

## Off-duty Systems

### MOTTO:

To enable you own and monitor your assets remotely

Business Plan

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Contact Information

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Table of Contents

Executive Summary 1

Opportunity 1

Expectations 1

Opportunity 3

Problem & Solution 3

Target Market 3

Competition 3

Execution 4

Marketing & Sales 4

Operations 4

Milestones & Metrics 5

Company 6

Overview 6

Team 6

Financial Plan 7

Forecast 7

Financing 9

Statements 10

Appendix	13
Profit and Loss Statement	13
Balance Sheet	15
Cash Flow Statement	17

## **Executive Summary**

### **Opportunity**

### **Problem Summary**

One needs various requirements e.g (skills,land,time,capital,labour) to be able to own cattle which is not possible for many

### **Solution Summary**

Enabling people of different capacities to own cattle remotely.

### **Market**

Youth in Uganda who are over 7,310,386.

### **Competition**

Jaguza

### **Why Us?**

Wamani Jacob is patient and passionate to solve communal problems using technology and Ainabyoona Jacqueline is determined once she has the capabilities of using the knowledge she has.

We are all technically strong partners ,we are not afraid of any technological challenge.

### **Expectations**

#### **Forecast**

### **Financing Needed**

## **Opportunity**

### **Problem & Solution**

#### **...Problem Worth Solving**

### **The problem**

Inadequate land .The total surface area of Uganda is about 241,500 km<sub>2</sub> of which 194,000 km<sub>2</sub> is land, and the rest is open water and wetlands. Rangelands occupy a significant proportion of the total land area estimated at 84,000 sq km (43% of the total land area). There is an increase in population which demands for food which leads to more arable land

### **Our Solution**

Enabling people of different capacities to own cattle remotely.

### **Why**

.Because we shall use technology , best animal husbandry practices to raise their cattle and we are saying you don't need to own land to raise cattle.

### **Target Market**

#### **Market Size & Segments**

**Youth** in Uganda who are of age(18-35) , middle income earners(Uganda's middle-class comprises people whose per capita daily consumption expenditure is between \$2-\$20 (Shs 7,300–Shs 73,000) which is about 8.3 million Ugandans (22% of the population)

### **The landless**

Who have less or no land.

### **Market groups**

Youth

Landless youth

**Competition**

None

**Current Alternatives**

Through friends and family

**Our Advantages**

Those without grazing land for keeping their cattle can trust us with that responsibility hence with or without grazing land, one has the opportunity to own cattle.

**Execution****Marketing & Sales****Marketing Plan**

Social Media

Online markets

Influencers like religious leaders

**Sales Plan**

The youth who are middle income earners and those that are technology adept.

They earn little ,so they want to invest that money somewhere else. And are in need of financial security e.g proper housing , vehicles , education of their children.

And also the people who really want to own cattle but don't have land .

**Operations****Locations & Facilities**

FortPortal

**Technology**

A website , Internet of things (zigbee , Lorawan) , mobile app will be done later.

**Equipment & Tools.**

Ear tags , cameras , drones

## **Milestones & Metrics**

### Milestones

Build a prototype

Validate our business idea

Set up a business account

Choose our legal structure

Find a mentor

Complete our business plan

Secure funding