Lesedi Software Innovation (PTY) LTD .

We provide mobile and web application solutions for the complete software development life cycle services and offer software development training.

Business Plan
4 May 2020 .

Phillip Mandla Mtombeni .

pmtombeni@gmail.com .

2776-568-5999 .

bulldog-pumpkin-f2wy.squarespace.com .

4 Midrand Ridge, George Road, Noordwyk Ext 1, Midrand 1687 .

Contents

4

Description of Organisation

Lesedi Software Innovation (PTY) LTD (Pty) is an independent, 100% Black owned and managed organization established to take advantage and identify commercial opportunities specifically in the IT sector. Lesedi Software Innovation (PTY) LTD is an existing business, it is a South African based Limited Liability Corporation which provides mobile and web application solutions for the complete software development life cycle services a. We also offer software development training. It is owned by Mr Phillip Mandla Mtombeni, the company is venturing into the Information Technology industry it is located in Johannesburg.

Organisational mission

Lesedi Software Innovation (PTY) LTD a close corporation . Our '' mission is to design mobile, web applications and offer software development training for different clients. We will do so by offering high-quality software applications and training . The company will offer services to startup companies and big companies. "To celebrate Africa United Together" – Nowadays people are living different lives and stand by various principles but information technology is one thing that can always bring individuals together regardless of Political, Social Status, Race, Religion and Affiliation which is a Tranquil Environment, Good Customer Service and Good Quality Product.

Long term objectives

Lesedi Software Innovation (PTY) LTD has identified the following goals and objectives to be achieved :

• Conducting regularly research into the IT industry so that we do not only have a comprehensive understanding of the local and global market developments but also the industry challenges and composition, existing statistics and future trends.

• Provide and identify a good working environment for employees of Lesedi Software Innovation (PTY) LTD and also create relationships with the organization's potential clients by having a meeting with their decision makers and plotting a mutual plan for success.

• Implementing suitable management control systems for the different business elements.

• Offer enough training for our employees and ensure transfer of skill from top down.

• Launching new site sight by September 2020.

• Start office renovations in August 2020.

• Securing proposed funding amount by end July 2020.

• Formalizing organization's funding arrangements with the targeted funders, involving formalization of amount of funding and exit strategies.

Industry description

Although Lesedi Software Innovation (PTY) LTD is in the early stages of growth, our offerings have been proven in the marketplace for several years. The majority of our initial focus will be on software development, client development, and course content creation. Lesedi Software Innovation (PTY) LTD is a development-stage company. It does not currently have a client base nor is there an existing revenue stream at this time. Our current products consist of mobile application web application and one classroom instruction courses and related consulting services. We are in the process of refining our content, defining and documenting new content and courses and identifying both additional instructors for the courses and target clients. We operate in the IT industry we develop websites, mobile and web application, in addition we provide software development training.

Key success factors

The mission is going to be obtained by adopting these strategic objectives:

• Good governance, sound financial discipline and legal compliance.

• Grow the business in the region, maximize profits and increase revenue

• Provide the best service

• Provide the best product

• Become the dominant force with-in the region in the IT Industry

• Uniting each and every nation, create social networking , business, and safe environment as LESEDI offers a broad variety of software applications catering for most of South Africans and other African and international clients . Hence " To Celebrate Africa United Together"

• Become the preferred service provider.

Competitive analysis

Competitive analysis can be defined as categorizing competitors and evaluating their strategies to determine their strengths and weaknesses comparative to those of Moyo Franchise products or services. Competitive analysis is seen as an essential part of the marking plan for a business (Fleisher and Bensoussan, 2015).

SWOT Analysis

Largest Competitor Description

Microsoft higher reality product called Visual Studio (which has materially high quality than Lesedi Software Innovation), costs R19000* and is targeted at PC programmers . The Visual Studio runs on Windows 10 platform product. Visual Studio was first released in 2004 (Microsoft was founded in 1975 in United State and generates more than $4bn USD annually in revenue).

Strengths of Largest Competitor

Microsoft is a big company; they have many customers and they are operating worldwide.

Weaknesses of Largest Competitor

They do not know some of the potential clients, startups or small companies in the country.

2nd Largest Competitor Description

EOH consulting company

Strengths of 2nd Largest Competitor

They know banks procurement people or department

Weaknesses of 2nd Largest Competitor

They were involved in the corruption scandal involving Gupta family

3rd Largest Competitor Description

Exponant offer software products using java, they were founded in 1998, it is a small company , they are based in Centurion.

Strengths of 3rd Largest Competitor

Read newspapers looking for government , they also check government gazette

Weaknesses of 3rd Largest Competitor

10

Top management is only white people , they often lose government tenders because of their BEE status.

4th Largest Competitor Description

Zande

Strengths of 4th Largest Competitor

They look at government gazette to find tenders offered by government

Weaknesses of 4th Largest Competitor

Not well known

Discussion of Our Strengths Compared to the Competition's Strengths

We can target small companies or startups with lower budget and also target medium to big corporates and convince them to become my clients plus with experience that I have we managed to build good relationship with some of the companies that I worked when I was still a consulted, I managed to network and build strong relationship.

Discussion of Our Weaknesses Compared to the Competition's Weaknesses

Weakness includes lack of funding and taking the initiative to know the banks procurement people, plus lack of marketing and advertising.

Discussion of Our Management Compared to the Competition's Management

Our company's management team has highly qualified managers from the best institutions including UNISA, Regenesys Business School and Regent Business School.

Discussion of Our Price Strategy Compared to the Competition's Price Strategy

My prices are affordable because I want to attract new customers and startup normally customers prefer cheaper prices

Growth Potential Strategies

Growth strategies are common methods a company or organisation can use to expand its business (McDonald and Wilson ,2016). The business expansion is mostly due to a company's financial situation, the competition or even due to government regulation. The Ansoff's Product-market matrix suggests that an organisation's attempts to grow its business depend on whether it markets new or existing products in a new or existing market. From the Ansoff's Product-Market matrix a series of suggested growth strategies that set the direction for business strategy are discussed as follows:
Market penetration – selling more of the same product or services to the same type of customers. For the market penetration strategy, the business focuses on the market or products it knows well.

• Diversification – selling new products to new customers. For the diversification strategy, the business focuses on marketing new products in the new market.

• Product development – selling new products or services to existing customers. For the Product development strategy, business focuses on introducing or developing new products into an existing market.

• Market development – selling the existing products to new type of customer. For the market development strategy, the business focuses on a new geographical market or new distribution channels to create a new market segment.

Executive Summary

Company and Market Overview

The size and growth of the total addressable market is $50 billion for the IT industry and $150 billion for the Software Development industry for a combined total of $200 billion respectively. Lesedi Software Innovation (PTY) LTD plans on capturing 1% of the market in 5 years. Lesedi Software Innovation (PTY) LTD is intending s to become a dominant force in the region in terms of the software development industry, currently it is a small company, we want to grow it into an international giant.

Impact of Economic Development and Empowerment

• Employment opportunities is going to be at least 85% historically disadvantages individuals
• Lesedi Software Innovation (PTY) LTD is a hundred percent (100%) black owned company.
• Business established in the IT sector specifically mobile and web application industry.

Safety and Health

• Treat each minor incident of safety negligence at work in a very serious light.
• Public and worker safety is of utmost importance to us and we value quality.

Target Customer

The company's initial target market is websites, mobile and web application fans located in South Africa. In 5 years, the target market will be customers located in other parts of Africa, The United States, Canada, India, United Kingdom, Australia and New Zealand.

Lesedi's target market includes:

•Government department

• International IT Market

• Local IT Market

• Local Residents Market

• Corporate Market

• Family Market

•Adults who own small companies

•Young adults, age 16-22 who want who needs training on software development

•Startup owners who need websites for their companies

•Big corporates companies

Market Problem & Solution

The problem with Information Technology is that software development growth is low and expensive. Lesedi Software Innovation (PTY) LTD solves this problem through a brand new, high-margin distribution channel for different companies. The other issue is that the recent *Hay Global Skills Index* notes that the growing skills mismatch remains one of the key problems of the global job markets. Consequently, the main tasks of educational institutions will be the development of new curricula that better match the demands of digital era job market.

The lack of appropriate education has produced graduates who cannot find commensurate jobs primarily because our education system has failed them. They simply lack the necessary skills and competencies of the digital era job market. As a result, a large percentage of our graduates

have become an integrated statistic (63 percent) of the largest youth unemployment drama in the world. To meet the challenges of the skills needs for the digital era, Lesedi Software Innovation(Pty) Ltd offers software development training which is transformed in ways that allows students to acquire the creative thinking, flexible problem solving, collaboration and innovative skills. The 21st Century has introduced an increasingly complex, competitive and fast-paced labor market which has evolved with new types of jobs, professions and occupations that require a new set of skills for agile and collaborative work teams.

Significant Recent Company Milestone

A recent milestone achieved by Lesedi Software Innovation (PTY) LTD is exclusive contract signing with Bryston company. The company intends on raising R9,000,000 ; the use of proceeds is to hire 2 software engineers and to open an office in Sandton . The intended exit strategy is through an Initial Public Offering and/or selling the company. The management team members currently have three major sets of responsibilities: running the organization and creating/delivering our mobile, web application, and offer training as instructors. Organizationally, members of the management team will also be software developers, instructors and course creators. The growth of the team will be contingent upon Lesedi Software Innovation (PTY) LTD achieving sufficient scale to support a larger organization or upon the need to add a specific area of expertise to our product offerings.

Management Team Overview

Management Team

CEO and Founder: Phillip Mandla Mtombeni	

	Phillip Mandla Mtombeni founded Lesedi Software Innovation (PTY) LTD in 2016. He is a very experienced with over 14 years working as software engineer, with significant software engineering work experience at Department of Education, University of Johannesburg, Standard Bank, and Exponant he led the Development Team. Mandla Mtombeni has previous work experience in the software development division of Wesbank, where he created the content platform software distribution business model. He also started a software company . Mandla Mtombeni has an MBA from Regent Business School , Honors in Computer Science from UNISA, and postgraduate diploma in business management from Regenesys Business School, and an undergraduate degree from University of Free State, where he graduated 2nd in his class.

Board/Advisors

People formally elected with legal responsibilities, typically not needed until a business receives outside investment and has shareholders. Serves as experts on special topics and responsible for holding management accountable to shareholders. Currently Lesedi software Innovation does not have the board.

Employee Recruiting Strategy

We recruit employees that have significant software development practical experience, including engineers that have worked at large IT companies, founders of IT companies and advanced research and development computer science PHDs from top universities. The common element that all of our employees have is a passion for disrupting the entire IT industry using next generation software technologies. Everyone at Lesedi Software Innovation is a team player, affable, hungry and ethical.

The aim is to design an employee recruitment strategy that is innovative, relevant, people-focused and driven by business needs. In an ecosystem where the conversation between the

organization and the candidate is changing quickly by becoming more transparent, strategic and individualized, recruitment strategies must evolve. This is a structured action plan to effectively and efficiently identify talent pools, attract candidates and get the best-fit talent onboard. Our aim is to build inroads into quality talent pools, encourage applications and to reduce the cost and time to hire, having the right hiring strategy in place is a prerequisite

Employee Incentivizing, Motivation and Retention Strategy

We believe in a solid work or life balance. As such, we allow all employees to work from home, which keeps our costs lower and morale very high. We offer generous stock options as well, with a vesting period of 4 years for each annual stock option grant.

Additional Resources to Hire

We are looking to hire a full-time engineer with back end i.e. experience in foreign markets. We are also looking to hire a part-time data entry employee.

Product/Service

Product/Service Overview

We offer boutique mobile and web solutions for the complete software development life cycle services and software development training. Each application is designed to fill a specific skill gap. Software applications and training will be done at Lesedi Software Innovation (PTY) LTD head office. Once a software application is completed a client can be able to download software application from Lesedi Software Innovation website, a link will be sent to the client , over the phone, or via email and a link to our training material can also be sent to our clients. Our initial set of applications offerings (existing and planned) are:

Mobile Applications are designed to improve client's abilities to sell their products , prioritize their efforts, gain support for their ideas and communicate their results clearly, compellingly and succinctly.

Web Application will allow basic business strategy frameworks and methods for assessing and capturing market opportunities.

Websites this a static website which contains about us page and contact details of the clients.

Training also offer online software development training to our clients can get software development courses by registering on our website . We offer software development or programming training.

In addition to these applications we also have course offerings, we train clients to develop and create their own mobile and web applications services (both hourly-based and fee-based services) focused on specific client and participant needs. Some of our clients are startup companies the owners of these startup companies are using public transport for example taxis, buses, uber and trains.

Quality Control

Our quality control process is superb as we test our software application 3 times post manufacturing. In addition, content that we deliver to customers over mobile and web application Platform is upscaled to 4K quality (if available and if the broadband connection is high speed) and downscaled to 720 resolution (if the broadband connection is not high speed). We offer a certified service which means that our products are utilized having passed different quality control tests.

Packaging

The downloading of the mobile application is a minimalist process, where the consumer clicks on Apple App store types the application name and then click on the search button then he clicks on get button to download the mobile application on his phone ,once downloaded he can click on open button to open the application. The process is low cost . In addition, the application can also be downloaded from the Microsoft app store and the user must follow the same steps mentioned above.

Production

In order to ensure that we do not have material inventory issues, mobile and web is created and deployed to production by the company owner . Once the consumer places the order. The software final product is then produced, deployed and delivered to customers in 1-2 weeks. In the future, we plan on allowing customers to customize the product with their own colors and higher priced options.

Current Price Strategy

Customers purchase mobile and web application, we charger R650 per hour plus a R300 monthly subscription fee, which provides consumers with system download per month. Customers have the option to pay annual subscription fee at a lower price of R1200. We also

charge customer maintenance fee of R650 per hour. For example, if the client wants to add more functionality or add enhancement on the existing mobile and web application

Future Price Strategy

In the future, we plan on upselling live streaming content for R200 + prices for static website, mobile application, web application, database maintenance , etc. We also plan on cross-selling content for R75 per update.

Bundle Price Strategy

We are currently in late stage discussions with Microsoft on potentially bundling our product with ultra-high end.

Volume Discounts

We offer 10% discount for our first-time users who require website, mobile and web application. We also offer training discount to students who want to learn about software development. We provide educational discounts of R200 for our students if educational institutions purchase lots of training courses.

Financing
We plan on offering financing options for the training courses. We are currently discussing this strategy with the 3 largest financing companies.

Distribution Strategy

The mobile and web application are sold on app store, google store , training courses are currently sold online via Facebook . We plan on also selling the training courses on our website and through Best Buy's retail stores. Our customers will be obliged to register as a member on our website the first time they visit. Once registered, they will be required to sign-in on each future visit. When signed-in, our clients will have access to the wide availability of software applications and training courses.
 Through the use of the internet our clients will be able to choose software application that they prefer ,they can also choose training course that they are interested in . We are optimistic that social media company will help us sell our products through the Apple Store and google play in the future. Software applications are sold online through our monthly subscription service; customers can download our product to their iPhone, windows phones, Windows or Mac computers.

 Once the software application is downloaded to the customer's phone or computer. The application is also registered to our customer when downloaded to their phones and computers for the first time (we ask for the customer's email address so we can upsell or cross sell future content). The customer also enters in their credit card number before software application is downloaded to their phones or computer, then they can download application once we have confirmed that the payment has been processed. We use direct (mail order, Web, catalog). In the future we plan on using agents and independent representatives so that we can increase our sales.

Return Policy

We offer a 15-day 100% refund policy to all our Prime customers and a 20% restocking fee charged to other customers of our mobile and web product.

Customer and Market Commentary

Who is the Customer?

Customer Analysis

"Based on our extensive customer research*, our ideal customer is a mobile and web application lover, an early adopter when it comes to new technology products, over 16 years old, lives in large cities, has an undergraduate university degree, is interested in computer programming and loves music. For the next two years, we are targeting consumers in South Africa. In five years, we will also target consumers in Unite State, India, The United Kingdom, Australia and New Zealand. There are major customer segments in our market: government departments, employees, managers/executives and training directors. Each segment requires our services for different reasons. Employees will demand and purchase our services because they will improve their own skills thereby improving their job performance and enhancing their careers. Managers/executives will require and purchase our services to improve their business unit productivity and profitability/performance. Training directors are typically required to seek out and deliver high quality training to their organizations. They will purchase our services to meet their goals of delivering great content to their business partners in a cost-effective manner.

Customer Concentration

We do not have customer concentration issues as no customer comprises more than 1% of total revenue.

Customer Attainment Strategy

Given how revolutionary our products are. Going forward, we plan on using Twitter, Instagram, Facebook advertising, which we discuss in detail in the Sales and Marketing part of this business plan. We also plan on using Google ads and YouTube, as it is now the second largest search engine.

Customer Service

In addition to having a detailed FAQ section on our website, the Apple and Android app downloadable versions of our product contain a step by step guide on how to use our product, configure our product and troubleshoot the use of our product. We will offer additional email support initially and Bruce Banner will offer telephone support. Based on the volume of inbound calls we receive; we will quickly hire offshore telephone support personnel or outsource the job function.

Customer Response Time

In most cases, customers only contact us if they cannot find the answers to their questions on our FAQ webpage. The customer education video that our customers watch is incredibly well-made that we are pleasantly surprised by the small number of customer questions that we receive. In addition, our customers are incredibly loyal, and they often create their own YouTube videos and Quora.com content to help our other customers. Takes 1 day

Customer Loyalty Program

Customer Profile Documentation

When customers register their purchased products, they enter their email address and they can opt in to receiving updates on new mobile and web applications, new 1-time higher priced special events media purchases and software upgrades for the products. Given the fact that we provide the value of offering free platform (operating system) upgrades for the products, we do not expect many customers to opt out of the email distribution list. We document and track all customer details using ActiveCampaign.com (discussed in more detail in the Sales and Marketing part of our business plan).

General Industry Trends / Drivers

The problem with the IT market is that the growth of the market is anemic and large media companies are looking for ways to reignite revenue and profitability growth. We believe that our company solves the problem that large media companies are having with anemic growth, as our company offers a very high margin and scalable revenue model with high visibility given the nature of our subscription offering; we are confident that software programming is the key future growth driver for the IT market.

Industry Risks

A material risk with the media industry is the threat of piracy. All of our content is streamed to consumers with embedded digital signatures that are specifically encoded to only allow the content to be streamed on a unique registered product. We filed a patent on this process.

Warranty Policy

We offer a 1-year warranty on the sales of our software product.

Industry Search Trends

Based on our analysis of the industry trends using Trends.Google.Com., we have noticed that search volume-based interest in our industry has seen accelerated growth over the past 12 months.

Barriers to Entry

We believe that a material barrier to entry in our industry is the complex technical nature of our patented IT product, our patented streaming technology and our patent pending anti-piracy technology.

Total Addressable Market (T.A.M.)

The Total Addressable Market (T.A.M.) size of the market that we compete in is $5.2 trillion for the current size of the entire market that I am targeting(also called the Total Addressable Market: TAM). The growth rate of the T.A.M. is 3.2% for the IT industry. [Source: IBIS World for the IT industry data ,total for the IT industry, and report linker: https://www.reportlinker.com/market-report/ICT/597055/Information-Technology?gclid=Cj0KCQjwhZr1BRCLARIsALjRVQNq5-FAJTJivPnT4GRXRzGWh5S3IiXaFwkQ2bfBfabW1pvCJyYpn6gaAi4cEALw_wcB https://www.toptal.com/finance/market-sizing/total-addressable-market-example https://www.ibisworld.com/united-states/market-research-reports/it-consulting-industry/]

Percent of the T.A.M. We Plan on Capturing in 5 Years

The percent of the T.A.M. market share that we are planning on attaining in 5 years is 1%. Please see the Income Statement portion of this business plan to see our revenue projections.

Seasonality

Our product's bestselling month is January, given holiday Black Friday shopping trends. July and August are the lowest selling months given vacation schedules. The subscription revenue is much less seasonal, which helps us achieve high revenue visibility trends.

Go-to Market Strategy

Online Distribution Strategy

Our marketing strategy concentrates on identifying unmet software application needs in organizations and designing our software application offerings on filling critical skill gaps. Each software application offering is designed to **help participants concepts and skills to meet specific needs**. Because we also offer software development training, we will create trial courses for our clients, meanwhile trial courses will generate initial interest and demand for our training, manager mandate, incorporation into formal client training programs.

The quality of our mobile ,web application, instructors and our instruction materials are the strongest elements of our marketing plan. We will use online distribution by visiting government websites and apply for tenders, google companies and banks procurement contact details. Use our Facebook page and Instagram page to sell our products, advertise our products on LinkedIn and on gumtree, our company managed to get a client before via gumtree. Use yahoo, YouTube and google ads to sell our products and services.

 These referrals will drive demand for our mobile ,web application applications, initial courses and the quality of instructors and instruction will create ongoing demand for new course offerings as well as consulting services focused on applying the concepts of the course. Our target market consists of startups, and big corporates who are in roles that require them to create ideas/recommendations, support those initiatives and communicate their rationale in a clear and compelling manner (primarily junior executives, middle managers and individual team members in analytical or managerial roles). Each software application and course offering are targeted at filling one or more of these critical skill gaps.

Offline Distribution Strategy

Sales calls will be performed by our Managing Director . Not only will they be able to represent the products and services that we offer and negotiate pricing and contracts, they are also the course facilitators and do software development. This sales model will enable our clients to understand the value proposition of our offerings as well as enable them to get a sense for how our products differ dramatically from our competitors and word of mouth/referrals will drive expanded demand for our services.

Direct Distribution Strategy

Direct distribution utilizes diverse apparatus to increase customer consideration. The billboards, Kiosks, and occasions or events are a compelling approach to pass on the organization's message. The billboards will be available in selected places around the city but we will ensure that the substance of the message ought to be such that it draws on the customers' consideration. The kiosks serve as information outlets for the general population as well. As such, as an organization, we strongly believe that outdoor advertising is a compelling advertising instrument.

Indirect Distribution Strategy

Pay an advertising agent to advertise on billboards so that when people pass on the highway, they see billboards and also advertise on radio station for example 5FM,702,Y-FM and Metro FM.

Cost of Distribution

My budget for cost of distribution is R90 000.

Sales and Marketing Strategy

Sales Strategy

Sales Force Structure

Sales force structure the way our sales team is structured we will hire new staff members who will handle sales . These staff members will be in charge for selling to certain geographies or industry verticals or large accounts or telesales etc. As a side note, the best way to get customers is to network network , and network; as such, the sales team can download 200+ page book for free on how to network and get customers (or anything they want) at this address: www.harounventures.com. Side note: sales team can visit this site and get the easiest way to meet ANY CEO in the world (goldmine for finding customers): https://www.youtube.com/watch?v=uSRfqlpphAo . Or check this video out on how to get free publicity (goldmine for getting customers): https://www.youtube.com/watch?v=Fc3F4nnLQlY

Marketing Strategy

Online Marketing (Social Media) Strategy

Lesedi software Innovation(PTY) LTD we continue advertising on gumtree to get target the clients, this is the website that we used to get our first client we will also use social media strategy to target my clients the platforms that I will use Hootsuite.com as a way to distribute all my social media content through one platform, when I say all my social media content I am referring Facebook, twitter, WhatsApp, Instagram, YouTube, google ads. I will ensure that my LinkedIn profile is superb, and all your employees' LinkedIn profiles are great too. I will use Google Alerts on my brand or my competitor's brand in order to better understand how the market perceives what my brand is.   If I find out that all this social media stuff is complicated, then I will hire a younger intern as they get it better than I do .   If I have to make professional looking brochures to give to potential customers, I will consider outsourcing the creative process

28

at www.fiverr.com.   If I want to set up a Vlog or create YouTube videos, it is explained here how to create one : https://www.youtube.com/watch?v=hHYAjypBQLE

Lead Generation Strategy

Our company will use lead generation strategy . We will use our email marketing campaign or lead generation campaign to get customers from online sources. For example, if users visit our website for the first time, we will have Register option where users can enter their name and surname plus their contact details for example email address. We will do the following to get email leads the right way

Identify your target audience.

The first step in getting leads for your email marketing campaign is to identify your target audience. Our target audience is made up of ideal client. This also means that we will have to develop a buyer persona to help us better understand their pain points. Create an irresistible offer.

Once we understand our target audience and know what their pain points are, we will have enough data to help us create a resource they will find useful. The offer, also known as a lead magnet, has to be a solution to a particular problem our prospect has.

Leverage social media.

There are 3.196 billion active social media users in the world. Use social media to get email leads by promoting our offer or running some paid posts. This strategy is especially profitable, as it will help us not only generate email leads, but also gain followers on social media.

Keep subscribers engaged with valuable content.

Once our prospect has signed up to receive emails from us, they are officially a lead, but this is only the beginning of their customer journey with our company.

To nurture them into a paying client, we will have to keep them engaged with valuable content. Use personalization to reel them in. Email marketing software has brought marketers a convenient tool they can use to improve their results: data. With a good email marketing tool, like Campaign Monitor, for instance, we can gather enough data about our prospects to create personalized emails.

These will endear them to us, as it gives our brand a human touch.

29

Use catch and interesting email subject lines. If we want to refer back, here's a handy checklist of my email lead generation best practices:

Segment our email list.

Use email drip campaigns.

Send the right message to the right people.

Perform lead scoring.

Nurture your email list with amazing content.

Use catch and interesting email subject lines.

Offline Media Strategy

Offline media strategy this refers to my non-internet-based marketing campaigns. To ensure that my potential customers consume this offline media format, i.e., radio, TV, newspapers, tradeshows, etc. Owner will put a big sticker on the door of the car outside. We will print T-Shirt with my company logo and state the service and products that we offer. We will also create a big banner with my details on it. Lesedi software Innovation will advertise on radio we will approach radio stations like 5FM,MetroFM,YFM,702 and other advertise during pick ours from example between 6 and 9 when radio listeners go to work they can hear out advert on their favorite radio station, and also in the afternoon from 3pm to 6pm when to go back to their homes we aim to target large audience hence we prefer to advertise on radios during pick ours. We will talk to Gautrain station managers so that we can put our banners in their stations so that when people use the train, they can see our adverts. Some of our target clients are startup companies the , some of these owners are still using public transport for example taxis, uber, buses and metro rail we aim to target them as well. Handout leaflets at supermarkets, salon, barbershops, shops and at the robots. Print T-shirt and print big notice boards and large banners, put them on the streets. Read Sunday newspapers and apply for tenders. Handout leaflets to everyone even at the taxi rank, ask uber drivers to hand out leaflets to their passengers. Hand out leaflets at bus station and also at metro rail park station.

Operations

Lesedi Software Innovation (PTY) LTD operational model consists of software development, scheduling courses, delivering those courses and revising or creating course content based on client feedback. Many of these functions will be performed by Lesedi Software Innovation (PTY) LTD employees given the skill requirements for developing mobile, web application, and training. These functions that are a competitive advantage for us (e.g., printing materials or building websites and surveys) will outsource HR function to vendors who can provide distinctive offerings in that areas.

Milestones

Future Milestones

Future Products or Services Milestones

Looking to do partnership with other entrepreneurs including ST-SOFTWARE, who are passionate about Software Development

Future Revenue Milestones

Future revenue milestone next year well increases our prices by R50, currently we charge R650 per hour ,it means that next we will charge our clients R700 per hour for service, we will consider offering discount to our clients.

Future Break-Even Milestone

Future break-even milestone, 2022 is the year we plan on breaking even (meaning reaching profitability)

Units Sales Milestones

Future unit sales milestone, we charge per hour, this means our prices will increase accordingly , we do not want to chase away our clients hence we prefer charging our clients affordable price.

TAM Milestones

Future tam milestone, the percentage of the total addressable market we plan on capturing in 1st year = 1%, 3rd year = 2%, 5th year = 4% and in 10 years = 7%.

Profit Margins Milestones

Future revenue milestone next year well increases our prices by R50, currently we charge R650 per hour ,it means that next we will charge our clients R700 per hour for service, we will consider offering discount to our clients.

Geographic Milestones

Future break-even milestone, 2022 is the year we plan on breaking even (meaning reaching profitability)

Other Future Milestones

Other future milestones: we plan to open new offices in our neighboring countries such as Lesotho, Botswana and Namibia. Our plan is to open new offices overseas for example in New York city and in the UK.

Future Exit Strategy Milestones

Exit strategy this refers to future exit strategy milestones the plan is doing an IPO (initial public offering) in order to put my company on the stock market.

Past Milestones Achieved

Revenue Milestones Achieved

Sample past revenue milestone, our company is a startup company so far managed to get one client which capital legacy, we charged R7000 for doing database management and removing redundancy on the database our   past revenue milestones achieved is R7000.

Units Sales Milestones Achieved

Sample past unit sales milestone: We charge per hour, what we did is that we charged the clients R650 per hour to do the work for about a week or so.

Profit Margins Milestones Achieved

The past profit margin milestone that we achieved is about R6500 because R500 was spent on transport for going to the client and working on the client site.

Products or Services Milestones Achieved

Past products or services milestone achieved is that we managed to clean the database of the client and normalize the database , the client was very happy with services that we provided to him.

Geographic Milestones Achieved

Geographic milestone: Johannesburg is regarded as our significant geographic based milestones we have already achieved.

Other / Miscellaneous (i.e., Risks)

Future Technology Development Risks that Can Impact Our Business Model

The risk is that future technology developments might have is that technology changes rapidly , we will be forced to keep up with the pace by doing research and development about new technology, subscribing to learning websites such as YouTube, LinkedIn learning, linda.com, Udemy.

Future Competition Risks

Competition is everywhere especially when it comes to technology , we have to use company's strength as competitive advantage by keeping the prices low, delivering services and on products on time and keeping the client happy. Competitive risk is the chance that competitive forces will prevent us from achieving a goal. This means that the company must know the competition. Find out who our competitors are, what they are offering, and what their strengths and weaknesses are. This will identify the areas we need to compete in and give us   a platform for differentiating our company .

Know our customers. Customer expectations can change dramatically. Find out what matters to our customers now - is its lower price, more flexible or premium service, or the latest products? Differentiate. It is essential to give our customers good reasons to comeback instead of a rival. Develop a unique selling point (USP) that taps into what customers want. It should be clear and obvious - no-one should have ask what makes us different. Step up our marketing. Make more effort to tell people who we are , what we sell and why they should buy from us. It doesn't have to be expensive - promotional ideas can range from posters in my window and leaflet drops to campaigns on social media.

Macroeconomic Developments Risks

Macroeconomic development risk simply refers to the risk of a slowing economy that could result in generally poor investment performance to my business model due to reduced aggregate demand, profit margins, earnings growth, etc. These can have a negative impact to my business model. The company's must constantly engages with the future investors and all the stakeholders about the future macro economic developments.

The greatest financial risk we face is that we will be unable to generate enough client demand for our services to create a sustainable stream of net income. To mitigate that risk, we will devote a substantial amount of our initial time and efforts toward business development since our efforts will not yet be required in classroom instruction.

Disaster Recovery Strategy

Create a backup on cloud environment, many IT companies are using cloud technology as disaster recovery. We are discussion with company that deals with disaster recovery, so that we can store some of our application on their servers the we can monthly fee.

Other Potential Risks

A product development strategy provides a framework for creating new products or improving the performance, cost or quality of existing products. The strategy helps a company achieve business goals, such as entering new markets, selling more to existing customers or winning business from competitors. A successful product development strategy can also increase revenue and profitability, but careful planning is essential to minimize the risk of costly mistakes. Product development is a high-risk process with many new product programs failing. To minimize risk and ensure the program delivers its planned benefits, set measurable goals and review progress at each stage of development, from generating ideas, through technical and commercial assessment to detailed development and launch. A key to success is to focus on developments that meet genuine customer needs, rather than developing exciting technical features that customers do not

need. By improving the performance of existing products, you can help your sales team win business from competitors that cannot match the new level of performance. Improved performance also enables you to increase revenue or profit by charging higher prices for a superior product. By carrying out research or consulting customers or sales representatives, you can identify the performance factors that are most important to the market and set measurable targets for improvement.

What is the Most Misunderstood Aspect of Our Business Model?

The most misunderstood aspect of my business plan is that it is broad it is not limited to one industry for example banking industry, education, transportation, video games and agriculture. It caters for all the industries ,we develop software application according the client's requirements and needs, maybe in the future we must focus on one industry instead of all the industries.
It is essential that one understands business models and pricing. As cash is the lifeblood of any business and profitable businesses can fail and go bankrupt if they run out of cash and can't pay their suppliers or their employees.

Financials

Revenue and Net Income Forecast Highlights

All financial data in this document are in South African rand.

Revenue:	7,000	0,000	0,000	0,000
Net Income:	7,000	0,000	0,000	0,000

38
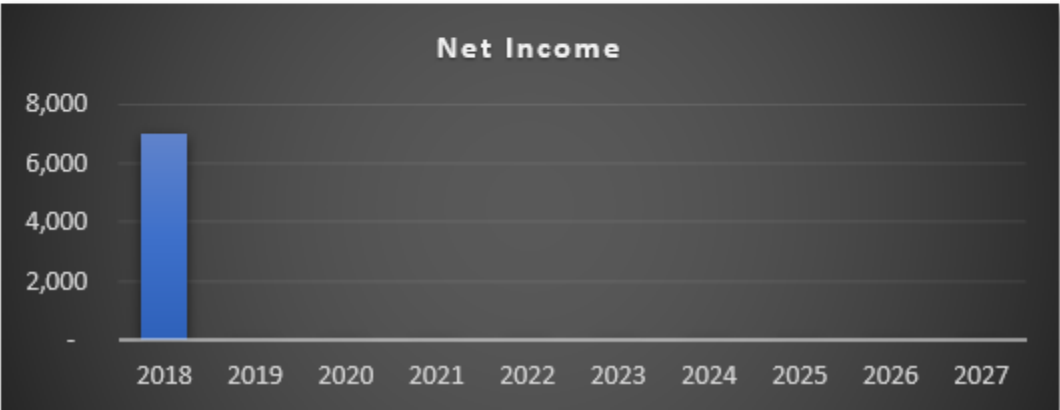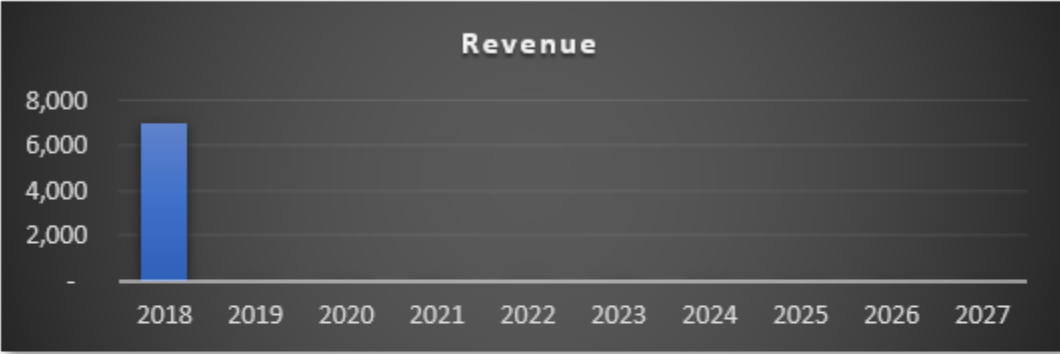
Financial Ratios

	2018	2019	2022	2027
Gross Margins:	100%	N/A	N/A	N/A
Operating Margins	100%	N/A	N/A	N/A
Net Profit Margins	100%	N/A	N/A	N/A
Return on Assets	N/A	N/A	N/A	N/A
Return on Equity	N/A	N/A	N/A	N/A

Gross Margins

Net Income

Net Profit Margins

Return on Assets

Return on Equity

41
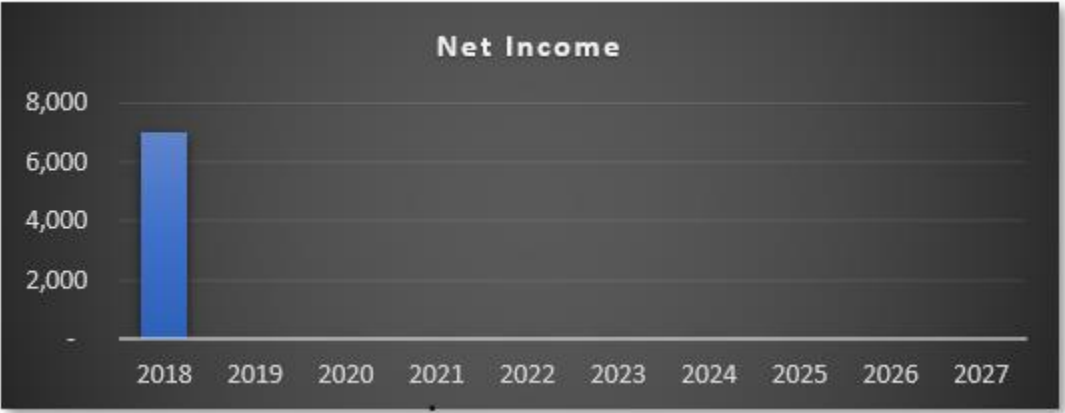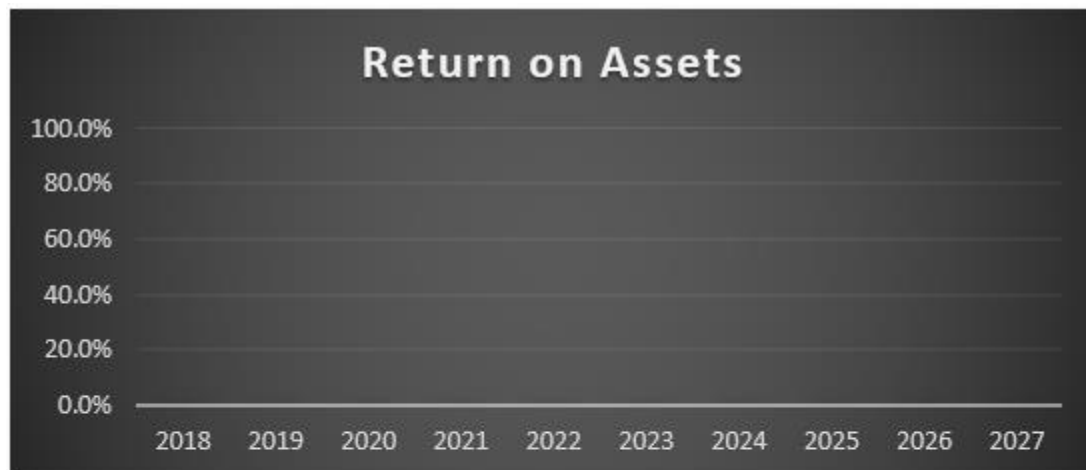
Monthly Revenue Forecast

Monthly Revenue for 2018	January of 2018	February of 2018	March of 2018	April of 2018	May of 2018	June of 2018	July of 2018	August of 2018	September of 2018	October of 2018	November of 2018	December of 2018
Total Revenue	-	-	-	-	-	-	-	-	-	-	-	**7,000.00**
Month over Month (MOM) % change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Revenue #1 of 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7,000.0
Month over Month (MOM) % change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
% of total revenue	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*100%*
Number of Units Sold for a Product or Number of Hours Billed for a Service	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Month over Month (MOM) % change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Average Selling Price Per Unit for a Product or Hourly Rate Charged for a Service	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Month over Month (MOM) % change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
# of Units (Products) Returned or # of Billable Hours Refunded (Service)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Month over Month (MOM) % change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Revenue #2 of 2 (Optional)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Month over Month (MOM) % change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
% of total revenue	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*0%*

Quarterly Revenue Forecast

Quarterly Revenue for 2018 until 2020	1Q 2018	2Q 2018	3Q 2018	4Q 2018	2018	1Q 2019	2Q 2019	3Q 2019	4Q 2019	2019	1Q 2020	2Q 2020	3Q 2020	4Q 2020	2020
Total Revenue	$ -	$ -	$ -	$ 7,000	$ 7,000	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
YOY change	N/A	N/A	N/A	N/A	0.0%	N/A	N/A	N/A	(100.0%)	-100.0%	N/A	N/A	N/A	N/A	N/A
QOQ change	N/A	N/A	N/A	N/A	-	-100.0%	N/A	N/A	N/A	-	N/A	N/A	N/A	N/A	-
Revenue #1 of 2	0.0	0.0	0.0	7,000.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
YOY change	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	(100.0%)	-100.0%	N/A	N/A	N/A	N/A	N/A
QOQ change	N/A	N/A	N/A	N/A	-	-100.0%	N/A	N/A	N/A	-	N/A	N/A	N/A	N/A	-
% of total	N/A	N/A	N/A	100.0%	100.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Revenue #2 of 2 (Optional)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
YOY change	N/A	N/A	N/A	N/A	0.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
QOQ change	N/A	N/A	N/A	N/A	-	N/A	N/A	N/A	N/A	-	N/A	N/A	N/A	N/A	-
% of total	N/A	N/A	N/A	0.0%	0.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Annual Revenue Forecast

Annual Revenue for 2018 until 2027	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Total Revenue	$ 7,000	$ -	$ -	$ -	$ -	0.0	0.0	0.0	0.0	0.0
YOY change	*0.0%*	*-100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Revenue #1 of 2	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
YOY change	*N/A*	*-100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	*-*	*-*	*-*	*-*	*-*	*-*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
% of total	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Revenue #2 of 2 (Optional)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
YOY change	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	*-*	*-*	*-*	*-*	*-*	*-*	*-*	*-*	*-*	*-*
% of total	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*

Monthly Operating Income Expenses Forecast

Monthly Operating Expenses for 2018	January of 2018	February	March of 2018	April of 2018	May of 2018	June of	July of 2018	August of 2018	September	October of 2018	November	December of 2018	2018
Total S, G & A Expenses	–	–	–	–	–	–	–	–	–	–	–	–	–
Salaries for Employees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salaries for Contractors or Consultants	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Benefits for Employees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Payroll Taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Office Equipment and Supplies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telecommunication Expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel and Entertainment	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Utilities (Electricity, Heating, Water, Etc.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Advertising and Marketing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Legal Fees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Furniture	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Automobile Expenses (Gas, parking, etc.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
License Fees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Postage Fees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Employee Education	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total R & D Expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Depreciation Expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Annual Operating Income Expenses Forecast

Annual Operating Expenses from 2018 until 2027	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Total S, G & A Expenses	–	–	–	–	–	–	-	-	-	-
Salaries for Employees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salaries for Contractors or Consultants	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Benefits for Employees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Payroll Taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Office Equipment and Supplies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telecommunication Expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travel and Entertainment	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Utilities (Electricity, Heating, Water, Etc.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Advertising and Marketing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Legal Fees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Furniture	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Automobile Expenses (Gas, parking, etc.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
License Fees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Postage Fees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Employee Education	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Category (type over me if you have other expenses)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total R & D Expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Depreciation Expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

46

Quarterly Income Statement

3 Year Quarterly Income Statement from from 2018 until 2020	1Q 2018	2Q 2018	3Q 2018	4Q 2018	2018	1Q 2019	2Q 2019	3Q 2019	4Q 2019	2019	1Q 2020	2Q 2020	3Q 2020	4Q 2020	2020
Revenue	0.0	0.0	0.0	7,000.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
YOY change	*N/A*	*N/A*	*N/A*	*N/A*	*0.0%*	*N/A*	*N/A*	*N/A*	*(100.0%)*	*-100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	*N/A*	*N/A*	*N/A*	*N/A*	*$ -*	*-100.0%*	*N/A*	*N/A*	*N/A*	*$ -*	*N/A*	*N/A*	*N/A*	*N/A*	*$ -*
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Gross profit	0.0	0.0	0.0	0.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gross margin	*N/A*	*N/A*	*N/A*	*0.0%*	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Sales, General & Administrative (S, G & A)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
YOY change	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	*0.0%*	*N/A*	*N/A*	*N/A*	*$ -*	*N/A*	*N/A*	*N/A*	*N/A*	*$ -*	*N/A*	*N/A*	*N/A*	*N/A*	*$ -*
Research and Development	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
YOY change	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	*0.0%*	*N/A*	*N/A*	*N/A*	*$ -*	*N/A*	*N/A*	*N/A*	*N/A*	*$ -*	*N/A*	*N/A*	*N/A*	*N/A*	*$ -*
Depreciation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
YOY change	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	*0.0%*	*N/A*	*N/A*	*N/A*	*$ -*	*N/A*	*N/A*	*N/A*	*N/A*	*$ -*	*N/A*	*N/A*	*N/A*	*N/A*	*$ -*
Total Expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Yoy Change	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Income (loss) from operations	0.0	0.0	0.0	0.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
EBITDA	0.0	0.0	0.0	0.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Other income (expense), net	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Income (loss) before income taxes	0.0	0.0	0.0	0.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Provision (benefit) for income taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tax Rate	*N/A*	*N/A*	*N/A*	*N/A*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Net income (loss)	$ -	$ -	$ -	$ -	7,000.0	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -

Annual Income Statement

Annual Income Statement from 2018 until 2027	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Revenue	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
YOY change	*0.0%*	*-100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -
% of Revenue	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
Gross profit	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gross margin	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Sales, General & Administrative (S, G & A)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
YOY change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -
Research and Development	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
YOY change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -
Depreciation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
YOY change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
QOQ change	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -	♪ -
Total Expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Yoy Change	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Income (loss) from operations	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
EBITDA	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Other income (expense), net	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Income (loss) before income taxes	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% of Revenue	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Provision (benefit) for income taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tax Rate	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Net income (loss)	⊂ 7,000.0	$ –	$ –	$ –	$ –	$ –	$ –	$ –	$ –	$ –
% of Revenue	*100.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*

Quarterly Balance Sheet

3 Year Quarterly Balance Sheet from from 2018 until 2020	1Q 2018	2Q 2018	3Q 2018	4Q 2018	2018	1Q 2019	2Q 2019	3Q 2019	4Q 2019	2019	1Q 2020	2Q 2020	3Q 2020	4Q 2020	2020
Current Assets															
Cash and cash equivalents	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Short-term investments	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts Receivable as a % of re	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Inventory	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Inventory as a % of revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Total Current Assets	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Long Term Assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
"Equipment we own, net of accumulate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Depreciation (linked to the Income S	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capex (we need to calculate this her	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capex as a % of revenue	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Total Long Term Assets	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
TOTAL ASSETS	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Current Liabilities															
Accounts payable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts Payable as a % of reven	*N/A*	*N/A*	*N/A*	*0.0%*	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Short-term debt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Current Liabilities	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Long Term Liabilities															
Long-term debt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Long Term Liabilities	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
TOTAL LIABILITIES	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Retained Earnings	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Common Shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Additional Paid-in-Capital	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL SHAREHOLDER'S EQUIT	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
TOTAL LIABILITIES AND SHARE	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**

Annual Balance Sheet

| Annual Balance Sheet from 2018 until 2027	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Current Assets										
Cash and cash equivalents	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Short-term investments	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts Receivable as a % of re	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Inventory	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Inventory as a % of revenue	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Total Current Assets	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Long Term Assets										
"Equipment we own, net of accumulate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Depreciation (linked to the Income S	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capex (we need to calculate this her	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capex as a % of revenue	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Total Long Term Assets	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
TOTAL ASSETS	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Current Liabilities										
Accounts payable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts Payable as a % of reve	*0.0%*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*
Short-term debt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Current Liabilities	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Long Term Liabilities										
Long-term debt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Long Term Liabilities	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
TOTAL LIABILITIES	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Retained Earnings	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Common Shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Additional Paid-in-Capital	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL SHAREHOLDER'S EQUIT	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
TOTAL LIABILITIES AND SHARE	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**

Quarterly Cash Flow Statement

3 Year Quarterly Cash Flow Statement from from 2018 until 2020	1Q 2018	2Q 2018	3Q 2018	4Q 2018	2018	1Q 2019	2Q 2019	3Q 2019	4Q 2019	2019	1Q 2020	2Q 2020	3Q 2020	4Q 2020	2020
Net Income	0.0	0.0	0.0	7,000.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Depreciation (+)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Accounts Receivable (-)	N/A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Inventory (-)	N/A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Accounts Payable (+)	N/A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Cash From Operating Activities	0.0	0.0	0.0	7,000.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Investing Activities															
Purchases of equipment (same here as 'Capex')	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Cash From Investing Activities	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financing Activities															
Increase in Short Term Debt (+)	N/A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Long Term Debt (+)	N/A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Common Shares (+)	N/A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Cash From Financing Activities	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Increase (Decrease) in Cash	0.0	0.0	0.0	7,000.0	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash at beginning of period	N/A	0.0	0.0	0.0	0.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0
Cash at ending of period	0.0	0.0	0.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0

Annual Cash Flow Statement

Annual Cash Flow Statement from 2018 until 2027	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Net Income	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Depreciation (+)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Accounts Receivable (-)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Inventory (-)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Accounts Payable (+)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Cash From Operating Activities	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Investing Activities										
Purchases of equipment (same here as 'Capex')	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Cash From Investing Activities	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financing Activities										
Increase in Short Term Debt (+)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Long Term Debt (+)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase in Common Shares (+)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Cash From Financing Activities	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Increase (Decrease) in Cash	7,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash at beginning of period	0.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0
Cash at ending of period	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0	7,000.0

Appendix

Employee #1 Resume

CURRICULUM VITAE

MANDLA PHILLIP MTOMBENI
SENIOR PROGRAMMER / DEVELOPER

5/4/2020
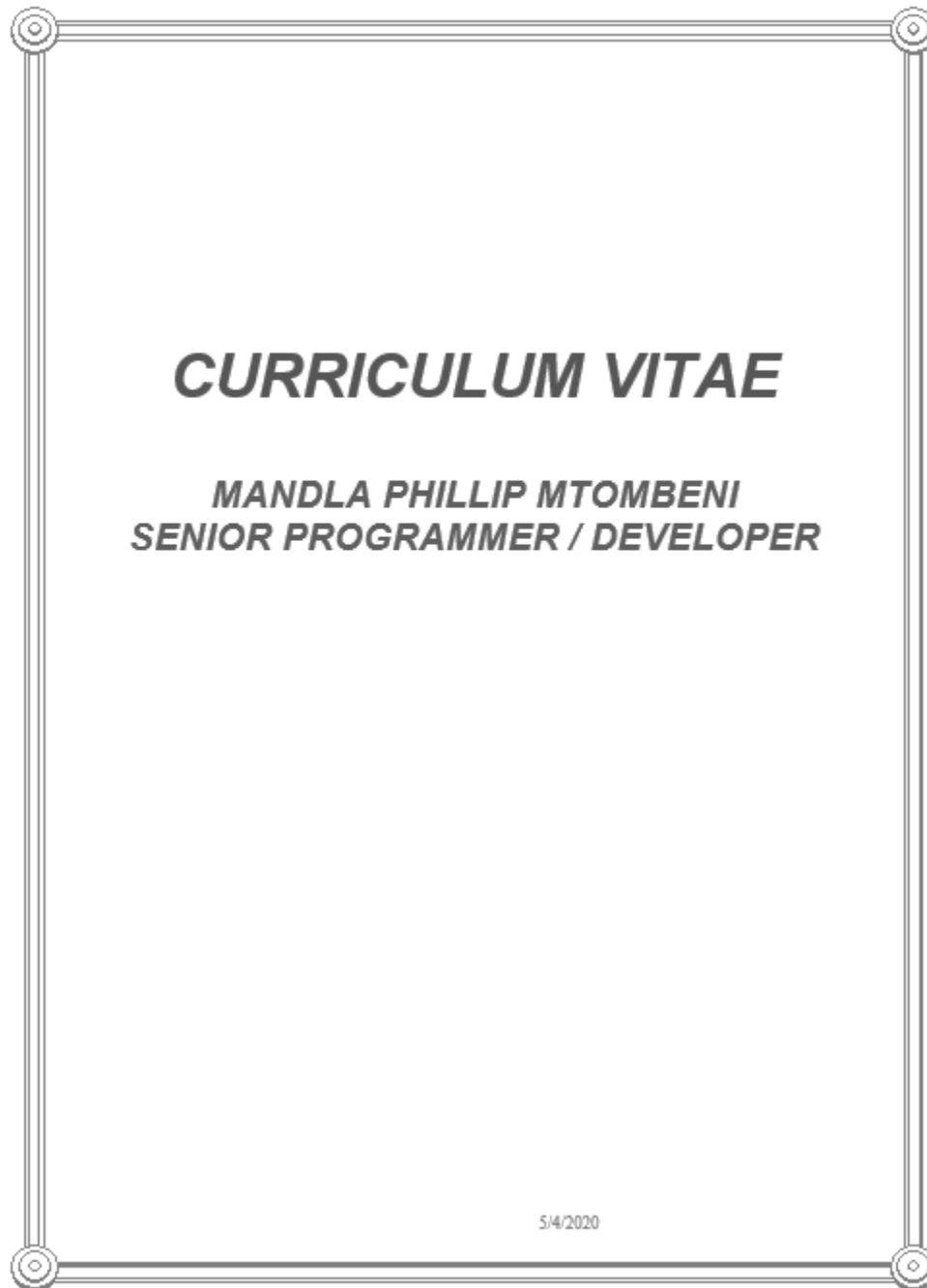
PERSONAL PARTICULARS

SURNAME	Mtombeni			
FIRST NAME	Mandla Phillip			
COMMONLY KNOWN AS	Mandla			
TELEPHONE	0765685999 0827230343 0116326930			
E-MAIL	pmtombeni@gmail.com			
LANGUAGES	PROFICIENCY	SPEAK	READ	WRITE
	ENGLISH	GOOD	GOOD	GOOD
	AFRIKAANS	GOOD	GOOD	GOOD
	SESOTHO	GOOD	GOOD	GOOD
	SETSWANA	GOOD	GOOD	GOOD
	ZULU	GOOD	GOOD	GOOD
	XHOSA	GOOD	GOOD	GOOD

QUALIFICATIONS

QUALIFICATION	INSTITUTION	YEAR
MBA	Regent Business School	Final year
BSc Honours Computing Degree	UNISA	2019
Postgraduate Diploma in Business Management or Honours	Regenesys Business School	2015
BSc Computer Science Degree	University of Free State	2005
Matric	Thuto Tiro Comprehensive School	1998

COURSES TAKEN HONOURS IN COMPUTER SCIENCE

1. Software Project Management
2. Software Engineering
3. Human Computer Interaction
4. Information Security
5. Enterprise Architecture
6. E-Learning Concepts and Principles
7. Research Methods and Proposals
8. Honours Research Report

54

POST GRADUATE COURSES TAKEN

1. Financial Management and Management Accounting
2. Economics
3. Marketing
4.Organizational Strategic Planning and Management
5.Human Resource Management
6.Business Ethics and Corporate Governance
7.Fundamenta of Research

COURSES TAKEN (MBA)

1.Information and Knowledge Management
2.Operational and Supply Chain Management
3. Managerial Economics
4.Strategic Management
5.Strategic and Change Management
6.Leadership and Human Capital Development
7.Governance and Sustainability
8. Global Political Economy

SUMMARY OF SKILLS

1. Training Only
2. Limited Practical Experience
3. Thorough Practical Experience
4. Extensive Practical Experience

ARCHITECTURE DESIGN PATTERNS	MONTHS	LEVEL
Building Concurrent Applications with the Actor Model in Akka.NET	24	4
Clean Architecture - Patterns, Practices, and Principles	86	4
Domain-Driven Design Fundamentals	80	4
Encapsulation and SOLID	99	4
Software Architecture Fundamentals	96	4
SOLID Principles of Object Oriented Design	98	4
Code review	80	4

PROGRAMMING LANGUAGES	MONTHS	LEVEL
Visual Studio	100	4
ANACONDA	6	3
POWERSHELL	30	4
VB SCRIPTS	24	4
C#.NET,	99	4
C++	99	4
VB.NET	60	4
Crystal Reports	32	4
BizTalk	24	4

5/4/2020

ngular with TypeScript	36	4
Query	100	4
nockoutJS	30	2
ngularJS	40	4
INQ	80	4
dvanced Unit Testing	99	4
/PF	24	3
ctor Model	12	2
elegates	90	4
AML	24	3

PROGRAMMING LANGUAGES INTERNET	MONTHS	LEVEL
TML5	60	4
YTHON	6	3
avaScript	99	4
ML	40	4
SP.Net	99	4
SP.NET Core	36	4
SS	96	4
HTML	96	4
IVC	40	4
PI	24	3
/ebRTC	12	2
/VM	12	3
SI	75	4
OOTSTRAP	40	4

56

CAREER HISTORY

EMPLOYER	POSITION	EMPLOYMENT DATES
WESBANK	Senior Software Developer	01/11/2017 to Current
Exponant	Team Leader/ Senior Software Developer	01/09/2014 to 31/10/2017
University of Johannesburg	Senior System Integrator	01/05/2012 to 30/08/2014
Highveld PFS (EOH) consulting at Standard Bank	Senior Software Developer	01/05/2011 to 30/04/2012
Sita consulting at Department of Basic Education	Software Developer	01/11/2009 to 30/04/2011
Belay Enterprise Solution	Software Developer	01/01/2007 to 30/10/2009
Medikredit integrated Healthcare Solutions	Data Administrator	01/01/2006 to 30/12/2006

EMPLOYMENT HISTORY

Company Name:	WESBANK
Dates Employed:	01/11/2017 TO CURRENT
Position:	TEAM LEAD / SENIOR SOFTWARE DEVELOPER

Responsibilities:
- Currently a Python, C# & C++ (2017) Developer, C# 6, 4.5 and .Net 4, Report Services(SSRS and MS Charting), MS SQL 2008 , T-SQL, SQL Server, Visual Studio, , batch files,VB scripts,PowerShell,MVC,NODEJS,JAVASCRIPTS
- I am currently on wesbank project called FleetActive where external clients like UBER can purchase vehicles .The client requests a quotation from the system then once the client is happy with the quotation a deal can be generated for the client. We sell cars to external customers
- Day to day responsibility include coding ,writing SQL scripts, writing web servicesdesigning, developing, testing, integrating and interfacing software systems
- Deploy solutions and projects
- Train Junior developers them with the SDLC . Assist junior to create database and database tables, views, functions, cursors, temp tables and stored procedures .Help junior developers to design capturing screens using web forms. Show junior developers to deploy code on test environment and also how to use SVN source control. Assist developers about project plan and also maintaining projects .

57

Company Name:	EXPONANT

Dates Employed:	01/09/2014 TO 31/10/2017
Position:	TEAM LEAD / SENIOR SOFTWARE DEVELOPER

Responsibilities:

- Gather user Requirement
- Creating functional specification, Technical specification, user manuals and documentation
- Currently a C# & C++ (2017) Developer, C# 6, 4.5 and .Net 4, ASP.Net, HTML5, HTML, Linq, Report Services(SSRS and MS Charting), JavaScript ,Oracle database, MySQL and MS SQL 2008,
- Working on mobile application for both ABSA BARCLAYS and Vodacom
- ABSA BARCLAYS system is called Oasis system, ABSA employees can order and request New Hardware, cabling, associated software, mobile, telecom services and equipment relocation then the manager can approve the request using the system.
- Vodacom system is called RHINO which is Radio Hierarchy Integrated Network Operation system, Vodacom can be able to monitor different site using the system and they can service the Antenna, dish and check transmission
- ARCHIBUS System creating and changing views, view definition wizard ,defining web views, 9040_Drawing_Views ,XML, defining data sources ,defining panels, defining actions, defining layouts and assemblies, data binding ,assembly attributes, tree panels ,tabbed views, virtual fields and tables ,working with java script, custom user interface elements using HTML, create panel edit form with pop-up dialog, view definition wizard
- Exponant Leave System Management: Applying for leave can be done online by employees themselves where they will be able to see their current leave balance for the type of leave they are applying for as well as the availability of other employees in his department for that same period via the graphical leave calendar. Leave applications will go through an approval process that can be configured per leave type. Any action performed on a leave application will automatically generate and send an email notification to all people involved. Advanced reporting functionality is also available online and via the Windows application.It is required that the Employee and all participants be registered as Users on the system prior to leave application process therefor a User Administration process is required.They can easily apply for a leave and select the amount of hours, day or months.Employee can upload supporting documents without physically handing it to the managers or HR managers such as university documents or sick notes when they apply for leave. Employee can able to view their own history of leave and how much leave they left with.
- Day to day responsibility include coding ,writing SQL scripts and writing web services
- Recently consulted at Metrorail created intranet and also worked train system schedule
- Passengers can view train schedule, the technologies that I used at Metrorail include LINQ, LAMBDA EXPRESSION, MVC,HTML5 and BOOTSTRAP, Oracle database, MySQL MS SQL 2008 and web services, Deploy solutions and projects
- Train Junior developers and interns help them with the SDLC ,teach junior developers to write functional and technical specification ,to gather information. Assist junior to create database and database tables, views, functions, cursors, temp tables and stored procedures .Help junior developers to design capturing screens using web forms, test using unit test on visual studio 2015 Framework 5.0.Show junior developers to deploy code on test environment and also how to use TFS source control. Assist developers about project plan and also maintaining projects .

Flexible time for Interview	Anytime after 3pm or anytime on Thursday's
Reasons for leaving:	GROWTH AND NEW CHALLENGES

58

Company Name:	UNIVERSITY OF JOHANNESBURG
Dates Employed:	01/05/2012 TO 30/08/2014
Position:	SENIOR SYSTEM INTEGRATOR

- Was a C# and C++(2012) developer and use SSIS, C# 4.5 and .Net 4, ASP.Net, web services, HTML5, HTML, Linq, Report Services(SSRS and MS Charting, JavaScript ,Oracle database, MySQL, Toad and MS SQL 2008. Normally deploy solutions and projects. Day to day responsibility include coding, writing SQL scripts and writing web services. Responsible for Full SDLC development of software applications; Report Services(SSRS) and developing UJ websites and windows application and also maintaining them. Train Junior developers and interns help them with the SDLC ,teach junior developers to write functional and technical specification ,to gather information. Assist junior to create database and database tables, views, functions, cursors, temp tables and stored procedures .Help junior developers to design capturing screens using web forms, test using unit test on visual studio 2015 Framework 5.0.Show junior developers to deploy code on test environment and also how to use TFS source control. Assist developers about project plan and also maintaining projects . Logging defects, Release and Deployment. Manage end to end release process. Communicate with clients,test and development. Roll out planning including method of deployment. Signs off the specification for implementation. Write documentation and communication, and technical release notes. Provide feedback on the effectiveness of the release. Produce release plans. Negotiate, plan and manage all release activities. Communicate release details and schedules to the business as required. Manage risks and resolves issues that affect release scope, schedule and quality .

Responsibilities include:
- Development of UJ intranet

Responsibilities Continued:
- Content Management using SharePoint
- Analyze data and Implement solutions
- Responsible for database development
- Creating tables; stored procedures and views
- Develop SSIS application using c#
- Read xml files and excel files apply business rules; create stored procedures and export data from xml and excel files
- Create output files from SSIS application
- Responsible for development of web services
- Develop using SharePoint 2012 and ASP.NET
- Deploy solutions using IIS
- Communicate with clients,test and development.
- Roll out planning including method of deployment.
- Creating functional specification, Technical specification and user manuals
- Signs off the specification for implementation
- Write documentation and communication, and technical release notes.
- Provide feedback on the effectiveness of the release.
- Produce release plans.
- Negotiate, plan and manage all release activities.
- Communicate release details and schedules to the business as required.
- Manage risks and resolves issues that affect release scope, schedule and quality;

Company Name:	HIGHVELD PFS (EOH) CONSULTING AT STANDARD BANK
Dates Employed:	01/05/2011 TO 30/04/2012
Position:	SOFTWARE DEVELOPER

- Was a C#,C++ (2008 and 2010) developer. Used SSIS, C#, BizTalk and MS SQL 2005 and 2008. Normally deploy solutions and projects and then these are deployed to BizTalk Administration Console; setup the Send Ports
- Send ports contains Inbound Map; Out bound map and Filters this is where the files can be sent to
- Set up the Receive Ports this contains Receive Location where file can be sent
- Set up the BAM .BAM (Business Activity Monitoring) is a process where information about the messages passing through BizTalk can be recorded on a database separate from BizTalk.
- Expose Schemas as WCF or Web Services
- Used Message Broker Development Environment, to clear messages from the queues
- Use monitoring service to monitor service and to check which services are down and the running once and we get SMS notification if services are down or failing
- Use SSIS to import data from XML AND EXCEL spreadsheet to database table, create views to populate data from different table
- Create stored procedures to put data in database tables for home loans or bond application at STANDARD BANK
- Write batch files and run them command prompt. Have worked with web services and also worked with WPF and WCF

Responsibilities include:

- Communicate with clients,test and development.
- Roll out planning including method of deployment.
- Signs off the specification for implementation
- Write documentation and communication, and technical release notes.
- Provide feedback on the effectiveness of the release.
- Produce release plans.
- Negotiate, plan and manage all release activities.
- Communicate release details and schedules to the business as required.
- Manage risks and resolves issues that affect release scope, schedule and quality;

Reasons for leaving:	FIXED TERM CONTRACT CAME TO AN END

Dates Employed:	01/11/2009 TO 30/04/2011
Position:	SOFTWARE DEVELOPER

Responsibilities:
- Was a VB6 programmer and C# programmer
- Designed internal and external tools using Microsoft Access and VB6 and also use C# and SQL 2005.The tools designed are used by Primary and Secondary Schools to monitor progress of the students and the performance of the teachers at schools; and he also designed tools that are used by colleges and also designed Library module that can be used to monitor the books in the library when the books are ordered or borrowed by students
- Written user manual documentation and written the functional spec, also done technical specification
- Designed windows applications and web based applications

Tools designed so far are:
- LURITS(Learner Unit Record and Information Tracking System)
- SA-SAMS(South African School Administrative Management System)
- REFORM SCHOOLS
- SNE Import Utility
- SNE Export Utility
- LIBRARY MODULE
- DEPARTMENT EMIS
- SNAP SURVEY
- THUTONG

Reasons for leaving:	FIXED TERM CONTRACT CAME TO AN END

61

Company Name:	BELAY ENTERPRISE SOLUTION
Dates Employed:	01/01/2007 TO 30/10/2009
Position:	SOFTWARE DEVELOPER

Responsibilities:
- Was C# programmer using 2005 and 2008(Web Application),VB6; VB.Net, SQL Database, Crystal Reports ; ASP.NET
- Worked on different which are www.intercet.co.za, www.bettingworld.co.za and www.omnia.co.za. These are web-based application he used ASP.NET for these project
- Was working on www.advantage.am which is financial environment, also worked on Timesheet system where employees can capture timesheets and maintain this timesheet system on daily basis.

Maintained the following systems:
- ALPHALINK
- RADAR
- BIZTALK
- FINSWITCH

- On C#,VB.NET,SQL 2005 and SQL 2008, he worked with Schemas; Store Procedures; Creating tables; Temp tables; Table Variables; Cases ; Cursors; GRANT EXECUTE; Add icons to the menu items. ;Unions ;SQL Server Reporting Services ;Wizards ; PRINT FUNCTION; PIVOT; namespace; Web development ;Windows Application; Parameters

Projects worked on:
- Check Funds details on Awacs (Squadron)
- Linking portfolio to Alpha link
- Radar
- Timesheet System
- Filezilla
- Biztalk
- Documentation-Technical Specification
- Deployment

Other Responsibilities:
- Responsibilities include creating tables, Store procedures by using SQL 2005 and 2008
  Created forms and linked the forms to database by using DAL SCHEMAs which is the
- Data Access Link between the forms and the database
- Designed application ,and did testing, debugged his code and also maintained applications everyday just to make sure that they function 100%

Reasons for leaving:	PROJECT ENDED,I WAS DOING SUPPORT INSTEAD OF SOFTWARE DEVELOPMENT

Bibliography

Fleisher, C.S. and Bensoussan, B.E., 2015. *Business and competitive analysis: effective application of new and classic methods*. FT Press.

Haines, S., 2016. *The systems thinking approach to strategic planning and management*. CRC Press.
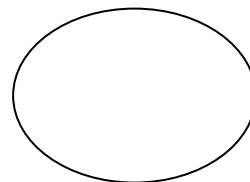
Hollensen, S., 2015. *Marketing management: A relationship approach*. Pearson Education.

McDonald, M. and Wilson, H., 2016. Planning: Yes, it Really Works! Experiences from the Real World. *Marketing Plans 8e: How to Prepare Them, How to Profit from Them*, pp.603-614.

(South Africa HRI Sector Report 2014)

ASSIGNMENT COVER SHEET

REGENT
BUSINESS SCHOOL

Programme	**MBA (NQF9)**
Module Name	Entrepreneurship
Assignment Number	1
Surname	Mtombeni
First Name/S	Phillip Mandla
Student Number	5160031
Date Submitted	4 May 2020
Postal Address	4 Midrand Ridge, George road , Noordwyk ext1 , Midrand 1865
E-MAIL *myregent email address*	**51600131@regent.ac.za**
E-Mail *(alternate email address)*	**pmmtombeni@gmail.com**
Contact Numbers	**0765685999 07654444098**
Alternate contact:	
Name:	Tsholofelo
Relationship:	Wife
Contact number:	0827230343

FOR OFFICE USE ONLY
Marks per question (Q)

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	TOTAL