Business Plan

# 1. Business Concept and Description:

* **Core Concept/Idea:** Pretend Company
* **Business Description:** An experiment where I would like to wear different hats for the different roles required in an organization and push out as many deliverables as possible.
* **Products/Services:** Mobile/Web applications, IoT, blogs, Process Templates, WA stickers, Etsy store, a Git repo and most importantly a portfolio for myself to display the products of this experiment.

# 2. Business Goals and Objectives:

* **Short-term Goals:** Implement the concepts of Design Thinking-Lean-Agile development model.
* **Long-term Goals:** Cover all the roles from Founder to Developer and push out demonstratable projects for my portfolio.
* **Success Measurement:** Measure success through downloads, total revenue, and customer ratings.

# 3. Financial Planning:

* The solutions would be cheap and fast, they need not be perfect.
* Profitability is not a priority for this organization.

# 4. Risk Assessment:

* **Potential Risks:** This project has a single point of failure. If I stop doing it the project will not exist.
* **Risk Mitigation:** Use well-defined processes. Plan small action items for the next day.

# 5. Timeline and Milestones:

* **Launch Timeline:** MVP launch in 4 months.

# 6. Vision and Mission:

* **Vision:** Act, fail fast, keep creating.
* **Mission:** Create projects that use technology to promote mental well being