



# Business Plan

# **Introduction**

mY++ Inc. is a software development company, with headquarters in Mthatha. Our primary objective is to enhance customers experience and maximise their productivity by improving existing tools and inventing new technologies, thus fulfilling their needs. We are creating freemium softwares as well as paid applications for all kinds of businesses, from small to enterprise organizations, individual as well as the general public.

We are embracing 4<sup>th</sup> the industrial revolution, we strive to form a significant part in this technology revolution. The 4IR has brought advancement of Artificial intelligence, the Biotechnology, Cloud computing robotics and digital currency to mention few. We will invest in them as we believe they will be bringing an immense advantage to our environments, contributing to the new global advanced technology world. With almost everything getting digitalized that resulted to Big Data, now we will work on processing such data, analyzing it, generating meaning from it. mY++ is going to be on focusing mainly in creating softwares, combining them with the physical world on towards this new tech era.

## **Our Vision**

Our vision is to be one of the world's most recognized Software development company by uniqueness and usefulness of the Softwares we create.

## **Mission**

To win the market, we believe we have to be unique; and that the tools that we will creating that will be of great utility. We are creating software packages with features that will mark us different from other companies, tools with those ++ features, thus making us unique. With the world changing every day, to achieve our vision we will work closely with our customers ensuring that we are bringing them the full satisfaction to tools we create and to continuously accommodate changes by strengthening our creative ability. Change starts from very tinniest particles that mark one thing different from what is was previously. We will be mainly focusing on such change to ensure that products we deliver are of the latest technology and that our customers are always frontiers with time, with readiness to accommodate any future changes that may come into existence. We believe it's the little changes that need to be taken into consideration which also drives us to come with incredible innovations.

## **Target Market**

We believe that an educated and healthy environment is a better place to live in; we will work hand-in-hand with academic and health institutions bringing them solutions, supporting their day-in day-out operations. We are also planning to extend our services as to also create the hardware that such softwares are controlling thus developing systems that help do the work that is either hard to be done by human being or risky, time consuming tasks that robotics can do in short time.

## **Competitor Analysis**

As a software development company, we have a lot of competitors. On the academic side we have Blackboard eLearning and Canvas, these systems are providing tools for academic institutions to do most of their learning online. We have variety of incredible ideas which we will implement to precede our competition. We have invested in research which is assisting us with knowledge on what can be done to improve the existing technologies. As an organisation which understand our culture we will be delivering software packages for our people which will be of environmental friendly and great utility.

On health facilities, Itransition, Chetu and other software development companies have been delivering software solutions for medical organizations and health care providers. Software systems are to be customized to fit the group of the people who will be using it, we will be bringing solutions that meets our clients' needs and off course that are customized accordingly to their environment, making them easy to be used and bringing new innovations to meet their needs.

Upon the Application we have already created for the general public, which is mY++ Messaging app. There are already existing Messaging Apps such as Facebook, WhatsApp, Twitter etc., without any ideas of adding extra features we wouldn't have initiated this project, we have changed the wheel on how existing application are doing things. We have implemented already a vast of ++ features that the users will love which other messaging applications are not offering, thus we have great competitive advantage over our competitors. We will soon be working on mY++ for Business which will be used as a communication tool for employees in a specific company, this tool will be of a paid licence that a company will be given a chance to customize mY++ to fit the needs.

## **Revenue Model**

As said earlier, we will create software packages that some will be of paid use while others will be freely used. The paid tools which we will be creating, companies will be required to pay a yearly subscription with fee, dependent on the software package they are using. We will sign contracts with both private and government organisations as to create for them Software packages. Those that will be freemium we will add Ads as to generate revenues for support to our continuous business operations. An individual/business that needs to get rid of Ads will be required to upgrade to premium packages that will have a monthly fee with no ads. Some freemium packages we will be creating will only be limited to clients who have active contract with us on the paid packages.

On the Application we have created already (mY++ Messaging), we have opted to use Ads, being our turnover model. We will be helping, establishing a bridge for companies to reach their target customers while these companies will under-go a process of paying certain Ads fee as to have their ads visible to users on our Application.

## **Business Classification**

We are an Incorporated business, responsible company with a strong corporate identity. Currently headed by 2 executive members, the CEO and founder being Plaatyi Fezekile(from Mthatha, graduated from Walter Sisulu University) being also Co-founder of mY++ Messaging, and we have Executive Director who is Smankele Ndabeni(from PSJ, also graduated from Walter Sisulu University with Bachelor of Science in Computer Science) being also the Co-founder of mY++ Messaging and the shareholder.

## **Economic Outcomes**

As we are planning to initiate more other projects, we will extend our staff to about 45 people, creating job opportunities for both people with qualifications as well as general public. Currently we have 3 workers; 2 engineers, then 1 working on the business side. We will be growing our company by making businesses with both local and global organisations which we believe it will be putting our province on the spotlight for investors and traders, consequently bringing a vast effect to economic growth for both the province as well as our nation.

To ensure we are always up with changes in technology, we will take our staff to trainings and explore new things, mainly in the 4IR industry. Having continuously trained staff will

ensure our business goes smoothly, expanding our business even wider which have fruitful result to our business as well as provincial and national environment.

## **Financial flow**

We are actually looking forward to renting a workplace where we will have our full operations onto currently we are working in some room which we use as our office. As we are having some software systems which we will be renting out to organisations, we will be getting funds as for licencing our products. The users which will be upgrading from freemium packages to paid will be contributing to finances flowing in our company. Currently we are using a server from Google Cloud being billed as we use their packages, but we are planning to have our own server which will be running on our Headquarters. We will work with the local ISP(Telkom) to be granted access to the internet where will be paying an annual fee as our engineers and all staff will be requiring full-internet access upon on day to day working hours as well as for our servers. As we have said we will extend our staff, we will need to extend our staff, each member will be required to be remunerated. Also being a CIPC registered company we will required pay tax.

**END...**