

SparkinCreations Business Plan (Dual Format)

Part 1: Strategic Overview (External-Facing)

Mission Statement

SparkinCreations builds useful tools and fun products that help people solve problems and contribute to the world.

■ Official Website: sparkinCreations.com

Vision & Core Values

Vision

To grow into a recognized indie brand known for quality, creativity, and practical design, with a portfolio of apps that people can trust, enjoy, and rely on in everyday life.

Core Values

- Practical Utility – every product should be genuinely useful.
- Creativity – unique approaches and thoughtful design are at the core.
- Contribute to the World – each app should have purpose and positive impact.
- Respect for Privacy – offline-first where it makes sense; data handled carefully when online.
- Accessibility – products should be approachable and easy to use.

Product Strategy – The Three Tiers

Tier 1: miniCycle (Free)

- [miniCycle.app](#)
- Lightweight, offline-first repeatable workflow tool.
- Features: Auto-reset cycles, reminders, recurring scheduling, undo/redo, gamification, multi-cycle management.
- Goal: Build trust, establish a user base, funnel into paid tier.

Tier 2: Task Cycle (One-Time Paid)

- [taskcycle.app](#)
- Powerful offline-first workflow system for individuals.
- Features: Advanced task types (multiple-choice, true/false, counters); Subtasks with roll-up; Task comments/notes; Task timing & analytics; Timeline, stopwatch & timer; Low-priority tagging.
- Goal: Convert miniCycle power users into paid customers.

Tier 3: Task Cycle Pro (Subscription)

- Accessible via [taskcycle.app](#) upon launch
- Collaborative, online-first solution for teams.
- Features: Cloud sync, collaboration tools, AI templates, analytics dashboards, shared reports.
- Goal: Capture business and team users, expand recurring revenue.

Go-To-Market Strategy

- Soft launch: Family, friends, Reddit testers.
- Official launch: Social media rollout, iOS/Android/Web release.
- Marketing hook: Personal story — born from solving repetitive job workflows.
- Branding: sparkinCreations.com, miniCycle.app, taskcycle.app.

Long-Term Goals

- Build 20+ apps, each solving distinct problems.
- Transition from inspector/student → full-time indie developer.
- Achieve sustainable revenue (\$2k–\$5k+/month).
- Establish SparkinCreations as a trusted indie brand.
- Leave a lasting portfolio of tools and fun products that contribute to the world.

Part 2: Internal Playbook (For MJ's Execution)

Financial Reality Check

Revenue Targets (Monthly)

- Year 1: \$500–1,500 (Task Cycle early adopters).
- Year 2: \$2,000–5,000 (Task Cycle growth + some Pro subs).
- Year 3: \$5,000–10,000 (multiple products).

Expenses

- Development tools: \$200/year.
- Marketing: \$100/month (scalable).
- Legal/business: \$500/year.
- Total: ~\$2,000/year.

Break-Even Math

- Task Cycle at \$50: ~40 sales to cover \$2,000/year.
- Task Cycle Pro at \$10/month: ~17 subs to cover \$2,000/year.

Success Metrics

miniCycle

Retention, engagement, word-of-mouth.

Task Cycle

Conversion, usage (task timing/analytics), satisfaction.

Task Cycle Pro

Adoption, reliability, growth.

Overall Business

Revenue diversification, brand recognition, user trust.

Risk Scenarios & Responses

- Low miniCycle adoption → Talk to users, iterate quickly.
- Users won't pay for Task Cycle → Adjust pricing/features.
- Limited personal time → Keep products simple, iterate in steps.
- Competitors copy concept → Focus on execution and polish.

90-Day Action Plan

Month 1: Ship miniCycle

Final testing, sparkinCreations.com live, launch to friends/family, feedback system.

Month 2: Gather Feedback

50 active users, document issues, build email list, Task Cycle planning.

Month 3: Build Momentum

Public launch of miniCycle, share dev journey, begin Task Cycle dev, 200+ users.

Principles for Success

1. Ship early, ship often.
2. Talk to users constantly.
3. Focus on one thing at a time.
4. Quality over quantity.
5. Sustainable pace (marathon, not sprint).
6. Always solve real problems.