

# Entreprise & Investor



**Business Plan: Enterprise & Investor's people meet to a platform.**

**Team/Product Name: ENTIN**

**Owners: Enes, Anelya, Zehra**

# Company Description

Goals and Vision of the Company: Our company's goal is to create an online platform that connects investors and entrepreneurs from all around the world. Our vision is to facilitate the funding process and make it easier for entrepreneurs to find investors who believe in their vision and want to support their projects.

- Owners and their Qualifications: Our team consists of experienced entrepreneurs who have successfully launched and managed startups in the past. They have a strong background in business development, marketing, and technology.
- Product or Service Offerings: Our platform will offer entrepreneurs the opportunity to present their business ideas to potential investors and raise funds through crowdfunding or direct investments.



# Market Analysis:

**Market Characteristics:** The online investment industry is growing rapidly, and more and more entrepreneurs are seeking funding through online platforms.

Our platform aims to differentiate itself by providing a user-friendly interface and a wide range of investment opportunities for investors.

- **Market Trends and Forecasts:** According to recent reports, the global crowdfunding market is expected to reach \$300 billion by 2025, and the online investment industry is projected to grow by 25% annually.
- **Competition:** Our main competitors are platforms such as AngelList, Seedrs, and CrowdCube. However, we aim to differentiate ourselves by offering a wider range of investment opportunities and a more user-friendly interface.



# Marketing Plan:

**Reaching Customers:** We plan to reach customers through social media, online advertising, and word-of-mouth marketing.

- **Marketing Goals:** Our main marketing goal is to increase brand awareness and attract a large user base of entrepreneurs and investors.
- **Advertising and Promotional Strategies:** We plan to advertise through targeted online ads, sponsor relevant events and conferences, and leverage influencer marketing.
- **Sales Forecasts:** Our sales forecast for the first year is \$2 million, with a projected growth rate of 25% in the following years.



# Operational Plan

Conducting Operations: Our platform will be accessible through a web application and a mobile app, which will be developed by our in-house development team.

- Required Resources and Costs: We will need to hire additional staff, including developers, marketers, and customer support agents. We estimate our initial costs to be around \$500,000.
- Planned Project Stages: We plan to launch the platform in beta within the next six months, and then gradually roll out new features and improvements over the following year.



# Financial Analysis:



**Company Costs and Revenues:** Our projected costs for the first year are \$1.5 million, including salaries, marketing expenses, and operational costs. Our projected revenue for the first year is \$2 million, with a 25% growth rate in the following years.

- **Financial Forecasts and Planned Investments:** We plan to reinvest a portion of our profits into the development of new features and expanding our team. We also plan to seek additional investments to fuel our growth.
- **Planned Financing Sources and Capital Costs:** Our planned financing sources include venture capital, angel investors, and crowdfunding. We estimate our capital costs to be around \$5 million over the next three years.

# Management Plan

**Planned Processes and Management Structures:** The platform will be managed by a team of experienced professionals who will oversee the day-to-day operations and ensure that the platform is running smoothly. The team will consist of managers, software developers, marketing specialists, and customer service representatives. The platform will have a clear organizational structure, with each team member assigned specific responsibilities and tasks.

**Required Management Competencies and Skills:** The management team must possess strong leadership skills and have a deep understanding of the technology and startup industries. They must also be able to work collaboratively and effectively communicate with team members and stakeholders. The team should have a good understanding of the platform's target audience and be able to adapt to changes in the market.

**Planned Evaluation and Compensation Systems:** The management team will be evaluated on their ability to meet key performance indicators (KPIs) such as user growth, revenue, and customer satisfaction. Compensation will be based on performance and will be competitive with industry standards. Incentives such as stock options and bonuses will be offered to team members who exceed their performance goals. The company will also invest in the professional development of its team members to ensure they have the skills and knowledge necessary to succeed in their roles.



# Thank You

