



# SafeFledge

## Business Plan

## CONFIDENTIALITY AGREEMENT

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of SafeFledge.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of this confidential information by the reader may cause serious harm or damage to SafeFledge.

Upon request, this document is to be immediately returned to SafeFledge.

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Signature

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Name (printed)

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Date

*This is a business plan. It does not imply the offering of securities.*

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## EXECUTIVE SUMMARY

### COMPANY DETAILS

SafeFledge	
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Legal Form	
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Email	contact@skyguardian.app
Website	<a href="https://safefledge.com/">https://safefledge.com/</a>

The European travel and aviation industry is large and diverse, including airlines, airports, travel agencies, hotels, and other travel-related businesses. The industry is regulated by various bodies, such as the European Union Aviation Safety Agency (EASA) and the European Travel Commission (ETC). Many of the world's major airlines and airports are based in Europe, and the region is a popular destination for tourists and business travelers. The COVID-19 pandemic has significantly impacted the industry, with many countries imposing travel restrictions and airlines facing a sharp decline in demand. However, with the ongoing rollout of vaccines, the industry is gradually recovering and is expected to bounce back in the coming years.

SafeFledge is a comprehensive and safety-focused platform that aims to provide users with all the necessary information related to their flight, destination, and accommodation. With real-time flight tracking, safety information, and airline policies, SafeFledge is a useful tool for anyone who prioritizes safety while traveling by plane. Additionally, the app's integration with hotels and apartment bookings provides travelers with a convenient and streamlined experience. SafeFledge will be a valuable resource for both leisure and business travelers.

### PURPOSE OF THE BUSINESS PLAN

The purpose of this document is to provide the information necessary to evaluate the merits of the value proposition of **SafeFledge**. This business plan describes the workability

of **SafeFledge** to steer a thriving and sustainable business in the niche market and meet certain key targets and manage business priorities.

This business plan also aims to:

- To finance our business requirements of **\$50.000 to \$100.000** for development costs, marketing and promotion, research, and development of new technologies, also legal and regulatory costs. Important information that we want to start Kickstarter funding for around 50.000 dollars.
- Provide a business blueprint phase for **SafeFledge** and provide details of its activities.
- Provide market insights to establish the feasibility study of the business, evaluate the success of our business against benchmarks, facilities, strategic planning, etc.
- Provide financial projections and plan

According to the pro-forma projections, the company will be cash-flow positive. The investment returns, interest rate, and agreement will be further discussed during negotiation. The company expects to be earning solid profits a year after. If proper funding can be obtained, the company does not expect any significant cash flow problems.

## OPPORTUNITY & GROWTH

The Europe travel and aviation app industry has significant growth potential and opportunities. The region has a robust aviation sector, with several airlines operating in the region, making it a popular destination for leisure and business travelers.

One of the significant factors driving the growth of the travel and aviation app industry in Europe is the increasing adoption of smartphones and other mobile devices. The widespread use of mobile devices has made it easier for travelers to access travel information, book flights, and hotels, and track their journeys. This trend has increased demand for travel and aviation apps that offer seamless user experiences, personalized recommendations, and real-time updates.

Another significant factor contributing to the growth of Europe's travel and aviation app industry is the increasing focus on safety and security. With rising concerns over safety and security, travelers are looking for apps that offer real-time safety information, track flights, and provide quick access to emergency services while traveling. Apps that offer such features have become increasingly popular among travelers in Europe.

Furthermore, the COVID-19 pandemic has accelerated the shift toward digital travel and aviation services. The pandemic has forced many airlines and travel companies to adopt digital channels and services, increasing the demand for travel and aviation apps that offer contactless services, such as virtual check-ins and touchless payments.

Overall, the Europe travel and aviation app industry presents significant growth potential and opportunities, and companies that offer innovative and reliable services have a good chance of success.

## PROBLEM & SOLUTION

### **Problem:**

Air travel is one of the safest modes of transportation, but it still carries some risks that can be mitigated with proper information and preparation. Many travelers need access to essential information that can help them make informed decisions about their travel plans, such as flight safety information, airline policies, and weather conditions at their destination.

### **Solution:**

SafeFledge is a web and mobile application that aims to enhance the safety and security of travelers who use planes as their primary travel measure. The app provides a wide range of features that give passengers access to essential information about flight safety, airline policies, and weather conditions at their destination. Users can book flights, hotels, and apartments through the app and receive real-time flight tracking in the future. The app is designed for leisure and business travelers concerned about their safety while traveling. With SafeFledge, users can make informed decisions about their travel plans and stay updated on everything related to their trip.

## KEYS TO SUCCESS

- \* **Focus on User Experience:** A crucial factor in the success of SafeFledge is the user experience. The app will be easy to use and navigate and offer a seamless experience to the user. The app is designed to meet our target audience's needs and provides relevant and useful features.
- \* **Offer Real-Time Information and Updates:** SafeFledge's success depends on timely and accurate information about flight schedules, delays, cancellations, and other

important details. We ensure that our app provides real-time updates to users, enhancing the user experience and promoting customer loyalty.

- \* **Ensure App Security:** SafeFledge deals with sensitive information, such as flight details and personal information; security will be our top priority. We will ensure that the app meets industry standards for data security and use encryption to protect user data.
- \* **Engage with Users:** Regular engagement with users is critical for the success of SafeFledge. We will use social media, email, or push notifications to engage with users and keep them informed about new features, promotions, or any changes to the app.
- \* **Offer Personalized Services:** Personalization is key to enhancing the user experience. We will offer personalized services such as flight recommendations, hotel bookings, and other travel-related services based on user preferences.
- \* **Provide Excellent Customer Support:** Customer support is essential to SafeFledge. We will provide multiple channels for customer support, such as email, phone, or chat, and ensure that users can access help whenever needed.

By focusing on these key factors, SafeFledge will develop an app that offers value to users, enhances their travel experience, and promotes customer loyalty.

## BUSINESS MODEL CANVAS

<b>KEY PARTNERS</b>  Airlines  Hotel and apartment booking platforms  Weather forecast services  Safety and security agencies  Payment gateway providers	<b>KEY ACTIVITIES</b> <ul style="list-style-type: none"><li>▪ <b>Developing and maintaining the web and mobile application</b></li><li>▪ Integrating with airlines and booking platforms</li><li>▪ Gathering and presenting real-time flight and safety information</li><li>▪ Providing customer support and assistance</li><li>▪ Marketing and promoting the application</li></ul>	<b>VALUE PROPOSITIONS</b> <ul style="list-style-type: none"><li>• <b>Real-time safety information for passengers</b></li><li>• The convenience of booking flights, hotels, and apartments in one platform</li><li>• Knowledge about airline policies and regulations</li><li>• Weather information for the country and city of destination</li><li>• Ease of use and accessibility</li></ul>	<b>CUSTOMER RELATIONSHIPS</b> <ul style="list-style-type: none"><li>• <b>Providing excellent customer support and assistance</b></li><li>• Building trust and credibility through reliable and accurate information</li><li>• Offering personalized recommendations and options based on user preferences</li></ul>	<b>CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"><li>• <b>Business travelers</b></li><li>• Leisure travelers</li><li>• Anyone who values safety and security while traveling</li></ul>
	<b>KEY RESOURCES</b> <ul style="list-style-type: none"><li>• Skilled software developers and designers</li><li>• Real-time flight and safety data sources</li><li>• Marketing and advertising channels</li><li>• Customer support team</li><li>• Funding for development and operations</li></ul>		<b>CHANNELS</b> <ul style="list-style-type: none"><li>• Web and mobile application</li><li>• Social media marketing and advertising</li><li>• Content marketing and blog posts</li><li>• Public relations and media outreach</li></ul>	
<b>COST STRUCTURE</b> <ul style="list-style-type: none"><li>• <b>Development and maintenance of the application</b></li><li>• Real-time flight and safety data sources</li><li>• Marketing and advertising expenses</li><li>• Customer support team salaries</li><li>• Hosting and server costs</li></ul>		<b>REVENUE STREAMS</b> <ul style="list-style-type: none"><li>• Commission from flight, hotel and apartment bookings</li><li>• Premium subscription for additional features</li><li>• Advertising and sponsored content from relevant partners</li></ul>		



## COMPANY SUMMARY

### INTRODUCTION

SafeFledge was established to address people's growing concerns regarding air travel's safety and reliability. We understand that many people are anxious about flying, which is why we have developed an app that provides all the necessary safety information in one place. Our platform is designed to make booking and managing flights easier and more efficient while prioritizing the safety of our users.

We aim to revolutionize the aviation industry by making safety information accessible without compromising security. We want to build a brand that people can trust for their transportation needs and contribute towards a safer and more secure world. Marcelli Borowczak and Igor Tęcza, the co-founders of SafeFledge, are passionate aviation enthusiasts and experienced software developers. Igor Tęcza also brings valuable graphic design and marketing skills to the team. Prior to launching this app, our team had over three years of experience in their respective fields.

### MISSION & VISION

SafeFledge is committed to enhancing the safety and knowledge of travelers who use planes as their main mode of transport. Our safety-focused web and mobile application will provide real-time safety information about flights, airline policies, weather, and other relevant information. Our goal is to empower travelers to make informed decisions about their travel and have a worry-free experience.

Our vision is to create a safer and more secure aviation industry for all. Everyone should be able to travel with confidence and peace of mind, knowing that the latest technology is working to keep them safe. We strive to be at the forefront of aviation safety, pushing the boundaries of what is possible and setting new standards for the industry. Our ultimate goal is to create a world where travel is safer and more accessible for everyone.

## CORE VALUES

- \* **Safety:** We prioritize the safety and security of our users above all else. We aim to provide accurate and reliable safety information to help our users make informed travel decisions.
- \* **Innovation:** We strive to be at the forefront of technological advancements in the aviation industry. Our app aims to revolutionize the way people travel by making information easily accessible and enhancing safety measures.
- \* **Accessibility:** We believe that everyone should have access to reliable safety information when traveling. Our app is designed to be user-friendly and accessible to all, regardless of their level of technical expertise.
- \* **Trust:** We aim to build a brand people can trust and rely on for their transportation needs. Our app is designed with transparency and honesty in mind, and we are committed to providing accurate and up-to-date information to our users.
- \* **Customer Focus:** We are dedicated to providing excellent customer service and support to our users. We value their feedback and continuously strive to improve our app based on their needs and suggestions.

## GOALS & OBJECTIVES

- \* **Enhance Safety and Security:** Our primary goal is to enhance the safety and security of air travelers by providing real-time safety information about flights, airline policies, and other relevant information. We aim to continually monitor and update our app to ensure our users can access the latest and most accurate information.
- \* **Improve User Experience:** We strive to make the air travel experience as smooth and enjoyable as possible for our users. To achieve this, we will provide comprehensive tracking and booking features, including hotel and apartment booking. We will also provide a user-friendly interface that is easy to navigate.
- \* **Increase Awareness:** We want to educate and inform our users about the latest developments in the aviation industry, including safety improvements, airline policies, and other relevant information. We will achieve this by regularly publishing our app's articles and other informative content.
- \* **Expand Our Reach:** Our goal is to reach as many air travelers as possible and provide them with a safe and efficient travel experience. To achieve this, we will continually

expand our app's features and capabilities and market our app to a broader audience.

- \* **Build Strong Partnerships:** We aim to build strong partnerships with airlines, travel agencies, and other industry players to enhance our app's capabilities and provide our users with the best possible travel experience.

We aim to establish SafeFledge as a leading provider of safety-focused travel apps, providing our users with the peace of mind they need to enjoy their travels.

## PRODUCTS & SERVICES

SafeFledge is a safety-focused web and mobile application that provides users with a one-stop shop for all their air travel needs. Our platform aims to enhance the safety and security of travelers who use planes as their main mode of transportation.

Our app offers a wide range of features, including real-time safety information about flights when booking. Users can also access information about airline policies, baggage allowances, and weather conditions in the destination country or city. In addition, users can book hotels and apartments through our platform.

In the future, we plan to introduce real-time flight tracking, enabling users to monitor the progress of their flights and stay updated on any changes or delays. Our app is designed to cater to the needs of leisure and business travelers concerned about their safety while traveling.

We are committed to continuously improving and expanding our services to provide our users with the best travel experience. We aim to revolutionize the aviation industry by making safety information accessible to everyone without compromising security.

### **Main features of the app**

The SafeFledge offers several features to make flight search and booking easy and safe. Users can search for flights on the app's main page by providing inputs for departure airport, travel date, and the number of passengers. The app displays all flights that match the search parameters and important information such as flight number, departure and arrival times, airline name, safety ratings, and price. Users can filter flights based on safety ratings, prices, and other conditions. The app also provides icons or symbols to indicate important information to users.

The app uses a proprietary safety rating system that considers various factors, such as the airline's safety records, safety procedures, and more. The safety rating is displayed to the user during the booking process, along with basic information about the flight, such as price, aircraft operating the flight based on historical operations, average flight time, flight number, and airline name. Users can also receive real-time safety alerts via push notifications in case of any safety-related incidents or concerns.

The app offers a subscription-based program that includes real-time flight tracking, allowing users to monitor the progress of their flight and stay updated on any delays or cancellations. Users can also give feedback on airline operations. That is also possible if users want to search for safety information about an airline.

The app includes a resource center with valuable resources related to air safety, such as tips for staying safe, emergency procedures, security protocols, and educational resources. Users can also create an account that provides access to travel recommendations based on past travels. The system adjusts flights provided to users based on their latest spending and travel preferences.

The app has a primary free option with limited resources and a paid option for \$9.99 per month, including all features without ads. The paid option is perfect for people who are fixed on safety and those who fear flying and want to overcome it.

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### **Product & Service Development**

We hired world-class professionals for development of our website and application that make our platform. Development shall be made for iOS and android devices. Further, we would be continuously working on our product and service development. Significant efforts would be made on R&D (including the use of data analytics) and user feedback would be used to develop and enhance the product to ensure market demand and acceptability for operational success. Application will be vibrant to provision of geo tagged solutions/ locations and appropriate calendar management for users while providing a notification, messaging board and photo sharing facility within.

## MARKET ANALYSIS

### EUROPE TRAVEL & AVIATION APP INDUSTRY

According to a report by Allied Market Research, the Europe Travel & Aviation App Industry Market size is expected to reach \$6.54 billion by 2026, growing at a CAGR of 13.6% from 2019 to 2026.

The increasing adoption of smartphones, rising internet penetration, and the growing need for real-time information are the major factors driving the growth of Europe's travel and aviation app industry. Furthermore, rising disposable income, changing lifestyles, and a growing preference for digital solutions are also expected to boost the market growth.

In terms of app type, the report identifies flight-tracking apps, booking apps, and travel itinerary apps as the major segments of the Europe Travel & Aviation App Industry Market. Among these, booking apps are expected to hold the largest market share during the forecast period. The increasing use of mobile devices for travel booking and the convenience of booking flights and accommodation through a single app is driving the demand for booking apps.

In terms of geography, the report identifies the UK, Germany, France, Spain, and Italy as the major markets in Europe for travel and aviation apps. The UK is expected to hold the largest market share during the forecast period, owing to the presence of major airlines and travel companies in the region.

Overall, the Europe Travel & Aviation App Industry Market is expected to witness significant growth in the coming years, driven by the increasing adoption of smartphones and the growing need for real-time information and digital solutions in the travel and aviation sector.

### USAGE OF TRAVEL & AVIATION APPS IN EUROPE

The usage of travel and aviation apps in Europe has been steadily increasing in recent years. According to a survey by Statista in 2021, about 42% of European respondents reported using a travel app on their smartphone. In addition, 31% of respondents reported using an airline app for flight bookings and related services.

The most commonly used travel apps in Europe include hotel booking apps such as Booking.com, Expedia, and Airbnb, as well as transportation booking apps such as Uber, Lyft, and MyTaxi. In the aviation sector, major airlines such as Ryanair, British Airways, and Lufthansa have apps allowing customers to book flights, check in, and access other travel-related services.

The COVID-19 pandemic has also had an impact on the usage of travel and aviation apps in Europe. As travel restrictions were put in place, there was a significant decline in travel app usage in 2020. However, as restrictions have been lifted and travel has resumed, app usage has gradually increased.

Overall, the usage of travel and aviation apps in Europe is expected to grow in the coming years as more people become comfortable with using technology for travel-related services and as the travel industry continues to recover from the impact of the pandemic.

## TARGET MARKET

SafeFledge caters to a diverse range of target markets, including frequent flyers who want a safe and hassle-free travel experience, international travelers who need up-to-date information about flights and destinations, and individuals with anxiety or fear of flying who seek reassurance and support. The app also appeals to travelers with layovers or connecting flights who need to stay informed about their itinerary and those who want to book secure and comfortable accommodation through the app's hotel and apartment booking feature. SafeFledge aims to enhance the travel experience for anyone who values safety, reliability, and convenience. We target Europe first, as our application will be developed with data from all European carriers to produce safety ratings for our app.

## COMPETITIVE ANALYSIS

The industry is highly competitive, as several established players are already in the market, such as;

- \* FlightAware,
- \* FlightStats,
- \* FlightRadar24.

These companies offer real-time flight tracking and status updates but may focus differently on safety and security than SafeFledge.

However, SafeFledge has the potential to differentiate itself by offering a more comprehensive range of safety features, such as real-time safety information about flights, airline baggage policies, and weather conditions at the destination. The app's hotel and apartment booking feature gives it an edge over competitors who focus solely on flight tracking and status updates. SafeFledge can leverage its user-friendly interface and intuitive design to attract users who may need help with other apps.

To succeed in this competitive landscape, SafeFledge will need to continuously improve its features while providing exceptional customer service and support. Building partnerships with airlines, hotels, and other travel-related companies can also help the app to gain visibility and attract more users.

### **Competitive Advantage**

The competitive advantage of SafeFledge lies in its focus on safety and security, which sets it apart from other travel and booking apps. The app can help travelers make informed decisions and feel more secure about their travel plans by providing real-time safety information about flights, airline policies, and weather conditions. Additionally, the app's plans for real-time flight tracking and its convenient hotel and apartment booking feature will enhance the user experience and provide added value for travelers. The app's broad target market of leisure and business travelers, families, aviation enthusiasts, frequent flyers, international travelers, and individuals with anxiety or fear of flying also gives it an advantage over more niche travel apps. Overall, the app's focus on safety, convenience, and user experience makes it competitive in the travel and aviation industry.

## **SWOT ANALYSIS**

The SWOT analysis includes the Strength and Weakness possessed by **SafeFledge** and the Opportunities and Threat we face as challenges as we go into day-to-day activities and business operations.

### **Strengths:**

- The safety-focused approach enhances the app's unique value proposition.
- Wide range of features that cater to the needs of both leisure and business travelers.

- Real-time flight tracking provides users with up-to-date information about their flights.
- Hotel and apartment booking features add convenience and value to the app.
- A User-friendly interface and easy booking process can attract and retain users.

#### Weaknesses:

- A lack of brand recognition and market presence may limit the app's initial reach.
- Dependence on third-party sources for weather and flight information data may lead to potential inaccuracies.
- Competition from established travel and aviation apps may be a challenge.
- The app may require regular updates and maintenance to keep up with evolving regulations and policies.

#### Opportunities:

- Increasing demand for safety-focused travel solutions due to the COVID-19 pandemic.
- Growing popularity of air travel as a primary mode of transportation.
- Expansion of the app's features to include additional modes of transportation, such as trains and buses.
- Collaborations with airlines and travel companies to provide exclusive deals and discounts for users.

#### Threats:

- Economic downturns and travel restrictions could reduce the demand for travel-related apps.
- Security concerns related to data privacy may impact user trust and adoption.
- Changes in aviation regulations and policies may require significant updates to the app.
- Increasing competition from existing and emerging travel and aviation apps.



## MARKETING PLAN

### MARKETING OBJECTIVES

Marketing objectives cover the following broad objectives for our Company's reach, operations, engagement, brand, trust, and growth:

- \* Increase brand awareness and brand loyalty.
- \* Enhance user relations and be their choice for services.
- \* Effectively use social media, trends a technology to boost recognition, engagement a customer.
- \* Increase website views to be on top in terms of visits & usage.
- \* Increase our web visitations and subscriptions.
- \* Strategically use referral as a marketing tool through exclusively designed feedback mechanisms over website & social media.
- \* Increase market share through increased listings as per customer choice/spending behavior.

### GO-TO MARKETING STRATEGY

Our go-to-marketing starts with finalizing how our brand image will be conveyed and remain consistent at every marketing stage so that people can remember and identify themselves with our brand.

#### **Awareness or Pre-Launch Phase**

Getting our brand noticed is the first stage, and this means promotion, brand awareness, and visibility. Before beginning, efforts would be made to ensure that the brand resonates with customers through its values and purpose. Steps and strategies we would be following during the awareness stage are briefly described below:

Step/Strategy	Details
<b>Conduct market research to understand our customers</b>	Influential blogs conducted poll surveys, industry analysis reports, and related websites will be researched to understand customer demographics and interests.

<b>Create customer personas</b>	Discovering who our target customer is. What they value, the central pain point they experience, where they research, and what kind of errand service are trending will be the core objective of the awareness phase. Defined customer personas will be strategically used in business and marketing decisions to attract the right audience in the right manner towards our brand.
<b>Outreach initiatives</b>	Influencers, publishers, and bloggers will be reached to secure backlinks and provide honest reviews. Using these influencers, we can reach thousands of target customers.
<b>Promotion on social media &amp; expanding our digital presence</b>	Below is a brief summary of our awareness stage promotion on social media: <ul style="list-style-type: none"> <li>• City/service-specific tags and posts on our Instagram page will be used explicitly for branding.</li> <li>• Posting website/app download link, early-on pinning video of founders presenting a quick- trailer view of and its value proposition, and posting company updates on social platforms (Facebook, Twitter) to get followers excited about the launch. Well-designed pitch like "TBD makes it possible for you to explore different cuisines at the tap of your smartphone screen to increase app downloads.</li> </ul>
<b>Showcase value offered by TBD</b>	To showcase the value of our services, our website will be sharpened, attractive emails will be sent, and regular updates will be posted on our Instagram wall.
<b>Traditional Advertising</b>	To increase our offnet presence as we will be investing in Radio ads, prints, banner flags, and other promo items for sponsored events, etc.
<b>Content Marketing</b>	Professional content strategists will be hired to begin with blog writing in advance of the launch of TBD to ensure that we are already an authority in our market with followers.

### **Acquisition Phase**

With the right customer acquisition strategy, the possibilities are endless. We aim to get as many views on our website & online booking software and conversions as possible in the first week after launch. The more rapidly our marketplace spreads, the higher it will spread through referral and word of mouth, which are vital. Steps and strategies we would be following during the acquisition stage are briefly described below:

Step/Strategy	Details
<b>Social media advertisements</b>	After the website and mobile application are launched, we will start rolling out advertisements on social platforms. Instagram and Facebook hashtags will be used to make things trendy on Facebook. Google and YouTube will be used for making intriguing promotions like offers and deals only available for a certain period. Another tactic will be to attract potential customers in micro
<b>Search Engine Optimization (SEO)</b>	To ensure that our website is continuously ranked highly in search for a particular keyword (e.g., errand service & best delivery service in the United States, etc.) SEO will be done by using a great title to hook customers, and for the added value, we will include screenshots and videos,
<b>Other customer acquisition tactics</b>	<ul style="list-style-type: none"> <li>▪ Print advertisements like banners and flags.</li> <li>▪ Giving customers extra discounts for app downloads, reviews, and suggestions to friends.</li> <li>▪ Market segmentation and robust targeted promotions like free trials or coupons.</li> </ul> <p>Participating in industry and media events to promote ourselves in the market.</p>

### **Retention Phase**

After the acquisition, it is critical to retain customers to build a loyal customer base and develop a community. Retaining existing customers also leads to new customers and lower acquisition costs as well.

Below is a list of strategies that would be used to increase retention:

- \* Establish two-way communication, i.e., analyze and promptly respond to negative and positive feedback.
- \* Targeted emails to abandoned customers
- \* Initiating customer loyalty programs.
- \* Constantly keep customers engaged by sending regular promotional campaigns through email and social media.

### **MARKETING GOALS AND KPIs**

To gauge the increase in recognition and our brand's reach, we would be keeping an ongoing track of numerous analytical elements throughout the acquisition, engagement, conversion, and retention stages of the customers' journey.

We would be tracking on the following key metrics:

- \* Total website and mobile application views and impressions
- \* Engagement rate and clicks
- \* Conversion rate (views into hiring)
- \* Products ordered per day and overage revenue per customer
- \* Increase in marketing expenditure
- \* Subscribers at social media page likes

## MANAGEMENT & ORGANIZATION

### ORGANIZATIONAL STRUCTURE

The business structure of **SafeFledge** is essential to its management and success. **SafeFledge** has laid out plans that will ensure that our foundation is stable and stay true to the mission of the Company. As we continually grow, we will do everything necessary to hire the most qualified, hardworking, and creative, result-driven, user-centric, and are ready to work to help build a prosperous business that will benefit the Company. All employees will also have the expertise required to use and bring the company to a high standard.

### MANAGEMENT TEAM

The executive team at **SafeFledge** primarily consists of;

- Marcell Borowczak, CEO
- Igor Tęcza, CEO

They are fully involved, committed, and devoted to the business's daily operation; therefore, there is no doubt about their technical qualities, expertise, and experience to make this business a success.

They will be tasked with different responsibilities in the business and make critical decisions regarding the Company. However, the management team will contribute to marketing ideas, develop relationships, establish strategic alliances, and negotiate contracts.

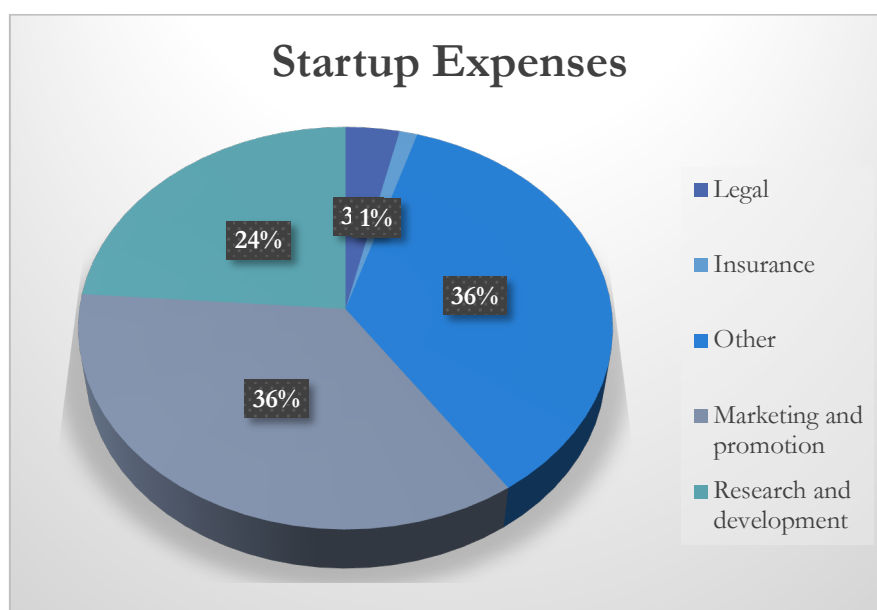
The management will adopt a business process and structure that will guarantee a good return on investment (ROI), efficiency, and flexibility.

## FINANCIAL PLAN

The following section contains the financial information for SafeFledge. Tables and charts show annual projections for the first five business years. It is important to note that these numbers are estimations and not exact to give an idea of some of the costs and revenue involved in starting a Travel & Tourism business in Poznań, Poland.

### STARTUP ANALYSIS

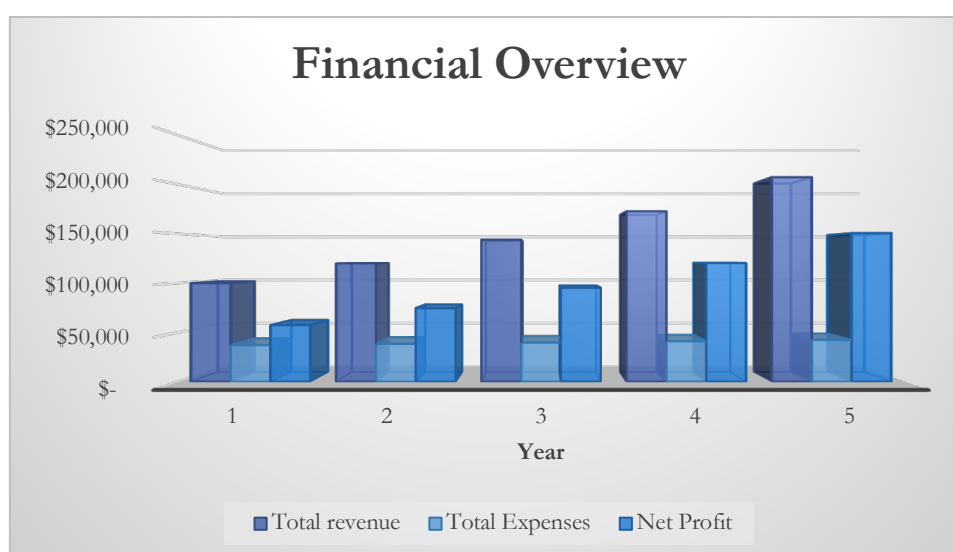
SafeFledge	
Startup Expenses	
Capital Expenditure	Funds
Legal	\$ 3,000.00
Insurance	\$ 1,000.00
Other	\$ 30,000.00
Marketing and promotion	\$ 30,000.00
Research and development	\$ 20,000.00
<b>Total Startup Expenses</b>	<b>\$ 84,000.00</b>
<b>Owner's Investment</b>	<b>\$ -</b>
<b>Investor's Fund</b>	<b>\$ 100,000.00</b>



## FINANCIAL OVERVIEW

Below is the financial overview showing the business's profitability as the sales increase with little change in the cost. The profit is seen to increase with sales.

Financial Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Revenue</b>	\$ 100,000	\$ 120,000	\$ 144,000	\$ 172,800	\$ 207,360
<b>Total Expenses</b>	\$ 37,200	\$ 38,448	\$ 39,746	\$ 41,096	\$ 42,500
<b>Net Profit</b>	\$ 57,399	\$ 74,539	\$ 95,288	\$ 120,378	\$ 150,682



## PROFIT AND LOSS

The below table shows the profit and loss projection for the first five business years. The sales are seen to increase each year, causing a considerable increase in the net profit.

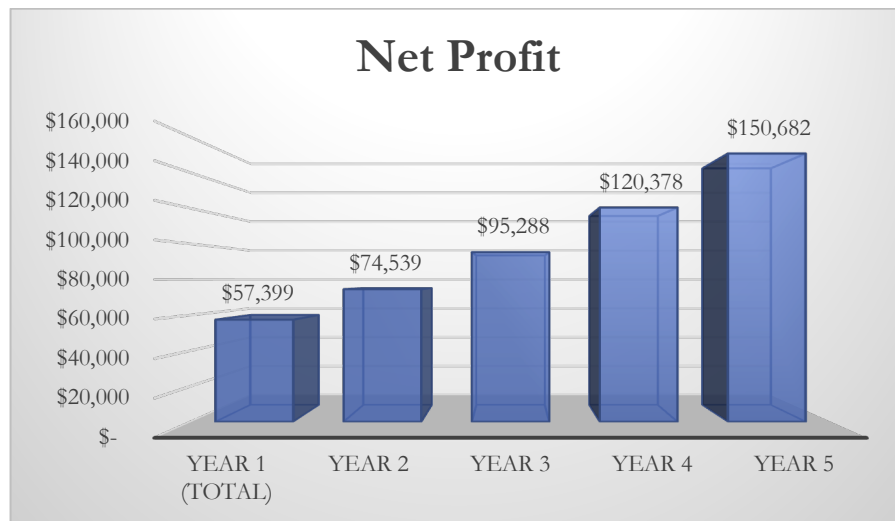
Profit and Loss					
	Year 1 (Total)	Year 2	Year 3	Year 4	Year 5
<b>Total Revenue</b>	\$ 100,000.00	\$ 120,000.00	\$ 144,000.00	\$ 172,800.00	\$ 207,360.00
<b>Total Cost of Sales</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Gross Margin</b>	\$ 100,000.00	\$ 120,000.00	\$ 144,000.00	\$ 172,800.00	\$ 207,360.00
<b>Gross Margin %</b>	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Operating Expenses</b>					
<b>Advertising</b>	\$ 30,000.00	\$ 31,200.00	\$ 32,448.00	\$ 33,745.92	\$ 35,095.76
<b>Insurance</b>	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
<b>Website</b>	\$ 1,200.00	\$ 1,248.00	\$ 1,297.92	\$ 1,349.84	\$ 1,403.83
<b>Total Operating Expenses</b>	\$ 37,200.00	\$ 38,448.00	\$ 39,745.92	\$ 41,095.76	\$ 42,499.59
<b>Operating Income</b>	\$ 62,800.00	\$ 81,552.00	\$ 104,254.08	\$ 131,704.24	\$ 164,860.41
<b>Operating Margin</b>	63%	68%	72%	76%	80%
<b>EBITDA</b>	\$ 62,800.00	\$ 81,552.00	\$ 104,254.08	\$ 131,704.24	\$ 164,860.41
<b>Depreciation &amp; Amortization</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Interest Expense</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Tax Incurred (8.6%)</b>	\$ 5,400.80	\$ 7,013.47	\$ 8,965.85	\$ 11,326.56	\$ 14,178.00
<b>Net Profit</b>	\$ 57,399	\$ 74,539	\$ 95,288	\$ 120,378	\$ 150,682
<b>Net Profit/Sales %</b>	57.40%	62.12%	66.17%	69.66%	72.67%

The business is projected to generate total revenue of \$100,000.00 in the first year of business activities from its sales of products Every company always aspires to increase its



sales. With the marketing strategy adopted, it is assumed that this will yield an increase in the subsequent years of business operations, thereby causing each year's revenue to increase.

The volume of revenue influences the profit that will be made during the year; therefore, revenue generated in running the business results in an increase in profit made by the business after taking care of all expenses.



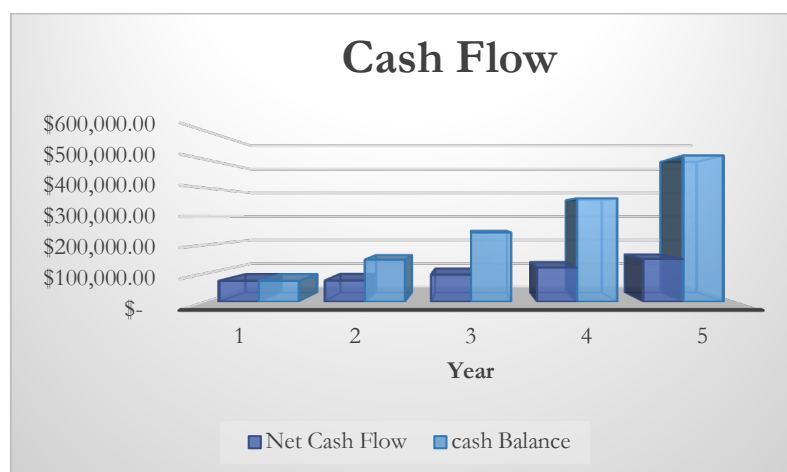
## CASH FLOW

Below is a cash flow statement projection for five years showing the cash movement within the business. The CEO is seeking an investors fund of \$100,000 for the business funding.

Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Cash From Operations</b>					
<b>Cash Sales</b>	\$ 100,000.0 0	\$ 120,000.0 0	\$ 144,000.0 0	\$ 172,800.0 0	\$ 207,360.0 0
<b>Subtotal Cash From Operations</b>	\$ 100,000.0 0	\$ 120,000.0 0	\$ 144,000.0 0	\$ 172,800.0 0	\$ 207,360.0 0
<b>Additional Cash Received</b>					
<b>Owner's Investment</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Investor's Fund</b>	\$ 100,000.0 0	\$ -	\$ -	\$ -	\$ -
<b>New Long-term Liabilities</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Sales of Other Current Assets</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Sales of Long-term Assets</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>New Investment Received</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Subtotal Cash Received</b>	\$ 200,000.0 0	\$ 120,000.0 0	\$ 144,000.0 0	\$ 172,800.00	\$ 207,360.0 0
<b>Expenditures</b>	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Expenditures from Operations</b>					
<b>Total Cost of Sales</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Operating Expenses</b>	\$ 37,200.00	\$ 38,448.00	\$ 39,745.92	\$ 41,095.76	\$ 42,499.59
<b>Interest Expense</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Tax Incurred</b>	\$ 5,400.80	\$ 7,013.47	\$ 8,965.85	\$ 11,326.56	\$ 14,178.00

<b>Subtotal Spent on Operations</b>	\$ 42,600.80	\$ 45,461.47	\$ 48,711.77	\$ 52,422.32	\$ 56,677.58
<b>Additional Cash Spent</b>					
<b>Other Liabilities Principal Repayment</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Long-term Liabilities Principal Repayment</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Startup Expenses</b>	\$ 84,000.00	\$ -	\$ -	\$ -	\$ -
<b>Purchase Long-term Assets</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Investor's Dividend</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Owner's Drawing</b>	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Subtotal Cash Spent</b>	\$ 126,600.80	\$ 45,461.47	\$ 48,711.77	\$ 52,422.32	\$ 56,677.58
<b>Net Cash Flow</b>	\$ 73,399.20	\$ 74,538.53	\$ 95,288.23	\$ 120,377.68	\$ 150,682.42
<b>Cash Balance</b>	\$ 73,399.20	\$ 147,937.73	\$ 243,225.96	\$ 363,603.64	\$ 514,286.05

Chart: Cash Flow



The graph above shows an upward movement of closing cash balance, which indicates an increase in cash balance at the end of every period.

## BALANCE SHEET

Below is the financial forecast of the balance sheet for the business. The below table shows the steady growth in the organization's net worth; this indicates that the company is a very profitable one.

Balance Sheet						
	Startin g Bal.	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$	\$
<b>Assets</b>						
<b>Current Assets</b>						
<b>Cash</b>	\$ -	\$ 73,399.2 0	\$ 147,937.7 3	\$ 243,225.9 6	\$ 363,603.6 4	\$ 514,286.05
<b>Other Current Assets</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Current Assets</b>	\$ -	\$ 73,399.2 0	\$ 147,937.7 3	\$ 243,225.9 6	\$ 363,603.6 4	\$ 514,286.05
<b>Long-term Assets</b>						
<b>Long-term Assets</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Accumulate d Depreciation</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Long-term Assets</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Assets</b>	\$ -	\$ 73,399.20	\$ 147,937.73	\$ 243,225.9 6	\$ 363,603.64	\$ 514,286.05
<b>Liabilities and Capital</b>						
<b>Current Liabilities</b>						
<b>Accounts Payable</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Tax Payable</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

<b>Current Borrowing</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Other Current Liabilities</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Subtotal Current Liabilities</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Long-term Liabilities</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Liabilities</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Paid-in Capital</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Retained Earnings</b>	\$ -	\$ 57,399.20	\$ 131,937.73	\$ 227,225.96	\$ 347,603.64	\$ 498,286.05
<b>Earning</b>	\$ -	\$ 57,399.20	\$ 74,538.53	\$ 95,288.23	\$ 120,377.68	\$ 150,682.42
<b>Total Capital</b>	\$ -	\$ 73,399.20	\$ 147,937.73	\$ 243,225.96	\$ 363,603.64	\$ 514,286.05
<b>Total Liabilities and Capital</b>	\$ -	\$ 73,399.20	\$ 147,937.73	\$ 243,225.96	\$ 363,603.64	\$ 514,286.05
<b>Net Worth</b>	\$ -	\$ 73,399.20	\$ 147,937.73	\$ 243,225.96	\$ 363,603.64	\$ 514,286.05

Chart: Net Worth



## BREAK-EVEN ANALYSIS

Break-even is the point where the business neither makes profit nor loss. This means that the company can only pay up its expenses, both fixed and variable costs, at breakeven, without any excess. The essence of breakeven is to determine the number of sales that could lead to profitability.

Breakeven Analysis					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Fixed cost</b>	\$ 37,200.00	\$ 38,448.00	\$ 39,745.92	\$ 41,095.76	\$ 42,499.59
<b>Variable Cost %</b>	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Gross Margin %</b>	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Break Even Income</b>	\$ 37,200	\$ 38,448	\$ 39,746	\$ 41,096	\$ 42,500
<b>Revenue</b>	\$ 100,000	\$ 120,000	\$ 144,000	\$ 172,800	\$ 207,360

From the above table, the business will break-even in the first year. This means that there must be more than **\$37,200** worth of sales yearly before any profit can be recorded. The above analysis can be seen in the below graph showing the breakeven income and revenue.

