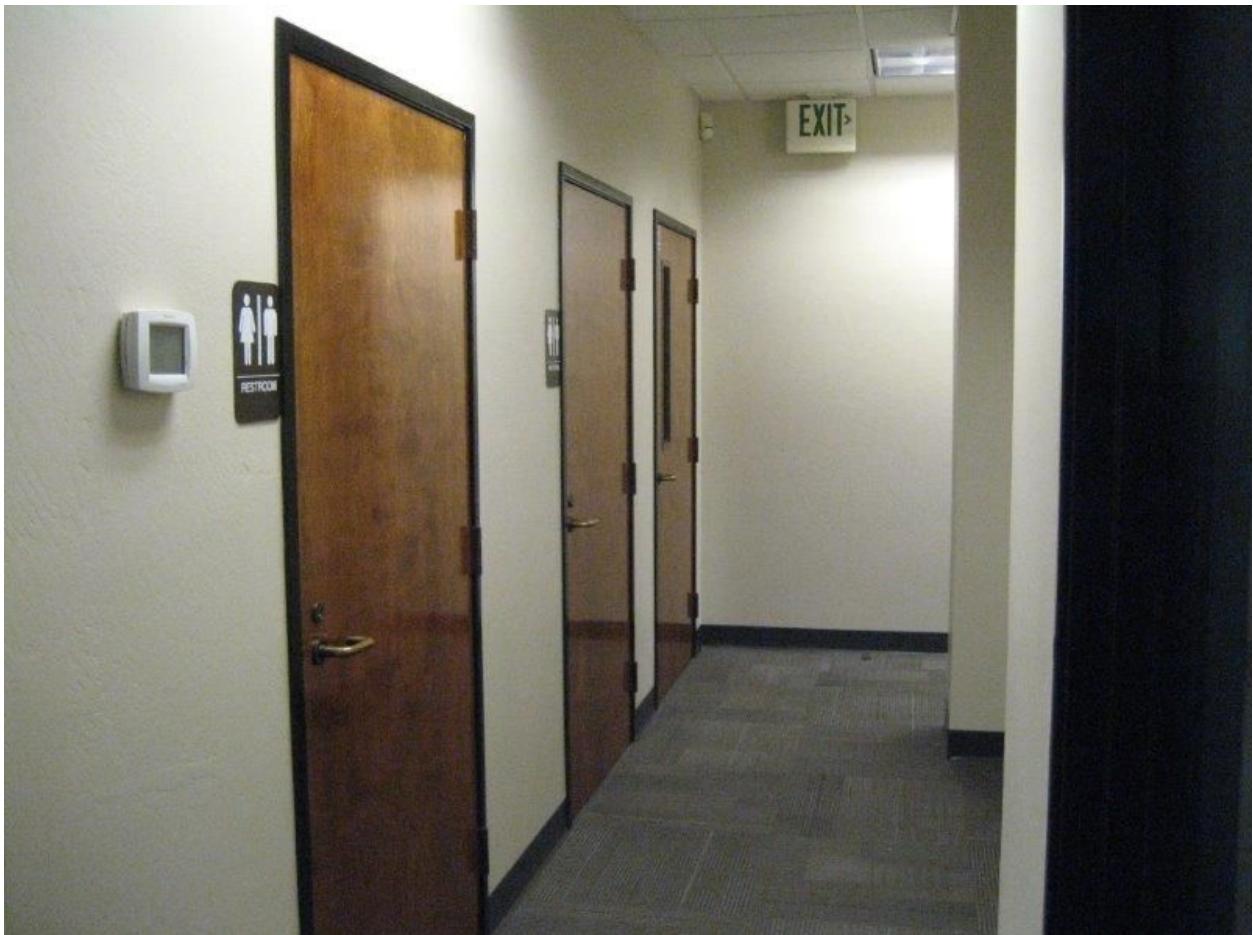
Business Plan

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Forms of Business and Type of Ownership

| Sole Proprietorship | |
|---|---|
| Pros | Cons |
| We can get ourselves into business quickly and easily | It is typically more difficult for sole proprietors to raise cash for operating or even to arrange any long-term financing because they will contain fewer assets |
| I will get to control all of the money made by the business | All of the decision-making will be on only one person, me |
| We will not need to keep incorporation records and annual corporate records | A sole proprietorship can and will appear less professional than a corporation or an LLC |
| Less government control and taxation will be experienced | The death, physical impairment, or mental incapacitation of me, the owner, can result in the termination of the business |
| I will be making all of the business operation calls | Additional insurance coverage may be needed in order to cover personal injury or physical loss that may hamper the continuity of the business |
| I will not have to prepare a balance sheet for the business | I will responsible for 100 percent of all business debts and obligations which cover all of the proprietor's assets |
| Responses are quicker for any daily changes and/or decisions | - |
| I will not have to do a separate tax return for the business | - |
| Little to no restrictions and very few forms to fill out | - |

Bobbie's Things

Business Plan

Sean Walters

I chose to run my business as a sole proprietorship business mainly because it will just allow me to have full control over my business as a whole which, I think, is really important (BusinessTown “The Pros and Cons of a Sole Proprietorship”). I just firmly believe that in order to get things around the business focused down and done with, we will need someone who can drive that vision forward and that person is me. Sure the business could go on and live through using any of the other presented methods for the business’ form and ownership. But without a sole proprietorship, a business like this will just not do as well as it would have done with a sole proprietorship. I trust that I am unreservedly ready to take the authority for all of the financings that must be done within the business—and whatever else that may be necessary for the business—and that I am unconditionally aware and knowledgeable of the risks and quantity of those risks that will be introduced with a newly structured business like this one we have right here.

Product / Service Mix

The service that my business will be offering is an organization application/program—an organizer app. In theory, this service will help anyone who uses it to live a less stressful and more organized life. I believe that this service of ours will be an exceedingly unique one due to the fact that it will have some of the cleanest and seamless design as well as some of the most loving staff that will have incredibly close relations with and for our users/customers in order to create the greatest organizer app in the end with everyone's help, feedback, and criticism being inputted into it. We plan to offer at least two versions of the application, one being a free version with still some great features but advertisements as well that are not too invasive and the other being a paid version for only \$0.99 that will bring the user much more to play around with. We also plan to offer our application on as many platforms as we can, starting with development for the most popular platforms at first in order to start off as strong as we can and create a good customer base.

Well with our business we can be seen as a little bit more special than others because we will only be developing for one application in our first years of being a business—maybe after this we will begin to move on to other projects but we would like to focus on our first application and perfecting it along with the help of our users/customers. In detail, our application will be a very sleekly designed app with almost everything being customizable to the user—they can choose the colors that they want for each component on-screen from a color wheel or bar. There will also be a whole ton of features even in the free version for our customers, from simple note-taking and drawing to setting voice reminders and receiving automatic reminders based on any information you allow the application to discover. In the free version there will be some advertisements to help generate revenue, but not enough to make the user dislike the application in any way so then we can still slowly make money from those who continually use the app. The paid version for only 99 cents will come packed with many extra useful features and will not have advertisements—so we will be generating revenue through either the advertisements in the free version or the users paying \$0.99 for the paid version. And once we develop the app for more platforms, those users, from both the free and paid versions, can use the app on those platforms and their data will sync across the platforms. Overall, the huge and incredible qualities that our service will offer consist of a free version with a plethora of features, a paid version with also a whole ton of extra, useful features, customizable interfaces, almost all platforms supported, cross-platform data syncing for both free and paid versions, and much much more.

After about a few months of development, our application will be in either its alpha or beta phase. Then after another couple of months, it will be ready for release on its first platform. We plan to start developing for Android first since developing an app for Android can be less difficult than developing for another platform and Android is

Bobbie's Things

Business Plan

Sean Walters

becoming a fairly popular platform nowadays. The size of our service/application will definitely be less than a gigabyte—it will most likely be between 300 - 500 megabytes. The default color scheme of the app will be a clean gray and white with hints of blue and reddish pink based off of the icon/logo of the app, but all of this can be changed to the user's liking.

Our service will be the only one for quite some time in the life of our business—we are not distributing a service that is of someone else's work, we are creating this service ourselves and so because of this there will only be one for at least a couple years until we get this first one squared away and perfect. Overall, for the number of services grouped together based on similar characteristics, we will only be having one under our wing until we feel that we are ready to move on and develop for something new—but in the future, if we continued to develop for applications we will have many similar services grouped together based on their characteristics and qualities because we would like to follow the same “utility app” idea because they are always fun to think about and develop for. I believe that we will have at least three similar services grouped based on their qualities in the near future.

Again, at first our business will only be carrying one service that we create, but in the future, our business will begin to develop for many other types of utility apps and feel more comfortable outside of our usual zone—I believe we will have at least three different services lines in the near future.

For the depth in our service, we will have a lot to offer with our first service and within this same service line of utility apps, I believe that we will have a lot for to offer in the years to come. Overall, we will start off strong with the amazing depth of our first service and then continually increasing that depth in this same service line of utility apps by creating and developing more and more of them in the future with nothing but more energy, hard work, and immense effort put into them.

In conclusion, “Bobbie’s Things” will be offering an incredible first service that brings users a new experience when it comes to organizing their daily tasks and ideas, and will only be increasing our business’s depth in the industry with utility applications, allowing us to grow out our comfort zone in coding and only make more amazing stuff. With the astonishingly low price and free version of our application, we will start off strong and produce a strong, tough base of consumers with a great reputation. We plan to listen to the users and adapt the application to their general likings in order to win them over, allowing us to just build up an incredible community. We want to be seen as the business that listened to our customers and only improved everything that we offered based on what they had to say.

Bobbie's Things

Business Plan

Sean Walters

Suppliers

| Bobbie's Things (Desktop Computers) | | | | |
|-------------------------------------|--|----------------|---|-------------|
| Company Name | Address | Phone Number | Web Address | Rating |
| Dell | One Dell Way, Round Rock, Texas 78682 | (888) 560-8324 | http://www.dell.com | 3.8/5 stars |
| Product Offerings | <p>Dell will be our supplier for the computers we will need to code our application and do anything else necessary in order to create our desired application and get it out there for people to discover. Since the tasks that we will be doing on the computers will only require a pretty minute amount of effort from them, we will be planning to order some office computers that are a bit lower end, but not too much since we may need to edit some photos on them and conduct some other higher end tasks on them, for me and our employees to use in our office. I believe that Dell makes pretty great quality products that are quite dependable and they are also one of the most popular computer brands out there.</p> | | | |

| Bobbie's Things (Office Supplies, Furniture, Equipment & More) | | | | |
|--|---|----------------|---|-------------|
| Company Name | Address | Phone Number | Web Address | Rating |
| Staples | 45 E Stewart Ave, Medford, OR 97501 | (541) 774-9919 | http://www.staples.com/ | 3.7/5 stars |
| Product Offerings | <p>Staples can provide our business with many supplies, from our office supplies and equipment to our office furniture and much more—a whole ton of our office will be fueled by these guys here because of all of the different and useful supplies that they can offer us. Using Staples, we can supply our business with tables for our computers, chairs for our employees and customers, equipment and office supplies for our general office environment, and a lot more! A great positive quality about this business, Staples, is that it can be accessed locally and they have just an overall incredible selection of pretty high-quality supplies in the end for me and my business.</p> | | | |

Bobbie's Things

Business Plan

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| Bobbie's Things (Software) | | | | |
|----------------------------|--|----------------|---|-------------|
| Company Name | Address | Phone Number | Web Address | Rating |
| Adobe | 345 Park Avenue, San Jose, CA 95110-2704 | (408) 536-6000 | https://www.adobe.com | 3.9/5 stars |
| Product Offerings | Adobe offers a wide variety of software and a lot of it contains some very useful tools for our business and how we will operate. The software that we will most likely be purchasing and using will be Adobe Edge Code CC, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Acrobat Pro, Adobe Illustrator, and Adobe Premiere—the important ones being Edge Code, Acrobat, and Photoshop of course. These pieces of software are of extremely high-quality and offer incredibly useful tools for our business! Though they may not be completely affordable, they will work great in conjunction with our business! | | | |

Equipment

| Quantity | Equipment | Use | Price |
|----------|----------------------------------|--|-------|
| 4 | Employee computers | For various tasks, like coding and editing anything else important for the business | \$800 |
| 4 | Employee monitors | To display whatever the computer is outputting | \$200 |
| 4 | Mouses, keyboards, and mousepads | To work on and interact with the computers in a seamless and efficient way | \$70 |
| 4 | Headphones | To listen to anything necessary by yourself, such as sound effects during development of the application/service | \$80 |
| 10 | Speakers | Also to listen to anything necessary, but with others | \$100 |
| 4 | Office desks | For the employees to work on and for the monitors (along with mouses, keyboards, and mousepads) to rest upon | \$200 |
| 4 | Office chairs | For the employees to sit in while they work in their office | \$100 |
| 1 | Test PC | To test any service/application being developed for the PC | \$150 |
| 1 | Test Mac | To test any service/application being developed for the Mac | \$200 |
| 1 | Test monitor | To test the PC and/or Mac | \$100 |
| 1 | Test Android device | To test any service/application being developed for the Android device | \$150 |
| 1 | Test iOS device | To test any service/application | \$200 |

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| | | | |
|--|---|---|------------|
| | | being developed for the iOS device | |
| >50 | Various cables | To connect a device to another | \$50 |
| 1 | Mini office fridge | For employees to store drinks, food, and whatever else they may want to | \$80 |
| 1 | Water dispenser | For people in the office building to quench their thirst | \$100 |
| >100 | Plastic cups | To allow people in the office building to retrieve water from the water dispenser | \$10 |
| 5 | Chairs for any customers | For customers to sit in while waiting or speaking with an employee or anyone else there with them | \$80 |
| 2 | Tables for any customers | For customers to use | \$40 |
| 1 | Art design graphics drawing tablet board with digital pen | For designing anything that needs/wants to be hand drawn | \$50 |
| 1 | Adobe Creative Cloud Plan | For particular software use | \$360/year |
| Total Cost = \$2,760 + \$360/year for Adobe Creative Cloud | | | |

Pricing

When it comes to the decision on the pricing of the service that your business will offer, it can be seen as an exceedingly vital commitment to you as a business owner. The problem with pricing is that your business can and will suffer if you decide on a price that is too low or a price that is too high. This just makes pricing much more difficult than it really needs to be. If you set your price too low, it will benefit the customer a whole ton and they will come back as your denizen, but you will not be making much profit (unless of course, they come back with friends and people continue to come in and your denizen just grows from there which is what I am focusing on with my business). Selling your product and/or service at a price that is just way too low will mean that, in the end, you are going to take a loss and you will not be selling the product and/or service for enough to make a sufficient profit. This same issue of not making enough profit applies to the problem of selling your products and/or services too high as well. The price and even the product/service will be seen as unappealing to the customer when you try to sell them it for way too high. Sure you want to make a sufficient profit in sales, but you will not achieve this desire by possessing and offering overpriced products and/or services.

With the variety of different pricing policies, there are just a whole lot to choose from for a starting business. The first pricing policy of cost-oriented pricing is called markup pricing, where the completed cost of production for the product is added up with a markup percentage—this can be any amount you want—to get your final retail price. I do not believe that this pricing policy fits with how our business will operate because our business will only have one service once it is completed within our first few months and we would like to get our foot in the door by establishing a low price to get as many customers as we can in the beginning of business. The second pricing policy of cost-oriented pricing is known as cost-plus pricing, where the costs and expenses are calculated and added to the desired profit or profit margin. This policy would include things like building supplies, labor, and desired profit/profit margin. This pricing policy is a little closer towards what I would like for my business because, with this, we can have a desired profit, but they also include the expenses and costs for supply and labor, which would really crank up the price for an app like ours that we are creating. Lastly, there is also competition oriented pricing, where, overall, the businesses studies their competitors in order to determine their prices. More specifically, this pricing policy is called going rate pricing, where the business aligns the prices of their products and/or services with their competitors with the intention of one-upping them.

There are other pricing techniques that involve talking customers into buying your product or service regardless of the price for it. One technique is called psychological pricing, where you create the illusion that your customers are getting a good value. Odd-even pricing is another technique, where you set prices for your products and/or

services that either end in all even or all odd numbers. Another technique is known as prestige pricing, where you set the price for your product/service higher than the average price in order to suggest that your product is of better quality and to suggest status with your business and product/service. Promotional pricing is the next pricing technique, where you reduce the price of your product/service for either a short period of time or by giving out coupons. Another pricing technique called price lining is when every product/service in a certain category is given the same price. I plan to use odd-even pricing and promotional pricing/deals with the service/application that my business will be offering upon completion. Odd-even pricing is very common now, especially with digital services/products, so I could easily take advantage of this technique. And with promotion, it will be great for advertising my business and service even though profit will slightly decrease—it is still completely worth it due to promotion just bringing in a ton of customers to help build a strong community for my business and service.

Lastly, there are two pricing methods when it comes to selling a newer product—skimming pricing and penetration pricing. Skimming pricing is where you set a very high price on a new product or service due to its high demand, to signify how high that demand is, and to capitalize on that initial high demand. Penetration pricing is the complete opposite of skimming pricing, where the price of a new product or service is set much lower than usual. Both of these methods could be quite beneficial for my business because I will be selling a new app, which can be set at both a high and low price depending on how well it is received at first. I think that the idea of penetration pricing will fit very well with what I have in mind for my business and what we will offer—an app. Overall, I believe that both skimming pricing and penetration pricing can work out for my business in the sense that maybe with newer services (if the first ones are received well and we build a strong and support community) we could raise the prices of them to follow the skimming pricing method, but we will be certainly starting off with penetration pricing to help get our foot in the door much quicker and start building our supportive community as fast as we possibly can.

Pricing Outline....

- Cost-Plus Pricing

- If I had to choose a main cost-oriented pricing policy I would have to go with cost-plus pricing because it is the closest pricing policy to what I have in mind for my business and how we will price our services since there is desired profit involved—but this desired profit is my main focus and I do not want to bring in the extra costs and expenses that the whole project will endure because then the price will be way too much for an app. My desired profit/price is to have a low price for our app that appeals to everyone and is not involving a lot of these costs and expenses that should not be involved in the price of the service since it is not like your traditional service, which is going to be going for only about 99 cents—this will help us start stronger than we would have with a more expensive app from a business that nobody has heard of.

- Odd-Even Pricing

- I chose to use odd-even pricing with my future offered services because it now is much more common and has basically become a standard business practice. Really any business can get away with using this pricing technique solely due to the fact that everyone is just so used to already seeing all of these products and services priced this way around them all of the time every single day. With our first service/application being priced at 99 cents or \$0.99, odd-even pricing perfectly fits in with no doubt at all whatsoever.

- Promotional Pricing

- I also chose to use promotional pricing in my business with our future offered services because it just gives your business a great reputation, with customers purchasing a product at a reduced price and not really being surprised when the prices are seen returning to normal. This strategy increases the chances of customers returning to the business and overall helps you build out the strong and supportive community base that your business grows off of and simply needs. My business can really benefit from this promotional pricing technique because, without this, we will have a very slow start with business unless we can attract users, customers, and consumers towards our service and we just would not be able to do much without the help of our users/customers supporting us through checking out our app and using it.

- Penetration Pricing

- With our business being focused on creating and developing new applications and services for users/customers out there, penetration pricing is just perfect for us because we are constantly going to be producing new services which penetration pricing deals with by setting the prices of new products or services lower than usual and other competition in order to get head to turn and more

customers in faster than other businesses. This pricing technique is just exactly what I wanted to do with our first service that we will be creating and developing within our business—we will be making the price for our service/app super low at only 99 cents or \$0.99 which means that more customers will come in and have an easier chance to check out our service (we will even have a free version to really open our doors out to everyone so we can get as much feedback and help as we possibly can at the very start). Penetration pricing is just what I had in mind for at least our first service that we will be creating and developing for in our business.

In conclusion, I will say that cost plus pricing will help influence our principal pricing model of choice overall, but we really want to base our pricing off of the technique of penetration pricing—pricing the service at a low price in order to get ourselves out there more efficiently and quickly, and begin building our community right off the bat. Pricing will be much easier with this technique in use because it will open up the door to many buyers out there and this method can be incredibly critical to use with a small team of only four people. Odd-even pricing will also be seen being used in the pricing of our services because of how standard of a business practice this has become and mainly since applications tend to possess odd-even pricing, such as 99 cents or \$0.99. Promotional pricing will certainly be our initial form of advertising for the business and service we offer in order to bring in a lot of customers, begin the expansion of our application/service, and build a great community with them with the intention of improving it over time and perfecting it with the help of that community and those customers/users. Lastly, penetration pricing will at least be the first technique of pricing for our first service that our business will offer because we want to have a low, affordable price for pretty much anyone out there, so then we may get in those users/customers to aid us in improving the app and making it the best that we can in the end.

Promotional Strategies

In order to achieve a successful business, promotion is an extremely important element that must be included as one of the building blocks in your business' first steps. If you would like to sell your product(s) and/or service(s), then you must advertise and promote your business as well as those products/services. You just simply cannot sell your product(s) and/or service(s) to customers to make a profit unless they know that you even exist in the first place.

A whole ton of research on promotional strategies has already been conducted by me and I would just like to quickly summarize the options that these strategies in promotion present to me. There are quite some traditional options right off the bat, such as television advertisements and radio advertisements, but they both have their own ups and downs of course. Advertising and promoting my business and its service through television and radio could mean missing out on promoting to entire age groups. I believe that social media is where I would really need to be advertising and promoting if I actually wanted to captivate a more diverse and wider variety of people. Social media can be really inexpensive to advertise on when compared to advertising on television and/or radio, and it can even be free depending on the type of platform you are going to promote/advertise on. Magazines are another advertising option, but, like television and radio advertising, it does not impact and reach out to all of the intended age groups that I am aiming for with my business and service that we will be offering—advertising and promoting through things like magazines, newspapers, television, and radio would only really promote my business and offered service out to older people that are outside of my business' demographics in my opinion. We would rather promote and advertise through things like social media mainly because that is really where our demographics are found (social media has a lot of people from ages 16 - 35 nowadays when you think about it all really). Various promotions, such as coupons, discounts, and holiday specials are just a great way to bring in a ton of new customers as well as bring in old ones once again in order to help build your business a strong community foundation that is extremely supportive and drives your business nowhere but forward in the days to come. Having appealing and affordable low pricing is always going to have a positive impact on your business and products/services.

My Promotional Strategies....

- Promotion
 - Promotion is currently planned as the first method of advertising for my business because it will, of course, bring in our first customers, make their initial impressions of our business as a whole, look through our business, and determine whether or not they will come back as our denizen. All we really want and need to do is show how inexpensive our service is and how impactful it can

be on people's lives in order to get them interested, turn those heads, and start building our great and powerful community as early on as we can for our business. We will do all of this by promoting our services and business by having sales on our application/service on the various platforms it will be brought to.

- Social Media

- Bobbie's Things will have a Facebook, Twitter, Instagram, Snapchat, subreddit, Discord server, and Myspace. Though social media will not just be for advertising purposes, our business thinks that it is a good thing to be involved with the community, build a great reputation, and help create that supportive community for our service(s). Advertising on social media will be completed in the form of a post involving either just text, pictures, or even videos. The amazing thing is that the costs for advertising on social media ourselves is free and it will help us stay involved with the community. We will plan to listen to all constructive feedback and criticism and answer any questions presented to us through social media in order to just further improve and perfect our service(s).

- YouTube

- Bobbie's Things will also have a YouTube channel to upload various videos on our business, the development of our first service, and the final version of our service as well as the next services we will be creating and developing. On YouTube, the employees/coders at our business can record themselves showing the behind the scenes for the creating/coding of our first app—the whole process we go through. Our business can also release some teasers for the amazing application and some trailers for the app once it is nearing completion there on YouTube to add "hype" to the release of the application, already building support for it and a good community for our business. YouTube tutorials are another incredible way to show off how nice our business is without advertising on television or something similar to that—we can show how to overall use the final version of the app and how to conduct certain things within it, which can really motivate people to go ahead, check it out, try it, and maybe even purchase the paid version because of how cheap it is while continuing to support us as a business. People from everywhere can see these videos which can grant our business and service quite some exposure. The other absolutely amazing thing about YouTube is that it will not cost me or my business anything at all whatsoever (as long as no third party items are used in the videos due to copyright). We will actually be generating revenue through the YouTube channel due to Google AdSense, which is a simple platform for advertisements that is used across YouTube in order for content creators to earn money off of their videos through that advertising.

- Internet
 - This is very broad, but with our business, we will be advertising and promoting through as many relevant websites as we can in order to catch people's attention and bring them in to check out our service. Websites that are somehow related to stress, such as stress management websites or websites that are intended to decrease stress, are a great place to advertise our service and we will try our best to get our ads onto those certain sites with the intention to lure in customers and sell them on our service in the best way possible, creating a strong and healthy community with them using our application and enjoying themselves for once.
- Signs around our business and on our property
 - With my business, Bobbie's Things, I would like people to notice it as they passed by. If someone super stressed out sees a business like ours that deals with that stress, they may come by sometime and check out what we have to offer for them. Our business may accomplish this desire of ours by placing large signs around our property (with the approval of those others around us of course) and especially right out front of our office that will then face the surrounding traffic, hopefully drawing the attention of those out there wanting to relieve their stress once and for all—those who are curious and adventurous will be our main type/group of people that come in based off of them seeing those signs and allocating themselves into the business to check things out for themselves in order to find out if it is a bright and smart investment within our small, young business.

In conclusion, our business, Bobbie's Things, will overall focus on mainly advertising itself in an extremely efficient way with little to no cost at all whatsoever. The main focus will be promotion when the business first starts with the intention of bringing curious customers into the business while still working on our first service because of the creative thoughts and ideas of the service as well as appealing the price of the service we will be offering. Social media will be our business' consistent form of advertising in the end though due to us planning to incorporate our business into every major social media platform so that then this way we may reach as many people as possible and build as big a community as we can. Having a YouTube channel and generating revenue through uploading new videos is a smart and efficient way to make money off of our own fun, but professional, little advertisements thanks to Google AdSense and it rewarding those who "monetize" their videos in place for some light advertising experiences undergone by users who are watching those monetized videos. The internet is another door being opened for the business where many who are browsing websites that relate to stress can find our business and the service that we offer incredibly conveniently. Lastly, with huge signs being put up around and on our office property, tons more will be welcomed into our nice office and taught about who we are as a business and what we are creating for and with our users/customers.

Financing and Fund Sources

Family Investors....

- Sean Walters - Myself
- Mark Walters - Father
- Stella Walters - Mother
- Ted Walters - Grandfather
- Joyce Walters - Grandmother
- Steven Walters - Uncle

Outside Investors....

- Intercon Tools
- Rogue Real Estate

My business, Bobbie's Things, will be benefitting from two loans that I plan to take out. The first loan will be a SBA 7(a) loan, which is a general small business loan that can be used for hiring, marketing/advertising, working capital, furniture, fixtures, equipment, (debt) refinancing, buying a business or franchise, business acquisition, commercial real estate, new construction, and leasehold improvements. This loan will be used to pay for hiring and all of the employee wages, marketing, advertising, promotion, equipment, working capital, furniture, fixtures, building improvements, and any other important items that are needed and necessary. The SBA 7(a) loan will, in total, be around \$250,000. I believe that it will require a lot of money to hire and pay a full-time team of four professional coders and that this will be the largest use for the SBA 7(a) loan—the building improvements (if any) will also cost a lot as well though. Marketing and advertising/promoting will also cost quite a bit, but not as much. Equipment, furniture, and fixtures will not be as much of a problem since it will only cost no more than a total of \$3,000.

The second loan that I plan to take out is a CDC / SBA 504 loan, which is an owner-occupied commercial real estate loan that can be used for the purchase, construction, or renovation of the owner-occupied commercial real estate as well as a purchase of other fixed assets. This loan will mainly be used to pay for the commercial property and it will be around \$500,000. Our business plans to have all of our loans paid off after about 10 years of being open and started.

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| Expense Category | Total Dollar Amount |
|--------------------------|---------------------|
| Deposits | \$4,500 |
| Equipment and Furniture | \$3,000 |
| Machinery Equipment | \$0 |
| Transportation Equipment | \$0 |
| Building Improvements | \$7,000 |
| Professional Fees | \$1,500 |
| Advertising | \$9,000 |
| Working Capital | \$10,000 |
| Inventory | \$2,000 |
| Miscellaneous | \$3,000 |
| Total | \$40,000 |

Conclusion

In conclusion, our business, Bobbie's Things, will possess the endurance and vision to produce sleek, incredible, beautiful, and amazing applications expertly crafted for our users and customers through their help. We as a business just hope to help construct a great, strong, and supportive community for our business and our applications that will aid us in producing our apps through extensive, critical feedback and crucial, constructive criticism, allowing us to add further improvements to those apps, perfections to them, and overall tune them into the exact tool or utility that those out there would want in their perfect app—we just want to have a nice community that helps us help them in the end of it all. In the end, with our cheap and attractive prices formed through penetration pricing, various advertising and promotional strategies from all major platforms of social media and YouTube videos to large signs around our business property and website advertising, an insanely cheap but effective start-up cost, and an overall unbelievable vision of how our business will work, we will make your generous investment an appreciable, safe, superb, powerful, and pleasant one for our business.

Annotated Bibliography / Works Cited

"1575 E McAndrews Rd, Medford, OR 97504." Google. Google ® , n.d. Web. 6 June 2017.

<<https://www.google.com/maps/place/1575+E+McAndrews+Rd.+Medford.+OR+97504/@42.3413199,-122.86555,17z/data=!3m1!4b1!4m5!3m4!1s0x54cf7a4cc57f91ad:0x4030eefc77d63856!8m2!3d42.3413199!4d-122.8633613>>.

This is where I got all of my information for my location and pictures for my map.

"2.1 Product and Service Mix." Path.org. PATH, n.d. Web. 6 June 2017.

<<http://sites.path.org/commercializationtoolkit/ct/product-and-service/product-and-service-mix/>>.

A website where I gathered more information on the product and service mix for the product/service mix assignment.

"An Introduction to Business Plans - Why Is a Business Plan so Vital to the Health of Your Business? Read the First Section of Our Tutorial on How to Build a Business Plan to Find Out." Entrepreneur.com. Copyright © 2017 Entrepreneur Media, Inc. All Rights Reserved., n.d. Web. 6 June 2017.

<<https://www.entrepreneur.com/article/38290>>.

Where I found basic ideas to include and bring into my business plan at various parts of it in order to add more fluidity to it and overall continuity to it all.

"Business and Finance." Economist.com. Copyright © The Economist Newspaper Limited 2017. All Rights Reserved., n.d. Web. 6 June 2017.

<<http://www.economist.com/sections/business-finance>>.

Where I found out some of my main information for the financing part of my business plan.

"Business Plan." Wikipedia.org. Wikimedia Foundation, Inc., n.d. Web. 6 June 2017. <https://en.wikipedia.org/wiki/Business_plan>.

This is where I learned the basic of business plans and what makes them what they are exactly.

"Choose Your Business Location & Equipment." SBA.gov. U.S. Small Business Administration, n.d. Web. 6 June 2017.

<<https://www.sba.gov/starting-business/choose-your-business-location-equipment>>.

This is a website that helped in choosing the location of my business in the Rogue Valley and it also aided me in choosing the right equipment for my type of business.

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"Choose Your Business Structure." SBA.gov. U.S. Small Business Administration, n.d. Web. 6 June 2017.

<<https://www.sba.gov/starting-business/choose-your-business-structure>>.

This is where I got the help for choosing the overall structure of my business and what type of ownership will be used within my business.

"Custom Maps | Everyvine." Everyvine. Everyvine - Organizing the World of Wine Production: From the Planting of a Vineyard to the Bottle on the Shelf., 2017. Web. 28 Apr. 2017. <<http://www.everyvine.com/buy-wine-region-maps/custom-maps/>>.

Everyvine.com is a website that provides amazing custom maps of areas that include vineyards and wineries (wine region maps). Everyvine has stated that they have created maps for websites, brochures, tasting room exhibits, and more. Everyvine also states that their maps can show information like your business locations, wine region boundaries, street mapping, soil, elevations, and climate data, which can all be really, really helpful for businesses and consumers. Everyvine provide maps that are "beautiful and designed to fit in with the existing graphic style of your organization."

"Entrepreneur Definition." BusinessDictionary.com. WebFinance, Inc., 22 Apr. 2017. Web. 24 Apr. 2017.

<<http://www.businessdictionary.com/definition/entrepreneur.html>>.

BusinessDictionary.com, here, states the definition for the word "entrepreneur", the origin for the word, and it being used in a sentence.

"Entrepreneur - Definition." Dictionary.com. Dictionary.com, 2017. Web. 15 May 2017. <<http://www.dictionary.com/browse/entrepreneur>>.

This website just gives the definition of the word "entrepreneur" along with it being used in sentences, the synonyms of the word, the antonyms of the word, the origin of the word, and the popularity of the word throughout history. I had used this website to help me with coming up with my own definition of the word "entrepreneur" and to help me with learning more about the word itself, what it means, and how it can be used.

"Entrepreneur - Definition." Merriam-Webster. Merriam-Webster, 2017. Web. 15 May 2017. <<https://www.merriam-webster.com/dictionary/entrepreneur>>.

This is another website giving the definition of the word "entrepreneur" along with it being used in sentences, the synonyms of the word, the antonyms of the word, the origin of the word, and the popularity of the word throughout history. This website had also given me the characteristics of an entrepreneur interestingly enough! I had used this website as well to help me with constructing and coming up with my own definition of the word "entrepreneur" and also to help me with learning more about the word itself, what it means, and how it can be used.

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"Find Your Ideal Work-life Balance." RescueTime. RescueTime, 1 June 2017. Web. 6 June 2017. <<https://www.rescuetime.com/>>.

This is the website of one of my direct competitors that gave me all of the information that I really needed to get an idea of what exactly their service did.

"FloorPlanner." FloorPlanner - Smallblueprinter.com. © Copyright 2001-2009 Artifact Interactive/smallblueprinter.com. All Rights Reserved, n.d. Web. 06 June 2017. <<http://www.smallblueprinter.com/floorplan/floorplan.html>>.

This is the site that allowed me to build a floorplan for the building of my business' office headquarters.

"Historical Maps." Historical Maps | Medford Public Library. Medfordlibrary.org, 2017. Web. 28 Apr. 2017. <<http://www.medfordlibrary.org/maps>>.

Medfordlibrary.org's map page provides a lot of different, fascinating historical maps of Medford, Oregon, but this is not the main focus of the website at all. Medford Library's website gives off a ton of history for southern Oregon, but more specifically Medford, Oregon—from old maps created and used to traverse the land, to pieces of artwork that were used like flyers to let others know about certain events. They do contain a lot of historical pieces that were made for and created in Medford, Oregon and it all looks really, really cool!

"Leasing Business Equipment." SBA.gov. U.S. Small Business Administration, n.d. Web. 6 June 2017.

<<https://www.sba.gov/starting-business/choose-your-business-location-equipment/leasing-business-equipment>>.

This site is where I learned more on the leasing of equipment and whether or not it was worth it to do this or go a different route, like just buying the equipment.

"Marketing Mix." Wikipedia. Wikimedia Foundation, 12 May 2017. Web. 14 May 2017. <https://en.wikipedia.org/wiki/Marketing_mix>.

This page on Wikipedia about the marketing mix discusses the four components in marketing known as “a foundation concept in marketing.” They go from talking about “the 4 Ps and 7 Ps” concept to the many different models of the marketing mix that people have come up with in the past and still are now, such as Shimizu, McCarthy, and Lauterborn.

"Marketing Mix - Definition" BusinessDictionary.com. Business Dictionary, 2017. Web. 14 May 2017. <<http://www.businessdictionary.com/definition/marketing-mix.html>>.

This is the final website where I had found my information on the marketing mix that were solely focused on the marketing mix itself. This site discusses definitions of words that have to do with business while also giving synonyms and other very important things that have to do with teaching these words of wisdom, and this site had informed me of the full definition of the marketing mix and had helped me even more

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with understanding the marketing mix, what it is, and how it can help with a business plan. The page states that the marketing mix is “a planned mix of the controllable elements of a product’s marketing plan commonly termed as 4Ps: product, price, place, and promotion. These four elements are adjusted until the right combination is found that serves the needs of the product’s customers, while generating optimum income. Sometimes the first P (Product) is substituted by presentation.”

"Market Segmentation." Wikipedia. Wikimedia Foundation, 12 May 2017. Web. 15 May 2017. <https://en.wikipedia.org/wiki/Market_segmentation>.

This Wikipedia page on market segmentation helped me understand the concept of this whole “market segmentation” stuff that we were learning about in class a lot by breaking everything down and talking about every little thing that has to do with market segmentation, from the criticisms of marketing segmentation to the algorithms and approaches that segmentation can have [on/for a business].

"Market Segmentation - Definition" BusinessDictionary.com. Business Dictionary, 2017. Web. 15 May 2017.

<<http://www.businessdictionary.com/definition/market-segmentation.html>>.

This website, once again, discusses the definitions, synonyms, and examples of many, many various words that have to do with “business”. This particular part of their website really helped me with learning the definition of market segmentation and helped me in coming up with one for myself. Overall, this site defined the word “market segmentation” for me and helped me learn more about what exactly market segmentation is and what it does.

"Medford, Oregon." City-Data. City-data.com, 2017. Web. 28 Apr. 2017.
<<http://www.city-data.com/city/Medford-Oregon.html>>.

City-Data’s website here provides an absolute ton of information on the city of Medford, Oregon. They include data on weather, income, earnings, wages, population, male vs female population, race population, crime rates, climate, religion, pollution, government, radio stations, people, and much, much more. It is all really, really fascinating!

"Medford, Oregon Climate." Sperling's Bestplaces. BestPlaces.net, n.d. Web. 24 Apr. 2017. <<http://www.bestplaces.net/climate/city/oregon/medford>>.

BestPlaces.net, here, states the climate of southern Oregon, including the average, annual rainfall and snowfall, as well as the high and low temperature and the elevation of Medford, Oregon. This was used to learn more on the climate of southern Oregon, or the Rogue Valley and discuss these things in my paper on the geographical analysis of southern Oregon.

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"Oregon Maps." World Atlas - Maps, Geography, Travel. Worldatlas.com, 07 Apr. 2017. Web. 28 Apr. 2017.

<<http://www.worldatlas.com/webimage/countrys/namerica/usstates/or.htm>>.

World Atlas' page on Oregon provides an incredible amount of information on the states, from the history of Oregon to the beautiful and detailed maps of Oregon. They provide descriptions of everything from long ago in Oregon and everything today in Oregon. World Atlas even tells us about the landscape of Oregon alongside the nice maps of the state.

"Paragraphs and Topic Sentences." Paragraphs and Topic Sentences. Writing Tutorial Services, Indiana University, Bloomington, IN, 7 Apr. 2014. Web. 24 Apr. 2017. <<http://wts.indiana.edu/pamphlets/paragraphs.shtml>>.

Here, the writing tutorial services of Indiana University write about how to construct proper paragraphs and topic sentences, while also giving examples of each to help create a more successful piece in the end for the reader to understand with much more ease. They also write about paragraph structure, useful transition (for within the writing of the paragraphs), and coherence.

"PepsiCo Tries to Sell Healthier Eating Habits." Convenience Store News. Http://www.csnews.com, 11 Oct. 2006. Web. 15 May 2017.

<<http://www.csnews.com/pepsi-co-tries-sell-healthier-eating-habits?nopaging=1>>.

Here is another article I had found discussing the same statistical data as the previous two articles, but this one is what I believe to be written differently and by a different person. Once again, this article discusses data on healthy drinking habits from different types of people/races of people and they use a certain type of market segmentation that our class was expected to discover and figure out. Overall, they give data in a certain way defined in a particular type of market segmentation.

"Psychographic Market Segmentation: What Is It?" LocalDirective. Www.LocalDirective.com, n.d. Web. 15 May 2017.

<<https://www.localdirective.com/what-we-do/market-segmentation/psychographic/>>.

This website named "Local Directive" aided me in understanding the concept of psychographic segmentation, why to use it, how it can help, and what it really does for a business, such as increasing the marketing ROI.

"Rogue Valley and Applegate Valley Wine Growing Region." Rogue Valley Winegrowers Association. Rogue Valley Winegrowers Association, 2017. Web. 28 Apr. 2017. <<http://rvwinegrowers.org/>>.

The Rogue Valley Winegrowers Association here provides us, the readers, with a beautiful map of the "Rogue Valley and Applegate Valley Wine Growing Region"—the Rogue Valley American Viticultural Area or Rogue Valley AVA. The following is an excerpt from the homepage of the Rogue Valley Winegrowers Association which states what they are all about: "The Rogue Valley wine growing region is the [southernmost] of

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Oregon's sixteen federally approved American Viticultural Areas (AVAs) and is located entirely within Jackson and Josephine counties. Established in 1991, the Rogue Valley AVA encompasses nearly 1.15 million acres in the intermountain valleys of southern Oregon. The region includes the Applegate Valley AVA (established in 2001) and consists of four main growing areas: the Bear Creek Valley, the Valley of the Rogue, the Applegate Valley, and the Illinois Valley. The region has approximately 150 vineyards growing over 40 different varieties on roughly 2500 acres producing nearly 5000 tons of grapes. The production is roughly 65-70% red varieties and 30-35% white varieties. The most widely planted red varieties include Merlot, Syrah, Cabernet Sauvignon, Pinot Noir, Cabernet Franc, Tempranillo, and Malbec. The most common white varieties planted include Pinot Gris, Chardonnay, and Viognier. Wines from the region are made by over 40 different entities, ranging from small grower-producers to large, nationally known wineries." (<http://rvwinegrowers.org/>)

"Section 14. SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats." Chapter 3. Assessing Community Needs and Resources | Section 14. SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats | Main Section | Community Tool Box - [Http://ctb.ku.edu](http://ctb.ku.edu). © 2016 Community Tool Box. All Rights Reserved., n.d. Web. 06 June 2017.
[<http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/swot-analysis/main>](http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/swot-analysis/main).

This website/article helped me in building my overall SWOT analysis by giving me some good examples and a simple template along with those.

"Service-Product Mix - Definition and Meaning." WebFinance Inc. © 2017 WebFinance Inc. All Rights Reserved., n.d. Web. 6 June 2017.

[<http://www.businessdictionary.com/definition/service-product-mix.html>](http://www.businessdictionary.com/definition/service-product-mix.html).

This is another website that helped me with my product/service mix and learning about the general concept.

"Southern Oregon Climate." SouthernOregon.com. Southern Oregon, n.d. Web. 24 Apr. 2017. <<http://www.southernoregon.com/southernoregonclimate/>>.

SouthernOregon.com discusses the climate of southern Oregon, from the annual, average rainfall and snowfall, to the distinctive seasons. This was used to learn more about the climate and talk about it in the analysis of the geography of southern Oregon, or the Rogue Valley, paper.

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"State Maps and Elevation Data." TopoCreator - Create and Print Your Own Color Shaded-relief Topographic Maps. TopoCreator.com, 2009. Web. 28 Apr. 2017. <http://topocreator.com/download_city_a.php>.

TopoCreator.com is a great website that allows users to create and customize their own types of maps of states, including many different factors, such as elevation data and other physical/topographical data. The style of the map I chose was called "atlas shading (with cities)" and I took the default map of Oregon they already had provided.

"Succeed Together. Meet Evernote, Your Second Brain. Capture What's on Your Mind." Capture What's on Your Mind | Evernote. © 2017 Evernote Corporation. All Rights Reserved., n.d. Web. 06 June 2017. <<https://evernote.com/>>.

This is the website of my indirect competitor that gave me all of the information that I really needed to get an idea of what exactly their service did.

"SWOT Analysis." Wikipedia.org. Wikimedia Foundation, Inc., n.d. Web. 6 June 2017. <https://en.wikipedia.org/wiki/SWOT_analysis>.

I used this site to quickly teach myself about what a SWOT analysis was again exactly and to help me in building my own in the end.

"The All-New Things by Cultured Code." Cultured Code. Cultured Code GmbH & Co. KG, n.d. Web. 6 June 2017. <<https://culturedcode.com/things/>>.

This is the website of one of my direct competitors that gave me all of the information that I really needed to get an idea of what exactly their service did.

"Tips for Choosing Your Business Location." SBA.gov. U.S. Small Business Administration, n.d. Web. 6 June 2017.

<<https://www.sba.gov/starting-business/choose-your-business-location-equipment/tips-choosing-your-business-location>>.

This site also helped me in deciding the location of my business based on things like traffic and pedestrians.

"What Is Demographic Segmentation in Marketing? - Definition, Advantages & Disadvantages." Study.com. Study.com, n.d. Web. 15 May 2017.

<<http://study.com/academy/lesson/what-is-demographic-segmentation-in-marketing-definition-advantages-disadvantages.html>>.

This page on study.com had helped me learn about specifically what demographic segmentation is, what it means in terms of marketing, and the advantages and disadvantages that demographic segmentation can provide for a business. Overall, this site really helped me with my interpretation of demographic segmentation and how to use it to my own advantage for my own business.

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"Write Your Business Plan." SBA.gov. U.S. Small Business Administration, n.d. Web. 6 June 2017. <<https://www.sba.gov/starting-business/write-your-business-plan>>.

This is where I again got an overall look at how a business plan is structured and how to write it all out in the very end.

Alton, Larry. "The 8 Biggest Challenges for New Entrepreneurs." Entrepreneur. Entrepreneur.com, 07 Jan. 2016. Web. 24 Apr. 2017. <<https://www.entrepreneur.com/article/254721>>.

Entrepreneur.com states exactly eight huge challenges that new entrepreneurs will face and so I had used this article to inspire myself and find some more ideas that had to do with the entrepreneurial issues new entrepreneurs were facing each and every day of their lives so that I could learn to avoid them and just write about them so I could learn more and expand my knowledge on them.

Berry, Tim. "15 Reasons You Need a Business Plan - Whether You're Just Starting Out, Growing Your Business or Seeking outside Help, a Well-thought-out Business Plan Is the Vehicle You Need to Get You There." Entrepreneur.com. Copyright © 2017 Entrepreneur Media, Inc. All Rights Reserved., 13 Mar. 2006. Web. 6 June 2017. <<https://www.entrepreneur.com/article/83818>>.

Here, I learned many reasons about why making a business plan is important so that I could then incorporate these reasons into my business plan at certain, related parts of it.

Berry, Tim. "How to Write an Executive Summary." Bplans Blog. © 1996 - 2017 PALO ALTO SOFTWARE. ALL RIGHTS RESERVED, 06 Oct. 2015. Web. 06 June 2017. <<http://articles.bplans.com/writing-an-executive-summary/>>.

Here is where I got help on writing my executive summary and it is also where I learned how to structure one.

Berry, Tim. "What Is a Business Plan?" Articles.bplans.com. © 1996 - 2017 PALO ALTO SOFTWARE. ALL RIGHTS RESERVED, n.d. Web. 6 June 2017. <<http://articles.bplans.com/what-is-a-business-plan/>>.

I learned more about business plans in general at this website as well as many others.

Berry, Tim. "What Is a SWOT Analysis?" Bplans Blog. © 1996 - 2017 PALO ALTO SOFTWARE. ALL RIGHTS RESERVED, 11 Aug. 2016. Web. 06 June 2017. <<http://articles.bplans.com/how-to-perform-swot-analysis/>>.

This is where I got a general feel for what a SWOT analysis really is and how it can benefit me by creating one to show these concepts between each business.

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Bhasin, Hitesh. "Psychographic Segmentation - 5 Factors for Segmenting by Psychography." Marketing91. Hitesh Bhasin, 14 Apr. 2017. Web. 15 May 2017.

<<http://www.marketing91.com/psychographic-segmentation/>>.

This site discusses more (for me) on psychographic segmentation, from talking about the lifestyle and social class part of this type of segmentation, to personality and activities, along with interests and opinions as well! This site just overall gives a good amount of examples on psychographic segmentation and how each piece can help with a certain area in the business.

Burns-Millyard, Kathy. "What Is the Importance & Purpose of a Business Plan?" Smallbusiness.chron.com. © Copyright 2017 Hearst Newspapers, LLC, n.d. Web. 6 June 2017.

<<http://smallbusiness.chron.com/importance-purpose-business-plan-760.html>>.

I learned about the importance and purpose of a business plan here so that I could then incorporate those ideas into the beginning, middle, and end of it all together.

Clark, Scott. "Typical Entrepreneur Has Strengths and Weaknesses." Bizjournals.com. Bizjournals, 13 July 1997. Web. 24 Apr. 2017.

<<http://www.bizjournals.com/seattle/stories/1997/07/14/smallb5.html>>.

Here at Bizjournals, they discuss the strengths and weaknesses a typical entrepreneur carries, giving many different ones including examples for each to allow the reader to learn and understand these important points with ease.

Cole, Brad. "Oregon Physical Maps—Oregon Physical Relief Map and Oregon Topographic Map." Geology. Geology.com, n.d. Web. 28 Apr. 2017.

<<http://geology.com/topographic-physical-map/oregon.shtml>>.

Geology.com here provides two physical, high quality maps of Oregon. The first of the two maps is a shaded relief that displays the major physical features of Oregon. The second of the two maps is a generalized topographic map of Oregon that displays elevation trends that occur throughout the state. This site also tells us the highest point in Oregon—Mt. Hood at around 11,239 feet—and the lowest point—the Pacific Ocean, of course, at Sea Level. It is also stated that these two physical maps of Oregon were composed by Brad Cole of Geology.com.

DeMers, Jayson. "7 Risks Every Entrepreneur Must Take." Entrepreneur. Entrepreneur.com, 13 Oct. 2014. Web. 24 Apr. 2017.

<<https://www.entrepreneur.com/article/238319>>.

Entrepreneur.com writes about the seven risks that every entrepreneur must take when making their business. This website was used as an inspiration to create the "willingness to take a risk" piece in the business self analysis.

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Eskimoto. "Oregon Rogue Valley Wineries Map - Grants Pass or." Mappery. Mappery.com, 28 Sept. 2009. Web. 28 Apr. 2017.

<<http://www.mappery.com/Oregon-Rogue-Valley-wineries-Map>>.

Mappery here provides us with a map of the Rogue Valley located in Oregon (or more specifically southern Oregon) that includes the wineries located here in the Rogue Valley—Southern Oregon's Rogue Valley wineries.

Fabregas, Krista. "Planning Your Store Layout: Step-by-Step Instructions." FitSmallBusiness. Copyright © 2017 · FitSmallBusiness. All Right Reserved. Privacy Policy., 26 Apr. 2017. Web. 6 June 2017.

<<http://fitsmallbusiness.com/planning-your-store-layout/>>.

This is where I received some general ideas on how to create the layout of my store during the floor plan and location segment of the business plan.

Genadinik, Alex. "5 Biggest Issues Faced by First Time Entrepreneurs When Starting a Business." The Social Media Hat. The Social Media Hat, 24 Jan. 2017. Web. 24 Apr. 2017.

<<https://www.thesocialmediahat.com/blog/5-biggest-issues-faced-first-time-entrepreneurs-when-starting-business-05312013>>.

Here, the SocialMediaHat.com discusses some entrepreneurial issues that I had used to inspire myself to write about some other issues that would relate to entrepreneur ones in my business self analysis. They hit some big points in this article and I recommend reading it to learn more about these issues and how to avoid them (then improve yourself upon them).

Gerrard, Andrew. "Choose a Pricing Strategy." Marketing Donut. © 2017 Atom Content Marketing Ltd, n.d. Web. 06 June 2017.

<<http://www.marketingdonut.co.uk/market-research/benchmarking/choose-a-pricing-strategy>>.

This is where I got help on choosing my pricing strategy and this is also where I got to see how exactly each one operated and affected business.

Gillaspie, Dixie. "The 3 Personal Development Goals Successful People Pursue Habitually." Entrepreneur. Entrepreneur.com, 16 Jan. 2015. Web. 24 Apr. 2017.

<<https://www.entrepreneur.com/article/241836>>.

Entrepreneur.com discusses the personal development goals that are pursued by successful entrepreneurs habitually. This article was used to aid me in creating the piece in my business self analysis on personal development and how to achieve these goals you can create for yourself when becoming an entrepreneur and making your own business.

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Gleeson, Alan. "Five Reasons You Need a Business Plan." Articles.bplans.co.uk. Copyright ©1996-2017 Palo Alto Software UK Ltd. All Rights Reserved, n.d. Web. 06 June 2017.

<<http://articles.bplans.co.uk/starting-a-business/five-reasons-you-need-a-business-plan-2/364>>.

This article helped me in the sense of general reasons why a business plan is important, once again, helping me in adding these ideas into my overall business plan.

Grimsley, Shawn. "Psychographic Segmentation in Marketing: Definition & Examples." Study.com. Study.com, n.d. Web. 15 May 2017.

<<http://study.com/academy/lesson/psychographic-segmentation-in-marketing-definition-examples-quiz.html>>.

This website, once again, discusses what exactly market segmentation is and how it can change things for a business, along with examples of these both and an exact definition of what it is entirely. They go from discussing the “conceptual framework” and definition of psychographic segmentation, to many different examples on it all. They overall give information on almost every single thing that we could ask for that has to do with psychographic segmentation.

Haden, Jeff. "How to Write a Great Business Plan: The Executive Summary." Inc.com. COPYRIGHT 2017 MANSUETO VENTURES LLC, 2 Apr. 2015. Web. 6 June 2017.

<<https://www.inc.com/jeff-haden/how-to-write-a-great-business-plan-the-executive-summary.html>>.

Again, this is a website that helped me get some more general ideas on how to write and structure a business plan for myself.

Harrison, Tom. "1575 E McAndrews Rd Medford, OR 97504 · 2,640 SF · Office For Lease \$1.35 /SF/Month." Loopnet.com. © 2017 CoStar Group, Inc., 12 Oct. 2016. Web. 6 June 2017.

<<http://www.loopnet.com/Listing/20010045/1575-E-McAndrews-Rd-Medford-OR/>>.

This is where I learned a lot of information on my exact business office headquarters location.

Hose, Carl. "Top Ten Promotional Strategies." Smallbusiness.chron.com. Hearst Newspapers© Copyright 2017 Hearst Newspapers, LLC, n.d. Web. 6 June 2017.

<<http://smallbusiness.chron.com/top-ten-promotional-strategies-10193.html>>.

Here is where I learned more about different promotional strategies and how they may benefit me and my business in different and varied ways.

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Ingram, David. "What Is the Meaning of Business Finance?" Chron.com. © Copyright 2017 Hearst Newspapers, LLC, n.d. Web. 06 June 2017.

<<http://smallbusiness.chron.com/meaning-business-finance-4108.html>>.

I learned general things about financing in businesses here at this site to help me understand this concept for my business plan.

Johannes, Cynthia Nemeth. "Product, Place, Price and Promotion." Crater BIS. N.p., n.d. Web. 14 May 2017.

<http://bis.cratercomets.com/csb/business_plan/4%20Ps_CNJones.html>.

This website is of our school's and it is where we get our everyday information for class. This is the page that I had used to gather my information in order to answer some questions on these business plan/marketing mix topics. Overall, I just learned more on the marketing mix and each piece of it. I learned what each part of the marketing mix is for both the business and the customers in order to help my understand on those types of things and how they must work in order to create a great and successful business.

Khwaja, Ameen. "Choose Your Business Structure." Entrepreneur. Copyright © 2017 Entrepreneur Media, Inc. All Rights Reserved., 18 Mar. 2001. Web. 06 June 2017. <<https://www.entrepreneur.com/article/38822>>.

This is another site that helped me in choosing my business structure, the ownership of my business, and how the different types of structures/ownerships can be both positive and negative in certain ways for each.

Laurence, Beth, J.D. "Choosing the Best Ownership Structure for Your Business." NOLO.com. Copyright © 2017 Nolo ®, n.d. Web. 6 June 2017. <<http://www.nolo.com/legal-encyclopedia/business-ownership-structure-choose-best-29618.html>>.

Here I learned more on the different structures/ownerships of business and how to choose the best one for mine exactly.

Liraz, Meir. Are You an Entrepreneur? N.p.: Liraz Publishing, n.d. Print. <<http://www.liraz.com/index.html>>

The book "Are You an Entrepreneur?" either does not exist online at all or is online in the form of a test/quiz called "The Entrepreneur Test" where the website that you are directed to (not liraz.com anymore) asks multiple choice questions about entrepreneurship and tells you at the end of the test whether you are really qualified to be an entrepreneur. I am sorry that I could not find the book or whatever exactly the "Are You an Entrepreneur?" by Liraz Publishing was—the "entrepreneur test/quiz" was all that was on the "liraz" website, which does actually contain different written material on business related things.

Meredith, Alisa. "How to Use Psychographics in Your Marketing: A Beginner's Guide." HubSpot. Copyright © 2017 HubSpot, Inc., 26 Dec. 2013. Web. 06 June 2017. <<https://blog.hubspot.com/insiders/marketing-psychographics>>.

This is where I gathered my information on psychographics and understood them better.

Miller, Katherine. "2012 Spring Wine Guide: Rogue Valley/Applegate Map." OregonLive.com. Oregon Live, 21 May 2012. Web. 28 Apr. 2017. <http://www.oregonlive.com/wine/index.ssf/2012/05/2012_spring_wine_guide_rogue_v.html>.

OregonLive.com provides a small article here containing a map on the 2012 Spring Wine Guide for the Rogue Valley/Applegate. It seems to provide information on where certain vineyards, orchards, and wineries can be found in the Rogue Valley. This map can be beneficial for a business that has some kind of relation to the wine or grape industry I assume. Seeing where they are each located can be really interesting and give others in this industry valuable information about location and even possibly give them the edge in this kind of competition. Incredible!

Niva, Brad. "Climate and Topography of Southern Oregon." Southern Oregon Visitors Association. Lithia Springs Resort, 2017. Web. 20 Apr. 2017. <<http://www.southernoregon.org/regions/valley.html>>.

Travel Southern Oregon is a website that has everything a tourist needs in order to learn more about, decide on, and find the best spots to go to here in southern Oregon. They have digital magazines, information on Crater Lake, various videos on southern Oregon, a tours page, a "places" page consisting of many different landmarks to check out, a things to do in southern Oregon page, lodging, and outdoor activities. They even offer a directory!

Padilla, Colleen, Kathy Trautman, Noland Alston, Marybeth Buonassissi, Codi Spodnik, and Rob Merriman. "Geography and Climate from SOREDI." SOREDI. Asante, 2017. Web. 20 Apr. 2017. <<https://soredi.org/>>.

The Southern Oregon Regional Economic Development Inc. is a non-profit organization focused on increasing the long-term success of the Jackson and Josephine Counties. They serve 13 incorporated cities including Ashland, Butte Falls, Cave Junction, Central Point, Eagle Point, Gold Hill, Grants Pass, Jacksonville, Medford, Phoenix, Rogue River, Talent, and Shady Cove. Their mission is to help businesses prosper to advance economic opportunities compatible with community values and their vision is to innovative businesses thriving in vibrant communities in Jackson and Josephine counties.

Padilla, Colleen, Kathy Trautman, Noland Alston, Marybeth Buonassissi, Codi Spodnik, and Rob Merriman. "SOREDI - Southern Oregon Profile." SOREDI - Detailed Profile of Southern Oregon 1st ser. 1.1 (2017): n. pag. 2017. SOREDI. Asante, 2017. Web. 20 Apr. 2017.

<<http://www.soredi.org/SIB/files/Southern%20Oregon%20Profile%2C%202012.pdf>>.

Sadly, the link for this one just redirects to the main home page for their website. Again, the Southern Oregon Regional Economic Development Inc. is a non-profit organization determined to increase the long-term success of the Jackson and Josephine Counties and they aid in 13 incorporated cities including Ashland, Butte Falls, Cave Junction, Central Point, Eagle Point, Gold Hill, Grants Pass, Jacksonville, Medford, Phoenix, Rogue River, Talent, and Shady Cove. Their mission is to help businesses prosper to advance economic opportunities compatible with community values and their vision is to innovative businesses thriving in vibrant communities in Jackson and Josephine counties.

Poulsen, Lisa. "How to Choose the Right Supplier for Your Business." BusinessBee. Copyright © 2013 BusinessBee. All Rights Reserved. Privacy Policy Terms of Use, 26 Oct. 2015. Web. 06 June 2017.

<<http://www.businessbee.com/resources/operations/supplier-management/how-to-choose-the-right-supplier-for-your-business/>>.

This site was used for me to learn more about choosing my exact suppliers for my certain business and how they can each vary from business to business—overall helped me in understanding the concept and then of course choosing a few in the end for my particular business.

Rampton, John. "50 Inspirational Entrepreneurial Quotes." Entrepreneur. Entrepreneur.com, 09 Dec. 2014. Web. 24 Apr. 2017.

<<https://www.entrepreneur.com/article/240047>>.

Again, Entrepreneur.com gives off some inspirational quotes, exactly fifty of them. These quotes were supposedly said/spoken by true entrepreneurs, but some do not seem to be complete entrepreneurs (but I guess they can be an entrepreneur in their own little special way for themselves). I used this article to input some quotes into my final business self analysis.

Robbins, Stever. "Why You Must Have a Business Plan - It's More than a Tool for Getting Funding. Think of It as the Road Map to Your Business's Future." Entrepreneur.com. Copyright © 2017 Entrepreneur Media, Inc. All Rights Reserved., n.d. Web. 6 June 2017. <<https://www.entrepreneur.com/article/74194>>.

This is another site used for learning about the importance of a business plan.

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Robinson, Joe. "The 7 Traits of Successful Entrepreneurs." Entrepreneur. Entrepreneur.com, 10 Jan. 2014. Web. 24 Apr. 2017.

<<https://www.entrepreneur.com/article/230350>>.

This is just another article on entrepreneur traits from Entrepreneur.com that helped me construct my final business self analysis paper.

Smale, Thomas. "10 Traits All Successful Entrepreneurs Share." Entrepreneur. Entrepreneur.com, 11 Mar. 2015. Web. 24 Apr. 2017.

<<https://www.entrepreneur.com/article/243792>>.

Once again, Entrepreneur.com touches on some more of those important traits that almost all successful entrepreneurs most likely share with each other, including ones like immense passion and extensive business skills. I used this article to help me with finding some more characteristics and traits on everyday entrepreneurs so that I could find myself in them and expand on that to construct a beautiful sentence or two on that specific topic.

Spaeder, Karen E. "How to Find the Best Location." Entrepreneur. Copyright © 2017 Entrepreneur Media, Inc. All Rights Reserved., 14 Nov. 2004. Web. 06 June 2017. <<https://www.entrepreneur.com/article/73784>>.

I used this site to help me with the choosing of my location for my business, regarding many things like traffic and pedestrians.

Staff, Investopedia. "Business Plan." Investopedia. © 2017, Investopedia, LLC., 10 June 2016. Web. 06 June 2017.

<<http://www.investopedia.com/terms/b/business-plan.asp>>.

This site was used for learning about an overall business plan once again.

Staff, Investopedia. "Market Segmentation." Investopedia. [Www.Investopedia.com](http://www.investopedia.com), 02 Oct. 2014. Web. 15 May 2017.

<<http://www.investopedia.com/terms/m/marketsegmentation.asp>>.

This is the website where I had found my information on market segmentation and the different types of market segmentation. They generally discuss what market segmentation is, how it can impact things within a business, each piece of the market segmentation, how those can change a business, and how important everything really is in the send in order to have a great and successful business—they break it all down and even give off examples of it all, which can be very helpful in trying to learn and understand it all.

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Suttle, Rick. "Promotional Strategies in Business." Smallbusiness.chron.com. © Copyright 2017 Hearst Newspapers, LLC, n.d. Web. 6 June 2017.

<<http://smallbusiness.chron.com/promotional-strategies-business-2631.html>>.

This is a website that was used to help me learn about more promotional strategies, their effects on business, and it just overall helped me decide on which ones to use exactly for my particular business.

Terhune, Chad. "Pepsi Sales Force Tries to Push 'Healthier' Snacks in Inner City." The Wall Street Journal. Dow Jones & Company, 05 Oct. 2006. Web. 15 May 2017. <<https://www.wsj.com/articles/SB116001454312883351>>.

This is another website containing the same article as previous, but I believe that this one is the original source. So once again, this article discusses statistical data on particular races drinking particular drinks and it had helped me in completing an assignment on market segmentation. Overall, they give information on the public data that has been collected and used a certain type of market segmentation in this article.

Terhunethe, Chad. "Pepsi Sales Force Tries to Push 'healthier' Snacks." Pittsburgh Post-Gazette. [Http://www.post-gazette.com](http://www.post-gazette.com), 4 Oct. 2006. Web. 14 May 2017. <<http://www.post-gazette.com/business/businessnews/2006/10/05/Pepsi-sales-force-tries-to-push-healthier-snacks/stories/200610050255>>.

This site helped me with answering questions that had to do with these exact articles and to fill in the blanks on what was in the article exactly along with what type of market segmentation it was using in the article. They give information and statistics on certain races drinking certain drinks.

The Mind Tools Editorial Team. "SWOT Analysis: Discover New Opportunities, Manage and Eliminate Threats." Mindtools.com. © Mind Tools Ltd, 1996-2017. All Rights Reserved. "Mind Tools" Is a Registered Trademark of Mind Tools Ltd., n.d. Web. 06 June 2017. <https://www.mindtools.com/pages/article/newTMC_05.htm>.

This site was used for helping me create my SWOT analysis by teaching me more about each element and also even giving some slight examples on those for both direct and indirect competitors.

The Mind Tools Editorial Team. "The Marketing Mix and the 4Ps: Understanding How to Position Your Market Offering." MindTools.com. Mind Tools, n.d. Web. 14 May 2017. <https://www.mindtools.com/pages/article/newSTR_94.htm>.

Here is another page that discusses the marketing mix and the 4 Ps, and that I had used to learn more on the marketing mix and it is very helpful to learn about it here because Mind Tools break down each piece of the marketing mix and discusses each one, and then even talks about it as a whole in the beginning and end to get the full learning experience on this whole topic within the business plan.

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The Staff of Entrepreneur Media, Inc. "10 Things to Consider When Choosing a Location for Your Business." Entrepreneur. Copyright © 2017 Entrepreneur Media, Inc. All Rights Reserved., 20 May 2015. Web. 06 June 2017.

<<https://www.entrepreneur.com/article/244866>>.

This website was used to help with the choosing of the location of my business' office headquarters by discussing different, important factors that affect business, such as traffic and pedestrians.

The Young Entrepreneur Council. "10 Reasons Why You Should Write A Business Plan." Smallbiztrends.com. © Copyright 2003 - 2017, Small Business Trends LLC. All Rights Reserved., 13 Jan. 2013. Web. 6 June 2017.

<<https://smallbiztrends.com/2013/01/10-reasons-write-business-plan.html>>.

This is another site used to learn more about the importance of business plans.

Tilus, Grant. "Choosing Pricing Strategy and Tactics for Your Business." Rasmussen.edu. © 2017 Rasmussen College, Inc., A Public Benefit Corporation. All Rights Reserved., 24 Feb. 2012. Web. 6 June 2017.

<<http://www.rasmussen.edu/degrees/business/blog/choosing-pricing-strategy-and-tactics-for-your-business/>>.

Here I learned about pricing for my business plan and how each tactic used can affect my business in one way or another depending on which is chosen and used.

TM SM Copyright Protected 2002-2016 TUPINC All Rights Reserved Worldwide. "Oregon Travel Guide - Geography and Topography of the Rogue Valley in Southern Oregon." Rogue River Valley. TUPINC, n.d. Web. 20 Apr. 2017.

<http://roguerivervalley.com/southern_oregon/geography.htm>.

Rogue River Valley The Oregon Travel Guide is a website that consists of tons of information on the Rogue Valley, including general descriptions, geography, economy, weather, climate, attractions, history, travel tips, travel guides, featured merchant, maps, stories and testimonials, the Oregon catch all, the Oregon directory, important phone numbers, and locations/landmarks. This part of their website talks about the main geography that makes up the Rogue Valley.

Tobak, Steve. "The True Meaning of 'Entrepreneur'." Entrepreneur. <Https://www.entrepreneur.com>, 03 Apr. 2015. Web. 15 May 2017.

<<https://www.entrepreneur.com/article/244565>>.

This article just pretty much generally discusses what the word "entrepreneur" really means, but in a very long article made up of multiple paragraphs. It also discusses what being a true entrepreneur means, I believe.

Ward, Susan. "An Example of How to Write an Executive Summary for Your Business Plan." The Balance. The Balance ®, 29 Mar. 2017. Web. 06 June 2017.
[<https://www.thebalance.com/business-plan-executive-summary-example-2948007>](https://www.thebalance.com/business-plan-executive-summary-example-2948007).

This site was used for helping me with my executive summary, structuring it all, and it also gave me examples for the executive summary pieces that it provided in the first place.

Writer, Leaf Group. "Examples of Demographic Segmentation." Chron.com. Chron.com, 26 Oct. 2016. Web. 15 May 2017.

[<http://smallbusiness.chron.com/examples-demographic-segmentation-12367.html>](http://smallbusiness.chron.com/examples-demographic-segmentation-12367.html).

This is the website that I had used to help me greatly with my understanding of the concept of demographic segmentation because they give many examples here. This site goes from discussing gender and age to income level and occupation for an example of demographic segmentation which can be extremely helpful for me to allow myself to understand the concept of demographic segmentation even more.

Yashpal01. "Meaning Of Business Finance." Slideshare.net. LinkedIn Corporation © 2017, 4 Apr. 2008. Web. 6 June 2017.

[<https://www.slideshare.net/yashpal01/meaning-of-business-finance>](https://www.slideshare.net/yashpal01/meaning-of-business-finance).

Lastly, this slideshow was used to help me in learning more about financing in businesses and the best way to go about it for my particular business since I am running a more unique business than other for sure so it will definitely help in the end to incorporate from this online presentation into the financing part of my business plan in order to add more fluidity and consistency to my overall mix of business plan elements, knowing they will all coincide with amazing vision and incredible context for the reader.

Selection Letter

Bobbie's Things
Sean Walters
574 Grey Hawk Way
Central Point, Oregon, 97502
(541) 292-1862

April 3, 2017

Ms. Frances Hedge
SBA Loan Officer
Bank of America
845 N. Highland Street
Medford, OR 97501

Dear Ms. Hedge:

Millions of people live stressful lives every day. Many struggle when trying to keep up with daily responsibilities put onto themselves. My plan with *Bobbie's Organizer* is to create a simple and seamless interface for those people to use and organize their tasks that they need to keep track of every single day. Sure, there have been a lot of other "organizers" produced in the past, but with their cluttered interfaces, the user can never set anything up that they need to quickly enough with ease. And when the application is simple and easy enough for the user to understand and use, there is not enough functionality and customization within the organizer for them to get the full experience that they deserve. With *Bobbie's Organizer*, you will be able to access those extra, useful features through a simple "path" to the side that will not muddle up the original interface for the simple, main use of organizing tasks - just as if the "extras" are hidden behind a painless window or door that the user can easily see, understand, and use at their will to unlock the full potential of an incredible organizer. This a major component of the application that really sets it apart from others of the same sort.

I believe that this particular idea of an "organizer" is practical because the currently existing organizers out there for people are either too simple and don't have enough options for them to use and utilize the full potential of an organizer, or they are too complicated and have cluttered interfaces that will just confuse the user and not allow them to use the organizer application with ease quickly and efficiently. *Bobbie's Organizer* will have developers that have learned from these previous mistakes in organizers in the past and improve upon that for a much more user-friendly experience by keeping the general interface very simple, but giving the user the option to still do more and customize more within the original interface so they can get even more to do

Bobbie's Things

Business Plan

Sean Walters

in *Bobbie's Organizer*, increasing their usage time with the application. Having a much cleaner, simpler, and efficient interface in an organizing application along with more advanced features hidden behind that simple interface for the user to interact with at their own will, will certainly differentiate our application, *Bobbie's Organizer*, from many other organizing applications. Another major problem with these existing organizers is the price they offer for them. For example, the "to-do list" application named *Things* costs \$10 on iPhone, \$20 on iPad, and \$50 on Mac. In my opinion, these prices are just way too high for an organizer. I also question why the prices for each platform is different - they must have varying options within each platform which, I think, would just confuse people who use the application on those multiple platforms and would not make much sense to them to pay for it separately. In my opinion, I think that if you were to have a program or application on multiple platforms or devices, then there should just be a one-time fee instead of multiple fees for each that are different and indicate that each has either more or less according to the price. And there also should not be different versions of the application or program for each device, I believe, because this would just confuse the user even more and add even more stress to their life when they are supposed to be relieving stress through organizing and feeling much more "organized". Another example of the problem with prices in organizer applications is the program *RescueTime*, which is either free or costs \$6 a month. The part where it is free is nice, but when the consumer wants to do more with the program, they need to pay \$6 every month? I just think this is still a little high for the price of a program that monitors what you do every day and shows you how you spend your time each day. For the more casual application/program users, I just want them to see that if they want to have the option of paying a dollar for more features in my app, they absolutely can—it is all up to the user on what they want and we are always listening! With *Bobbie's Organizer*, I wanted to appeal better to the consumer by making the application free, but include some advertisements every once in awhile. The free version of the application would also only contain the basic elements of the full programs, but it would not be too stripped down so that the user does not feel like they are required to pay money. Now, if they would like to receive the paid version of the application, which does not contain advertisements and adds the extra features that unlock the full potential of it, then they would only have to pay a very small fee of 99 cents. I feel that this is a fair price since we are just a start-up business and are making our first application. This price point would make us a very worthy competitor compared to the other various organizers on the market. I would say that there is at least somewhat of a demand in the Rogue Valley for an idea like this since I have seen and talked with a lot of the other stressed out students in and outside of school - they feel that they need to find a way to organize everything a bit better so that they can get things done the way and the order that they want to do them in.

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Sean Walters

I surely believe that my plan of creating this both simple and complex, reliable, convenient, affordable, and feasible organizing application for all ages and professions will offer the incredible community here in the lovely Rogue Valley an amazing opportunity to have a much more stress relieved life. I look forward to further discussing my ideas with you and would like to schedule a time to meet with you. You can contact me by email at walters601391@district6.org or by phone at (541) 292-1862. Thank you so much for this opportunity.

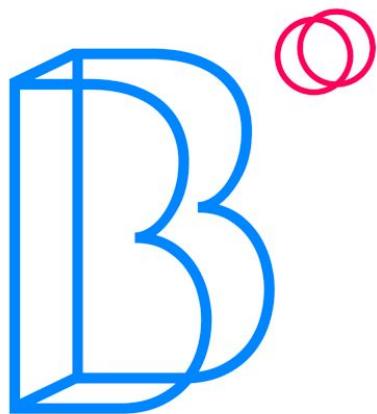
Sincerely,

Sean Walters

Bobbie's Things
Business Plan

Sean Walters

[Print Ad](#)



- BOBBIE'S THINGS -

Driving organized excellence.



Discover



Organize



Relieve



Repeat



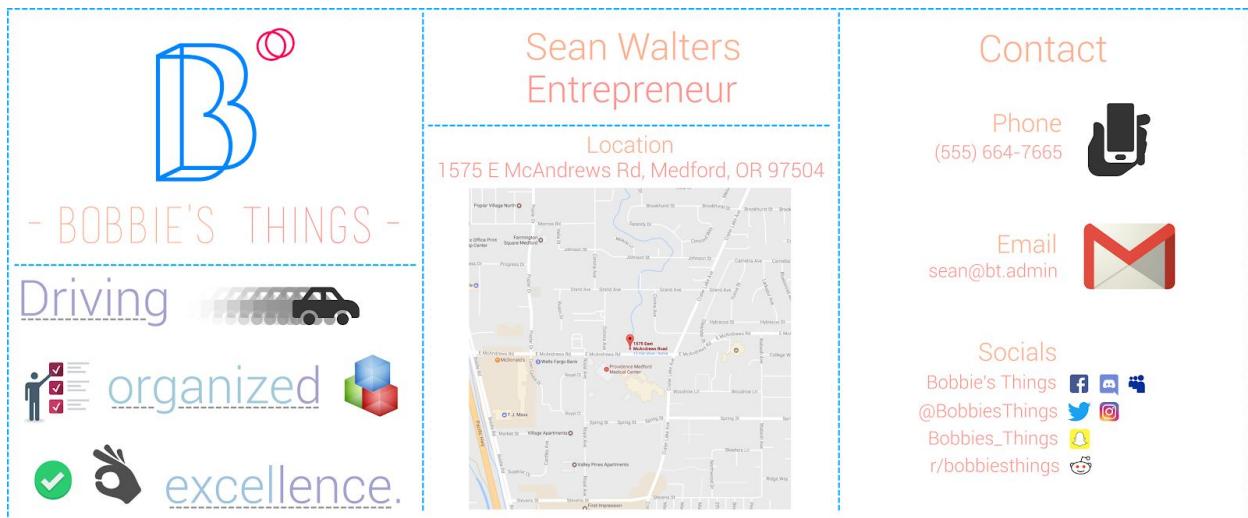
Call: (555) 664-7665

Bobbie's Things

Business Plan

Sean Walters

Business Card



Bobbie's Things

Business Plan

Sean Walters

Sean Walters
Entrepreneur

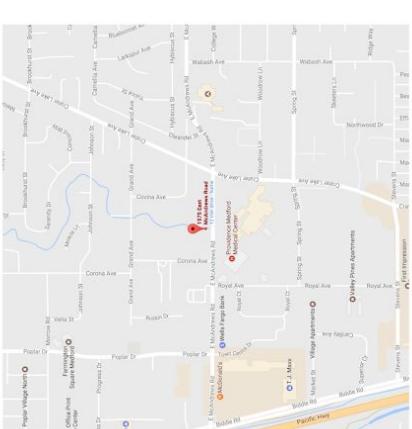
Contact

Phone
(555) 664-7665

Email
sean@bt.admin

Socials

Bobbie's Things
@BobbiesThings
Bobbies_Things
r/bobbiesthings



Driving

- BOBBIE'S THINGS -

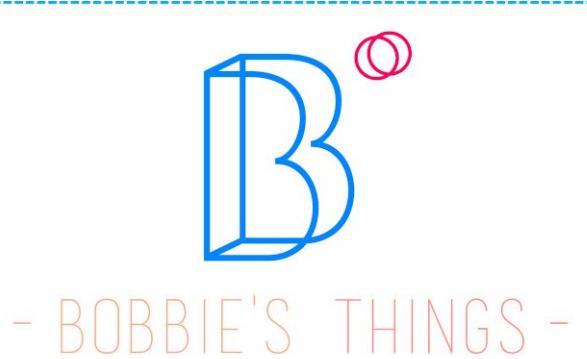
organized

excellence.

Bobbie's Things

Business Plan

Sean Walters



Driving 

 **organized** 

  **excellence.**

Sean Walters
Entrepreneur

Location
1575 E McAndrews Rd, Medford, OR 97504



Contact

Phone
(555) 664-7665



Email
sean@bt.admin



Socials

Bobbie's Things   

@BobbiesThings  

Bobbies_Things 

r/bobbiesthings 

Bobbie's Things

Business Plan

Sean Walters

Business Plan Graphic

WHAT IS A BUSINESS PLAN ?

WRITTEN, PRINTED, OR ELECTRONIC MATTER
THAT SETS OUT AND HELPS ORGANIZE PLANS
FOR OBJECTIVES AND STRATEGIES TO ACHIEVE
A SUCCESSFUL FUTURE DESIRED BUSINESS .

HOW CAN IT HELP ?

A BUSINESS PLAN
WILL OUTLINE HOW EVERYTHING IN THE BUSINESS
WILL OPERATE AND FUNCTION AHEAD OF TIME
BEFORE ACTUALLY TAKING THE POSSIBLE RISKS.
IT CAN CHANGE THE INITIAL INTENDED BUSINESS AND PRACTICES.
IT CAN SELL POTENTIAL INVESTORS ON THE BUSINESS.
IT ASSURES YOU AND GIVES YOU CONFIDENCE.
IT INCREASES YOUR CHANCES OF SUCCESS.

MISSION SUMMARY DESCRIPTION IDEAS STEPS TOOLS

FINANCIAL RISKS COMPETITION STRENGTHS WEAKNESSES

CONTEXT CONTRACTS OPERATIONS INFORMATION DEVELOPMENT

RESEARCH DEMOGRAPHICS COMMUNICATION MARKETING STRATEGY COSTS ?

WHAT TO
INCLUDE
IN IT

Selection Questions

What do you like to do with your time?

- In my free time, I am usually just doing homework, but if I was to make a business that has to do with what I like to do, I would say that I do a lot of organizing in my time, with all of the homework, schoolwork, chores, and other important things in my everyday life. Sure, I enjoy doing some other things, such as guitar, schoolwork, and other small things, but I feel much more comfortable making a more broad interest of mine into a business since then this way, I will be able to create more room for some creativity to expand the business itself.

Which of your hobbies or interests are marketable?

- Out of the few hobbies and interests that I have, I feel that only a couple are really marketable and I would say that organizing is what I would choose to do since it actually is a very big problem that people want to fix so that they can have a much easier life, but there are not any great options out there that they have found yet. I do not want to choose my other interests in my life such as guitar, doing schoolwork, and some other things since they seem to require more creativity to make an actual “business” out of them—and so I would just choose to make a much broader and general idea of creating an organizer through the form of an application/program.

What technical skills have you learned or developed?

- I have learned and developed more efficient ways to organize things and I feel that I there could be many other better ways to organize daily tasks and other important things like that, that people need to keep track of, in a form that is very simple and easy for people who are just usually casual about those kinds of things in their life (and people who are not) to use. I know it is broad, but it is the only thing I could think of to do as a business that I am personally connected to in a way since I have this same problem that my customers would have so I could have the same frame of mind as them and then fix and add anything that is necessary to the application/program that I am creating for organizers.

What are your key personal strengths--what are you better at than anyone else?

- I am always very humble when addressing these types of things in my life with others, but if I had to list some of my key personal strengths, I would say that I feel that I am better at focusing on something and getting it done, compared to others. Sure, I may not be as fast as them, but I am certainly more efficient and methodical than all of the others most of the time. I can spend a lot more time creating a much bigger and nicer piece of work that has a lot more attention to detail than others can, and that kind of attitude/quality shows in my various work all of the time in my life.

What do others say you are good at?

- Other people just say that I am smart and can solve things well. Nothing much really that I want to reflect on because I notice (and others tell me) that I am quite humble about the nice things that I can do and accomplish. People will just say that I am a smart kid because I can solve problems fast sometimes and when I take my time, I can overachieve the whole thing and overwhelm the reader or observer. Other things that people will say about me are that I am good at guitar and that I am good with technology. The latter could really help me out with creating a business in this digital age since I am thinking that my “business” in this assignment will be more on the “digital side” compared to other businesses—for example, it is not going to be at a [physical] “location” in particular (unless you count the app store on people’s phones as a “location”) because the product/service I am creating will just be an organizing application/program, but I guess that maybe I would have a spot/location for the business itself and a place to “create” the product/service that I want to create for my business. My business will just be much more “technologic” when compared to others.

Thinking in terms of quality, professionalism, and consistency - what is your favorite business? Please describe why.

- I would say that a good business should consist of a nice, clean look to their building or website or whatever it is that the customers will be seeing, great customer services, both online and in-store (maybe even out-of-store - employees that will go to the customers house to assist them), and a good business should have professional employees that represent the business greatly in a very positive way. A business should have these things because then this way, they will have even better business. My favorite business, based on how the business is itself and how it operates, I would have to say is Best Buy because they have great, reliable customer service, awesome employees that are always very helpful, and their stores are always in pristine condition.

What could you see yourself actually enjoying doing every day and can you form a business around it?

- Well, if I had to make a business that is based on an interest that I do and work with almost all of the time, I would just choose to make a business based on helping people organize things through maybe some kind of application or program. I could see myself creating a type of organizer every day and working on it as a business for helping others help themselves. I could just see myself forming a business around that exact goal of mine for this whole entire business plan/assignment, with the help of friends, family, and other important business people if I were to actually do it. This is all totally plausible for me, but then again, I am not a huge entrepreneur/business person that wants to lead really, even though I can—I just choose not to usually.

If you select multiple businesses, rank them in order. If you cannot see yourself owning a business, come up with one you would be comfortable working with as we go into detail in writing a business plan.

- I would be comfortable working at any business that I could enjoy working at, at least somewhat, and where I can actually get good at what I am doing there because then I will enjoy what I do for a living and make money doing that. I do not want to choose any specific business since I am not very picky right now for a certain business or category of business, but maybe some will be preferable than others to me. If I absolutely had to choose a certain business that I would be comfortable working at/with, I would choose Best Buy because they seem to have a very nice working environment and I would bode well working there since I would say that I am very knowledgeable in technology and I can be quite comfortable working with others and helping others with these types of things in a store that have to do with technology. But then again, I am not entirely sure at all about what exact business I would see myself being super comfortable working at/with. We will just have to see in the future I suppose.

Selection Story

The other day after school, I was so flustered with all of the homework that I had received from the teachers that day, along with the numerous chores I still had to do, and then even my own personal needs and problems, that I decided to finally look for a nice, easy way to organize all of the tasks of mine that I wanted to keep track of, so I would never forget something important ever again and have to worry about it.

That's when I discovered *Bobbie's Organizer*, an application that can keep track of any task that you may need to remind yourself of. I noticed the beautiful logo of the app as I pressed down on it to look into it some more. From the screenshots, the app looked very clean and kept everything very neatly organized for tons of different tasks. As I began downloading and installing the app, I looked at some more of the wonderful pictures and checked out some reviews of the app. *Bobbie's Organizer* had gotten an average rating of 4.8 out of 5 stars, which is a great sign for an app. As I continued to scroll down, I saw some of the other apps the creators had made and decided to keep them in mind as I went to try out the organizer app.

Bobbie's Organizer had downloaded and installed very quickly, I noticed, and when I pressed down upon the icon of the app to open it up, a beautiful animation of color exploded across the screen and invigorated my hungry eyes. After the animation had finished, a very simple interface was presented to me. I filled out the very brief optional information that they had recommended to do and continued on through the app. I realized that I could set reminders through many, many different ways, from using just my voice to using a screenshot or picture. And I didn't have to only set reminders to remind myself about things, I could make notes and list things that I needed to do, but didn't have a certain set time to have it done by, such as "eat more bread" or "smell more" - broad things pretty much. *Bobbie's Organizer* truly offers an awesome organizing experience.

The only caveat in *Bobbie's Organizer* was that, of course, the company needs to make some money somehow, so there were some ads, but it was pretty light on them throughout my experience. Also, I was using only the free version, which only contains the more basic features and ads of course, but if you want to have more advanced features in the app and no ads at all, you can pay just a dollar. I saw a message pop up telling me this, after the second time of launching the application, and so I decided to go ahead and get the paid version since it was only a \$1 and will help me out a lot. Now I have a whole ton of options that I can choose to go through if I would like to at my fingertips with just a simple press of a digital button on my phone's screen. This paid version of the whole application was even linked up to my *Bobbie's Account*, so if I

Bobbie's Things

Business Plan

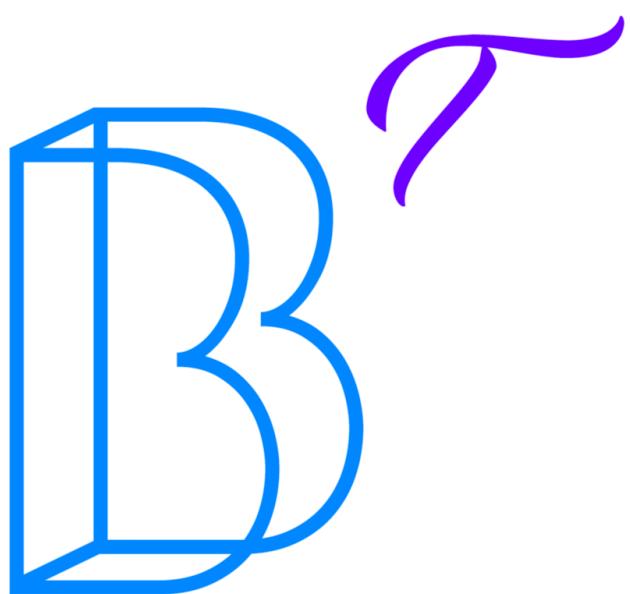
Sean Walters

would like to use the paid version of their app on my computer, laptop, or tablet, I could—all I had to do was sign-in on my account and they would recognize that I had the paid version. It even links up my settings and organized tasks through my account for every device I use and sign-in on with the same account. It is amazing! This app has almost completely removed the stress from my life. Now the only stress left in my life is the stress of completing the tasks themselves!

Yesterday, when I was using *Bobbie's Organizer*, I did run into one problem. I had accidentally deleted a task of mine and I could not remember what it was at all. Thankfully, there was actually a support link in the app for their company. With a few presses on the thin luminescent screen of my phone, I was speaking with someone about my problem. I had the choice of speaking with someone over the phone or text (chat messages), and I went with just chatting (digitally). A representative was there to speak with me in just seconds and they helped me solve my problem in just under a minute. I never knew that there was trash/recycling bin within the app so I can essentially undo any actions that I had done in the app, like deleting an important task that I wanted to keep track of. I cannot believe that I am still discovering new things inside this tiny app each and every day! Also, it is absolutely insane to me how the developers are still creating new features for both the free and paid versions of the app. Now, I can allow *Bobbie's Organizer* to go through any emails of mine and automatically find things that I may need to keep track of and it creates a temporary reminder for me to either keep or throw out. I can also allow *Bobbie's Organizer* to organize things in other apps and even my home screen. After it makes its changes, it shows me screenshots before and after so I can determine whether I would like to keep the changes or not, which, I think is, really cool.

There are a lot more features to this app, but I really should be ending this soon. I believe that this app—*Bobbie's Organizer*—is the absolute best organizer app out now! I will be recommending this amazing app to all of my friends who are in need of organizing anything they may need to track of because of how beautiful and expertly crafted the app is, and also because of how it works and how the developers who made the app itself actually care about it and their users, even after making money a lot of money off of the project. I am going to go install and try out their other apps right now, goodbye!

Business Logos



Bobbie's Things
Business Plan

Sean Walters

