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Disclaimer: Only for the educational purpose.

Bussiness opportunity in the field of technology :

Company idea is to make a software to the disabled peoples in there daily works..

General info –

The market for lifeskills training software can be segmented into four groups. The first is centers for independent living, the second is school districts, the third is proactive parents, and the last is agencies charged with special education administration. Each of the four segments is distinct and will be communicated with in different ways. These four segments have been chosen because they are the main purchasers of products for individuals with developmental disabilities.

There are several companies making products that specifically address learning needs for individuals with developmental disabilities. While some of the

companies' products are also suitable for traditional students, most companies in this industry specialize on products for developmental disabilities.

Within the industry there are a wide range of products. There are many different product groups that target specific types of disabilities. There are also different products targeted on a specific disability. Some might concentrate on spelling, reading comprehension, counting, sentence construction, etc. Lastly, within each specific category products take different forms, some may be CDs, software, cards, audio tapes, etc.

2. Preliminary analysis of alternative:

There are three main companies that are direct competitors to "LEARN WITH FUN" Instructional Software, focusing on individuals with developmental disabilities or individuals with autism (75% of individuals with autism are developmentally disabled and non-readers).

WordWise— This company makes several products including picture-based language programs, laminated picture cards, and community success CDs.

Edbydesign.com— This company has several products including: sentence maker, match maker, counting programs, and sorting programs. These are all non-interactive CD-based programs.

Autismcoach.com— This company makes software that is designed to strengthen core cognitive skills such as short-term memory, mental processing speed, multi-tasking and auditory processing. This is primarily for a younger customer age of 10-17.

PROJECT DESCRIPTION_

To develop fun-to-use educational software for non-readers with developmental disabilities. Our software will provide lifeskills training that empowers the individuals and make them more independent. We exist to make products that the market demands and have a positive impact on society.

The following assets and professional services will be needed for the formation and start of operations.

Legal services for company formation.

Accounting services to set up the accounting shell of the company “rapidLearn” software

#Computer programmers (3) to rapidly develop the software. An individual programmer could complete the coding of this product.

#Eight computer workstations, including one server. Seven of the stations will have Microsoft Office, one of them will have RapidLearn. Three networked laser printers.

#A broadband Internet connection.

#Office cubicle furniture for seven employees.

#Seven extension telephone system.

#Copier and fax machine.

#Lunch room furniture and appliances including a refrigerator and microwave.

#Shipping materials including boxes, scales, etc.

MARKETING PLAN-

LEARN WITH FUN has identified four distinct market segments for their products:

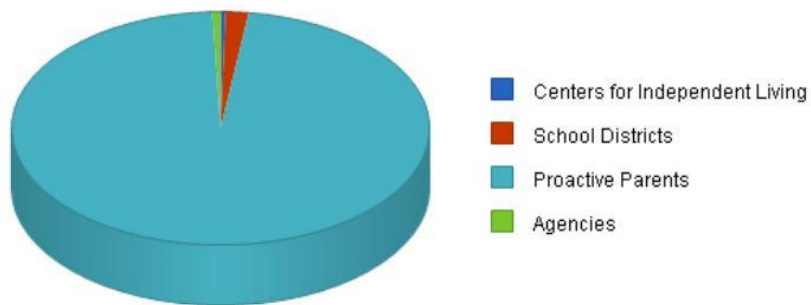
Centers for Independent Living– These are typically not-for-profit entities that assist individuals with developmental disabilities.

School Districts– All students are guaranteed an education therefore the school districts must provide the appropriate education until the individual is 21 years old. School districts are consumers of these products in pursuit of their goal of providing the students with an appropriate education.

Proactive Parents– These are parents of individuals with developmental disabilities who are taking an active role in their child's education/lifeskill training. Reinforcing these skills as much as possible is useful, therefore there are many parents that will purchase the software for home use.

Agencies– Many states, often as a reaction to a lawsuits (individual and class actions) have set up agencies or brokerages whose purpose is to dispense money from the state to the service providers assisting the individuals in need.

Market Analysis (FTE)



Market Analysis

Potential Customers	Growth
Centers for Independent Living	6%
School Districts	5%
Proactive Parents	8%
Agencies	6%
Total	7.93%

CAPITAL REQUIREMENT AND COSTS

Start-up Funding

Start-up Expenses to Fund	\$22,500
Start-up Assets to Fund	\$222,500
Total Funding Required	\$245,000

Assets

Non-cash Assets from Start-up	\$9,000
Cash Requirements from Start-up	\$213,500
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$213,500
Total Assets	\$222,500

Liabilities and capital:

Liabilities

Current Borrowing	\$0
Long-term Liabilities	\$100,000
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$100,000

Capital

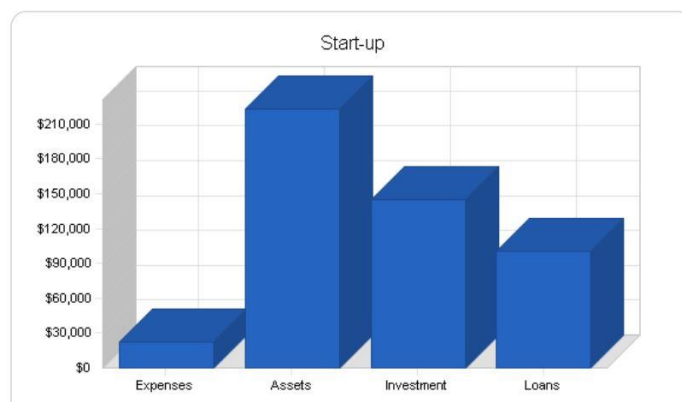
Planned Investment

Investor 1	\$60,000
Investor 2	\$50,000
Other	\$35,000
Additional Investment Requirement	\$0
Total Planned Investment	\$145,000

Loss at Start-up (Start-up Expenses)	(\$22,500)
Total Capital	\$122,500

Total Capital and Liabilities	\$222,500
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Total Funding	\$245,000
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OPERATING EQUIREMENT AND COSTS:

LEARN WITH FUN will require the following employees:

Sue- she will be doing a little of everything from HR to business development to product development to finance.

Accounting- an accounting clerk will be hired.

Software development- two employees will be in charge writing manuals, instructions, and product bug updates, and version upgrades.

Marketing Sales- two employees will be hired to generate sales.

Customer Service- two employees will be used to field any questions from customers or address any concerns/problems regarding orders as well technical difficulties.

Personnel Plan

Sue	\$22,000	\$26,000	\$30,000
Accounting	\$16,200	\$21,600	\$21,600
Software Documentation	\$19,800	\$26,400	\$26,400
Product Development	\$15,400	\$26,400	\$26,400
Customer Service/ Tech Support	\$19,800	\$26,400	\$26,400
Customer Service/ Tech Support	\$19,800	\$26,400	\$26,400
Marketing/ Sales	\$27,000	\$36,000	\$36,000
Marketing/ Sales	\$27,000	\$36,000	\$36,000
Total People	8	8	8
Total Payroll	\$167,000	\$225,200	\$229,200

Start-up Expenses

Legal	\$3,000
Accounting	\$2,000
Brochures	\$2,500
Consultants	\$0
Insurance	\$0
Rent	\$0
Research and Development	\$0
Expensed Equipment	\$15,000
Other	\$0
Total Start-up Expenses	\$22,500

Start-up Assets

Cash Required	\$213,500
Start-up Inventory	\$0
Other Current Assets	\$0
Long-term Assets	\$9,000
Total Assets	\$222,500
Total Requirements	\$245,000

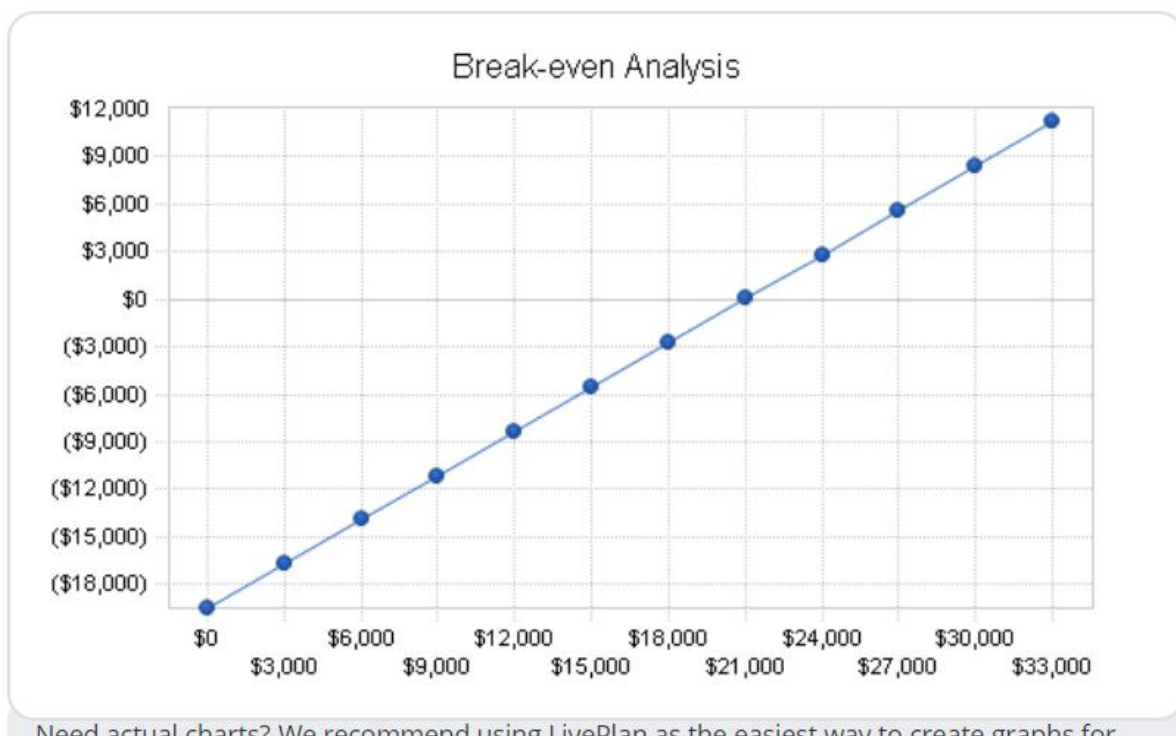
FINANCIAL ANALYSIS:

The following table details important financial assumptions.

General Assumptions

Plan Month	1	2	3
Current Interest Rate	10.00%	10.00%	10.00%
Long-term Interest Rate	10.00%	10.00%	10.00%
Tax Rate	30.00%	30.00%	30.00%
Other	0	0	0

The Break-even Analysis is shown below.



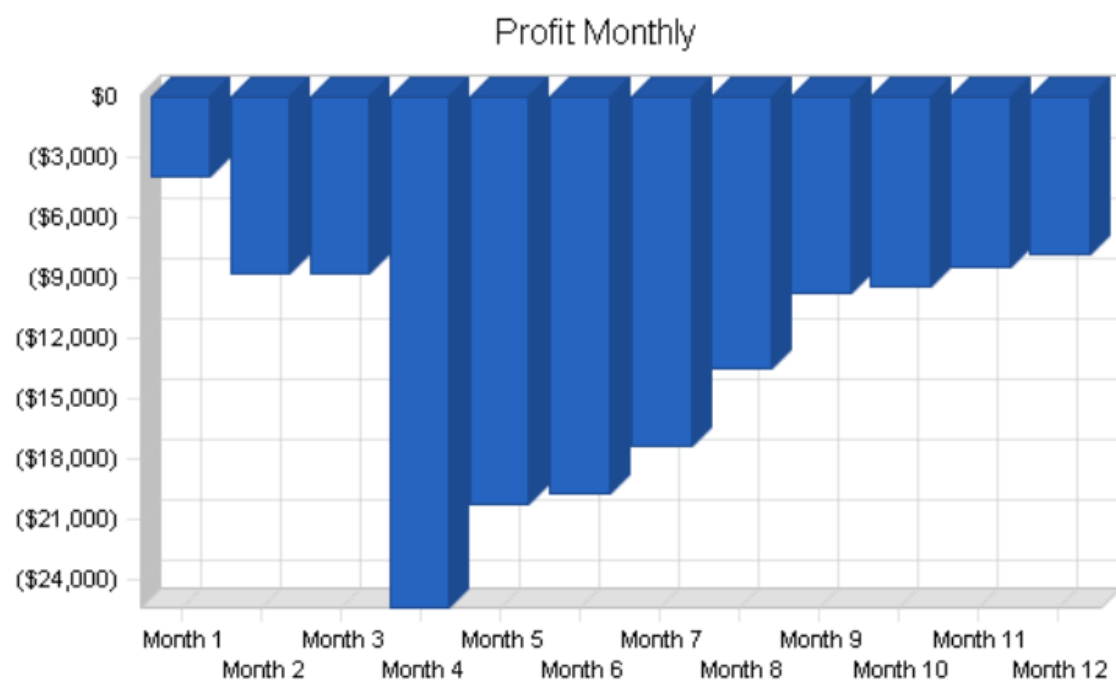
Break-even Analysis

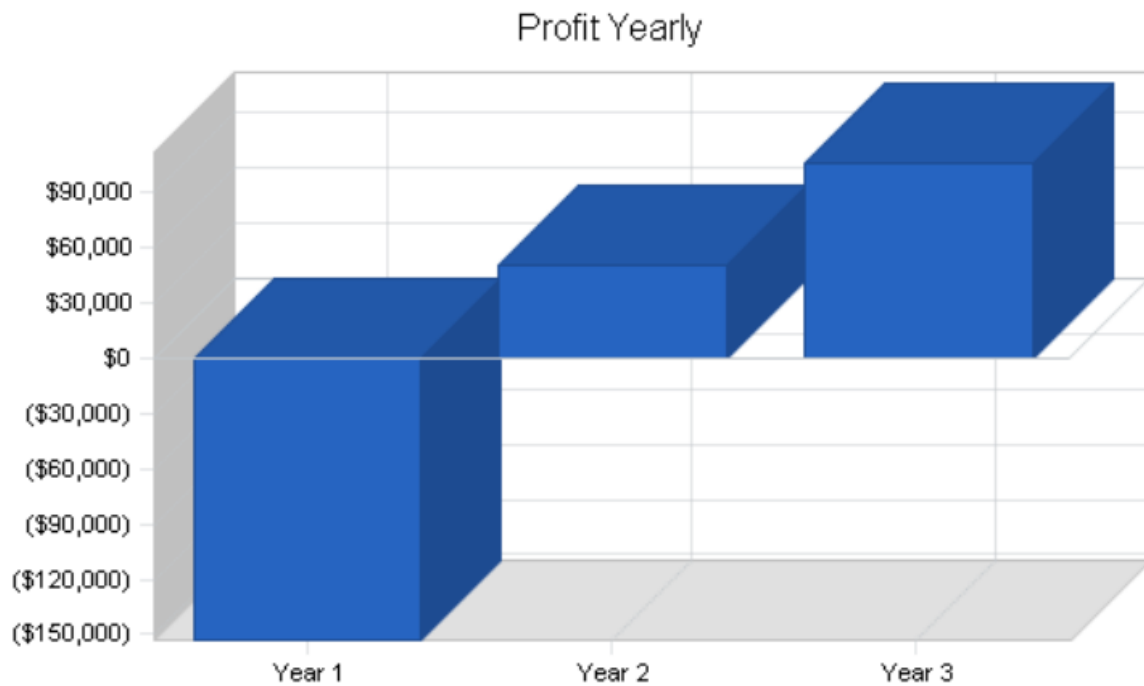
Monthly Revenue Break-even	\$20,959
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Assumptions:

Average Percent Variable Cost	7%
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Estimated Monthly Fixed Cost	\$19,492
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Balance sheet :

Assets

Current Assets

Cash	\$25,286	\$17,062	\$84,215
Accounts Receivable	\$26,487	\$109,566	\$134,042
Inventory	\$1,408	\$5,824	\$7,126
Other Current Assets	\$0	\$0	\$0
Total Current Assets	\$53,180	\$132,452	\$225,383

Long-term Assets

Long-term Assets	\$9,000	\$9,000	\$9,000
Accumulated Depreciation	\$1,800	\$3,600	\$5,400
Total Long-term Assets	\$7,200	\$5,400	\$3,600
Total Assets	\$60,380	\$137,852	\$228,983

Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities			
Accounts Payable	\$7,124	\$10,477	\$12,744
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
Subtotal Current Liabilities	\$7,124	\$10,477	\$12,744
Long-term Liabilities	\$83,773	\$107,546	\$91,319
Total Liabilities	\$90,897	\$118,023	\$104,063
Paid-in Capital	\$145,000	\$145,000	\$145,000
Retained Earnings	(\$22,500)	(\$175,517)	(\$125,171)
Earnings	(\$153,017)	\$50,346	\$105,091
Total Capital	(\$30,517)	\$19,829	\$124,920
Total Liabilities and Capital	\$60,380	\$137,852	\$228,983
Net Worth	(\$30,517)	\$19,829	\$124,920