* 3 sentence (tiers) business plan:
  + Product: It’s not an easy to let the communication between people, brands and other entities (companies, hospitals, institutes, and etc.) more reliable than now. Why only the communication done via text, voice in a direct channel. There are also a lot of things to be send and a lot of dimensions to move through like place and time. We developing a mobile application to allow send and discover reliable messages across map. For example a user can send a complaint to a specific branch of a brand by virtually access the branch point. Also brands can spread their bottles (discounts, offers, advertisements) across map to target users in specific locations.
  + Marketing: The marketing of the application will be through app store search and publicity, our website and social sharing, social companies, referral and users invitations.
  + Finances: Revenue will come from selling a business bottles to brands and entities to allow them reach and target a larger number of people and wider places. Also it will come from subscriptions of business brands or entities (There are a plans for the business accounts to give them more privileges and features)

One Page Business Plan:

Product:

* It’s not an easy to let the communication between people, brands and other entities (companies, hospitals, institutes, and etc.) more reliable than now. Why only the communication done via text, voice in a direct channel. There are also a lot of things to be send and a lot of dimensions to move through like place and time. We developing a mobile application to allow send and discover reliable messages across map. For example a user can send a complaint to a specific branch of a brand. Also brands can spread their messages (discounts, offers, advertisements) across map to target users in specific locations.

Marketing:

* The marketing of the application will be through app store search and publicity, our website and social sharing, social companies, referral and users invitations.

Monetization:

* We need fund to outsource some important stuff like designs, IOS mobile application development and services hosting.
* Revenue will come from selling a business bottles to brands and entities to allow them reach and target a larger number of people and wider places. Also it will come from subscriptions of business brands or entities (There are a plans for the business accounts to give them more privileges and features)

Target Market:

* Smart phone users that need to get a full benefit of our app by discovering offers, discounts from there lovely brands.
* Smart phone users that want to communicate based on places to deliver important message for other user, brand, institute or a specific branch for a business.
* Smart phone users that want to check and interact with the public live event.
* Brands that want to target there followers or others with their new offers, discounts, and advertisements in a specific geographical areas.
* Entitles (like hospitals, educational institutes or etc.) that want to provide services for the users, like getting support tickets or suggestions or complains around their branches across the earth or held an events and made people live interact with (For example send a specific gifts, or stuff to the event attenders only or receive questions and suggestions from the event attenders).

Size of opportunity:

* The app can reach over 500K downloads in the first year on Android, and then accelerate after finalize the IOS app to reach 1 million download on android and 500k download on IOS after 1.5 year.
* There are a big opportunity to get a big revenue stream from brands and entities by selling business bottles and subscriptions.

Team:

* We are a 3 members:
  + Ahmed Marzouk (Founder and CTO)
  + Ahmed Saied (Co-Founder and operation manager)
  + Mustafa Aboukir (Co-Founder and project manager)
* We will outsource some work like designing, IOS development.

Previous Funding:

* None

Costs:

* Outsource logo design: $200 - fixed
* Outsource UX and wireframes designs for android application: $300 - fixed
* Outsource some android mobile development: $500 - fixed
* Outsource IOS mobile development: $3000 – fixed
* Salaries (for freelancer accountant and team members) – $500/m
* Marketing companies on Facebook and google ads: $100/month
* App Monetization: $50/month
* Hosting and 3rd party integrations: $300 / month

Some Definitions:

* Business Plan:
  + Business Plan is not a theoretical thing, its quality is in its strategies and entrepreneurs love the implementation. So you should create a high quality strategy and implement it.
  + Business model: Is all the strategies working together with one another not by themselves for example if you have a marketing strategy, this strategy should fit will with your product and integrate with other strategies in the model.
  + Business Plan: Is the outline of business model.
  + Don’t buy a business plan templates and copy and paste info in their without knowing what to do.
  + In your first way, you should got a mentor or cotch to tell you if your strategies are good or not.
* When you need a business plan:
  + Always have a plan to help find mistakes early cause finding mistakes late is costly.
  + When someone ask you for a business plan.
* What is business model:
  + It’s not a revenue or profit model only, it contains many components working together to create optimal model and develop on it through the lifetime of the business.
  + Difference between business plan and business model. The business model is the mechanism through which the company generates its profit while the business plan is a document presenting the company's strategy and expected financial performance for the years to come. In other word Business Model is the strategies and Business plan is the document to outline those strategies.
  + Business plan Vs. Business model canvas: A business model is best presented through a business canvas which is usually only one page and illustrates how a company creates, delivers and captures value by presenting the interactions between the different parts of the company. There is also a business plan which full detailed outline every strategy. There are also some other techniques like: 3-tier (sentence) business plan, one-page business plan, lean canvas.
  + So we can outline a business model using:
    - Business Plan.
    - 3-tier business plan.
    - One-page business plan.
    - Business model canvas.
    - Lean canvas.
* How long should a business plan be? What writing style you should use?
  + Pre-Launch BP should be short (Min. 1 to Max. 10 pages)
  + Mature businesses BP is longer (between 15 to 25 page)
  + Write clean effective points.
  + Ask entrepreneurs or the entity that want the BP about its expectation and pages number.
  + Write the valuable words and sentence only not everything even if the plan will be only one page.

Business plan sections:

1. Executive Summary Section:
   * An executive summary of a business plan is an overview. Its purpose is to summarize the key points of a document for its readers, saving them time and preparing them for the upcoming content. Think of the executive summary as an advance organizer for the reader. Above all else, it must be clear and concise. But it also has to entice the reader to read the rest of the business plan.
   * This is why the executive summary is often called the most important part of the business plan.
     + A typical executive summary for a startup company includes the following sections:
     + The business opportunity - describe the need or the opportunity.
     + Taking advantage of the opportunity - explain how will your business will serve the market.
     + The target market - describe the customer base you will be targeting.
     + Business model - describe your products or services and and what will make them appealing to the target market.
     + Marketing and sales strategy - briefly outline your plans for marketing your products/services.
     + The competition - describe your competition and your strategy for getting market share. What is your competitive advantage, e.g. what will you offer to customers that your competitors cannot?
     + Financial analysis - summarize the financial plan including projections for at least the next three years.
     + Owners/Staff - describe the owners and the key staff members and the expertise they bring to the venture.
     + Implementation plan - outline the schedule for taking your business from the planning stage to opening your doors.
   * For established businesses the executive summary typically includes information about achievements, growth plans, etc. A typical executive summary outline for an established business includes:
     + Mission Statement – Articulates the purpose of your business. In a few sentences describe what your company does and your core values and business philosophy.
     + Company Information – Give a brief history of your company - describe your products and/or services, when and where it was formed, who the owners and key employees are, statistics such as the number of employees, business locations, etc.
     + Business Highlights – describe the evolution of the business - how it has grown, including year-over-year revenue increases, profitability, increases in market share, number of customers, etc.
     + Financial Summary – if the purpose of updating the business plan is to seek additional financing for expansion, then give a brief financial summary.
     + Future goals – describe your goals for the business. If you are seeking financing explain how additional funding will be used to expand the business or otherwise increase profits.
   * Best way to write it:

Start by following the list above and writing one to two sentences about each topic (depending on whether your business is a startup or an established business). No more!

The Easy Way of Writing One

Having trouble getting started?

The easiest way of writing the executive summary is to review your business plan and take a summary sentence or two from each of the business plan sections you’ve already written. If you compare the list above to the sections outlined in the Business Plan Outline, you’ll see that this could work very well.

Then finish your business plan’s executive summary with a clinching closing sentence or two that answers the reader’s question, “Why is this a winning business?”

For example, an executive summary for a pet-sitting business might conclude: “The loving on-site professional care that Pet Grandma will provide is sure to appeal to both cat and dog owners throughout the West Vancouver area.”

* + Tips for writing executive summary:
    - Focus on providing a summary. The business plan itself will provide the details and whether bank managers or investors, the readers of your plan don’t want to have their time wasted.
    - Keep your language strong and positive. Don’t weaken your executive summary with weak language. Instead of writing, “Dogstar Industries might be in an excellent position to win government contracts”, write “Dogstar Industries will be in an excellent position...”
    - Keep it short - no more than two pages long. Resist the temptation to pad your business plan’s executive summary with details (or pleas). The job of the executive summary is to present the facts and entice your reader to read the rest of the business plan, not tell him everything.
    - Polish your executive summary. Read it aloud. Does it flow or does it sound choppy? Is it clear and succinct? Once it sounds good to you, have someone else who knows nothing about your business read it and make suggestions for improvement.
    - Tailor it to your audience. If the purpose of your business plan is to entice investors, for instance, your executive summary should focus on the opportunity your business provides investors and why the opportunity is special. If the purpose of your business plan is to get a small business loan, focus on highlighting what traditional lenders want to see, such as management's experience in the industry and the fact that you have both collateral and strategies in place to minimize the lender's risk.
    - Put yourself in your readers’ place... and read your executive summary again. Does it generate interest or excitement in the reader? If not, why?
    - Remember, the executive summary will be the first thing your readers read. If it's poorly written, it will also be the last thing they read, as they set the rest of your business plan aside unread!
  + Conclusion from the course: The executive summary goal is to get the reader exited by introduce the business and what’s unique about it.
  + Example on it for BottleSecret (Will use the 3-tier as executive summary):
    - Product: It’s not an easy to let the communication between people, brands and other entities (companies, hospitals, institutes, and etc.) more reliable than now. Why only the communication done via text, voice in a direct channel. There are also a lot of things to be send and a lot of dimensions to move through like place and time. We developing a mobile application to allow send and discover reliable messages across map. For example a user can send a complaint to a specific branch of a brand by virtually access the branch point. Also brands can spread their bottles (discounts, offers, advertisements) across map to target users in specific locations.

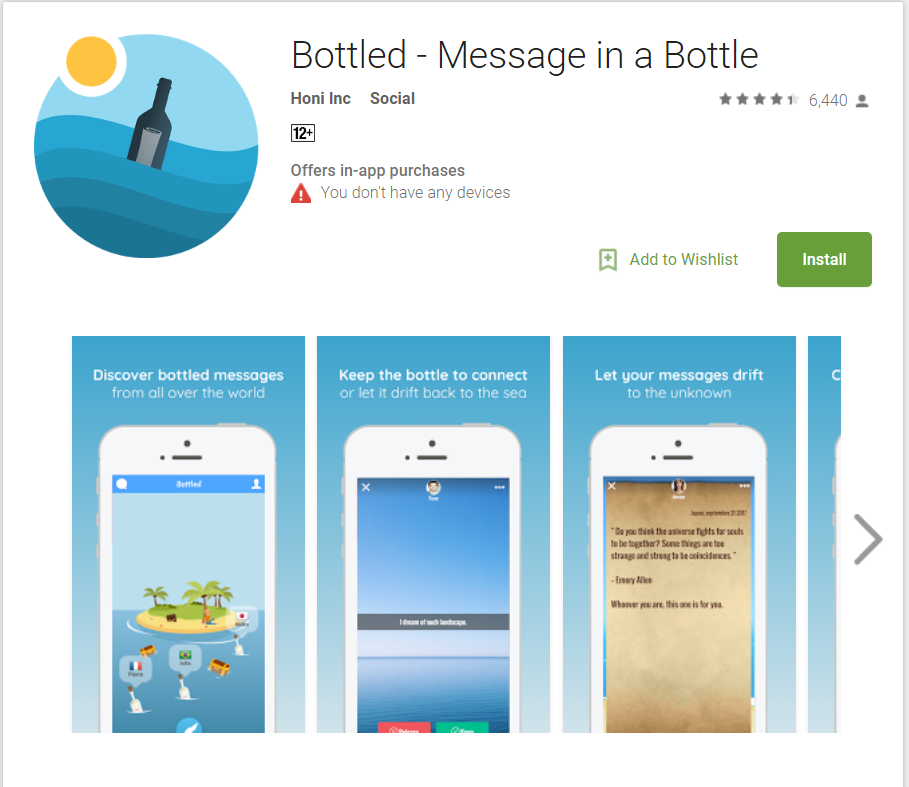
The marketing of the application will be through app store search and publicity, our website and social sharing, social companies, referral and users invitations.

Revenue will come from selling a business bottles to brands and entities to allow them reach and target a larger number of people and wider places. Also it will come from subscriptions of business brands or entities (There are a plans for the business accounts to give them more privileges and features)

1. Product or Service section of the business plan:
   * If there is no product or service so there is no business, so clearly specify your business.
   * Specify the values (benefits) and the segments (to whom).
   * Explain how it works.
   * What’s unique/different to your product.
   * Should be practical (or you should have a verification that you can implement it practically) and you can do that using MVP (Minimum viable product) so you can launch early and get early and very helpful feedback.
   * Get feedback from friends, peers, industry experts, potential customers.
   * So create MVP > get feedback > increase your features based on the feedback (Very good fit with agile).
   * Don’t debate feedback and listen to the feedback carefully.
   * What Is Included in the Product and Services Section of Your Business Plan?
   * The product and services section of your business plan format discusses your product or service, why they're needed by your market, and how they compete with other businesses selling the same or similar products and services.
   * Your product and services section should include:
     1. A description of the products or services you are offering or plan to offer.
     2. How your products and services will be priced.
     3. A comparison of the products or services your competitors offer in relation to yours.
     4. Sales literature you plan to use, including information about your marketing collateral materials and the role your website will play in your sales efforts.
     5. A paragraph or so on how orders from your customers will be processed or fulfilled.
     6. Any needs you have to create or deliver your products, such as up-to-date computer equipment.
     7. Any intellectual property (i.e. patent) or legal issues you need to address.
     8. Future products or service you plan to offer.
   * Tips for Writing the Product and Services Section of Your Business Plan:

This section of your business plan should excite those you're hoping will fund your business or work with you. To that end, here are a few tips to create a product and services section that appeals to the reader:

* + 1. Indicate why your product or services are needed. Especially if you're venturing into a new concept or invention, or a place were there is no current market, you need to explain the need for your produce or service.
    2. Highlight your features. A crucial part of success in business is being able to set yourself apart from businesses that sell the same or similar products and services. What features, such as price point or level of service, do you offer that is unique to you?
    3. Focus on benefits. Unique features are important, but even more so is how those features provide value to consumers. Translate your features (i.e. faster or cheaper) into benefits (i.e. get it now or save money). The goal is to highlight how your product or service will fix a problem or improve a client or customers life.
    4. Be clear and concise. Don't let your business plan get bogged down in too much description and information. You can even use bullets or numbered lists.
    5. Show off your expertise, experience, and accolades. You not only want to describe your products and services, but also share why you're the best to provide them. Include anything in your education or experience that makes you the expert in this business. If you have testimonials, awards or endorsements, share those. Finally, if you've applied for a patent, copyright or trademark, include that as well.
    6. Be the expert but talk in layman terms. You should know your product/service and industry well, but don't expect your potential funders and partners to have the same level of knowledge. Assume the reader doesn't know as much as you when you explain what you're offering. Avoid acronyms and jargon when outlining your products and services.
    7. Indicate anything extra special about what or how you'll provide your product or services. Will you be offering a special guarantee or refund policy? Do you have a quicker or more unique way of delivering your product or service?
    8. Write as if you're talking to your customer. While you don't want to write an advertorial, you do want to be customer-oriented when you write your product and services section.
  + BottleSecret Example:
    1. It’s not an easy to let the communication between people, brands and other entities (companies, hospitals, institutes, etc.) reliable more than now. Why only the communication done via text, voice in a direct channel. There are also a lot of things to be send and a lot of dimensions to move through like place and time. What about sending money, donations, offers, discounts, ads and other reliable and powerful things within time and location in mind. We are developing a mobile application to allow send and discover reliable messages across map. For example, a user can send a complaint to a specific branch of a brand. Also, brands can spread their messages and events (discounts, offers, advertisements) across map to target users in specific locations.
    2. We are targeting two segments with a unique value for each:
* Segment: Android and IOS mobile users that want to communicate based on time and place and get the most benefit of other users, brands and entities by discovering and interacting with events and bottles from the others.
* Values:
* Allow users to communicate via different dimensions, taking their places in account to get the most benefits of the communication.
* Users can see and interact with real time events (Global, Community related, Brand related, User related), that they interested in.
* Users can discover and receive a lot of benefits (messages, Offers, Discounts, Advertisements, etc.) from other users and brands.
* Segment: Brands and entities that want to reach to a maximum number of their potential customers in many places and markets. And want to provide services to their customers like collect a support tickets or feedback based on a place (Branch/Event).
* Values:
  + Brands can easily reach their potential customers via accurate geographical targeting
  + Brands and users can hold live events (based on location) to allow other users interacting with, in real time, which will increase profit and Awareness.
    1. Our product will contains:
       1. BottleSecret Mobile application for normal users (Android and IOS).
       2. BottleSecret For Business (For brands) (Android & IOS)
       3. Website contains landing page and interface for business users to manage their accounts.
    2. Our product’s business model is a blue ocean and we don’t have a direct competitor, but after making a market analysis there is one potential competitor:
       1. Bottled App on IOS and Android:



* + - 1. Bottled description:

Make new friends, learn new languages and discover new cultures.

Try the modern version of sending a message in a Bottle - a new way to meet people!

Bottled allows you to send a message to anyone, anywhere in the world.

However, your messages will be received by one unique individual (or eight if you have the help of the Octopus)!

Depending on the content of your Bottled message, the recipients can decide whether or not to keep it.

If your Bottled message is kept, you will be able to chat with each other.

If your Bottled message gets released, your bottle will float back into the sea to be received by another random stranger!

* + - 1. Bottled Segments:

Bottled target only 1 segment which is IOS and Android users that want to chat and communicate with each other.

* + - 1. Bottled Values:

Send a letter to someone somewhere in the world.

Chat with people from all around the world whom you have intrigued with your Bottled message

Keep your favorite Bottled messages and chat messages within your personal treasure chest

* + - 1. Comparison:

We think that the only intersection between the two business models is that both have the basic feature of putting a message inside bottle and send it on map. But we as BottleSecret have a very different and unique business model, we are targeting different segments and we try to provide a new way of delivering things between everyone on the earth not only for chatting purpose.

1. Company Stage Section in the business plan (Business )
   * Is at idea stage, or new company or running company.
   * If you are a running company then write:
     1. Achievements metrics
     2. Clients
     3. Revenue
     4. How many years in the business
   * Example:

Company Progress:

* Founded in 2016.
* 50-100% growth year over year in the first 3 years.
* 25% growth last year, due to saturation on Android and lack of growth in IOS.
* Next year focusing in IOS growth.
* Over 1,000,000 download.
* Revenue last year: $400,000

1. Your Market Size and how to calculate your target market:
   * Most common mistakes:
     1. Not to target everyone: You might want to sell to everyone, but some groups are best fit for your product or service, so you should gonna identify those groups.
     2. Don’t put a non-accurate percentage assumption like: If we just get 1% of our market, we will make millions of $. Instead know actually the numbers and try to get reliable forecasting as shown below.
   * Market size unit: Usually in $ (Sometimes with different units like people number or units sold number)
   * Some definitions:
     1. Target market: All possible buyers of the product.
     2. Addressable market: people you can actually reach with your marketing.
     3. Served market: People who are going to consume the product.
   * After narrowing down and knowing your demographics, Count the people that you can reach, and project your assumption on how much money they will spend on average.
   * How to get industry statistics:
     1. Big markets (EX: Travel) have industry stats publically available (You will almost find an accurate reports published publically for the market with 3 years before.).
     2. Can hire research firm (Not best for startups companies due to high cost)
     3. In Local business like Gym you should do a geographical analysis for people and areas around.
     4. Simple Example of market size section for a simple application (This will not work good if you targeting entrepreneurs cause in case of entrepreneurs, the market size should take in account a lot of things like that you will put money to gain market share):

**Size of opportunity** (In mobile apps sometimes they called market size with this name)

The full potential for the apps is reached when they dominate search and recommendation algorithms on both Android and iOS.

Just with dominating search, these apps can reach about 1,000,000 people per year.

Once the apps are widely recognized by the app stores they can get big publicity and app store features that would result in 100,000-300,000 more downloads per year.

* + 1. Important Links:

<http://www.buzinga.com.au/buzz/startups-guide-to-estimating-market-size-for-an-app-idea/>

<https://www.apppartner.com/write-business-plan-app-startup/>

1. Your target market and how to identify it:
   * How to identify?
     1. Demographics (Facts): age, marital status, income, education, where they live, other facts, etc.
     2. Psychographics (Hard to measure): Interests, passions, fears, needs, insecurities, motivations, desires.
   * You must know and understand your target market deeply and when you did:
     1. You will be able to create the exact product they really need.
     2. Promote to them in a way that reaches most of them and the marketing message resonates with them.
   * Simple Example: Market research & target market:

For BottleSecret application:

- Demographics:

* Largely under 40 years old (app users are usually younger)
* 35% US, 10% India, 5% UK, 5% Canada, 5% South Africa, 4% Australia, 4%
* Malesia, 3% Indonesia, 29% rest of the world including heavy leaning in the developing world since for many people there the smartphone is the only computing device they own.
* Low - medium income
* Medium - high education
* Married & Not married

- Psychographics:

* People who love offers and discounts.
* Don’t necessarily need to discover offers and gifts, just need to send or discover things from anonymous people.
* Prefer free things.
* Enjoys going online in the evenings.

For BottleSecret for Business application:

- Demographics:

* Companies with low and high revenue
* Startups and large companies.
* 25% US, 12% India, 3% UK, 5% Canada, 5% South Africa, 4% Australia, 4%, Malesia, 3% Indonesia, 29% rest of the world.

- Psychographics:

* Brands that need to held RealTime marketing campaigns based on location.
* Brands that want to held RealTime events and get real interactions with their attendees.

1. Marketing plan section:
   * Theory:
     1. Common mistake: We will promote our business with fliers, business cards, Facebook, Twitter. If yours like this: SUPER FAIL.
     2. After hearing the business pitch and understanding the business, investors want to see that you have insight and a solid plan for growth.
     3. What you need to cover?
        1. Branding: How you want to be seen.
        2. UVP (unique value proposition) for how you will differentiate from competition.
        3. Sales channels
        4. Growth channels.
        5. All of these with insights.
   * Practical example:
     1. Branding: more reliable connections in all dimensions.
     2. UVP: The value proposition as in the model canvas.
     3. Marketing channels:
        1. BottleSecret
     + Google and apple app store search targeting keywords like ‘messages, send, discover, bottle, offer, discount, events’.
     + Publicity and Public relations.
     + Social sharing.
     + Landing page.
     + Google SEO and AdWords.
     + YouTube marketing targeting potential audience, and sending them to the application.
     + Facebook and Instagram Campaign.
     + Podcast
     + Invitation, sharing and referral feature in the application.
       1. BottleSecret for business:
     + Google and apple App store search targeting keywords like ‘brand, marketing, target audience, potential audience, offer, discount, events’.
     + Tele marketing and E-mail marketing.
     + Publicity and Public relations.
     + Landing page.
     + Google SEO and AdWords.
     + YouTube marketing targeting potential audience, and sending them to the application.
     + Facebook and Instagram Campaign.
     + Podcast
2. Your revenue streams and how you will earn money (Monetization):
   * One Vs. Many revenue stream: What is usually a winning strategy is to find one amazing and effective revenue stream but also the many is good at some cases.
   * Revenue stream examples:
     1. Ads: Almost never make good money unless you reach great scale. People hate ads and it takes away from product quality.
     2. Selling and reselling products.
   * Try to make a long-term relationship with your audience.
   * Real world example: