

LET'S DIP



A Weekly Activity Platform for Workplace Bonding

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DIP: B2B CONNECTION PLATFORM BUSINESS PLAN

EXECUTIVE SUMMARY

DIP is a B2B platform that helps to increase interaction within businesses through structured weekly activities designed to foster meaningful connections. Small and medium businesses often struggle to build collaborative relationships necessary for growth. According to Monteiro and Joseph (2023), workplace culture directly impacts employee wellbeing, and positive collaboration protects against stress. Our platform creates engagement opportunities and helps all members to form partnerships and expand their networks. DIP's subscription based model looks to help small businesses and startups by having a practical approach to relationship building and employee wellbeing.

OVERVIEW AND BACKGROUND

Mission Statement and Objectives

DIP's mission is to improve how small businesses' employees connect through accessible engagement opportunities. Our short term goals include reaching 100 businesses, at least 50% of business continuing monthly, generating \$250,000 in annual revenue, and being present in 2 major cities. Our long term goals include expanding to 1,000+ businesses across multiple cities, reaching \$2M annual revenue, and expanding internationally. As Gerke (2006) says, maintaining a good team structure is challenging when teams cannot physically see each other, which makes structured connection platforms more important in today's post covid hybrid work environment.

Background and Product

DIP came from realizing that small businesses struggled to maintain connections during the pandemic. Asakdiyah and Hapsari (2023) found that engagement based leadership with the necessary technology significantly improves work efficiency and employee wellbeing. Our value proposition makes team collaboration go from a rare interaction to meaningful engagement.

Target Market and Strategic Positioning

Our primary customers are growing small businesses that are in need for increased employee retention. This would include service firms, technology companies, and retail businesses. Research by Achmad et al. (2023) explains that development opportunities improve employee engagement, particularly among younger workers which helps with growth. DIP attempts to be an accessible platform focusing on quality connections rather than quantity by making team bonding activities genuine.

MARKET ANALYSIS

Industry Analysis and Competitive Landscape

Small businesses represent an opportunity as they seek cost effective alternatives to expensive company events. Imam et al. (2022) found that internal communication enhances employee performance through improved engagement. While large platforms like teambuilding.com focus on enterprise clients, the small business sector remains underserved for internal team building. Our direct competitors include traditional team building services and corporate retreats that are typically overpriced and infrequent. However, they lack the structured, ongoing follow up that builds lasting connections among colleagues. As established methods often fail to work with modern workplaces, DIP provides weekly activities specifically designed to strengthen connections between employees, improving company culture and internal collaboration through consistent, meaningful engagement.

SWOT Analysis and Business Strategy

DIP's strengths include a practical approach to employee connections, affordable pricing, and experience with small business challenges. Although the business has many strengths, some weaknesses are limited initial resources which could be obtained. Opportunities exist in businesses seeking affordable team building solutions. Threats include platforms with many initial resources targeting businesses and creating budgets wars.

Our value chain creates impact through accessible technology, practical activities, strong marketing, and result/outcome tracking. Market conditions favor our entry with low competitive rivalry in fragmented local markets, simple technology needs, and price-sensitive customers who value practical solutions.

Let's analyze the market for DIP through Porter's Five Forces framework. Competitive Rivalry is moderate within the team building sector, because existing solutions either target large enterprises without structured follow through. Supplier Power is quite low considering the standardized nature of the technology infrastructure required for our platform, which guarantees reasonable operating costs. Buyer Power presents a moderate challenge as small business owners carefully evaluate their spending, but they increasingly recognize the value of meaningful employee connections, leading to better output. The Threat of New Entrants is quite low in our niche, as larger players usually focus on enterprise level solutions with higher profit margins rather than delivering offers to small businesses with specialized needs. Finally, while the Threat of Substitutes exists in the form of informal events and social media platforms, these alternatives don't have the structured, consistent approach to relationship building that we distinctly promote. This analysis indicates favorable conditions for market entry with our differentiated business model.

MARKETING, OPERATIONS AND FINANCIAL PLANS

Our marketing focuses on local growth. We also plan on having digital marketing, and a free trial period. We will get customers gradually over three years, with a goal to reach 600 businesses by the end of year three. DIP offers three tiers of prices: Basic (\$79/month), Plus (\$149/month) with individual feedback, and Pro (\$299/month) with custom activities and increased benefits through partnerships (venues and activities). Annual subscriptions receive a 15% discount.

Platform development follows a streamlined approach, which slowly adds capabilities over 12 months. We will use a small team with contractors, and software engineers. Revenue comes primarily from subscription fees (90%), with additional income from event sponsorships.

Financial projections show that we will likely need at least \$150,000 revenue with expected expenses being approximately \$225,000 (net loss \$75,000). Then with clients and models to show our impact we plan to increase revenue to \$400,000 with \$350,000 expenses in year two (net profit \$50,000). Finally by year three we expect \$800,000 revenue against \$550,000 expenses in year three (net profit \$250,000). We plan to break even at approximately 130 paying businesses around month 18.

CONCLUSION

DIP addresses the problem of not having structured engagement within businesses. Our company transforms socializing within the company from awkward and sporadic activity into a practical process that has many benefits for both the business and its employees. With a strong plan DIP is positioned for sustainable growth. We seek \$200,000 in funding to finalize our platform and launch to acquire our first customers, with projected profitability within three years. By partnering with DIP, investors can help small businesses build valuable connections and grow within.

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