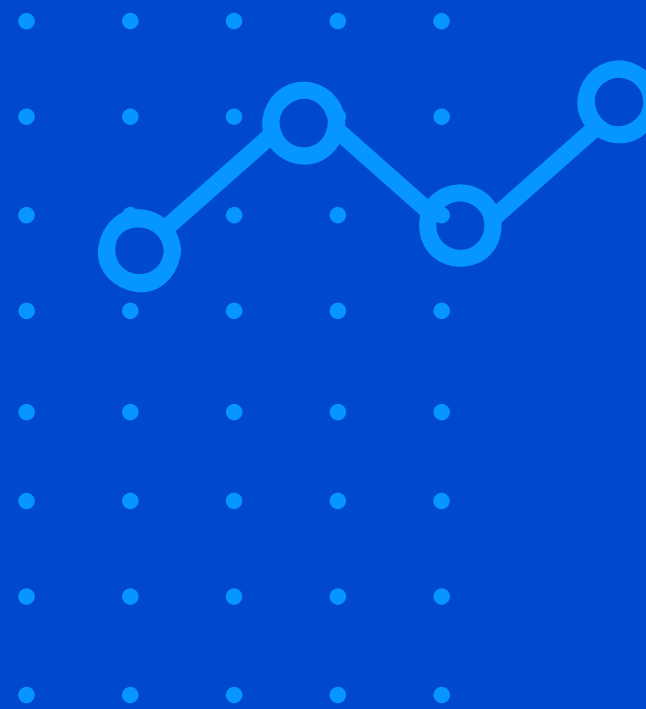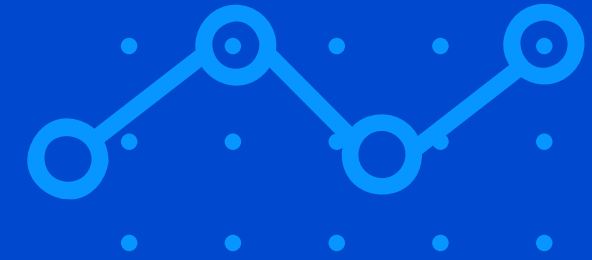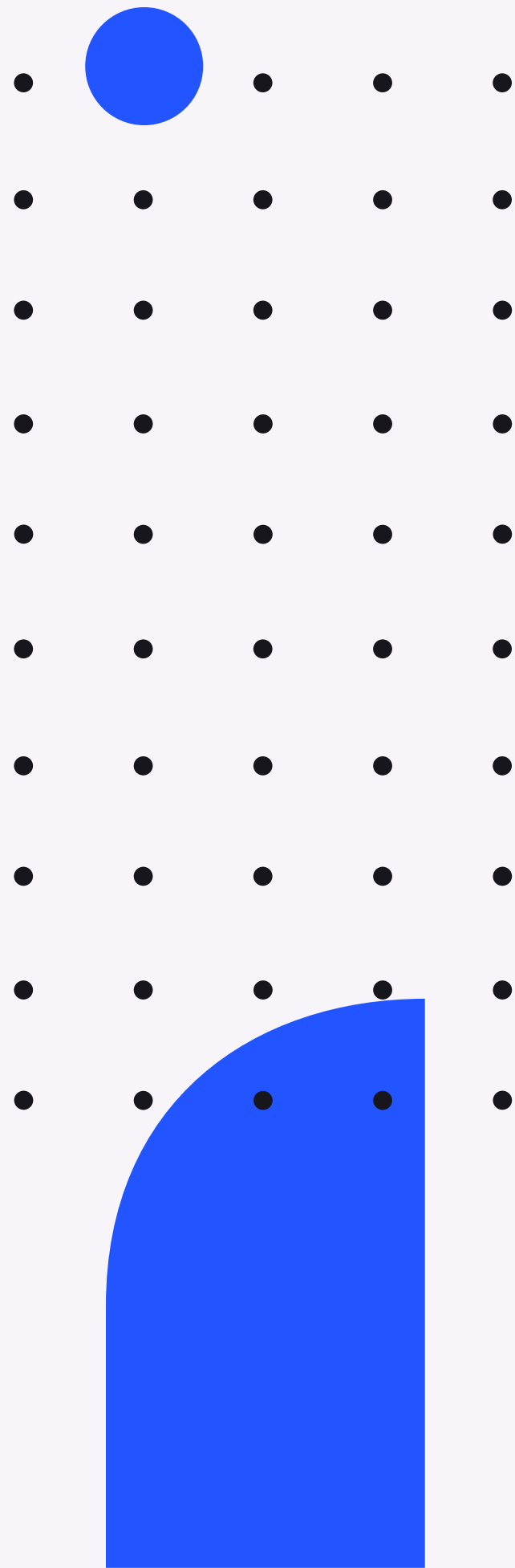# FishPott
Business Plan

Connecting people to businesses based on their positive personalities.

The Business

This sections lays out what we are going to do to start and run the business.

Mission

- We strive to connect people all over the world to businesses that have very good potential to grow, so they can invest in them while educating them to make the right investment decisions and protecting their investments using insurance.

Vision

- To be the global most customer-centric company, where customers can find and discover business to invest in safely.

Legal Structure

- The business is a Limited Liability Company (LTD) registered in Ghana.
- All the total allocated shares are currently owned by Dankyi Anno Kwaku.

Why Our Mission

- **Financial Difficulties Business Face When They Try To Scale Up**

There are a lot of medium-sized business that are doing well, and could do better if they had funding. Due to a lack of exposure to investments from investors, they usually stay as they are or grow at a very slow rate.

- **Difficulty Finding A Medium-Sized Business To Invest In When It Matters Most**

Investing in a business can generate a lot of profit if the investment is made when the business is in its early stages. While it is risky at such stages too, if the business has been in operation for a good amount of time and has made good profits, then the risks are lower. Investors usually get great returns for their investments when they invest in businesses at this stage, however, it's usually difficult to find those businesses. Usually, you only hear of a business when it's become big and when your investment in it won't make much of a difference.

- **International Barriers To Safely Invest In Small/Medium Sized Businesses**

They are lots of people who will like to take advantage of investing in medium-sized businesses outside their country that are not listed on Big Stock Exchanges but they usually face difficulty reaching those business in a secure manner.

- **People Don't Understand How To Invest Through The Stock Exchange**

There are people who will actively invest if they understood it. The Stock Exchange now seems so "far away" from the average person. Where do they start? How do they start investing? There seems to be very little reach-out to the average person.

How We Are Approaching It

- **Solution To Financial Difficulties Business Face When They Try To Scale Up**

By aiding these businesses to be investor ready and our Ai will connect businesses privately to people to invest in.

- **Solution To Difficulty Finding A Medium-Sized Business To Invest In When It Matters Most**

By aiding these businesses to be registered with the SEC, our Ai will connect businesses privately to people to invest in.

- **Solution To International Barriers To Get Investors In Businesses Or Buyers Of Treasury Bills**

Our platform will be hosted online and therefore, everyone who has an internet connection and avail themselves to businesses seeking funding.

Solution To People Don't Understand How To Invest Through The Stock Exchange

- FishPott App is designed to make investing in businesses very simple.

Industry Overview

[PENDING]

Executive Summary

[PENDING]

Main Services

Making Business Investor Ready

- FishPot LTD. will search and find medium-sized business in the country that are doing well. We will explain to them the potential they can reach if they allowed investors. If they agree, we will work with them and FinCap Securities to make sure the business is investor ready. FishPot LTD. will also sign contracts with them to host their business information on our platform and also to serve as the sole broker for an agreed number of shares they intend to sell on our platform.
- *PRICING - $1000 per businesses. This is expected to take a month*

Matching Business To Investors

- FishPot LTD. will match businesses to investors. As long as a business is hosted, it will pay $10 a month to be suggested to investors.
- *PRICING - $10 per month for businesses*

Monthly Subscription

- Users of the FishPott App can signup to a monthly subscription where they get suggestions of stocks/business, make free transfers, reduced stock purchase fees.
- **PRICING - $5 per month for investor**

Completing Stock Purchases On Behalf Of Investors

- When a user places an order to invest in buy shares in a business, FishPott will charge a fee for the service of completing the order. This fee will be shared between FishPott and the brokerage firm(FinCap Securities).
- *PRICING - [NOT AVAILABLE YET]*

Completing Investment Risk Protection On Behalf Of Investors

- When a user places an order to invest in buy shares in a business and they include Risk Protection , FishPott will charge a fee for the service of completing the risk protection from the insurance company. This fee will be shared between FishPott and the Insurance Company.
- *PRICING - [NOT AVAILABLE YET]*

OTHER SERVICES

	PRICE	PAYMENT METHOD
3 Shares Dividend Disbursing	1% the dividend	Automatic Deduction By System Before Crediting User's FishPott Wallet With Dividend & Notifying User
5 Transferring Shares	$1 for transfer less than $100 and 1% for trades $100 or more	Automatic Deduction By System From User's FishPott Wallet That is Creditted Using Visa/Mastercards, Mobile Money
5 Application(Mobile/Web) Design	Least GHC400 PER HOUR and varies per client paying power	Cash, Cheque, MOMO
5 Digital Marketing- A post per day and monthly reporting	Ghc1500 per month	Cash, Cheque, MOMO

Our Business Structure

- **Chief Executive Officer**

This person will oversee all activities.

- **Software Development Manager**

This person will work on the software applications to make sure they are working well. This person will also make any needed updates and manage the softwares and servers to make sure they are no issues.

- **Accountant**

This person will record all the business' financials
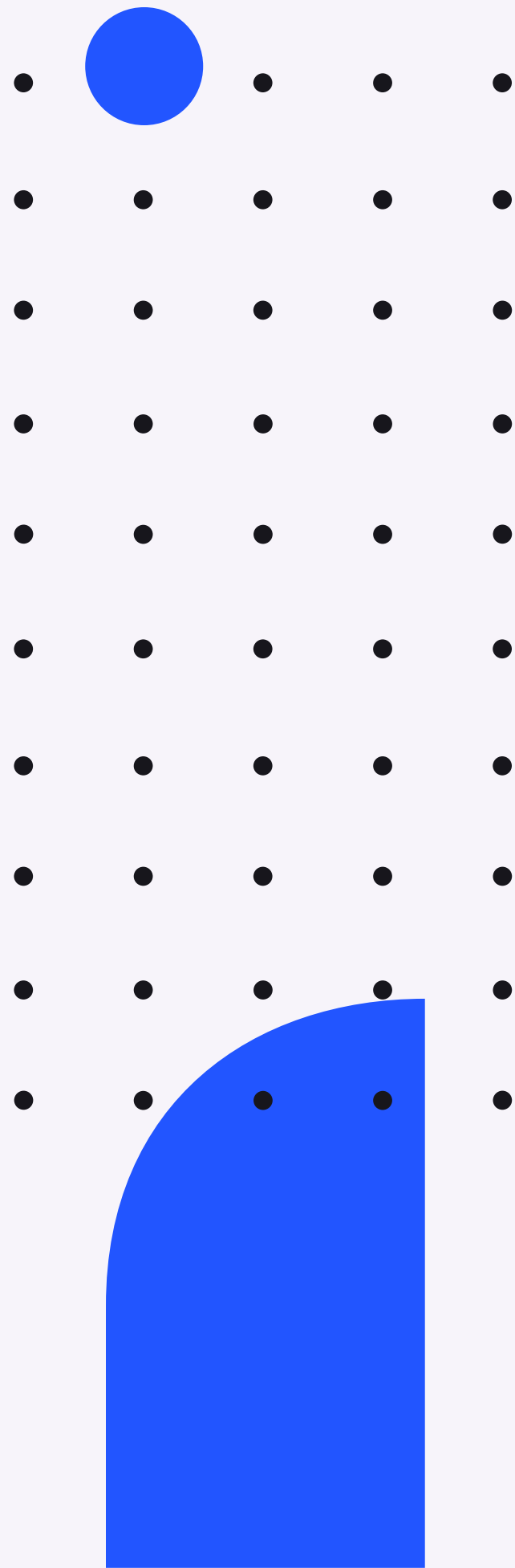
- **Customer Service Executives**

This person will be in charge of maintaining our customers

- **Marketing Executives**

This person will be in charge of getting us customers

Laws To Know

- The Companies Act, 2019 (Act 992)

- Income Tax Act, 2015 (Act 896)

- Copyright Act, 2005 (Act 690)

- Trade Marks Act, 2004 (Act 664)

- Patents Act, 2003 (Act 657)

- Free Zone Act, 1995 (Act 503)

- The Labour Act, 2003 (Act 651)

- Foreign Exchange Act, 2006 (Act 723)

- Ghana Revenue Authority Act 2009, (Act 791)

- National Communications Authority Act, 2008, (Act 769)

- Banks And Specialized Deposit Taking Institutions Act, 2016, (Act 930)

- Environmental Protection Agency Act, 1994 (Act 490)

Roll - Out

This sections lays out what we are going to do to start and run the business.
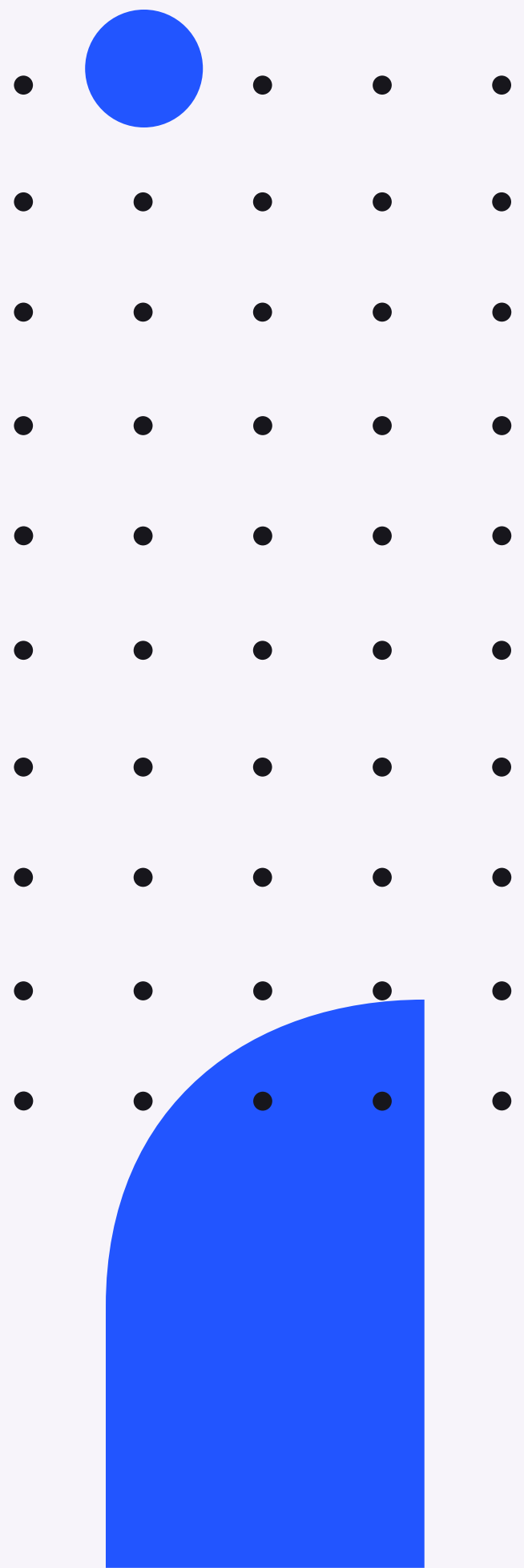
Roll - Out Plan

1. Get a psychologist who will agree to work on questions to agree to 50p per question. Tell him/her you will try out for a month and sign a contract after.

2. Get Insurance Company to agree to provide risk insurance and sign agreement laying out

3. Get office in good location and make it ready with painting and furniture, AC.

4. Employ

5. Follow all laid down plans for marketing, production, financing and human resourcing

All Processes

- Adding A Business/Stock

- Adding A Drill Question

- Sending Notices To Users

- Suggesting A Business Manually

- Setting a shares value and buy price

- Backing Up Code & Sever Files & Database

- Making System Updates & Recoveries From Failures

- Approving orders

- Sending An Email / Responding To Contact To FishPot

-Monthly Checking A Business And Setting Stock Value

- [pending]

- [pending]

- [pending]

- [pending]

- [pending]

- [pending]

- [pending]

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- [pending]

- [pending]

- [pending]

- [pending]

- [pending]

Daily Morning Tasks

1. Upload 4 Drills (check how to make a drill)

2. Answer all inquiries sent to info@fishpott.com and fishpottcompany@gmail.com

3. Check if it's a holiday and use Admin interface to send nice message to users.

4. Check for orders on Admin portal and browse around portal to make sure it's working.

5. Use FishPott App to know its working

Human Resource

This sections lays out how we will employ and manage the people working for the business

Staff & Their Duties

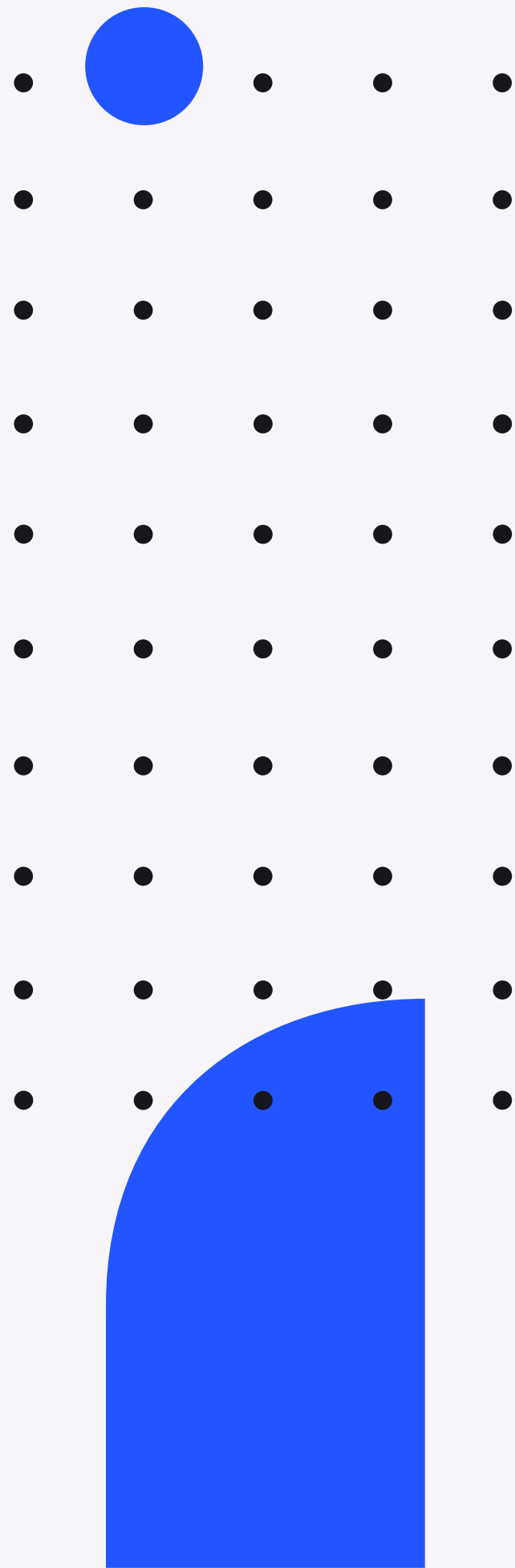- **General Manager & Programmer (iOs & Android & Backend)**

  - Assigned to **Dankyi Anno Kwaku**
  - Oversees the entire activities of the business
  - Keep records of all expenses and makes budgets
  - Ensures smooth running of the platform in respect to programming, system update and security and backups
  - Manages the admin interface as super administrator.
  - Keeps all records for future references
  - Adding A Business/Stock
  - Setting a shares value and buy price
  - Backing Up Code & Sever Files & Database
  - Monthly Checking A Business And Setting Stock Value
  - Ensures that the software development services are marketed.

- **Online App Marketer**

  - Assigned to **[NOT ASSIGNED YET]**
  - Ensures drills are created
  - Manages the admin interface but with limited privileges.
  - Sending Notices To Users
  - Suggesting A Business Manually
  - Approving orders
  - Sending An Email / Responding To Contact To FishPot
  - Keeps and reports records of online marketing.
  - Front desk

- **Field Marketer** - **FishPott**

  - Assigned to [NOT ASSIGNED YET]
  - Recruits businesses
  - Ensures that the FishPott App services are marketed online.

Production

This sections lays out how we will create and maintain the production of the services we are offering

Adding A Business/Stock Not From A Stock Market

- FishPot Marketing team will find businesses in town, ask how long they have been in existence, how big they are, and their interest in joining a private-investing platform etc.

- If the business is seen to be a good match, we ask them to sign an **audit-agreement form.**

- A meeting will be set with our auditor to access the business' eligibility. The auditor will review the business over time, getting info/documents needed and their eligibility send the documents and ***eligibility report document*** to FishPot.

- If the business is not eligible, FishPot will send them an email explaining why they were turned down. If they are eligible, we will send an email to inform they are accepted. FishPot will also call to relay the information if eligible or not.

- An eligible business that has completed documentation and review will be invited to our office to sign a ***business enrollment document*** that will include at least 2 witnesses, security backing, etc.

- FishPott after receiving that documentation and listing form, FishPot will verify the locations, deposits, and witnesses.

- After all verifications, the business will be listed on FishPot by visiting admin portal and filing data in add business form.

- A FishPott signage is created with the business' findcode/pottname on it and mounted at their main office(s).

Adding A Business/Stock From A Stock Market

PENDING - - -

Adding A Drill Question

1.. Write a list of questions. (Questions can come from anyone)

2. Send questions to psychologist

3. Psychologist adds OCEAN values and sends back email with ocean values

4. Go to https://drive.google.com/ and login as fishpottcompany@gmail.com

5. Go to "Production -> Drills" folder and add questions and ocean values to the file on drive for that date

6. Add questions to system via admin interface at "Drills -> Add Drills".

INFO

You can find some questions at :
- https://conversationstartersworld.com/good-questions-to-ask/
- https://conversationstartersworld.com/questions-to-get-to-know-someone/

Sending Notices To Users

- Go to FishPott Admin.

- Go to "Users -> Notify Users"

- Write the notice and send to either all users or just one user

Suggesting A Business Manually

1. If you have spoken to user, they have shown interest in investing in a business and you have their pottname

2. Visit the admin portal and go to "Suggestions -> Suggest Business".

3. Choose the business, enter user's pottname and reason for suggestion and send.

Setting a shares value and buy price

- Business is audited at the end of a month/quarter and detailed finance report is generated

- Save the finance report to http://144.202.111.61/uploads/financedata/ for the business and get the stock value from the report

- Visit the FishPott Admin interface, go to the "Business -> Add Stock Value" and fill form.

Backing Up Code & Sever Files & Database

- Any update to code must be done locally and NOT on the live server.

- Any update made to code must be pushed to their respective Github repositories. This backs up the code to its latest form

- At 6pm every day, save the live database and backup from vultr.

- Compress the two files and name with today's date.

- Go to https://drive.google.com/ and login as fishpottcompany@gmail.com

- Go to the folder "Production -> FishPott -> Backups -> Server" and save the file there.

Making System Updates & Recoveries From Failures

- Make any changes to code on a local version of the application.

- Test the whole locally updated/recovered system to make sure it's functioning well.

- Send a notification to users of the update/recovery at least 12 hours ahead of time. Recovery/Update time has to be midnight.

- When it's time, change the database username and password to a wrong one so that the live system does not work.

- Go to adminer and set the new database

- push the live code to the server.

- Use Filezilla to push all files in the upload section

- Restore the database credentials and test.

- If test is successful, send notification to users that the system is live and ready.

Selling Back Shares

- User places sell order by accepting the buy price set for any shares. Once the order is placed, the stocks quantity are subtracted and held in the pending order.

- The order is received on FishPott admin and email of fishpottcompany@gmail.com

- FishPott employee will scrutinize the order and send it to the stock brokerage firm together with their funds. Any funds sent out must be recorded in the **funds-out ledger excel** file**.**

- We wait for response from brokerage firm. Once a response is received:

- If stockbroker process completed successfully, send the money to the user's bank account, record in **funds-out ledger excel.** Update the status on admin portal to have user notified on app and email about the status of transaction. A failed process returns the shares to user and a flagged order locks the shares and user's profile for review. Any profit made is recorded in **funds-in ledger excel**

- Record movement of shares in

Transferring Shares

- User places transfer order by completing the form and making payment for transfer fee. Once the order is placed, the stocks quantity are subtracted and held in the pending order.

- The order is received on FishPott admin and email of fishpottcompany@gmail.com

- FishPott employee will scrutinize the order and send it to the stock brokerage firm together with their funds. Any funds sent out must be recorded in the **funds-out ledger excel** file.

- We wait for response from brokerage firm. Once a response is received:

- If stockbroker process completed successfully, update the status on admin portal to have user notified on app and email about the status of transaction. A failed process returns the shares to user and a flagged order locks the shares and user's profile for review. Any profit made is recorded in **funds-in ledger excel**

Buying Shares

- User places buy-order by completing the form.

- User pays for the order either on the app or outside the app.

- The order is received on FishPott admin and email of fishpottcompany@gmail.com. If payment was made outside the app, a FishPott Super admin will manually find the order and update its payment status. Any inflows is recorded in **funds-in ledger excel**

- FishPott employee will scrutinize the order and send it to the stock brokerage firm together with their funds. Any funds sent out must be recorded in the **funds-out ledger excel** file.

- We wait for response from brokerage firm. Once a response is received:

- If stockbroker process completed successfully, update the status on admin portal to have user notified on app and email about the status of transaction. A failed process returns the shares to user and a flagged order locks the shares and user's profile for review. Any profit made is recorded in **funds-in ledger excel**

Sending An Email / Responding To Contact To FishPot

- An inquiry has to be received.

- Sign in to info@fishpott.com

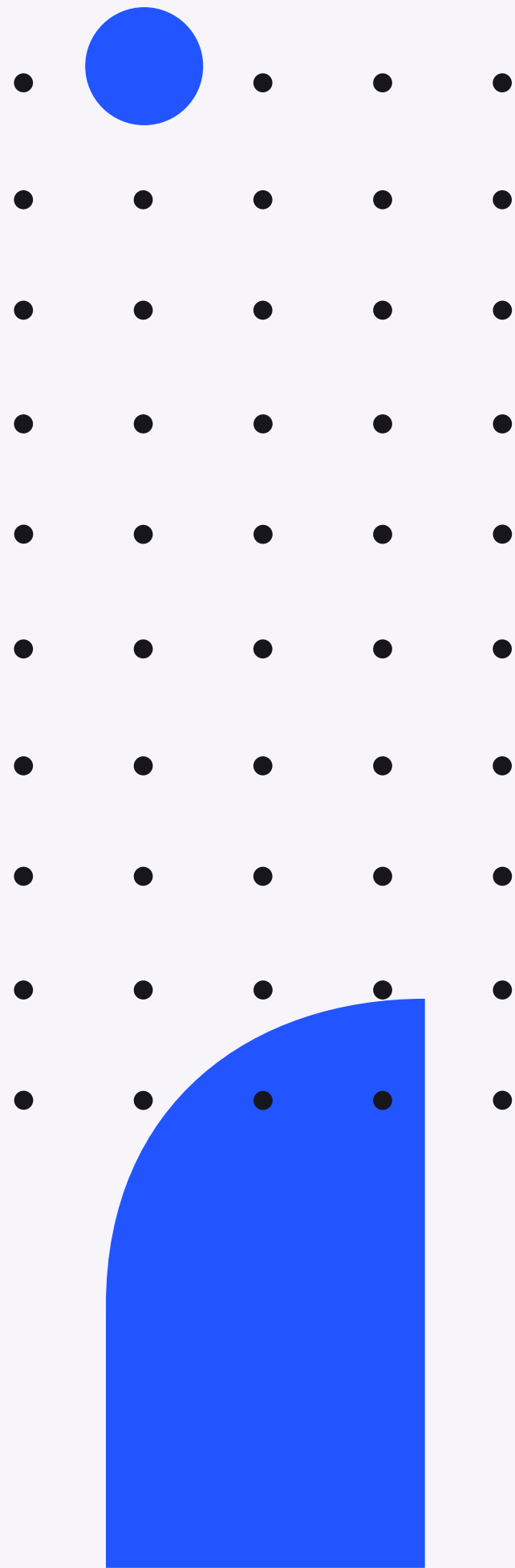- Copy a contact template saved in draft, write your message and send it.

Finding A Paper Form

- Go to **https://drive.google.com/**

- Sign in with fishpottcompany@gmail.com

- Go to "General" folder

- Open the excel form with name "ALL FORMS AND LOCATIONS"

- Search for the form you are looking for and do as you need to do.

Monthly Checking A Business And Setting Stock Value

- The fishpottcompany@gmail.com android, iphone and web event calendar will alert the FishPott team every quarterly or auditing.

- A list of all non-stock companies will be printed from the admin interface.

- The business will be audited by the brokerage firm and FishPott and a new financial report document will be generated.

- The new financial report will be uploaded and the old one archived and the stock value from the report is set for the business

Updating a buy-order status

1. Go to list of orders and filter uncompleted orders and ordered by date of.

2. Pick an order in the list descending and view the notes on it.

3. Follow up on the order and if completed,

4. Update it in database as completed or not.

Marketing

This sections lays out how we will sell the services we are offering as a business

Target Customer

- **Ideal Target Customer**
  - 18+ years old and less than 45+ years old
  - Uses a smartphone
  - Can invest Ghc300 a month
  - Understand the importance of investment
  - Has used any social media application
  - Has traded in stock or bought a treasury bill

- **Semi-Ideal Target Customer**
  - 18+ years old and less than 45+ years old
  - Uses a smartphone
  - Can invest Ghc100 a month
  - Understand the importance of investment
  - Has used any social media application

- **Non-Ideal Target Customer**
  - 18+ years old
  - Uses a smartphone
  - Can invest Ghc50 a month

- **General Market**

  Anyone who is 18+, has a smartphone and enough money to buy shares or treasury bills

Sales & Marketing Strategy

- ## User Acquisition

  This will be done via the following channels in order of frequency:
  - Posts On Social Media Newsfeed (Youtube/Facebook/Instagram/Blogs)
  - Messenger & Social Media Groups
  - Face-To-Face meetings

  NOTE: WE WILL NOT PUBLICLY ADVERTISE ANY SPECIFIC BUSINESS FOR USERS TO INVEST IN BECAUSE WE HAVE INFORMATION THAT, THAT IS NOT ALLOWED. PLEASE CORRECT US IF OUR INFORMATION IS WRONG. UNTIL THAT, WE WILL SIMPLY ADVERTISE OUR PLATFORM AS A PLACE PEOPLE CAN FIND BUSINESS THAT ARE DOING WELL THAT THEY CAN INVEST IN.

- ## Process Of User/Investor Acquisition: ONLINE

  - Create a live/animated video or ad photos that conveys a message in relation to achieving the mission.
  - One agenda/theme must be picked and completed before a new one is started. Agenda examples are: "Connect & Invest", "Grow With Business You Love".
  - Post the video on an online platform with parameters in line with the target customer.
  - Free Postings must be daily while paid postings must be according to the company budget.

- ## Process Of User/Investor Acquisition: FACE-TO-FACE

  - Find a place where target user's can be found, usually in large quantity. Eg: business gathering, forums, university gatherings.
  - Organize to be part of the speakers of the event/Meet one-on-one with target users
  - Explain the platform to them

Market Analysis

SWOT Analysis

Marketing Strategy - User Acquisition NOTES

Notes

- For any new user that signs up, call them, meet them and explain the app to them. If possible and within budget, Gift them some money in their debit wallet to buy some shares.

- FOLLOW THIS: **https://www.forbes.com/sites/allbusiness/2015/11/07/65-simple-ways-to-promote-your-mobile-app/#19eb7a3d48c4**

- ALWAYS CREATE DURING THE WEEKEND, 7 DAYS WORTH OF POST.

Marketing Strategy

- **Business Acquisition**

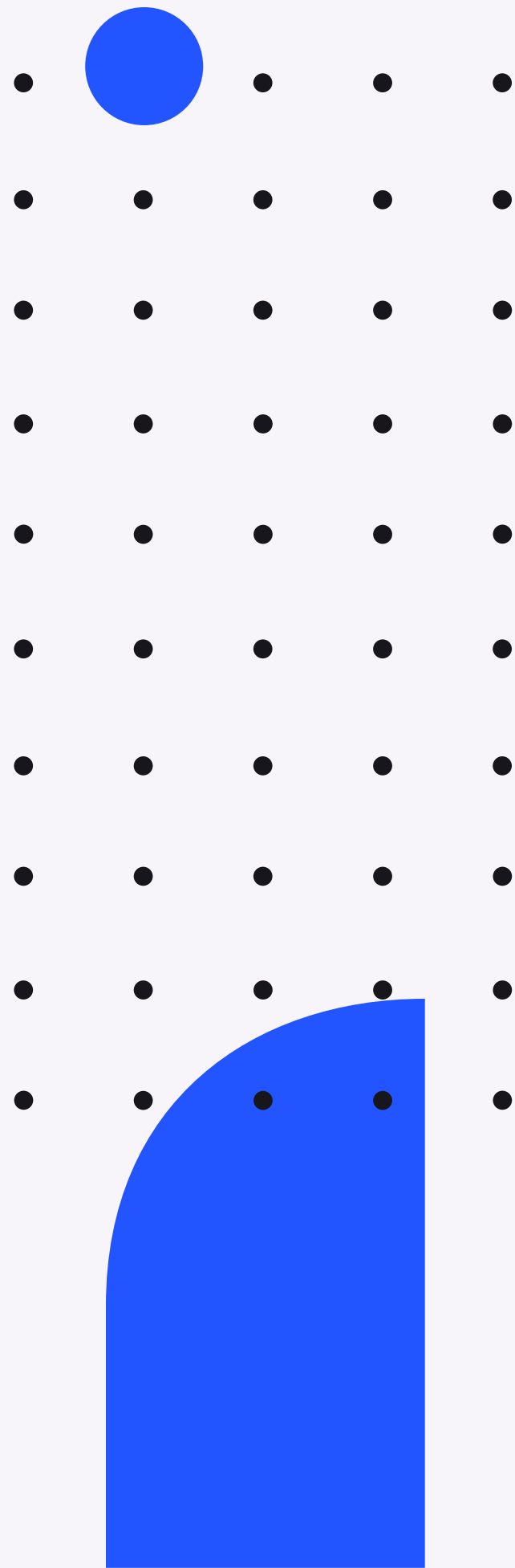 This will be done via the following channels in order of frequency:
  - Face-To-Face meetings
  - Online

- **Process Of Business Acquisition: FACE-TO-FACE**

  - Look for target business' that can meet SEC's criteria through on-the-ground search or business connections through friends.
  - Talk to the owners of the business to get their approval.
  - Present them to SEC to commence the enlisting process.

- **Process Of Business Acquisition: ONLINE**

  - Create a live/animated video or ad photos that conveys a message in relation to achieving the mission.
  - One agenda/theme must be picked and completed before a new one is started. Agenda examples are: "See Your Business Grow", "Grow Your Business With Investors".
  - Post the video on an online platform with parameters in line with the target business.
  - Free Postings must be daily while paid postings must be according to the company budget.

Finance

This sections lays out how we will manage the finances of the business.

Profit Analysis

1. Go to list of orders and filter uncompleted orders and ordered by date of.

2. Pick an order in the list descending and view the notes on it.

3. Follow up on the order and if completed,

4. Update it in database as completed or not.

Our Pricing Strategy

1. Go to list of orders and filter uncompleted orders and ordered by date of.

2. Pick an order in the list descending and view the notes on it.

3. Follow up on the order and if completed,

4. Update it in database as completed or not.

Startup Expenditure (Budget)

1. Go to list of orders and filter uncompleted orders and ordered by date of.

2. Pick an order in the list descending and view the notes on it.

3. Follow up on the order and if completed,

4. Update it in database as completed or not.
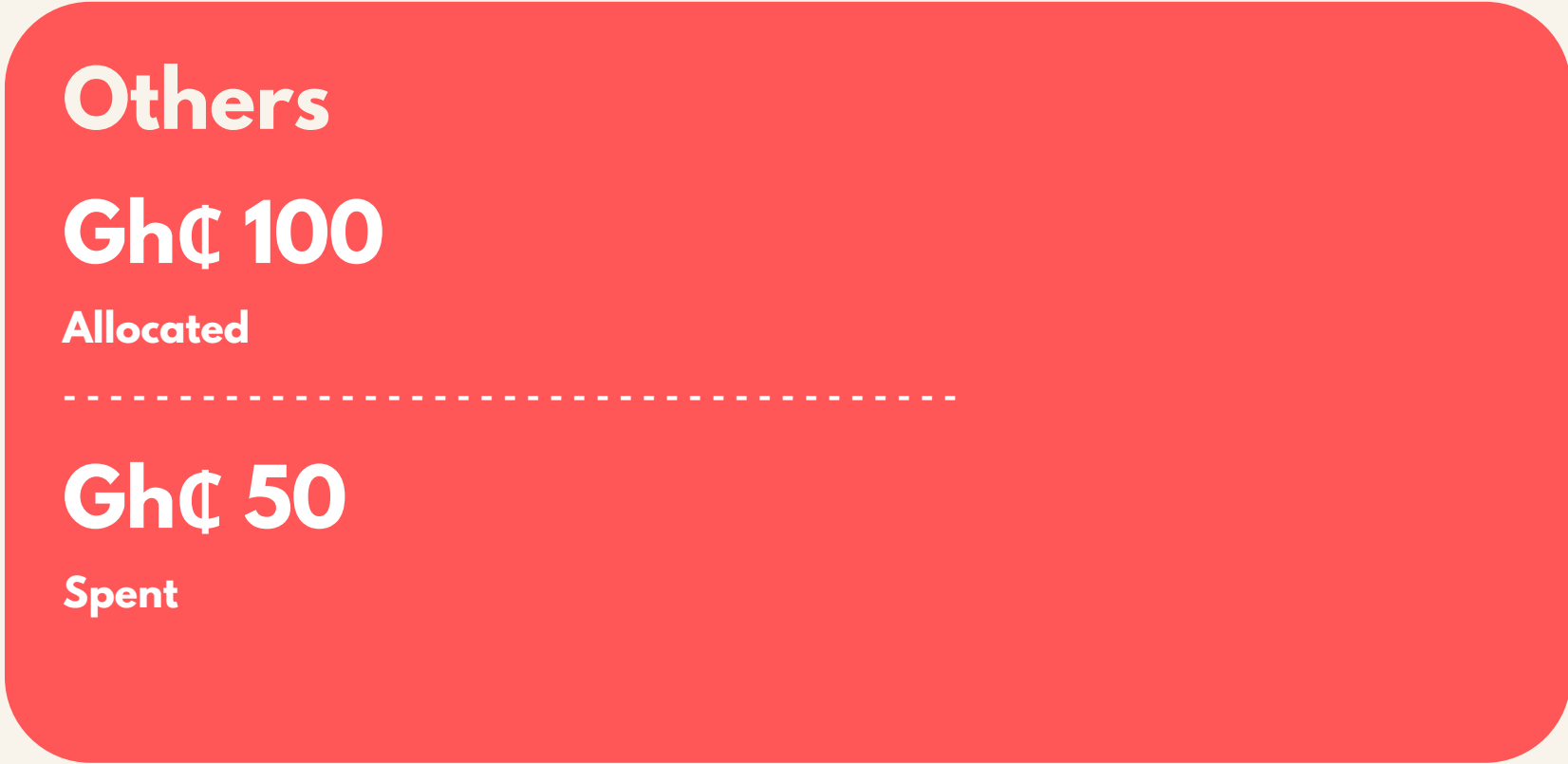
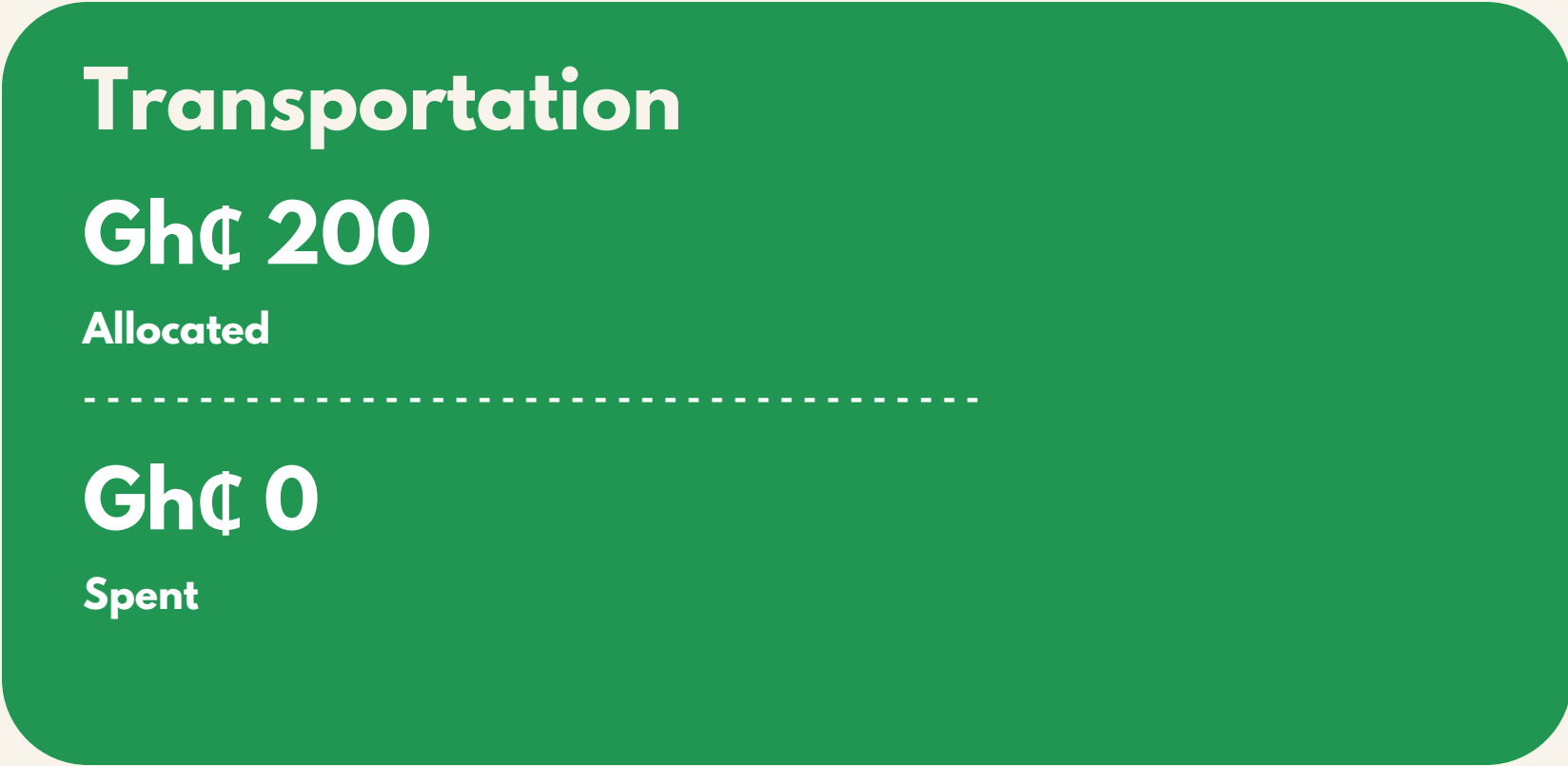# Sustainability and Expansion Strategy

1. Go to list of orders and filter uncompleted orders and ordered by date of.

2. Pick an order in the list descending and view the notes on it.

3. Follow up on the order and if completed,

4. Update it in database as completed or not.
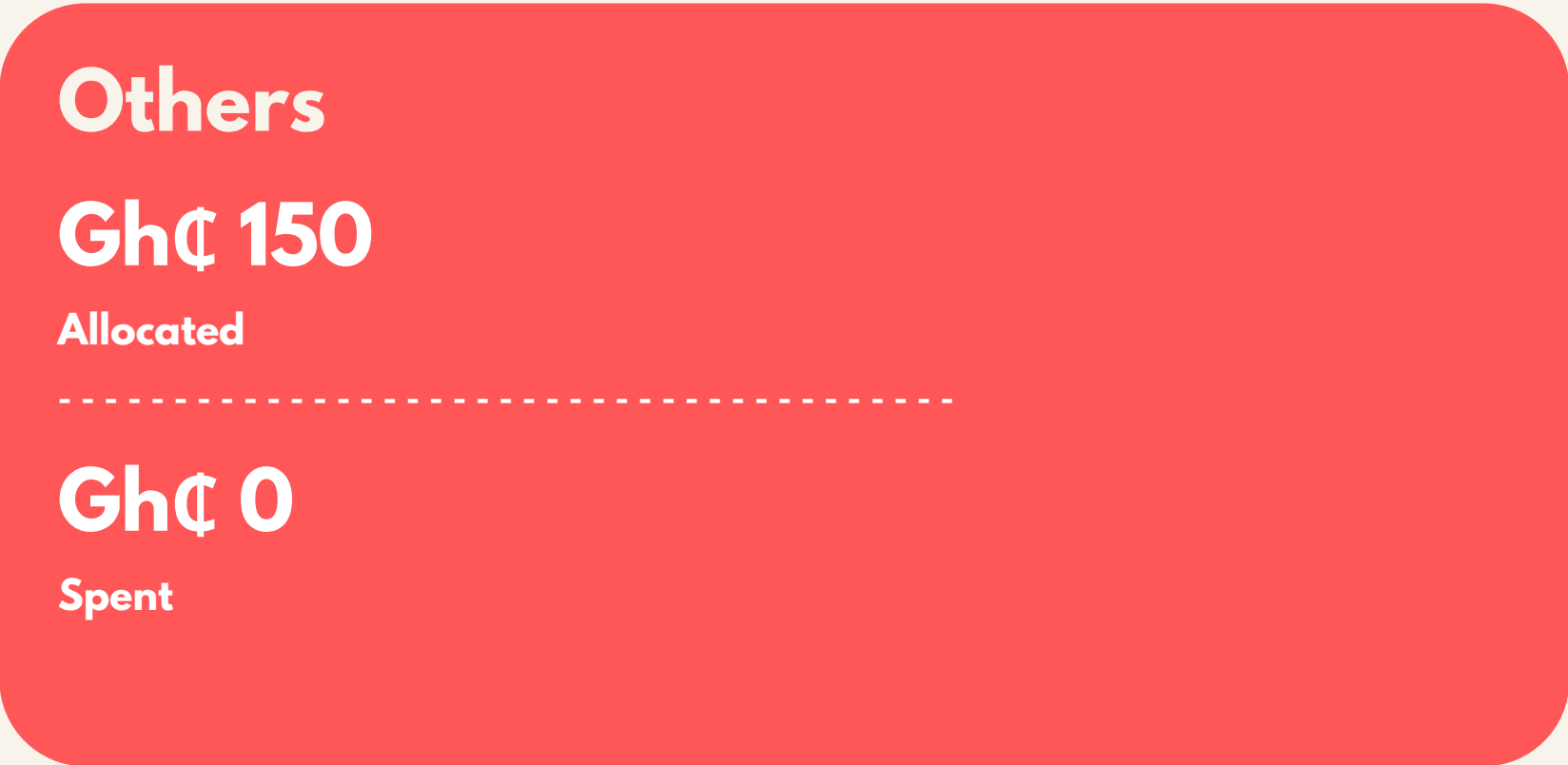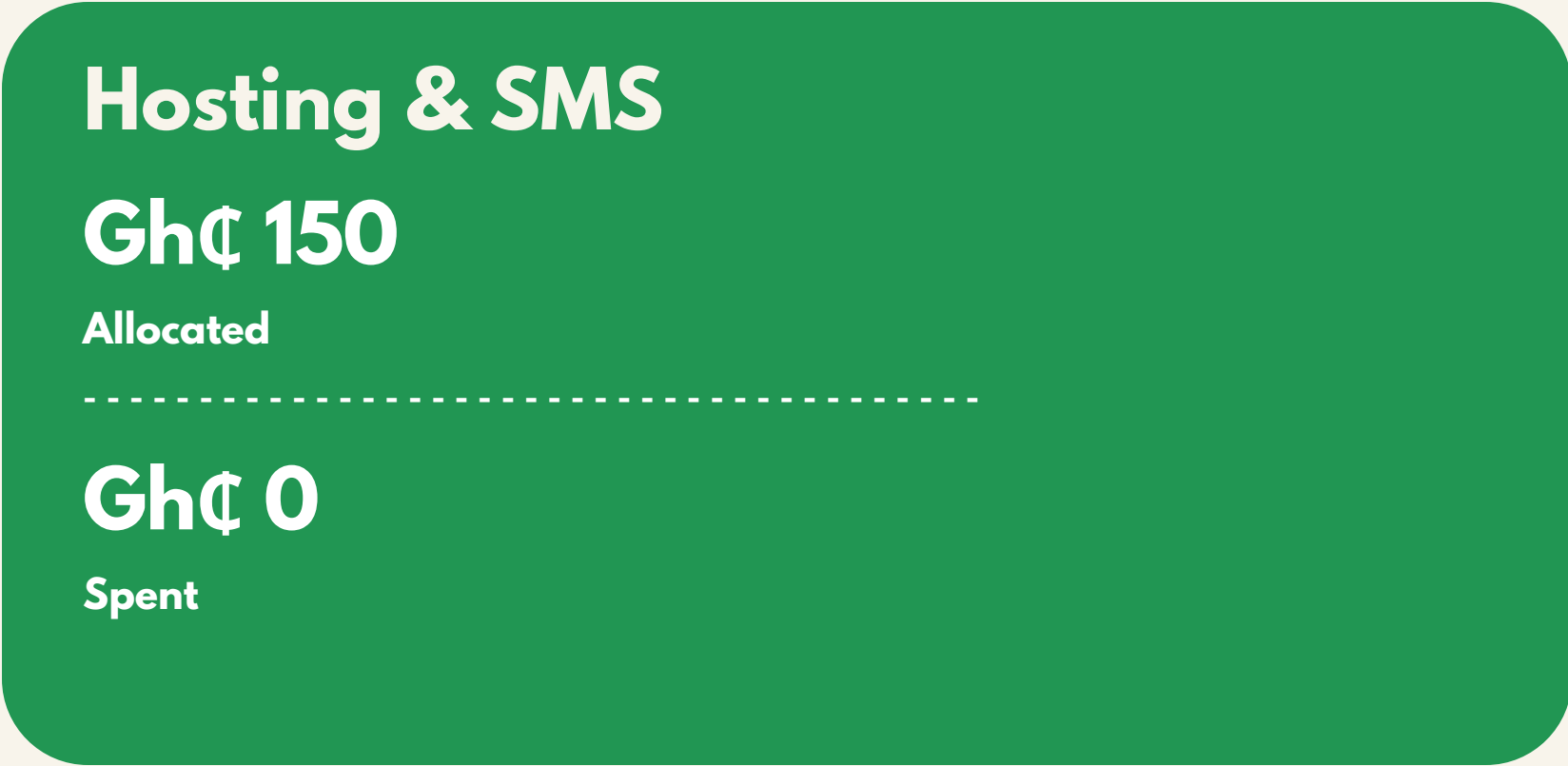
Notes

This must be done:

- All money ins-outs must be recorded.

- These documents must be prepared and maintained, namely:
    a. All Incomes & Expenses Per Year Showing Savings/Investments/Profits/Loss
    b. PayRoll Per Year
    c. Customer Billing And Payment History
    d. FishPott Credits
    e. FishPott Withdrawals
    f. FishPott Sales

Marketing Budget(May) - Gh₵ 1000 per month

Online

Gh₵ 400

Allocated

- -

Gh₵ 0

Spent

Transportation

Gh₵ 200

Allocated

- -

Gh₵ 0

Spent

Content Makers

Gh₵ 300

Allocated

- -

Gh₵ 0

Spent

Others

Gh₵ 100

Allocated

- -

Gh₵ 50

Spent

Production Budget(May) - Gh₵ 1000 per month

Salary for 2

Gh₵ 700

Allocated

- -

Gh₵ 0

Spent

Hosting & SMS

Gh₵ 150

Allocated

- -

Gh₵ 0

Spent

Others

Gh₵ 150

Allocated

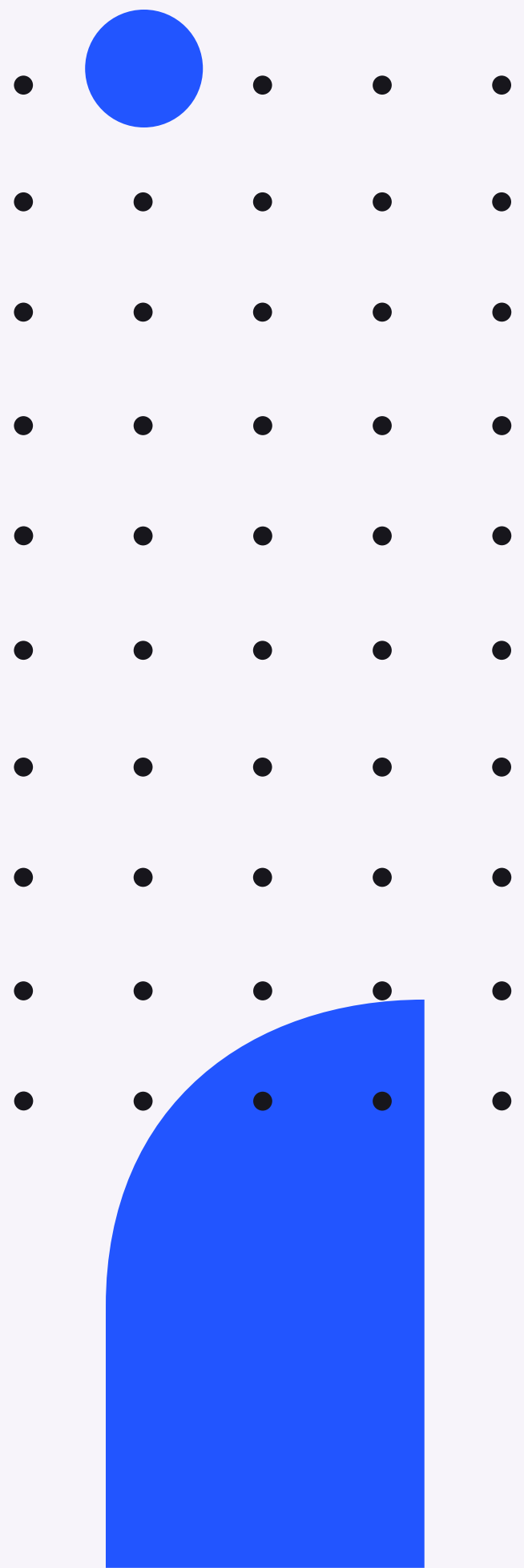- -

Gh₵ 0

Spent

Other Costs Worth Mentioning
- SEC yearly Registrations Fees: Ghc 20,000

Office Acquisition Plan

- Rent: Ghc300 per month : **3600** one year
- Labour Painting (**100**)
- Labour Decor & Table Making (**500**)
- Small AC and Installation (**1500**)
- Grey Dark Paint (**100**) - I already have white paint
- Lights (**300**)
- Customer Post ThreeOrTwo-in One Sofa (**1000**)
- Customer Post Wood Table (**300**)
- Grey Blade Ceiling Fan (**150**)
- Logo Design On Wall- Can (**300**)
- 3 A3 Glass Plaques With Changable Paper (**300**)
- Hanging Working Post (**600**)
- 2 Hanging Working Post Chairs (**300**)
- Smoothing Of Ceiling/Plaster Boarding (**100-500**)
- Manager Post Pallet/Normal Table (**500**)
- Manager Normal Chair (**200**)
- 2 Normal Manager Client Chair (**300**)
- Misc (**500**)

Total: GHC 7250

Thank you

FishPot LLC.
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+233207393447
annodankyikwaku@gmail.com