SparkinCreations Business Plan

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)
■ App Website: miniCycle.app
- Positioning: Lightweight entry point for repeatable workflows.
- Features: Auto-reset cycles, reminders, recurring scheduling, undo/redo, gamification, multi-cycle management.
- Philosophy: Offline-first, zero setup, privacy-friendly.
- Monetization: Free forever; optional theme packs & tip jar.
- Goal: Build trust, establish a user base, funnel to paid tier.

Tier 2: Task Cycle (One-Time Paid)
■ App Website: taskcycle.app
- Positioning: A 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.
- Philosophy: Offline-first, professional, no accounts required.
- Business Model: One-time purchase, 30-day free trial, discounts, referrals.
- Goal: Convert engaged miniCycle users into paid customers.

Tier 3: Task Cycle Pro (Subscription)
(Accessible via TaskCycle.app upon launch)
- Positioning: Collaborative, online-first for teams and advanced users.
- Features: Cloud sync, collaboration tools, AI templates, analytics dashboards, shared reports.
- Philosophy: Online-first, collaboration-focused, still privacy-respecting.
- Business Model: Subscription or premium license; six months free for Task Cycle buyers.

- Goal: Capture business/team users, expand recurring revenue.

Go-To-Market Strategy

- Soft Launch: Family, friends, Reddit beta testing.
- Official Launch: Social media rollout, iOS/Android/Web release.
- Marketing Hook: Personal story — Task Cycle originated from solving repetitive job workflow challenges.
- Branding:
• Corporate Site: sparkinCreations.com
• miniCycle: miniCycle.app
• Task Cycle: taskcycle.app

Long-Term Goals

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

Success Metrics

- miniCycle: Retention, daily cycles completed, theme unlocks.
- Task Cycle: Conversion rate, task timing usage, analytics engagement.
- Task Cycle Pro: Subscription adoption, sync reliability, team retention.
- Overall: Diversified revenue, brand recognition, user trust.