# nojn

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# Business plan

**Business name:**  nojn

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### Address

1 Clounties Court

Malahide

Dublin

**CEO/MD name:**

**LinkedIn profile 1:**  ie.linkedin.com/in/ronimmink

**LinkedIn profile 2:**

**LinkedIn profile 3:**

**LinkedIn profile 4:**

**Website:**  www.bookbuzz.biz

**Industry sector:**  Consultancy

**Year established:**  2007

# Executive summary

## Purpose of this plan

Seeking 250K funding for MVP and develop user case. Already 10,000 people using the Android app.

## Product/services and benifits

Open data play, where people own there own data and can offer their data to interested parties on an exchange.

## Market opportunity

"Big Data" has increased the demand of information management specialists in that Software AG, Oracle Corporation, IBM, Microsoft, SAP, EMC, HP and Dell have spent more than $15 billion on software firms only specializing in data management and analytics. In 2010, this industry on its own was worth more than $100 billion and was growing at almost 10 percent a year: about twice as fast as the software business as a whole.

Developed economies make increasing use of data-intensive technologies. There are 4.6 billion mobile-phone subscriptions worldwide and there are between 1 billion and 2 billion people accessing the internet. Between 1990 and 2005, more than 1 billion people worldwide entered the middle class which means more and more people who gain money will become more literate which in turn leads to information growth. The world's effective capacity to exchange information through telecommunication networks was 281 petabytes in 1986, 471 petabytes in 1993, 2.2 exabytes in 2000, 65 exabytes in 2007 and it is predicted that the amount of traffic flowing over the internet will reach 667 exabytes annually by 2013.

## Financial summary (turnover)

**Current financial year:**  2014

**Currency:**  EUR

**Year -1 turnover:**

**Current year turnover:**  0

**Year +1 turnover:**

**Year +2 turnover:**

**Year +3 turnover:**

# Strategy

## Vision

Becoming the safe platform where people can control and own their own data.

## Milestones

Ensure funding of 250K
Reach 100,000 users in 2016
Trading platform of data making 100K profit in 2017

## Targets

150K turn over in 2015, 10,000 users
200K turn over in 2016, 100,000 users

## Purpose

To provide people with insights into what their data says about them and commercialise that data.

Privacy is becoming an issue. Big data is an issue. We want people to control and own their data, instead of the NSA, Tesco or other big data collectors.

## Passion

We are geeks that want people to take more control of their own lives and their own data and create an udnerstanding of the value of data

## Guiding principles

Transparency
Honesty
Mastery

Tell You about You from your real data
● actively seek avenues where your data can benefit You
● provide You with activity anonymity
● never collect your data to sell to anyone else
● never advertise external products or services
● respect your privacy
● educate, entertain and inform

## Positioning

We want to be the app on the black phone and the e-bay for personal data

## Resources

Team of 4 developers
25K of our own funding
10,000 users
Part of an active data community
Group of top nothc mentors and advisors

# Business description

## About your business

The problem we are solving is collecting and understanding the data you create - big data companies are mining the information you create to manage and influence you for profit. Because this is their information, not yours and it is spread across a disparate number of sources making it hard to access or control.
It is a problem - technically anyone that uses a smartphone. Open Data Advocates, Open Source Movement, privacy movement, the security conscious, The Internet Political class, data enthusiasts, researchers and the lifelogging/quantative self movement.
We think that movement is growing and that there is space for a trusted platform that helps you to manage your own data and if you so wish, allows you to commercialise your data to for example Tesco, Amazon, etc.

## Description of the business model

The business model is unclear. There is a variety of options:
- charge for the app
- charge for commission on the data exchange
- sponsorship as part of anti-movement (anti Tesco club card)

## Vision and mission

In 5 years time we are a well established brand that has given ownership of personal data back to the people and have inverted the data market, by given individuals to control their data, data sharing and data understanding.

# Managment team

www.Allirelandchaffeurtours.com

* Target audience are 55+ (very) rich Americans
* In future also focus on Chinese market (different language versions?)
* Bigger font for easy read
* The video hits all the buttons https://www.youtube.com/watch?v=lOI0ojXmfTQ
* Key words: family business, care for details, customized, personal service, the best, safe, comfortable, Ireland
* She has some cracking testimonials
* Not sure Twitter is a medium
* Want to introduce E-zine with current client base
* Not sure which pages are most popular

What seems to really work it capturing details and an immediate follow up by phone call. She is getting at least 5-6 inquiries a day and it is growing, so the contact form seems to work. There two contact forms, both are used equally.

A lot of works goes into the customization of the tours, so any ideas on how to streamline that would be appreciated. Because so much time is needed to do that, there is a need to qualify leads.

The conversion rate from enquiry to booking is very high.

The packaged tours do not seem to work, apart from the Northern Ireland tour.

She has bought quite a lot of stock photography, which can be used

# Products and services

The application system consists of an internet based account server and native mobile and
desktop clients. Users create accounts once either online or when using the device app for the
first time. By connecting all devices of the user to a single account, an activity stream can be
constructed from data collected for all user devices. It is possible to use the mobile applications
with data about a single device without accessing the account server. Aggregated activity
streams across devices require a server account. Client applications collect data while being
online and offline, and update the global user activity stream whenever a connection to the
account server is available.

Related to the goal of enabling users to monitor their device usage, transparency about data
submitted to the account server and strong privacy protection is paramount for the acceptance
of the application.

Software Architecture
The account server will be developed using web application best practices and deployed to
either a cloud web application hosting provider or own servers. Since the account server
requires no access for processing the data of monitored apps, it’s implementation poses no
major risk for development. The development team is free in their development decisions.
The client applications will be native applications to be able to access low level device APIs to
collect user activity data across apps (as opposed to from inside an HTML environment), and to
provide the necessary processing efficiency for nonintrusive
background processing of user
activity. They will communicate with the account server using standard internet data protocols
and encryption. Efficiency in terms of memory, battery and CPU usage is important since the
clients need to run alongside the user’s productivity applications.

App development
The client applications for the different target platforms will share a common codebase for core
functionality, extended with native usr experiences for the major target platforms. A common
analysis module will be developed for app usage monitoring that can be reused amongst various
client target platforms. The client user interfaces will be developed using native platform tools.

Opportunities & limits
Clients will collect user activity data by, in increasing order of detail, analysing log files, device
usage data and finegrained
semantic information provided by the user’s productivity applications
in cooperation. Basic usage information from log files and device usage statistics are available in
varying levels of completeness through the platform’s privilege management and elevation
system. Access to application specific data requires cooperation of the application vendor, but
delivers a much better understanding of the actual user behaviour. Processing specific
application data will incrementally be added over time according to when 3rd party application

# Target market

## Market overview

Oracle estimated the data market to be a 19 trillion market.

## Market needs

Open Data Advocates, Open Source Movement, privacy movement, the security conscious, The Internet Political class, data enthusiasts, researchers and the lifelogging/quantative self movement.

## Key customers

Key customers initially will be the open data geeks and the developer community

## Benifit to customers

Imagine an application that controls a bubble around you, where you control which information is shared and where you can collect information that you can sell to interested parties. A Watson version security guard of your data.

## Competitors

https://menthal.org

# Marketing plan

## Overview

Marketing & sales will consist of getting the app in front of users and partners and building
peertopeer referrals with a great user experience. Marketing will create content rich custom
messages by utilising social listening and data matching across social networks (linkedin,
facebook, twitter, Google+) . Marketing will engage in focussed and relevant conversations and
keep the story going for audiences with regular twories, videos, infographs, micro case studies,
sample newsfeeds and other supportive material positioned and shared across many different
groups. Free download and premium sales through Play store.

## Pricing

Free

sdflkgjhdfjkdjhklh

sdf;ghdsfkjgsdhjlkghsdljf

sdlfkgjhsdfglkjhsdfglkjhsdflkjhsdfglkjhsdfgjklhdfgsjklhsdfg

sdfkjghsdflkgjhsdf

## Promotion

Social Listening: Utilising tools such as tweetdeck & hootsuite to find commentary that
matches target audiences.

Viral: creating easily shared and accessible content that highlights the USP.

Traditional. Attending events and conferences, entering competitions and emailing
network connections.

## Sales plan

ArendJan
Majoor and John Graham will do media (webcare and public relations). They
will spread launch of the app in their social networks at Linkedin and Facebook. In this
way people get to know iTHINKi app and for sure will give it a try and refer to others.
2. Users will install app on their advice for free and will sign up for an account. They need to
set basic settings and will use app for first time.
3. Users can share app output to their connections by social networks like Facebook and
also in this way people get to know iTHINKi app.
4. New people who have received updates by social media about app will go to the app
store and will also download free version to give it a try.
5. Press will contact ArendJan
Majoor and John Graham to write about app, its founders
and their mission. New people who follow traditional media mainly will go to the app store
and will also download free version to give it a try.
6. If first trial experience is positive users will return to ITHINK app for second time and so
on.

## Competitive edge

## SWOT analysis

### Strengths

Team
Users
Idea

### Weaknesses

No business mode

### Opportunities

Big problem
19 Billion market

### Threats

You need data connections to transact (credit cards for example)
Security

## Distribution strategy

Partner journey
1. ArendJan
Majoor and John Graham will contact potential partners like Facebook and
Nike+ GPS. They will pitch app and show a working prototype.
2. Potential partners will want to know what we need from them and what will their benefit.
We answer that we need API like code and that their app will be shown in iTHINKi app
which makes it more popular and if they won’t make this happen people will demand for
it.
3. Potential partners will need to think about it. Meanwhile iTHINKi app only works with logfile
based on battery usage and usage time.
4. First potential partners (probably small ones who would like to get more popular) will want
to do a pilot with iTHINKi app.
5. Immediately we will add app data to ITHINK app. More potential partners will follow.
Partner Marketing
1. Traditional: Emails, meetings, calls to decision

# Research and development

## Roadmap

## R&D

Will be constantly evolving

## Patents, copyright, trademarks

None. Speed to market is crucial

# Operations and employment

## Employees

ArendJan
Majoor (Netherlands) takes role of fulltime CEO. He is strong in development,
organizing and managing business. He founded innovation platform Frismakers in The
Netherlands.
John Graham Archer (Ireland) takes fulltime role in research, product development and
marketing. He will keep the innovation pace going. He has helped start ups in achieving new
market entry and full profitability of business units in recruitment and social technologies. He
joined Social Referral company in 2011.
Mirko Boehm (Germany) takes role of CTO and will test technical feasibility and develop app
continuously. He is an experienced executive and software architecture specialist who is
interested in Free Software. He will assign developers, Dr. Karl Beecher, Chris Kühl and
Sebastian Sucker to this project. They work with their company Agile Workers.
Dr. Karl Beecher (http://www.linkedin.com/pub/karlbeecher/
38/164/261). Developer.
Chris Kühl (http://de.linkedin.com/pub/christopherkühl/
2b/39b/213). Developer.
Sebastian Sucker (http://de.linkedin.com/pub/sebastiansucker/
35/b8b/135). Developer.
Andreas Gebhard (Germany) takes role of agent and will help us 1 day per week with contacts
and advice in Berlin’s app scene. He founded Newthinking Communications and Re:publica.

## Locations and Facilities

This international team will have it’s headquarters in Berlin and also spend time in Amsterdam
and Dublin.

## Technology

## Managment structure