

Good Vibes

BUSINESS PLAN

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Web Developers

Good Vibes

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I. Executive Summary

Business Overview

We are a software development team that enables individuals to more efficiently, safely, and securely sell and buy items on popular user to user selling websites/applications.

Products / Services Offered

You have not yet completed this section of your business plan.

Success Factors

You have not yet completed this section of your business plan.

II. Company Overview

Below is a snapshot of Good Vibes since its inception:

- Date of formation: 08-09-2018
- Is your business already in operation? No
- Legal Structure: Not Yet Incorporated

III. Industry Analysis

Industry Overview

You have not yet completed this section of your business plan.

Relevant Market Size

Our relevant market size is the annual revenue that our company could attain if we owned 100% market share.

Our relevant market size is calculated as follows:

- Number of customers who might be interested in purchasing our products and/or services each year? 298,600
- Amount these customers might be willing to spend, on an annual basis, on our products and/or services? \$5
- Our relevant market size: \$1,493,000

As the analysis shows, our relevant market is large enough for our company to enjoy considerable success.

IV. Customer Analysis

Below is a description of who our target customers are, and their core needs.

Target Customers

Below is a profile of our target customers:

- Gender: Provides safe interactions by taking out strangers that you have to meet face to face.
- Location: Provides a closer, easier, secure and more convenient way of meeting.
- Values/Beliefs: peer-to-peer marketplace that utilizes safety, connivance, and accessibility to eliminate the threat of a unsafe marketplace
- Other:

Customer Needs

You have not yet completed this section of your business plan.

V. Competitive Analysis

The following is an overview of Good Vibes's competitors.

Direct Competitors

The following companies are our direct competitors.

- **Direct Competitor #1: None**
 - Competitor's Overview: This is a original and unique idea, so far the market is untapped and available. It is a safety feature that the community needs but doesn't know how to implement it.

Indirect Competitors

The following companies are our indirect competitors.

You have not yet completed this section of your business plan.

Competitive Advantages

You have not yet completed this section of your business plan.

VI. Marketing Plan

Our marketing plan, included below, details our products and/or services, pricing, promotions plans and distribution strategy.

Products, Services & Pricing

- **Product/Service #1 Name: Safeplace Locker with same day deposit.**
 - Product/Service benefits: Safeplace Locker/ A locker that will generate a unique identifier for the seller and buyer of a online peer-to-peer transaction. The individuals will be able to come to the locker, deposit the item that they were selling online in the locker, and leave knowing that the buyer will be given the unique ID and after the buyer pays for the item it will be released to the buyer. The seller will then have the option to receive the funds immediately via text for a fee or wait a business day or two for fee deposits./ It will eliminate the threat of being robbed by eliminating cash to hand transactions, it will also eliminate the steps of finding a safe place to exchange the online goods and eliminate having to work out a time that both parties can meet up.
 - Product/Service Price: SafePlace Locker/\$5.00 fee per day split between the buyer and seller. The final cost will be taken out of the price paid for the item.

Promotions Plan

Good Vibes will use the following tactics to attract new customers:

- Blogs, Podcasts, etc: Bring out the social media gurus to market the benefits to the masses
- Classified Ads: As these are used already to sell items, it will also be used in the same sections to sell the safety of doing peer-to-peer exchanges.
- Online Marketing: Bring out the social media gurus to market the benefits to the masses
- Partnerships/Joint Ventures: Maybe partner with the major websites and apps that utilize peer-to-peer markets.

Distribution Plan

You have not yet completed this section of your business plan.

VII. Operations Plan

Our Operations Plan details:

1. The key day-to-day processes that our business performs to serve our customers
2. The key business milestones that our company expects to accomplish as we grow

Key Operational Processes

The key day-to-day processes that our business performs to serve our customers are as follows:

You have not yet completed this section of your business plan.

Milestones

The key business milestones that our company expects to accomplish as we grow include the following:

You have not yet completed this section of your business plan.

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

You have not yet completed this section of your business plan.

Management Team Gaps

You have not yet completed this section of your business plan.

Board Members

You have not yet completed this section of your business plan.

IX. Financial Plan

Revenue Model

Good Vibes generates revenues via the following:

You have not yet completed this section of your business plan.

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$0	\$0	\$0	\$0	\$0
Direct Expenses	\$0	\$0	\$0	\$0	\$0
Gross Profit	\$0	\$0	\$0	\$0	\$0
Gross Profit (%)	NAN%	NAN%	NAN%	NAN%	NAN%
Other Expenses	\$0	\$0	\$0	\$0	\$0
EBITDA	\$0	\$0	\$0	\$0	\$0
Depreciation	\$0	\$0	\$0	\$0	\$0
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Income Tax Expense	\$0	\$0	\$0	\$0	\$0
Net Income	\$0	\$0	\$0	\$0	\$0

Funding Requirements/Use of Funds

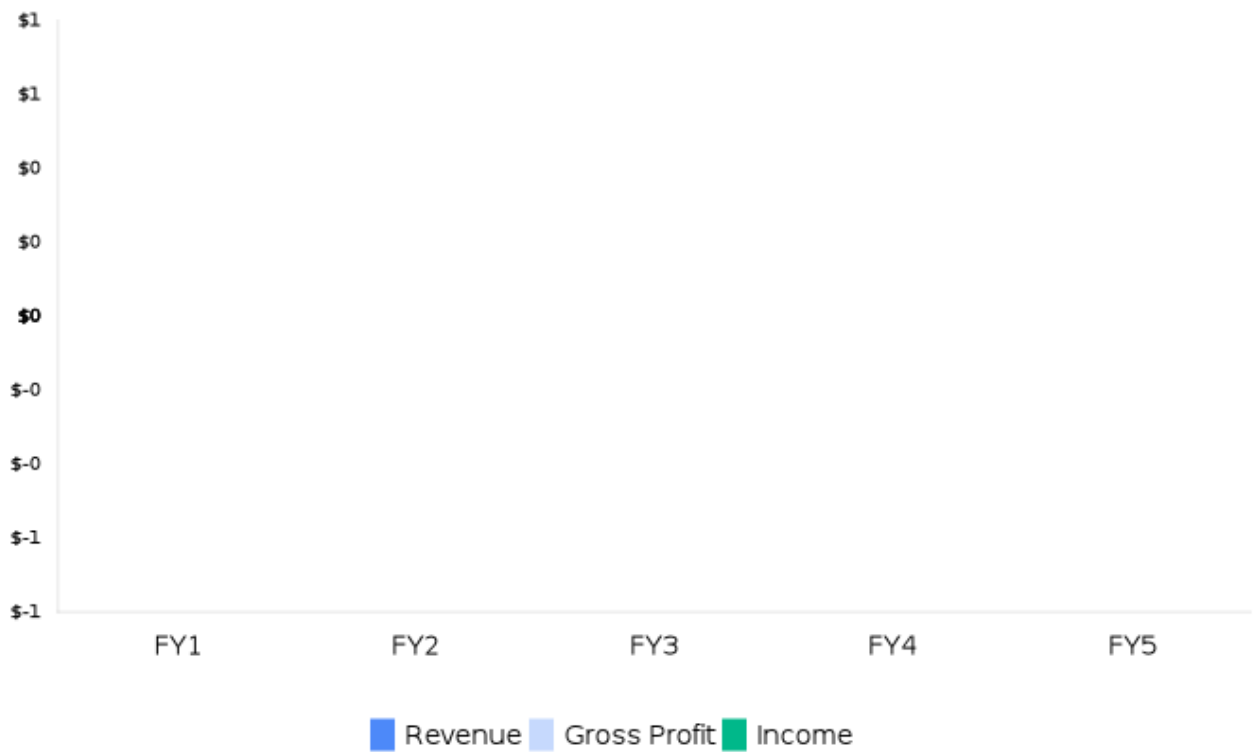
You have not yet completed this section of your business plan.

Exit Strategy

You have not yet completed this section of your business plan.

Financial Projections

Projected Sales, Gross Profit & Net Income



5 Year Annual Income Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
Revenues						
	Revenues	\$0	\$0	\$0	\$0	\$0
Total Revenues		\$0	\$0	\$0	\$0	\$0
Direct Costs						
	Direct Costs	\$0	\$0	\$0	\$0	\$0
Total Direct Costs		\$0	\$0	\$0	\$0	\$0
GROSS PROFIT		\$0	\$0	\$0	\$0	\$0
GROSS PROFIT %		NAN%	NAN%	NAN%	NAN%	NAN%
Other Expenses						
	Salaries	\$0	\$0	\$0	\$0	\$0
	Marketing Expenses	\$0	\$0	\$0	\$0	\$0
	Rent/Utility Expenses	\$0	\$0	\$0	\$0	\$0
	Other Expenses	\$0	\$0	\$0	\$0	\$0
Total Other Expenses		\$0	\$0	\$0	\$0	\$0
EBITDA		\$0	\$0	\$0	\$0	\$0
	Depreciation	\$0	\$0	\$0	\$0	\$0
	Amortization	\$0	\$0	\$0	\$0	\$0
EBIT		\$0	\$0	\$0	\$0	\$0
	Interest Expense	\$0	\$0	\$0	\$0	\$0
PRETAX INCOME		\$0	\$0	\$0	\$0	\$0
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$0	\$0	\$0	\$0	\$0
	Income Tax Expense	\$0	\$0	\$0	\$0	\$0
NET INCOME		\$0	\$0	\$0	\$0	\$0
	Net Profit Margin (%)	NAN%	NAN%	NAN%	NAN%	NAN%

5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
ASSETS						
	Cash	\$0	\$0	\$0	\$0	\$0
	Other Current Assets	\$0	\$0	\$0	\$0	\$0
	Total Current Assets	\$0	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	Net Intangibles	\$0	\$0	\$0	\$0	\$0
	Fixed Assets	\$0	\$0	\$0	\$0	\$0
	Accum Depreciation	\$0	\$0	\$0	\$0	\$0
	Net fixed assets	\$0	\$0	\$0	\$0	\$0
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
TOTAL ASSETS		\$0	\$0	\$0	\$0	\$0
LIABILITIES & EQUITY						
	Current Liabilities	\$0	\$0	\$0	\$0	\$0
	Debt outstanding	\$0	\$0	\$0	\$0	\$0
	Total Liabilities	\$0	\$0	\$0	\$0	\$0
	Share Capital	\$0	\$0	\$0	\$0	\$0
	Retained earnings	\$0	\$0	\$0	\$0	\$0
	Total Equity	\$0	\$0	\$0	\$0	\$0
TOTAL LIABILITIES & EQUITY		\$0	\$0	\$0	\$0	\$0

5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
CASH FLOW FROM OPERATIONS						
	Net Income (Loss)	\$0	\$0	\$0	\$0	\$0
	Change in Working Capital	\$0	\$0	\$0	\$0	\$0
	Plus Depreciation	\$0	\$0	\$0	\$0	\$0
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Operations	\$0	\$0	\$0	\$0	\$0
CASH FLOW FROM INVESTMENTS						
	Fixed Assets	\$0	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Investments	\$0	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING						
	Cash from Equity	\$0	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Financing	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow	\$0	\$0	\$0	\$0	\$0
	Cash at Beginning of Period	\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0