MiaSeen

“I always wondered why somebody didn't do something about that and then I realized I am somebody,” said Lily Tomlin. Have you ever had an idea that you let slip away because you did not think you were capable of succeeding alone? Most innovations do not make it due to lack of experience or help for the entrepreneur. “Despite the recent positive trend, startup activity is still below the levels seen before the Great Recession drop, and startups with employees are still on a long-term decline compared to historical levels—from the 1970s to now.” Many entrepreneurs face barriers that hold them back from creating startups. The current opportunities exist in social media, technology, and software but due to the advancement of technology, these opportunities require much more sophistication than selling goods.

MiaSeen will provide entrepreneurs the tools and investments needed to create a successful startup with entrepreneurs from all over the world. MiaSeen has a simple registration process that can help entrepreneurs become founders, developers, or investors. MiaSeen’s target audience is not just the inventors who want to see their idea come to fruition. MiaSeen unites investors who want to be at the helm of a company bound to prosper and individuals that can contribute elusive and vital skills and knowledge. Individuals are encouraged to work in an agile environment consisting of the founder and developers. Working in an agile environment proves to get innovations built better, faster, and cheaper. Entrepreneurs will target their energy in important activities and deliver products iteratively, showing progress over time (Hacking Marketing 66). Investors love to see momentum and can invest in the early stages of the product and watch it develop over time (Fox Business). MiaSeen will invest in an entrepreneur’s success. Our revenue model consists of a long-term contract with startups, consisting of a 5% share of ownership of the company.

The ideal customers are individuals with dedication to an innovative idea, and are willing to put time and effort to have that idea become reality. Kauffman Foundation, an organization that studies entrepreneurship, released a study in 2016 describing the demographics of American entrepreneurs. Our target market is the white male population between the ages of 20-34 with at least a high school diploma. According to the study, 59.4% of new entrepreneurs are males. College graduates have a higher opportunity of becoming entrepreneurs than high school dropouts. Approximately 80% of entrepreneurs have at least a high school diploma. There is a prospective growth potential for Latinos, who are growing in their entrepreneurial drive. In the past twenty years, there has been an 11% increase in the number of Latinos becoming entrepreneurs.

An increase in individuals with entrepreneurial drive needs a platform to invent their idea. A successful team is crucial when creating a startup, hence MiaSeen will launch as the sharing economy rises. While a true competitor does not yet exist, a number of companies offer similar services. For example, Kickstarter offers financing and Freelancer.com offers expert freelancers. The market lacks a company that provides both financing and developers in a central location. MiaSeen will offer a wide range of tools and information in return for 5% stake of retained earnings. MiaSeen invests in startups and does not charge until the startup is generating income in its 3rd year of operation. Our company will help increase the count of small businesses, which are the backbone to the nation’s economy. MiaSeen is aiming to enter into an agreement with the US Small Business Administration that will help both parties achieve higher success rates. MiaSeen is helping foster the birth of new ideas and create small businesses; reigniting America’s entrepreneurial spirit.