

# **Note-ify Business Plan**

## **1. Sales Plan**

### **1.1. Targets**

- At least 10000 users first year
- First 100 paying customers in 2 years
- Over 1million users in 5 years
- At least 10000 paying customers in 5 years

### **1.2. Audience**

- Targeted at productivity enthusiasts
- Businesses and business people

### **1.3. Marketing**

- Online – facebook, google, productivity related blogs
- App stores (iOS, Android)
- Deals with phone vendors

### **1.4. Budget plan**

- Small team to maintain and enhance the backend + frontend. Outsource integration on mobile (iOS + Android).
- 3-5 people in local Romanian team => ~8000euro/month
- Local offices and supplies => ~2000euro/month
- Outsourcing mobile => ~2000euro/month

### **1.5. Business plan**

There will be multiple tiers of use:

- Free use will allow for 1000 personal notes, in up to 3 levels, and sharing them with up to 10 people
- First tier will allow unlimited notes and unlimited levels
- Second tier allows syncing and sharing notes between unlimited people (broadcasting)
- Third tier will pay for integration with other services and an API they can use for their custom tools.

### **1.6. Future development**

Cutting edge technologies could be used to improve the way notes are taken:

- Speech-to-text for dictating notes (once reliable enough)
- Machine learning for automatically creating notes and/or adding information from context.

## **2. Sales Pitch Ideas**

- Quick interface (shortcuts in web interface, gestures on mobile).
- Lightweight – fast app loading and displaying of information.
- Local caching – doesn't require an active internet connection to take a note – it will sync automatically when internet is restored.
- Powerful note structure – simply transform a basic note into a more complex set of notes if needed while keeping information cohesive.