# Xanadu Inc

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**Xanadu Business Plan**

**Overall Business**

**The overall business is to produce templates in Microsoft Word that can be used to add personal information and photos.**

**Children’s books**

**Health Guide**

**Home Owner Guide**

**Baby Book**

**Humorous Adult Story**

**Adult Birthday Greeting**

**Finished Product**

**“When the Easter Bunny Decides to Retire”**

**“Is This the End of Halloween?”**

**“When the North Pole Becomes Too Cold”**

**Two versions: One for Ages 5-8 and One for Ages 8-11**

**Products Partially Developed**

**“The Birthday”**

**Child Version**

**Adult Version**

**“Home and Health Guide”**

**The Template Process:**

**The idea is to provide an inexpensive vehicle for the purchaser to tailor, print and bind the story or guide. The templates are sized 81/2 X 11, designed with margins for various binding choices, and will come with instructions. The only purchaser requirement is some familiarity with Microsoft Word and the ability to get photos into personal computers. It is anticipated that the principal template delivery system will be the internet, although CD delivery is feasible for users of many stories or guides.**

**Competition - Related Products:**

**We have not been able to find this kind of book for photo insertion. There are children’s books that provide tailoring personal information such as name, city etc. but not photos. There are photo book products such as Shutterfly, but these do not come with a story or prepared text. The single form templates available within Microsoft are not competitive. Google has announced they are developing interactive children’s books with sound and animation, but there is no date for availability.**

**Approximately 40% of books purchased are e-books. Our template books can be in either e-book format (i.e. read on a screen) or print.**

**Pricing is a key advantage:**

**Photo books start at approximately $20.00 and can be substantially more. Children’s personalized books typically have a price of $15. to $20. It is anticipated that each template will have a cost of a dollar or two. Also, templates can be sold for multiple copies. (Say a school or medical system).**

**Packaging - Licensing Approaches:**

**Single household use: The parent/grandparent who wants a personalized children’s’ book or a living guide for their use.**

**We believe pre-schools and kindergartens will be very strong markets both as fundraiser tool and because their kids will love reading a story where they are featured. We believe building a book for the grandchild is ideal as an activity for senior housing.**

**For insurance agents and health care providers the Guides for their clients would have value. A Guide could contain “sponsor” information and used as a premium product.**

**Phase 1: (1-2 months)**

**Build Web Site:**

1. **Put all products on live for viewing. (PDF).**
2. **Add in e-commerce.**
3. **If possible create a way to e-mail a link to the Word items ordered upon receiving the order. If this cannot be done staff will need to manually e-mail links.**
4. **A discount code will be included in the e-commerce choices.**

**Finish Organization:**

1. **Renew Xanadu corporate filing.**
2. **Choose web – trade name.**
3. **Capitalizion.**
4. **Set up accounting.**

**Products:**

1. **Outside review of stories and instructions.**
2. **Finish Health Guide and the Adult Birthday Greeting Story.**
3. **Hand produce 100 CD packages.**
4. **Create marketing flyer.**

**Secure Funding:**

1. **Contact naturals for potential partnership.**
   1. **Office Supply Companies (Staples and Office Max). Production requires covers, paper, ink or printing. Sell program at office service areas. Use a POP in stores.**
   2. **Children’s book publishers. Build a book, Beaver Press, Disney Books, Highlights and major children’s publishers.**
   3. **Photobook companies: Should be interesting to Shutterfly competitors.**
2. **Active equity partner.**
   1. **Skills in social media and other marketing.**

**Economics:**

1. **Start of financing phase 1 $50,000 funded by principals and work product.**
2. **Phase 2, $75,000. Rent office, advertising, hire marketing person.**
3. **With sales of $500,000 to $1,000,000 expenses should equal approximately 20%. By phasing overhead there should be net income for the first year.**
4. **Phase 3, Expansion to other English speaking countries.**