

Title Page



Business Plan

Graphix Iowa

“Connecting Quality with Care – Every Step of the Way”

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Date: 3-20-2024

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Executive Summary

Graphix Iowa is a new graphic design business in Des Moines, with a goal to help local shops and startups look amazing online and in print without breaking the bank. Our job is to make sure that every logo, website, or flier we create tells the story of the business it represents and catches the eye of potential customers.

Here's my story: I'm someone who's always been good at talking to people and figuring things out on the fly. I've managed money carefully, which I know is going to be super important for running my own company. These are the skills that got me thinking I could start something on my own.

I noticed many small businesses around town have amazing services or products but their branding doesn't do them justice because they think good design is out of their reach. That's where I come in with Graphix Iowa. I'm here to provide top-notch design that's affordable.

I've checked out the competition and talked to people about what they want and need. It's clear there's a space for a business like mine. My strengths lie in being able to change directions as needed and clearly explain design ideas to my clients. I know I've got to make sure Graphix Iowa stands out from the crowd, and that's exactly what I plan to do.

I chose this business because I've seen what a difference good design can make. It's not just about making things look pretty—it's about helping a local bakery or tech startup tell their story visually and connect with people. And that's something I'm really excited about.

Company Description

Company Name: Graphix Iowa

Graphix Iowa started with a chat between friends. My friend shared stories about his web design work, and it hit me: people need eye-catching, personalized websites. With my love for tech and design, I knew I could help others—whether they're just starting out or already have their feet on the ground—really shine online.

Products and Services: At Graphix Iowa, we offer a suite of design services that cover:

Branding Services: Creating consistent graphics that resonate across various customer needs.

Digital Assets: Crafting digital designs for social media, email marketing, and online banners that engage and convert.

Custom Illustrations: Offering unique, brand-specific illustrations that tell a story and connect with audiences.

Packaging Design: Designing packaging that stands out on the shelf and aligns perfectly with brand values.

Target Market: Our services are tailored for the local community, focusing on small business owners, entrepreneurs, and professionals seeking to establish or refresh their brand identity.

Objectives and Goals:

Financial: To grow revenue and manage costs effectively.

Customer Service: To ensure customer satisfaction and foster lasting relationships.

Employee Development: To enhance skills and create a positive work environment.

Growth: To expand market reach and diversify services offered.

Profitability: To improve profit margins and reinvest in the business for continuous growth.

Company Culture:

Mission Statement: "Empowering small businesses to thrive in the digital age through creative design solutions."

Core Values:

Integrity: We operate with honesty, ethics, and transparency.

Customer Focus: We prioritize customer needs and satisfaction.

Teamwork: We foster collaboration and shared success.

Accountability: We take ownership of our actions and results.

Quality: We are committed to excellence in all our design work.

Workplace: Graphix Iowa makes a collaborative environment where creativity and innovation are at the forefront. Regular training, performance reviews, and team-building activities are important.

Customer Engagement: We engage with customers through clear communication, personalized solutions, and a commitment to exceeding expectations. Our staff is trained in active listening and customer-first communication.

Stakeholder Relationships: We maintain transparent and ethical relationships with all partners, ensuring our business reflects our core values.

Business Ownership:

Graphix Iowa is proud to operate as an LLC, which provides flexibility and security as we grow. It allows us to make key business decisions efficiently, secure funding more easily than a sole proprietorship, protect personal assets, and potentially save on taxes while simplifying certain aspects of operation compared to larger corporations.

At Graphix Iowa, our edge comes from:

Local Focus with Global Quality: We know our hometown crowd inside and out, and we tailor designs that our local community can relate to, making them feel right at home.

Personalized Service: Every one of our customers gets the VIP treatment. We're all about the personal touch, really getting to know each client and making sure their personality shines through in our designs.

Rapid Response and Flexibility: We're quick to respond to any changes our clients need. Whether it's a last-minute tweak or a big shift in design direction, we're on it with no fuss.

Creative Design Workshops: We host workshops that bring design skills to the neighborhood. It's a way for us to share our love for design and connect with the community, sparking creativity all around.

Sustainable Practices: We're green at heart, which means we always look for eco-friendly ways to design. It's good for the planet and speaks to customers who value the earth as much as we do.

Mission, Values, and Culture

Mission Statement

"At Graphix Iowa, we're all about helping small businesses shine online with custom, creative designs that tell their story."

Values

Integrity: Our commitment to honesty is non-negotiable. Every team member will be encouraged to engage in open, transparent communication with clients and colleagues. We'll foster an environment where truthfulness is praised, and constructive feedback is the norm, ensuring that our designs and client relationships are built on a foundation of trust.

Customer Focus: The customer is at the heart of everything we do. Our team will be trained not only in design skills but also in understanding and anticipating client needs. From the first meeting to the final delivery, we'll tailor our approach to meet and exceed customer expectations, ensuring that their vision is realized in every project.

Teamwork: Collaboration is the engine of our creativity. We plan to host regular brainstorming sessions where everyone's ideas are valued, leading to innovative design solutions. Team achievements will be celebrated, reinforcing the message that when one of us succeeds, we all succeed.

Accountability: We believe in taking full ownership of our work. Regular workshops will be organized to instill a sense of personal accountability in our team, ensuring that every individual understands their role in the company's success and feels empowered to take initiative.

Quality: We strive for the highest quality in our designs and customer service. By setting up a peer-review system, our designers will learn from each other and continually refine their skills. Quality benchmarks will be set, and achievements will be recognized, fostering a culture of continuous improvement and pride in workmanship.

Company Culture

The Workplace: Our workspace will be more than just a place to work—it will be a place where creativity thrives. By establishing an open-floor concept, we encourage collaboration and exchange of ideas. Regular 'creative hours' will be scheduled, allowing employees to work on passion projects or develop new skills, reinforcing our values of excellence and teamwork.

The Customer: We're dedicated to creating lasting relationships with our customers by ensuring they feel heard and valued. Each team member will be an ambassador of our customer focus value, equipped with the tools and training to provide solutions that not only meet but exceed customer expectations.

Partnerships: Our partnership approach will be built on a foundation of mutual respect and shared goals. We'll conduct partnership workshops to explore the synergies between our company and our collaborators, ensuring our engagements are fruitful and align with our values of honesty and responsibility.

Social Responsibility

Pro Bono Design Services for Nonprofits: We recognize the power of good design and want to make it accessible to all. Once a quarter, we'll offer free design clinics to local nonprofits, helping them elevate their presence and impact in the community.

Design Workshops With Kids: Future generations hold the key to community growth. We'll organize annual design camps for local schools to inspire creativity, teamwork, and an appreciation for the arts among young students.

Eco-Friendly Practices: Our commitment to sustainability will be evident in our daily operations—from using recycled materials and minimizing waste to participating in local environmental clean-ups. We aim to not only reduce our carbon footprint but also raise awareness about sustainable practices in our community.

Market Opportunity and Analysis

Industry Analysis:

The graphic design world is big and always changing. Even though there are lots of businesses out there doing design work, there's still a lot of room to grow, especially when everything's moving online. People want their websites and social media to look good and grab attention, and that's where design comes in.

Now, the numbers show that graphic design isn't slowing down. In fact, experts think the industry, worth about \$57.5 billion in 2023, is going to jump to around \$78.25 billion by 2030. That's a pretty big deal because it means more people every year will need design help.

Here in Iowa, things are looking up for design services. Our local economy is getting stronger, and we're seeing more tech businesses and startups popping up. They all need solid designs to make their mark, and that's a chance for us to step in.

We're looking to make a splash by mixing what's trending in design with what our neighbors here in Iowa want. This isn't just about making things look cool; it's about creating designs that tell a story and feel personal for each customer. Sure, it's a busy market with everyone from solo designers to big companies in the mix, but we've got our eye on what's happening around us and what's likely to come next. We're ready to grow with Iowa, helping local businesses look their best and stand out online.

Competitive Analysis:

In the competitive landscape, Graphix Iowa is up against a varied mix of businesses. On one side, there are solo designers who offer flexibility and often lower prices. On the other end of the spectrum are the large agencies that provide comprehensive packages with a wide range of services, from branding to digital marketing.

Direct competitors like Broad Design Co. have a strong mix of creative services and experience. They're also local, which can be appealing to nearby clients who prefer face-to-face interactions.

Indirect competitors, such as Carpool Creative, bring different strengths to the table, like innovative design thinking and broader digital solutions.

From what customers say, it seems they value Broad Design Co. for their detailed and tailored services. However, their smaller size could limit their ability to take on a bigger range of projects. Carpool Creative is loved for their new approach, but they might not cover as much traditional graphic design work, which could leave some clients looking elsewhere.

This is where Graphix Iowa can carve out a niche. We can step in with our fresh and updated approach, offering the latest design trends that resonate with the community's growing tech businesses. Plus, we're not just about creating pretty pictures; we're about understanding each client's story and bringing it to life visually.

Our key advantages? We're nimble, which means we can adapt quickly to new trends and customer feedback. We also plan to get to know our clients personally – their business, their customers, and their goals. This way, we can create designs that aren't just effective but are also truly special to each business we work with.

With the graphic design industry growing and more businesses understanding the value of good design, the market's ripe with opportunities. We've got the passion, the local know-how, and the drive to take on these challenges, making sure Graphix Iowa doesn't just compete but leads the way in design thinking for our community.

Economic and Business Environment Analysis:

The economic scene in Iowa is buzzing, with tech and manufacturing jobs on the rise. This is good news for us because these sectors often need the kind of snazzy design services we provide. With the local economy growing nicely and unemployment lower than the national average, businesses here are stable, which means they might be looking to invest in upgrading their look with our help.

What's also cool is that Iowa's commitment to tech growth could mean more opportunities for us. As companies here aim to modernize, they'll need web designs, logos, and all that good stuff to stand out in the digital world. And since we're right here with them, we can offer exactly what they need.

To sum it up, Graphix Iowa is in the right place at the right time. With a solid economy and a local market that's keen on tech and manufacturing, we're ready to jump in and make sure these businesses not only look great but also connect with their customers in a meaningful way.

SWOT Analysis:

Graphix Iowa's strengths include an up-to-date understanding of graphic design trends and a commitment to serving Iowa's unique business landscape. We'll use these strengths to differentiate ourselves from competitors, especially larger agencies and DIY design platforms. Our understanding of local needs will help us to identify new opportunities, such as the growing demand for digital marketing services.

Strengths <ul style="list-style-type: none">• Expertise in updated graphic design trends.• Strong understanding of Iowa's business needs.	Weaknesses <ul style="list-style-type: none">• Limited market presence compared to established firms.• Narrower service range than larger competitors.
Opportunities <ul style="list-style-type: none">• Growing local market for digital marketing services.• Potential partnerships with tech and manufacturing sectors.	Threats <ul style="list-style-type: none">• Larger agencies offering comprehensive packages.• DIY design tools reduce demand for professional services.

The Marketing Strategy

Target Market

Identification of Target Market:

Through market research, including online surveys, analysis of industry forums, and feedback from social media engagement, we identified two key target markets that have distinct needs and wants:

Startup Entrepreneurs:

They require unique branding that communicates innovation and agility. Our research indicated their need for affordable, yet impactful design services to establish their presence in a competitive market. They value speed, flexibility, and designs that can scale with their growth.

Small Business Owners:

Often rooted in tradition, they want to modernize their brand without losing their established identity. Our research with local business owners highlighted their need for personalized service that understands their history and customer base, as well as their need for straightforward, effective digital design solutions.

General Description of Target Markets:

Our services will primarily connect with two groups:

The Innovators:

This group is made of tech-savvy startups and entrepreneurs who are often under tight budget constraints. They are looking for services that can help them stand out and tell their story in an ever-evolving digital world.

The Traditionalists:

Established small to medium-sized businesses that may not have a significant online presence but are looking to transition into the digital age. They need guidance and design services that respect their past and embrace the future, catering to both existing and new customers.

See [Appendix A](#) and [B](#) for buyer persona's

Intellectual Property

Trademarks:

Graphix Iowa Brand Name & Logo: To protect our unique identity and prevent others from using a similar name or logo that could confuse our customers.

Slogans and Taglines: Any catchy phrases or slogans we create for marketing campaigns are a part of our brand voice, and trademarking them ensures they remain exclusively ours.

Copyright Protection:

Website Content and Design Templates: As a web and graphic design company, our original website content, design layouts, and templates are our bread and butter. Copyrighting these ensures we retain exclusive rights to their use and distribution.

Portfolio Artwork: The designs we create and showcase in our portfolio are intellectual property that we must protect to prevent replication without our permission.

The Brand Strategy

Graphix Iowa's Brand Story

We're all about connecting with people through designs that really mean something. We want our clients to feel like they're part of a community when they see our work. It's like we're not just giving them a design, but a piece of home that says, "We get you, we're here for you."

When people see our logo, we want them to feel confident they're going to get something special and personal. Our brand is friendly and fresh. We talk about our designs in a way everyone can get excited about, and we're always keeping up with what's new and cool.

Here at Graphix Iowa, we're more than just a design shop; we're about creating those "wow" moments that stick with you. It's all about building trust and being a brand that people feel good about coming back to, time and again.

See [Appendix C](#) for the brand style guide

The Product/Service Strategy

Our Offerings:

At Graphix Iowa, we're in the business of bringing creative visions to life. Here's a snapshot of what we offer:

Branding Services: We're all about creating standout visual identities. This includes logos that pop, color schemes that speak volumes, and brand guidelines that ensure consistency.

Print Design: From business cards to brochures and beyond, our designs ensure your brand's voice is heard loud and clear.

Digital Design: We produce engaging graphics for all things digital – think social media, email campaigns, and web banners.

Custom Illustrations: Our illustrations are as unique as your brand story, crafted to capture and convey your message.

Packaging Design: We design packaging that not only catches the eye but also captures the essence of your brand.

Product Mix Structure:

- Branding Services
- Print Design
- Digital Design
- Custom Illustrations
- Packaging Design

Depth and Diversity: Every product line we offer comes with endless possibilities because we know one size does not fit all.

Consistent Quality: Across all services, we ensure a high level of consistency, essential for building and maintaining your visual identity.

Range of Choices: Infinite - because the sky's the limit when it comes to how you want to present your brand.

See [**Appendix D**](#) for the product listing breakdown

See [**Appendix E**](#) for the return and exchange policy

See [**Appendix F**](#) for a specific breakdown of the 2 services

The Place Strategy

Location Strategy for Graphix Iowa

Office Requirements

A functional office space is pivotal for Graphix Iowa's operations. It will serve as a hub for creativity and coordination, equipped with necessary technology like computers and design software.

Selected Location

Our chosen location is a leased office at:

699 Walnut Street, Des Moines, 50309

[View Our Office Space](#)

Rationale for Leasing

Leasing offers financial pragmatism and strategic flexibility, essential for our dynamic business model. The central location in Des Moines is advantageous, surrounded by potential clients and amenities that complement our operations.

Advantages of Downtown Des Moines

The downtown location provides Graphix Iowa with a strategic advantage, offering excellent accessibility and networking opportunities within a thriving business community.

Client Engagement

An online platform will be the primary conduit for client interaction, showcasing our portfolio and facilitating service inquiries and bookings. Virtual consultations will also be available, ensuring convenience and personalized client service.

Collaborations

We will collaborate with IT specialists to maintain a robust online presence and marketing experts to increase brand visibility. Payment processing partners will be integral for smooth financial transactions, while legal and financial advisors will ensure compliance and financial health.

Packaging

As a digital design enterprise, Graphix Iowa has little to no physical product management requirements. Print materials will be outsourced to a print shop, streamlining production and delivery.

See [**Appendix G**](#) for the layout of the office space

The Price Strategy

Revenue Models:

Our business will focus on two key revenue models:

Product Base Pricing: This clear-cut approach means clients will receive estimates or fixed quotes for each specific service or project. It's straightforward and transparent, so there's no guesswork about costs.

Retainer Model: For regular clients needing ongoing design work, we'll offer a retainer agreement. This ensures a consistent workflow for us and predictable expenses for them, fostering a reliable business relationship.

Pricing Objectives and Strategies:

The goal is to offer exceptional design value, ensuring clients feel their investment is wise and beneficial. Single services, like logo creation, come at competitive yet fair prices, reflecting the bespoke nature of the work. Our monthly plans are geared towards affordability, keeping our clients' brands fresh and engaging over time.

Setting Prices and Profit Margins:

We've calculated our service prices to achieve a 40% profit margin, considering my hourly rate of \$50. This margin balances client value and business sustainability. Here's the breakdown:

Branding Services: Starting at \$840 for a basic package.

Print Design: Starting at \$490 for a basic package.

Digital Design: Starting at \$420 for a basic package.

Custom Illustrations: Starting at \$840 for a basic illustration.

Packaging Design: Starting at \$840 for a basic package.

Sales Tax Considerations:

For digital products and services in Iowa, sales tax applies. Thus, our digital designs will include this tax in the price. As for services, they're generally exempt unless they result in a tangible product, in which case, they'll be taxable.

Pricing Discounts:

Discounts serve as incentives and rewards for clients, such as:

Volume Discount: Save up to 15% when bundling services, enhancing value and encouraging larger projects.

Loyalty Discount: Clients save 10% on future services after completing three projects or spending a certain amount, nurturing long-term relationships.

Break-Even Point Analysis:

Let's calculate a basic break-even point for one of our services. If the average cost of providing a service is \$600 and we charge \$1,000, the profit per service is \$400. Assuming fixed costs are \$2,000 per month, we'd need to complete 5 services monthly to break even (\$2,000 divided by \$400).

The Promotional Strategy

Marketing Budget Strategy

Our strategy is to allocate 10% of our expected sales towards the marketing budget. This method scales with our performance, allowing us to increase our marketing efforts as our sales grow while ensuring we don't overspend during slower periods. It's a balanced approach that matches our marketing investment with our business's success.

Promotional Objectives

Brand Awareness: We aim to become a well-known name in design. Since our business thrives on visual impact, making a strong visual statement and becoming top-of-mind for potential clients will set the stage for all our marketing activities.

Client Engagement: Through interactive and engaging marketing practices, we'll encourage clients to participate and give feedback, which is essential in our creative field. It helps us tailor our services and build strong, loyal relationships.

Promotional Mix Usage

Advertisement: Utilizing Google Ads for reaching people with design-related searches and LinkedIn Ads for targeted B2B connections. Our ads will resonate with our brand awareness and client engagement objectives by emphasizing our design expertise and inviting interactions.

Online/Social Media: Instagram will serve as our portfolio to visually capture clients, while Twitter will help us stay connected with industry news, fostering engagement and establishing our brand in the community.

Sales Promotion: The early-bird discount for the first few clients each month is designed to encourage prompt bookings, directly supporting our goal of consistent lead generation and conversion.

Direct Marketing: Email newsletters will keep our audience updated and engaged, while targeted campaigns for interested leads will utilize personalized communication to foster client relationships and conversions.

PR/Sponsorship: Press releases, such as announcing eco-friendly partnerships, will bolster our brand image as responsible and innovative, targeting clients who value sustainability and quality.

Selling: Personal selling during consultations will ensure our clients are heard and provided with customized solutions, reflecting their needs. Employees will focus on creating an understanding of our unique services, thereby fostering brand awareness and client engagement with the end goal of sales conversion.

See [Appendix H](#) through [L](#) for all promotional examples

Management, Operations and Risk Strategy

Role of the Owner in Daily Operations

As the owner, I lead our strategic planning and manage financial oversight. These activities are foundational to guiding the business, aligning with our mission, and creating a structure that supports our team's success and growth.

Essential Positions for Success

CEO/Founder: My role involves driving the business strategy, leading the company culture, and making pivotal decisions. It's a full-time commitment essential for steering our direction and ensuring cohesive operation.

Graphic Designer: This creative role is responsible for producing the visual elements that represent our brand and communicate with clients. Given our current project volume, one designer is sufficient, with the flexibility of expanding the team as needed.

Recruitment and Connection Strategies

We will advertise open positions on popular job platforms and our website's career page, using professional networks and local career fairs to engage with potential employees. Referral incentives and showcasing our company's culture on social media will help attract great applicants.

Employee Onboarding and Customer Service

Our onboarding process, extending over two weeks, includes comprehensive training on our products, services, and customer engagement principles. We incorporate real-world scenarios to ensure employees are ready to provide exceptional service and support.

Choosing Our Business Structure

Our flat organizational structure means streamlined management and an open environment where everyone can contribute. This approach is to help grow quick decision-making and to encourage a more engaged and collaborative team.

Understanding Our Business Insurance Needs

Liability Coverage: Essential for every business, liability insurance protects us if we're ever responsible for an accident or injury. It's a crucial safety measure that ensures one mishap doesn't financially overwhelm us.

Property Insurance: Protects the physical assets of our business, like our computers and office supplies. This ensures that we can recover and replace these items without a major financial burden if they're damaged by events like fire or theft.

Workers' Compensation: A legal requirement if we have employees. This insurance provides them with wage replacement and medical benefits if they're injured at work, safeguarding both them and our business from the impact of workplace accidents.

We'll get an insurance quote from State Farm to ensure our business is well-protected against these risks.

Implementing Safety and Security Measures

Safety in the Workplace: It's important that our work environment is secure and accessible in case of emergencies. We'll regularly review and maintain clear exit routes, adequate lighting, and marked emergency exits. Digitally, we'll enforce cybersecurity measures including secure passwords and regular software updates to guard against data breaches.

Emergency Protocols: Establishing clear procedures for various emergencies such as fires or severe weather is non-negotiable. This involves regular drills, accessible safety equipment, and contingency plans to ensure everyone's safety.

Daily Security Protocols: Opening and closing routines are vital for operational security. This includes procedures like disabling and setting alarms, securing cash or sensitive information, and ensuring all equipment is shut down properly to prevent any security risks.

See [Appendix M](#) for detailed job descriptions

See [Appendix N](#) for the organizational structure graphic

See [Appendix O](#) for the State Farm insurance quote

Financial Strategy

Startup Costs:

To commence operations, we have forecasted one-time startup expenses to ensure a solid foundation for our business. This includes promotional activities for our launch, securing necessary equipment, and preparing our premises. Detailed projections are outlined in the Start-Up Costs Worksheet included in the Appendix, summing up to a total of \$15,000.

Repeating Monthly Expenses:

Our ongoing expenses, essential for the daily function of the business, include utilities, miscellaneous office expenses, and a provisional amount for unforeseen circumstances. These will total approximately \$2,800 monthly, after our initial setup. This figure does not include my personal salary, which will be put off until the business has a consistent revenue stream.

ProForma Income Statement

In the first year of operations, we anticipate a service-based revenue of \$102,000. After considering a gross margin of 50% for our industry, our Gross Profit is projected at \$51,000. With total operating expenses estimated at \$5,765, our Operating Income is calculated to be \$45,235. These numbers are illustrative and will be substantiated by a detailed Pro Forma Income Statement in the Appendix.

Owner Pay

As the proprietor, my compensation strategy is dependent on the health of the business. In the early stages, I will prioritize reinvestment over personal earnings, postponing my salary until the business has a reliable revenue flow. This decision takes into account tax implications and ownership structure, ensuring sustainable business growth.

The provided Startup Costs Worksheet and Pro Forma Income Statement in the Appendix will give further insights into our financial planning and underscore our commitment to a judicious financial approach that prioritizes stability and growth.

See [**Appendix P**](#) for the start-up cost worksheet

See [**Appendix Q**](#) for the pro forma income statement

Funding Request

Funding Options:

To ensure a strong financial start without incurring debt from loans, we've planned several alternative funding avenues:

Bootstrapping/Self-Funding (\$7,000):

Utilization: These funds will be allocated towards essential operating expenses, such as initial marketing campaigns, purchasing software licenses, and other administrative costs.

Amount Needed: We aim to provide a firm foundation with \$7,000 from personal savings, covering initial overhead costs and ensuring the business can operate effectively from day one.

Local Business Grants (\$3,000):

Utilization: Grant funds will be directed towards engaging the community through outreach programs and enhancing local presence via small-scale marketing activities.

Amount Needed: With a target of \$3,000 from local grants, we expect to build local brand awareness without impacting our liquidity.

Angel Investors (\$4,000):

Utilization: The investment will be used for technology upgrades and advanced design software to enhance our product offering.

Amount Needed: We are seeking \$4,000 to invest in high-quality design tools and hardware that will allow us to deliver superior services to our clients.

Crowdfunding (\$1,000):

Utilization: Crowdfunded resources will be used to test market interest through a pilot project, which also serves as market validation.

Amount Needed: A goal of \$1,000 will cover the costs associated with setting up the pilot project and fulfilling early bird rewards to backers.

Pre-Sales (Variable):

Utilization: Income from pre-sales will support inventory costs and initial production runs for our design services.

Amount Needed: The target amount is variable, depending on customer uptake, but we aim to secure a minimum of \$1,000 to solidify our service offerings and cash flow before the official launch.

Appendix

Appendix A: 1st Customer Persona

Julia Smith

BACKGROUND/ DEMOGRAPHICS

Job? Career Path? Family? Lifestyle?

- Founder and CEO of a tech-based startup.
- Previously worked in a corporate environment before going into entrepreneurship.
- Single, no children.
- Busy and dynamic lifestyle, often working long hours to build her startup.
- Your text here

GOALS/ CHALLENGES

Cost savings? Value? Quality?
What problem does your product or service solve?

- Goal: Establish a strong brand identity for her startup to stand out in the market.
- Challenges: Limited budget for graphic design services, lack of design expertise and time.
- Solution: Graphix Iowa offers affordable, professional graphic design services tailored to startup needs, helping Sarah create a compelling brand identity without breaking the bank.

TECHNOLOGY/SOCIAL MEDIA

Device preferences? Social media platforms? Communication preferences?

- Relies on a laptop and smartphone for work.
- Actively uses LinkedIn and Instagram for networking and brand promotion.
- Prefers email and video calls for communication.

MARKETING MESSAGING

How can you describe your solution to have the biggest impact on your persona? What resonates most with your persona?

- "Stand out in the startup world with Graphix Iowa. Affordable, high-quality designs tailored for your vision and budget."
- A strong brand identity is crucial in establishing credibility and attracting investors and customers.

REAL QUOTES

Sell your persona on your solution - in a sentence or a few words!

- "Graphix Iowa understood my startup's vision and delivered designs that exceeded my expectations, all within my budget!"

Appendix B: 2nd Customer Persona

B2B Marketing Buyer Persona

John Long

Buyer persona description text here

BACKGROUND/ DEMOGRAPHICS

Job? Career Path? Family? Lifestyle?

- Owner and manager of a family-owned restaurant.
- Inherited the business from his parents and has been managing it for over a decade.
- Married with two children.
- Juggling between managing the restaurant and spending time with family.

GOALS/ CHALLENGES

Cost savings? Value? Quality?
What problem does your product or service solve?

- Goal: Refresh the restaurant's brand identity to attract younger customers while maintaining the loyalty of existing ones.
- Challenges: Time constraints due to managing day-to-day operations, lack of design expertise and knowledge of current trends.
- Solution: Graphix Iowa provides comprehensive graphic design services, helping Mike revitalize his restaurant's brand with modern yet timeless designs that resonate with both new and existing customers.

TECHNOLOGY/SOCIAL MEDIA

Device preferences? Social media platforms? Communication preferences?

- Uses a smartphone and tablet for managing restaurant operations.
- Active on Facebook and Twitter to engage with customers and promote the restaurant.
- Prefers phone calls and in-person meetings for communication.

MARKETING MESSAGING

How can you describe your solution to have the biggest impact on your persona? What resonates most with your persona?

- "Refresh your restaurant's brand with Graphix Iowa. Traditional charm meets modern appeal for new and loyal customers alike."

REAL QUOTES

Sell your persona on your solution - in a sentence or a few words!

- "Graphix Iowa helped breathe new life into our restaurant's brand. The designs perfectly capture our essence and have brought in a fresh wave of customers!"

Appendix C: Brand Style Guide

Graphix Iowa



Logo



The logo consists of a stylized 'G' and 'I' representing Graphix Iowa, with 'Graphix' in Open Sans and 'Iowa' in Open Sans font.

Brand Colors



Primary Colors: Yellow (#FFDE59) for 'G' and white (#FFFFFF) for 'I'.

Secondary Colors: Black (#000000) for background usage and Grey (#d9d9d9) for the '/'.

Fonts

Primary Font: Open Sans for 'Graphix' and 'Iowa', because it's clean and modern.

Secondary Font: Merriweather for detailed information to give a touch of elegance and formality.

Poor Usages

- Don't alter the color palette; using unapproved colors can confuse brand identity.
- Don't stretch or distort the logo; it can make the brand look unprofessional.
- Don't cover any part of the logo with other graphics; it can make the logo hard to recognize.
- Don't change the fonts; inconsistency can weaken brand recognition and trust.

Business Card



Front of the Business Card:

Feature the logo against the brand's black and yellow color scheme.

Include the website URL to encourage online engagement.

Back of the Business Card:

Present contact information clearly, using the brand's fonts and colors.

Use icons next to each type of contact detail for quick reference.

Email Signature



Nate Fackler | Owner

Graphix Iowa

Phone: 515-313-5949

Email: graphixiowa@gmail.com

Web: www.graphixiowa.com

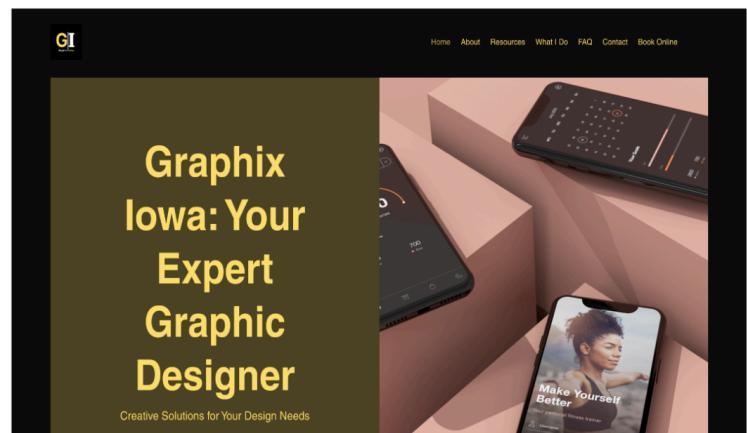
(Social Media Logos)

Domain Name

Primary: graphixiowa.com

Secondary: graphixiowa.design –
to differentiate and capture the
design aspect of my services.

Website Homepage



Appendix D: Product Listing

Branding Services:

***Basic Branding Package (\$840):**

- Custom logo design with 2 revisions.
- Selection of a color palette.
- Basic brand guidelines document.

***Standard Branding Package (\$1,540):**

- Custom logo design with up to 4 revisions.
- Comprehensive color palette selection.
- Standard brand guidelines with typography recommendations.
- Business card design template.

***Premium Branding Package (\$2,940):**

- Premium custom logo design with unlimited revisions.
- Extensive color palette and typography selection.
- Comprehensive brand guidelines including imagery and voice tone.
- Business card, letterhead, and envelope design templates.
- Social media profile and cover image designs.

Print Design:

***Basic Print Design Package (\$490):**

- Design of business cards or flyers with 2 revisions.
- Print-ready files provided.

***Standard Print Design Package (\$840):**

- Design of business cards, flyers, and one poster with up to 3 revisions.
- Print-ready files and up to 2 design concepts for selection.

***Premium Print Design Package (\$1,540):**

- Comprehensive print package including business cards, flyers, posters, and brochures with unlimited revisions.
- Multiple design concepts for each item and assistance with print coordination.

Digital Design:

*Basic Digital Design Package (\$420):

- Design of social media graphics or email templates with 2 revisions.

*Standard Digital Design Package (\$700):

- Social media graphics set and two email template designs with up to 3 revisions.
- Implementation guidance provided.

*Premium Digital Design Package (\$1,260):

- Full suite of digital design materials including social media set, email templates, and web banner designs with unlimited revisions.
- Digital strategy consultation included.

Custom Illustrations:

*Basic Custom Illustration (\$840):

- A single custom illustration for use in digital or print media with 2 revisions.

*Standard Custom Illustration (\$1,540):

- A series of three related custom illustrations with up to 4 revisions.

*Premium Custom Illustration (\$2,940):

- A comprehensive set of custom illustrations for a campaign or branding with unlimited revisions and concept development.

Packaging Design:

*Basic Packaging Design Package (\$840):

- Design of a basic packaging concept with 2 revisions.

*Standard Packaging Design Package (\$1,540):

- Advanced packaging design with up to 3 revisions and material suggestions.

*Premium Packaging Design Package (\$2,940):

- Premium packaging design service with unlimited revisions, including 3D mock-ups and print coordination.

* Tax exempt (except when selling physical prints)

Appendix E: Return/Exchange Policy

Return and Exchange:

Eligible for Return: Pre-designed logos, stock flyers, and other non-custom items.

Return Process:

- A valid receipt is required.
- The return time frame is set at 14 days post-purchase.
- Items should be returned in their original state, barring shipping damage.
- Reach out through our support channel for return approvals and instructions.

Non-Returnable:

- Custom services and digital goods.
- Discounted or sale items.
- Refunds are processed within 10 business days.
- Exchange subject to availability, non-refundable shipping.
- By ensuring our offerings are both expansive and specific, we align with the diverse needs of our clientele, paving the way for a brand that's not just seen but remembered

Appendix F: Specific Breakdown of 2 Products/Services

Branding Services Package

Features: Custom logo design, color palette selection, and development of brand guidelines tailored to your business's identity.

Quality: High-quality, professional designs that align with current market trends and are scalable for future business growth.

Packaging: Digital delivery of all branding materials, including source files and usage guidelines, packaged in an organized, easy-to-understand format.

Sizes: Flexible - from simple logos to comprehensive branding kits that cover all aspects of your business.

Service Options: Ongoing support for brand implementation, updates to designs as your business evolves, and brand consultation services.

Warranty or Support: Includes a revision period post-delivery to ensure satisfaction and a set number of hours for post-project brand support.

Prices:

- Basic: \$840 for startups or small projects.
- Standard: \$1,540 for established businesses looking to revamp or enhance their branding.
- Premium: \$2,940 for extensive branding needs, including sub-brands or a wide range of branded materials.

Custom Illustration Service

Features: Unique, handcrafted illustrations designed to convey your brand's message and story.

Quality: Artistic excellence with attention to detail, crafted to meet the specific requirements of each client, whether for digital or print use.

Packaging: Digital delivery of illustrations in multiple formats suitable for various platforms or physical delivery if required.

Sizes: Customizable to any required dimensions, from small website icons to large-scale murals.

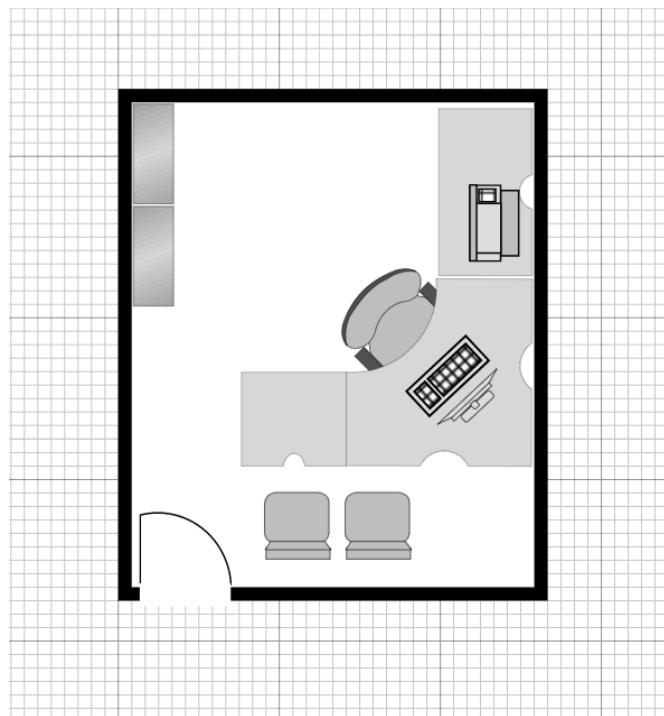
Service Options: Options for a single illustration, a series for campaigns or branding, and exclusive licensing of artwork.

Warranty or Support: Each illustration comes with an initial concept approval phase, revisions within scope, and after-sale support for implementation guidance.

Prices:

- Basic Illustration: \$840 for a single, simple illustration or icon set.
- Standard Illustration: \$1,540 for a series of detailed illustrations or a complex single piece.
- Premium Illustration: \$2,940 for a full suite of custom illustrations, including full usage rights and variations for different media.

Appendix G: General Layout/Design of the Business Space



Appendix H: Advertisement

[Google Ad](#)

Appendix I: Online/Social Media

GRAPHIC DESIGN

GI
Graphix Iowa

Branding Packages

Custom Illustrations

Custom Print Design

Tailored Packaging

Visit Our Website
graphixiowa.com

Appendix J: Sales Promotion

The graphic features a large, stylized logo at the top left with the letters 'G' and 'I' in yellow and white. Below it, the words 'Graphix Iowa' are written in a smaller, sans-serif font. To the right, the words 'GRAPHIX IOWA' are displayed in a bold, white, sans-serif font. In the center, a yellow speech bubble contains the word 'SUPER' in white capital letters. Below it, a black speech bubble contains the words 'SALE OFFER' in white capital letters. A megaphone is positioned to the left of the black speech bubble, with a small lightning bolt icon above it. At the bottom, a yellow curved line contains the text 'Kickstart the month with a fresh look!!' in a cursive font. Below this, a black oval contains the words 'CONTACT US!' in white capital letters. Further down, a black rectangular box contains the text 'THE FIRST 3 CLIENTS TO BOOK IN OCTOBER RECEIVE A 10% DISCOUNT ON OUR BRANDING PACKAGE. LET'S MAKE YOUR BRAND SHINE!' in white capital letters. At the bottom left, the text 'Get online exclusive deals at : www.graphixiowa.com' is shown in a small, italicized font. To the right, there is a vertical column of dots forming a decorative pattern.

Graphix Iowa

GRAPHIX IOWA

SUPER

SALE OFFER

Kickstart the month with a fresh look!!

CONTACT US!

**THE FIRST 3 CLIENTS TO BOOK IN OCTOBER
RECEIVE A 10% DISCOUNT ON OUR BRANDING
PACKAGE. LET'S MAKE YOUR BRAND SHINE!**

Get online exclusive deals at : www.graphixiowa.com

Appendix K: Direct Marketing



Nate Fackler <fackler25005@waukeeschools.org>

to me ▾

Graphix Iowa

Introducing our new eco-friendly packaging design service - Get 10% off your first order!

The illustration shows two hands holding a stack of layered packaging. The layers alternate between yellow and grey, with some being solid and others having a grid pattern. The hands are positioned as if presenting or adjusting the stack. The background is light grey with abstract yellow shapes like triangles and circles scattered around.

www.graphxiowa.com [Business Number]

Nate Fackler

Appendix L: PR/Sponsorship



Press Release

For immediate release

Graphix Iowa partners with website design company Dentsu

Graphix Iowa puts the spotlight on producing complete online solutions for businesses looking to strengthen their digital presence.



Keynote speaker Hiroshi Igarashi talks about developments in web design tech

Fort Leburg, June 5, 2030 – Graphix Iowa announces an exciting partnership with global website design giant Dentsu. This groundbreaking collaboration aims to revolutionize the digital landscape by introducing a comprehensive suite of innovative design solutions tailored for businesses of all sizes.

The strategic alliance is set to kick off with an official launch event at the Fort Leburg Convention Center on July 12, 2030, at 10:00 AM. Open to the public, with tickets priced at \$20, the event promises insightful talks, interactive workshops, and networking opportunities with industry leaders. Special accommodations will be available to ensure an inclusive experience for all attendees.

"We are thrilled to partner with Dentsu, combining our local expertise with their global insights to bring unparalleled value to our clients," said Nate Facker, owner of Graphix Iowa. "This collaboration will not only enhance our service offerings but also contribute significantly to the local economy by fostering digital innovation."

Join us to witness the fusion of creativity and technology that will set a new standard for digital excellence. Visit our website at graphixiowa.com for more information and to reserve your spot at this not-to-be-missed event.

www.graphixiowa.com

natefackler@graphixiowa.com

[Business Number]

About Graphix Iowa

Graphix Iowa specializes in crafting distinctive branding and digital design solutions to amplify the presence of small businesses in the digital landscape.

Appendix M: 2 Job Descriptions/Postings

1. Graphic Designer

a. Position: Graphic Designer

b. **Role Summary:** Looking for a creative designer who can turn ideas into catchy visuals for both print and online use.

c. Key Responsibilities:

- Create visual materials like brochures, websites, and brand logos.
- Make sure design projects look good and are finished on time.
- Help define our company's visual style.

d. Candidate Requirements:

- A degree in a design-related field or lots of design experience.
- Good at using design software like Adobe Photoshop and Illustrator.
- A keen eye for aesthetics and details.

e. Compensation:

- \$50,000-\$60,000 per year.

f. Benefits:

- Health insurance, vision, and dental.
- Retirement 401k savings plan.
- Paid time off for vacation and sick days.
- Flexible work options like work from home days

2. Sales Manager

a. Position: Sales Manager

b. **Role Summary:** Seeking a motivated leader to guide our sales team and help us sell more of our awesome products.

c. Key Responsibilities:

- Plan and hit sales goals.
- Build strong relationships with customers.

- Understand our customers' needs and how our products fit in.
- Communicate clearly with both customers and team members.

d. Candidate Requirements:

- Experience in sales, with some leadership background.
- Good at selling and understanding how to beat the competition.
- Ability to solve problems and find new opportunities.

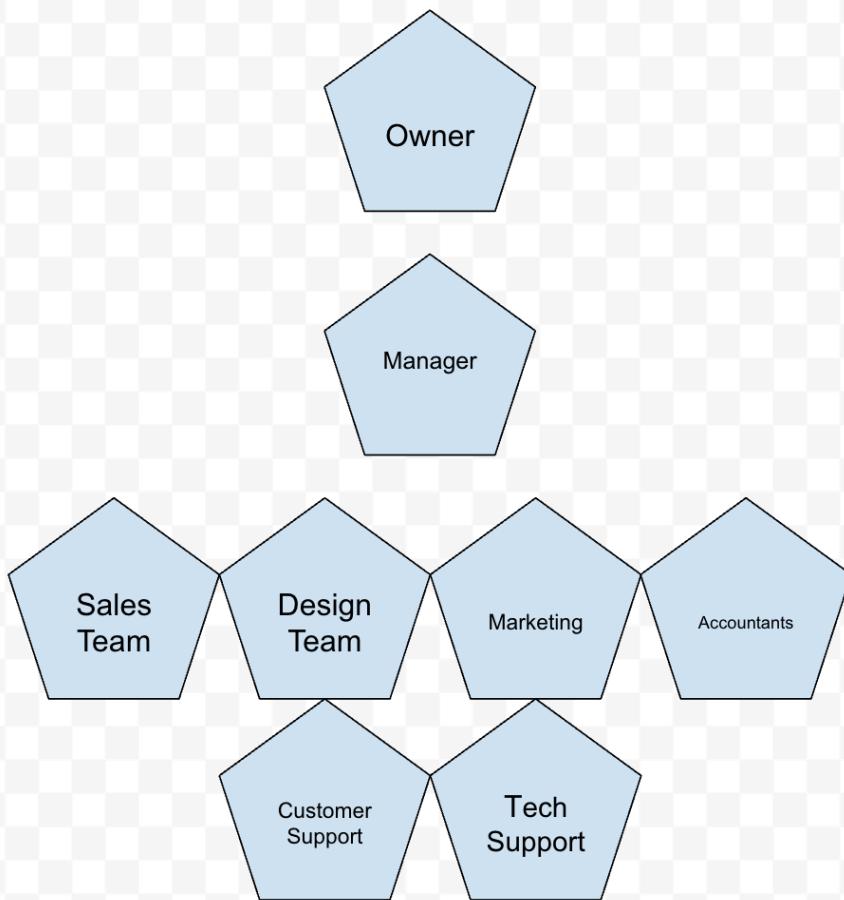
e. Compensation:

\$70,000-\$85,000 per year plus bonuses for great performance.

f. Benefits:

- Salary plus commission for extra motivation.
- Company car for work travel.
- Full health benefits and a retirement 401k savings plan.
- Paid holidays and vacation days.
- Chance to move up in your career.

Appendix N: Organizational Structure Visual



Appendix O: Insurance Quote (State Farm)



State Farm Fire and Casualty Company
A stock company with home offices in Bloomington, Illinois

Your State Farm Agent

James Lunders Ins Agency Inc
4800 Mills Civic Pkwy Ste 102

W Des Moines, IA 50265-5264

Bus: 515-224-9498

Prepared by: Benjamin Cohrs

Business Insurance Quote

POLICY TYPE

Policy type: Distributors

Prepared: 03/20/2024

Submission number: 0006562284

Quote effective date: 03/20/2024

APPLICANT(S)

Prepared for: ONLINE DEALS 4 U

Address:

4855 MILLS CIVIC PKWY
WDM, IA 50265-5280

Phone:

POLICY PREMIUM

Premium: \$1,218.00

Total annual premium: \$1,218.00

Coverages	Cov applies	Limit	Premium
Coverage B - Business Personal Property	Loc 1	\$225,000	\$1,346.00
Replacement Cost			
Loss of Income and Extra Expense	Per Policy	12 Months Actual Loss Sustained	
Coverage L- Business Liability-Per Occurrence		\$1,000,000	\$349.00
Coverage L- Business Liability-General Aggregate		\$2,000,000	
Products/Completed Operations Liability-Annual Aggregate		\$2,000,000	
Damage to Premises Rented to You		\$300,000	
Coverage M - Medical Expenses		\$5,000	

POLICY DEDUCTIBLES

Deductible	Amount
Basic Deductible	\$1,000
Employee Dishonesty	\$250
Equipment Breakdown	\$1,000



Deductible	Amount
Money and Securities	\$250

DISCOUNTS AND CHARGES

Discounts and Charges	Location	Amount
Automatic Sprinkler Protection	Loc 1	(\$275.00)
Basic Deductible	Loc 1	\$27.00
Business Experience Rating		(\$64.00)
Protective Devices	Loc 1	(\$165.00)

POLICY LEVEL-PREMIUMS

Coverages	Limit (Basis)	Premium
Dependent Property - Loss of Income	\$10,000	
Employee Dishonesty	\$10,000	
Equipment Breakdown	Included	
Personal Property Off Premises	\$15,000	
Utility Interruption - Loss of Income	\$10,000	

INLAND MARINE PREMIUM

Coverages	Limit (Basis)	Premium
Computer Property		
Computer Hardware / Software Limit	\$25,000	
Loss of Income and Extra Expense Limit	\$25,000	
Deductible	\$500	

OTHER FORMS AND ENDORSEMENTS

Computer Property Form

LOCATION(S)

Location: 1

Address:

4855 Mills Civic Pkwy
Wdm, IA 50265-5280

RATING INFORMATION

County: Polk

Owner/occupancy: Tenant

Number of years the applicant has owned and operated the same type of insured business: 0

Is this address within city limits? Yes

Business/occupancy: Online Sales (exclusively online; no customer store-front)

Construction type: Frame

Earthquake territory/zones: 5

Year built: 2020

Territory zone: 19

Subzone: 01



Coverages	Limit (Basis)	Premium
Accounts Receivable (On Premises)	\$10,000	
Accounts Receivable (Off Premises)	\$5,000	
Arson Reward	\$5,000	
Brands and Labels	\$25,000	
Collapse	Included	
Damage to Non-owned Buildings from Theft, Burglary or Robbery	Coverage B Limit	
Debris Removal	25% of covered loss	
Fire Department Service Charge	\$2,500	
Fire Extinguisher Systems Recharge Expense	\$5,000	
Forgery or Alteration	\$10,000	
Glass Expenses	Included	
Increased Cost of Construction and Demolition Costs (applies only when buildings are insured on a replacement cost basis)	10%	
Money Orders and Counterfeit Money	\$1,000	
Money and Securities (On Premises)	\$10,000	
Money and Securities (Off Premises)	\$5,000	
Newly Acquired Business Personal Property (applies only if this policy provides Coverage B - Business Personal Property)	\$100,000	
Newly Acquired or Constructed Buildings (applies only if this policy provides Coverage A - Buildings)	\$250,000	
Ordinance or Law - Equipment Coverage	Included	
Outdoor Property	\$5,000	
Personal Effects (applies only to those premises provided Coverage B - Business Personal Property)	\$2,500	
Pollutant Clean Up and Removal	\$10,000	
Preservation of Property	30 Days	
Property of Others (applies only to those premises provided Coverage B - Business Personal Property)	\$2,500	
Seasonal Increase - Business Personal Property	25%	
Signs	\$2,500	
Valuable Papers and Records (On Premises)	\$10,000	
Valuable Papers and Records (Off Premises)	\$5,000	
Water Damage, Other Liquids, Powder or Molten Material Damage	Included	

This is a sample quote that contains only general description of some available coverages and limits with an approximate premium, subject to eligibility. It is not a contract, binder of coverage or coverage recommendation. All coverages are subject to the terms, provisions, exclusions, and conditions in the policy and its endorsements. If information used for rating changes or different rates are effective at the time of policy issuance, this rate quote may be revised. If you have any questions, please contact my office.

Appendix P: Start Up Costs Worksheet

Startup Expenses	Amount	Description - Include what you are spending money on
Advertising	\$1,500	Promotion for opening the business
Starting inventory	\$0	No inventory required to open
Building construction	\$0	Use bid is necessary
Cash	\$0	No cash register needed
Decorating	\$150	Estimate based on bid if appropriate
Deposits	\$2,500	Check with utility companies
Fixtures and equipment	\$2,500	PC and desk/chair
Insurance	None to start the business	Bid from insurance agent
Lease payments	\$0	Fee to be paid before opening
Licenses and permits	\$100	For domain name
Miscellaneous	\$0	All other
Professional fees	\$0	Include CPA, attorney, etc.
Remodeling	\$5,000	Allocated to any renovations needed (not planning on specifics)
Rent	\$500/mo	Fee to be paid before opening
Services	\$0	Cleaning, accounting, etc.
Signs	\$0	Use contractor bids
Supplies	\$250	Office, cleaning, etc. supplies
Unanticipated expenses	\$2,500	Include an amount for the unexpected
Other		
Other		
Other		
Total Startup Costs	\$15,000	Amount of costs before opening

Expenses	Amount	Description
Advertising	\$1500	After startup 10% of revenue will go toward advertising and nothing more
Bank service fees	Unknown	Will make a guess to this in final plan
Credit card charges	None	Will use free business cards
Delivery fees	None	
Dues and subscriptions	\$500	estimating for software needed
Health insurance	Unknown	Exclude amount on preceding page
Insurance	\$101.5	Exclude amount on preceding page
Interest	None	No loans at the moment
Lease payments	None	Exclude amount on preceding page
Loan payments	None	Principal and interest payments
Office expenses	\$50	Misc.
Payroll other than owner	Unknown	
Payroll taxes	Unknown	
Professional fees	Unknown	
Rent	None	Exclude amount on preceding page
Repairs and maintenance	\$250	Allocating \$250 for unexpected stuff
Sales tax	Unknown	Depends on products and number of sold
Supplies	\$50	Computer, desk, etc
Telephone	None	Will use cell
Utilities	\$450	Utilities
Your salary	None	None until making consistent revenue
Other		

Total Repeating Costs	\$2,800	
Total Startup Costs	\$15,000	Amount from preceding page
Total Cash Needed	\$17,800	

Appendix Q: Pro Forma Income Statement

Revenue	2024
Sales of Products	\$0.00
Sales of Services	\$102,000.00
Money from Other Revenue Models	\$0.00
Total Revenue	\$102,000.00
Cost of Revenue	2024
<u>Industry</u> (Identify your Industry)	
What is your Gross Margin % (Industry)	50.00%
Solve for your Cost of Revenue (100% - Gross Margin)	\$51,000.00
Gross Profit	\$51,000.00
OPERATING EXPENSES	2024
Salaries and Wages	\$0
Advertising	\$0
Other (i.e. Professional Fees, Professional Services, etc..)	\$1,000
<u>Employee Benefits</u> (<u>Average</u>)	\$0
Payroll Taxes	\$0
Insurance (State Farm Insurance Quotes)	\$ -
Rent	\$450
<u>Utilities</u> (2.10/sq. ft)	\$315
Office Supplies	\$3,000
Travel and Entertainment	\$0
Equipment Maintenance and Rental	\$1,000
Interest Payments	\$0
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
TOTAL OPERATING EXPENSES	\$ 5,765.00
TOTAL OPERATING INCOME	\$45,235.00