

# FEB 2023

# EUCOSSA START UP BUSSINESS PLAN



Presented To:Luna Hacks

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Presented By: Code girl

536 Egerton University,[www.eucossa.ke](http://www.eucossa.ke)



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### Mission

Equip student with technical skills

### Vision

To be a key contributor to a sustainable world

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#### The Product

Technical Skills

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#### The Leadership

Paul Kahenya CEO

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#### The Overall Industry

Eucossa is a tech start up for that offers technical courses to students

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#### The Competitors

Major competitors are Kabu Tech

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#### The Financial Status

Eucossa wants to raise \$7 million to scale its operations. So far, the company has raised of its target. Financial resources will be focused on developing a collection and recycling program.



Muthoni Kahenya

Chief Executive Officer

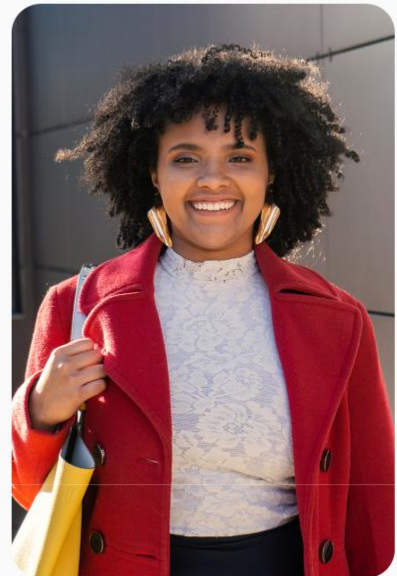
Explain what they do for the business.  
How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



Michael Olang

Chief Financial Officer

Explain what they do for the business.  
How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

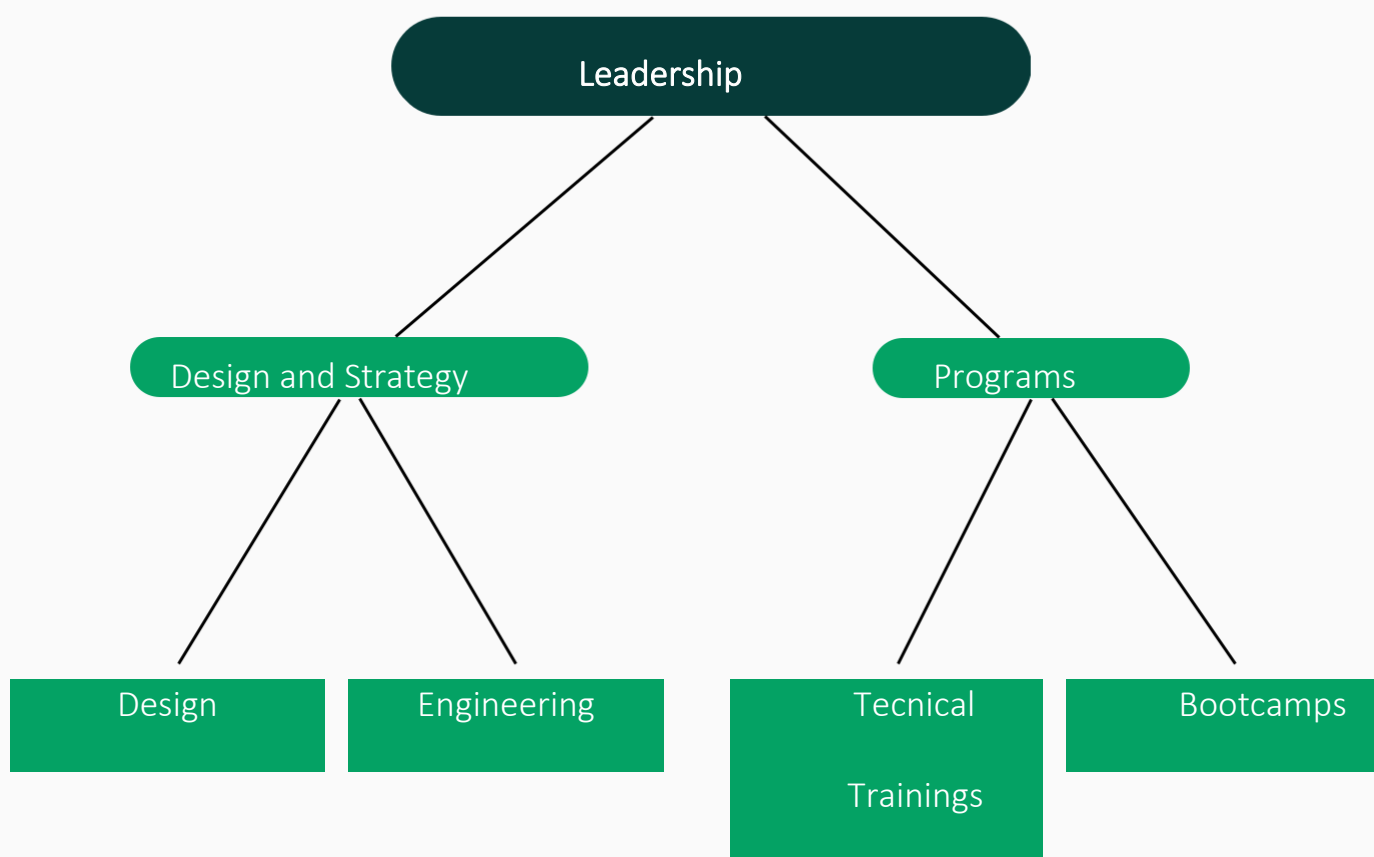


Code Girl

Chief Operations Officer

Explain what they do for the business.  
How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

### Map of the Organization





### Eucossa Tech Start Up

Eucossa is an educational technology start-up that offers training for the IT industry. We offer a wide range of services including technical expertise, talent recruitment and career development. Our goal is to provide our students with the highest quality training experience possible whilst ensuring they are equipped with the skills they need to succeed in their chosen field.

Eucossa is a tech startup that provides training to students in various technical fields. We provide online training related to computer programming, web development and data science. The curriculum we use aims to engage the student by allowing him/her to apply what they learn directly into the real world

\$50.00

### BEGINNER ML COURSE

beginner course on machine learning

### INTERMEDIATE ML COURSE

Intermediate course on machine learning

\$100.00

### EXPERT ML COURSE

Expert course on Machine Learning

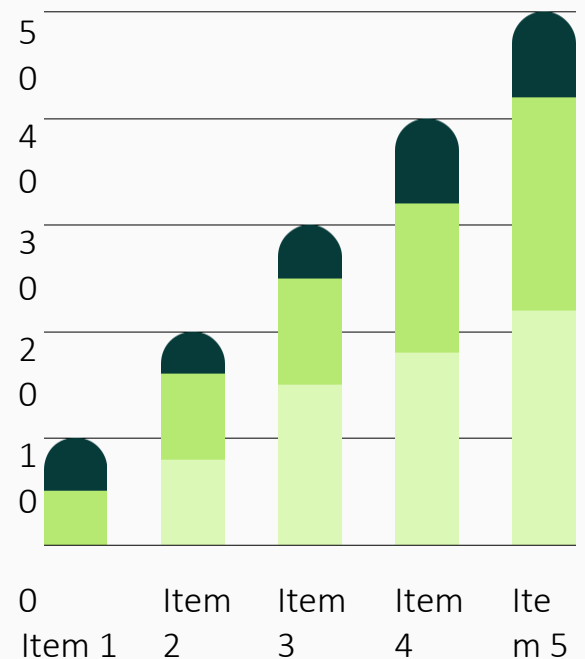
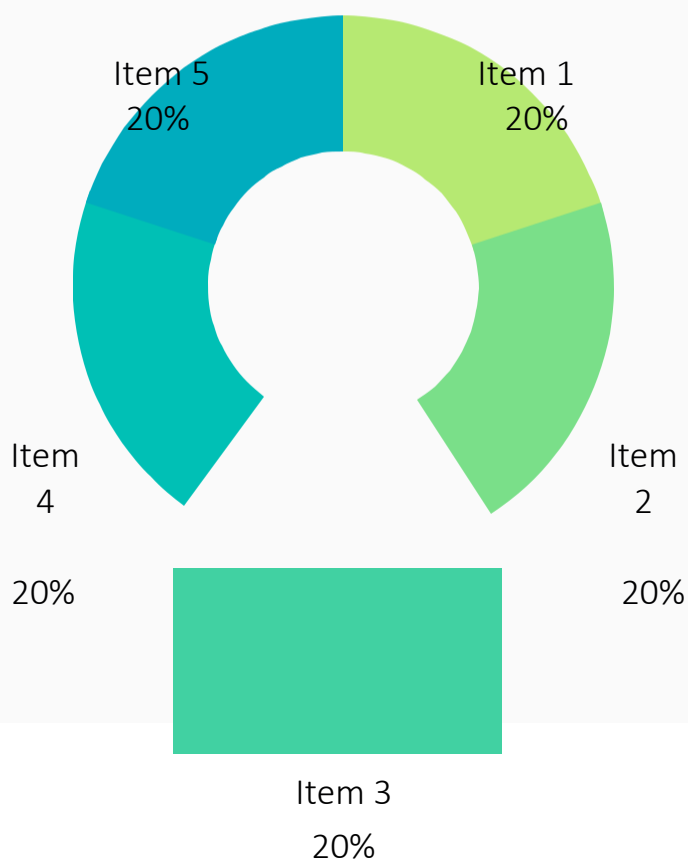
EUCOSSA STARTUP  
SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Affordable consumer courses</li><li>• Attractive and trendy designs</li><li>• Readily available to consumers</li></ul>	<ul style="list-style-type: none"><li>• Does not meet quality standards</li><li>• Adds to e-waste in landfills</li><li>• Slow customer service</li></ul>	<ul style="list-style-type: none"><li>• High demand for technical skills</li></ul>	<ul style="list-style-type: none"><li>• Increasing number of competition</li><li>• Shift towards sustainability</li></ul>



The market analysis for Eucossa as an Tech start up that offers technical training to students is very clear. The company has a large amount of potential in its product, which is very good and innovative. There are many similar companies, where training has previously been provided. The target audience is very large and they have a great opportunity to get more customers by offering more training courses.

The market analysis for Eucossa will be done in a way to identify who the customer is and what they need in order to make them stay with the company. They have to understand that people nowadays have high expectations on their knowledge and skills. This high expectation can be met by training students, making them proficient in their field and guiding them towards becoming better versions of themselves as individuals or professionals.



## The 4Ps of Marketing

### Product

The brand, its  
features, its packaging

#### Common questions:

- What needs does this product fulfill
- What frustrations does it address?
- What makes it compelling to customers
- that they will want to have it?

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### Price

Discounts,  
bundles, credit  
terms

#### Common questions:

- What is the value of the product or service to
- customers? Are there established price points for
- this product or service in the market?
- How will this price compare with competitors?

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### Promotion

Print & broadcast  
ads, social media,  
email, search engine,  
video

#### Common questions:

- How you will get the word out about your
- product or service?
- What promotional approaches are most
- familiar to your audience?
- What resources are available to you?
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### Place

Physical stores,  
website, online  
marketplace

#### Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?

Capital Requirements

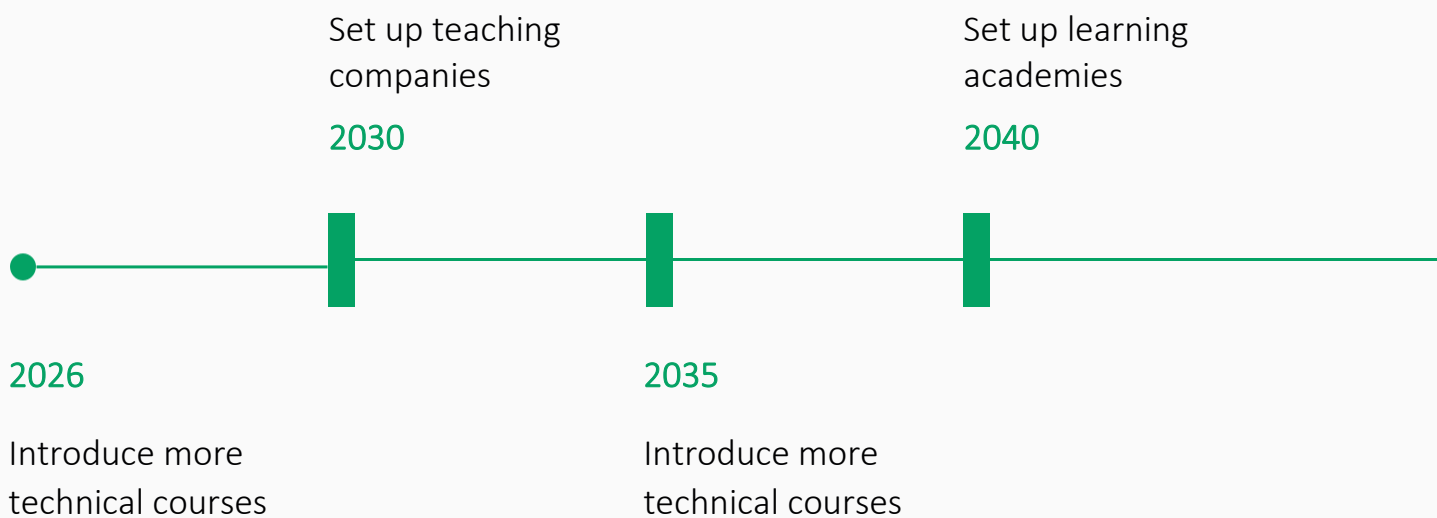
	Value	Percentage
Research and Development	\$456,000	44%
Marketing and Advertising	\$456,000	44%
Daily Operations	\$123,000	22%
TOTAL	\$1,035,000	100%

Financial Outlook.

US\$ B	FY'26	FY'25	YOY change
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

## Transforming Consumer Tech

The future plans of Eucossa as a tech start up will be to provide technical training for students. We will offer entry level and senior level courses in programming, algorithm design and introduction to computer science.





Contact us  
for further  
inquiries



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