

# **Business Report for: Eido**

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## **Executive Summary:**

Eido is a digital media analytics company that provides users with affordable, AI-driven insights into their businesses. By using a subscription ‘Software-as-a-Service’ (SaaS) model with a freemium tier, Eido will provide free starter access to analytics that are usually inaccessible due to financial costs and can rival enterprise competitors.

This report critically analyses Eido, including its operations and financials, and outlines its potential in a competitive market. It also discusses findings from market research, the media industry's current competitive landscape, and how Eido could be viable long term. Eido aims to directly contribute to digital economic growth, helping smaller businesses and creators compete and gain traction in a challenging digital economy. Linking to targets 8.2 and 8.3 of the Sustainable Development Goals (United Nations, 2024), by promoting business and economic growth through technology and innovation.

This report concludes that there is potential for growth in the analytics market, and the products' focus on accessibility, cost efficiency, and ethical practices sets them apart from current market competitors.

## **Introduction:**

This report presents a critical evaluation of Eido, a proposed digital analytics business founded by me. This analysis examines Eido's strategy, feasibility, and prospects from a business perspective. This report aims to examine how this aligns with the current market and technological trends, while clarifying how AI could be used ethically, strategically, and sustainably.

Supporting this, the analysis will use market research from reputable and academic sources, as well as insights and data from leading analytics providers such as Hootsuite and Sprout Social. This evaluation will use theory and evidence to create an assessment of Eido's long-term viability and growth potential in a constantly shifting global economy.

## **Business Overview:**

### **Vision Statement:**

*To provide creators and brands with clear, actionable insights that transform data into smart choices and smarter decisions.*

Eido will be established as a limited company, with the potential to expand globally. The purpose is to offer a SaaS web platform that provides data analytics, social media metrics, and AI-powered insights, aimed at small businesses and content creators. This business aims to target a large market gap; with corporations having access to enterprise-level tools, smaller companies tend to encounter barriers in cost and complexity. This is a clear gap in the market for media analytics tools. An article written in the Harvard DCE (Russel, 2024) suggests that AI will shape the future of digital marketing and will present businesses with opportunities to tailor services to customers using AI.

The platform will start with a freemium model, granting access to basic tools for free, with paid tiers that will unlock more advanced features, as well as automation and reporting features. This design supports increasing user acquisition, as well as a scalable and ethical revenue model.

Eidos' unique selling point relies on three main points:

- 1. Affordability:** Much lower entry costs compared to other major competitors, such as Hootsuite or Sprout Social.
- 2. Accessibility:** Intuitive and unique user interface that is simplified and tailored to both technical and non-technical users.
- 3. Innovation:** Use of machine learning and artificial intelligence to create smart insights that provide actionable results.

## **Industry Findings and Insights:**

The digital analytics sector is one of the quickest-growing areas in tech, powered by a large increase in young entrepreneurs and creators. According to an article written by Statista (Statista, 2024), the global media market was valued at over £5.8 billion, and is on track to grow annually by 20% until 2030. This expansion can be linked to the recent takeover of AI technologies across the world, resulting in more diverse and creative marketing techniques.

Eidos' main target group, being small to medium businesses and creators, accounts for a large portion of this growth. A report on AI in marketing written by Gartner (Gartner, 2024) identifies that small businesses are the fastest-growing supporters of low-cost business tools. Alongside this, the content creator community, valued at over £200 billion in 2023, demands more affordable and concise analytic tools due to rising industry costs and dips in social media engagement.

Currently, the market is controlled by corporations such as Hootsuite, Sprout, and Metricool. While these companies offer similar services to Eido, they tend to cater more towards enterprise-level clients, having high subscription costs and a steep learning curve, due to the complex nature of their software. Eidos' strategy of providing enterprise-level tools at an affordable, low cost, makes use of a large market gap, which will, in turn, encourage economic development by helping underrepresented groups and markets.

The implementation of AI into digital analytics has caused user expectations to change across the board. Insights are descriptive in what they display, yet now there is a demand for more predictive and impactful metrics. Eido will provide information such as optimal posting times for social media and performance prediction. This addition will help to enhance the product's value and user base.

## **Double Diamond Framework:**

The Double Diamond framework is a design thinking model that helps to push innovation in four stages: Discover, Define, Develop, and Deliver. It aims to promote both divergent and convergent thinking methods, encouraging research and exploration before turning ideas into solutions. During the 'Discover' phase, research showed that there are large challenges faced by smaller businesses and creators in accessing affordable analytics. In the 'Define' stage, the research is used to create a clear problem statement that can be used to guide the structure of the business. In the 'Develop' phase, the product is created and tested, using user feedback to help refine the product. Finally, the 'Deliver' phase focuses on launching and supporting the product, ensuring that it remains user-centred and sustainable

## **Strategic Analysis:**

Eidos' success relies on the ability to effectively use its strengths, opportunities and to turn future aspirations into long-term results.

Eidos' strength is its use of AI, making use of a global demand for AI to provide smart insights. Because the business is self-funded, its growth is stable and planned, without the need for any outside investor. The online model ensures lower costs, as everything is

cloud-based, which means it has a higher global reach, as there are no limitations from physical location, freeing up fees for other business plans.

The analytics market has much growth potential, mainly among small businesses and creators. Because of an increase in social media users and content creators, the demand for smarter data has risen. Eido can exploit this market gap by growing abroad through market expansion and adding further cloud infrastructure. Another opportunity is adding automation, which could be achieved by linking analytics to scheduling tools or adding AI-assisted recommendations.

The platform aims to be reliable, accessible, and intelligent, providing the target audience with smart, data-driven decisions without the need to pay for expensive third-party tools. Long-term aspirations include upgrading the AI further, the potential to collaborate with marketing companies, and the development of a mobile app. These goals are both creative and ethically responsible, helping to give Eido a reputation that matches its core values.

Ideal results include achieving a user count of over 10,000 people, high customer satisfaction and retention, as well as ethical job creation and practices to improve the application further. Another result would be achieving the revenue goal for years 1 and 2, providing a stepping stone into how later years can be funded.

In an article written in the Harvard Business Review (Isaac H. Smith, 2023), evidence implies that consumers, particularly millennials and younger people, often prefer to support businesses with transparent social and data policies. Eido's use of sustainable development will allow us to appeal to this audience, opening up the opportunity for further expansion.

I chose to complete an Empathy Map in order to find out the ideal customer, what they might be thinking, hearing and saying about digital analytics, to tailor marketing methods towards a specific demographic. (Empathy Map for Eido, 2025)

## **Operations and Sustainability:**

Eidos' operations are aimed at efficiency and cost-effectiveness. The business is primarily online, helping to reduce costs and environmental impact. The main software uses cloud services, particularly AWS, which provides stable performance and control as the number of users increases.

Most of the team will work remotely, allowing for flexible and inclusive employment. This will allow Eido to hire globally, supporting work opportunities with sustainable development. The main operational areas of the business include the tech department, which is responsible for app development, and the marketing department, which is responsible for all social media advertising and growth. The business also hopes to adopt practices such as offering digital skills training and creating ethical policies. This can help to ensure that the company remains responsible and aligned with the modern business expectations.

## **Legal & Ethical Requirements:**

Eido will operate as a Limited Company in the United Kingdom. As a SaaS business handling personal data, Eido must comply with several legal, ethical, and regulatory requirements set by the UK Government, which ensures the protection of personal information and intellectual property.

As a company that will handle digital user data, data protection & compliance are essential to Eidos' operations. The company will operate under the law of UK GDPR and the Data Protection Act of 2018.

Due to these laws, and as Eido Ltd will act as a 'data-controller', users will be required to 'opt-in' to all data collection schemes. This is important to ensure compliance with the law. Users will be able to request all their data and also request permanent data deletion at any time. Data will automatically be deleted after 12 months of consistent inactivity, and all data will be kept on secure databases, subject to regular audits.

The company will use a typical copyright policy, with all proprietary software being owned exclusively by Eido Ltd, with copyright protection under UK law. The trademark of 'Eido' will be registered with the UK IPO Office in order to protect any proprietary software, and all third-party software will be used following their terms & conditions, such as regulations for AWS.

Eido will maintain comprehensive insurance policies to ensure operational and financial protection. These are required under UK Law.

<b>Insurance Type:</b>	<b>Purpose:</b>
Public Liability Insurance	Protects against third-party injury or damage.
Employer's Liability Insurance	Required once staff are formally employed.
Cybersecurity Insurance	Covers losses from data breaches or system failures.

## **Financial Overview:**

Eido's model uses a subscription-style model, offering multiple tiers, with its main selling point being a 'freemium' entry. This is designed to attract users and allow them to test out features before committing to any paid plans. Market research indicates that 27% of users prefer a monthly plan, whereas only 4.2% prefer to pay annually. This will allow us to tweak pricing to find a sweet spot, so the product is not too expensive and provides value for money.

## **Projected Performance:**

- **Year 1:** 3,000 users, annual revenue of £210,000
- **Year 2:** 6,000 users, annual revenue of £520,000
- **Year 3:** 10,000 users, annual revenue exceeding £1,000,000



The aim is to keep operating costs low, which is achieved due to low infrastructure, due to the majority of resources being cloud-based, as well as having a low amount of staff. This approach is economically sustainable because of its self-sufficiency and minimal environmental impact.

## Risk Management:

There are a few big risks associated with start-ups, especially those using AI, including:

- **Technical Failure:** This can be mitigated through backup cloud systems, hosted with Google Cloud or Azure.
- **Competition:** There is competition in the startup tech scene; this could be mitigated by focusing on a specific niche, rather than multiple areas.
- **Data Protection:** This is the biggest risk, due to constant AI updates and new emerging technologies, consumers need to understand where their data goes and what is being done with it. The risk can be reduced by remaining GDPR compliant and transparent with user data. Clear ethical data practices will be outlined to ensure data is handled professionally and securely.

Constant monitoring can be used to stay updated on any issues and to ensure that there is minimal impact on operations. Security is a big concern in regards to data management, primarily because of the amount of data being collected and used with AI on a day-to-day basis; all information will need to be kept encrypted, secure, and only accessible by certain members of staff.

## **Brand Guide:**

The modern colour scheme Eido has adopted aims to focus it as a trustworthy and reliable service. Research on colour theory was conducted to determine which colours would work well for each part of the application. As a result of this research, we determined that Blue, Cyan, and Grey were ideal colours for the frontend, as they add a modern feel and increase readability. All marketing materials will use the ‘Inter’ font family, as it will give a contemporary and modern look.

Marketing strategies include social media, utilising LinkedIn and TikTok for targeting both professional and general audiences. Other methods of marketing could include tutorials, case studies, and tips on how to use the platform effectively. These will be uploaded frequently, and research will be conducted to find optimal posting times.

The brand aims to be seen as innovative and modern. The success of the chosen branding will be measured through overall user acquisition and can be changed if required.

## **Future Growth:**

The long-term success of Eido will come down to consistent innovation and remaining affordable; these are the core values on which the company was created. By providing users with an innovative, low-cost platform, the gap between professional tools and the needs of small users can be bridged, creating a product that appeals to the intended target audience. This aligns with Sustainable Development Goal 8, promoting sustainable and inclusive economic growth and decent working standards.

### **Growth Phases:**

- **Years 1 & 2:**

In this stage, the main goal is to build a consistent user base through digital marketing and partnerships with small businesses. Data gathered from these users will be used to make decisions and influence further updates.

- **Years 3-5:**

Once the platform has a stable amount of users and cash flow, expansion into new markets can be implemented, such as TikTok and Shopify, etc. Partnerships can be used to increase brand credibility, this could be with local educational establishments or online stores.

- **Years 5+:**

The final phase of the company will focus on further research and innovation, pouring all resources into enhancing AI tools and adding further automation. During this phase, the business will also create a sustainability and inclusivity policy, ensuring that the company has fair employment opportunities.

## **Recommendations:**

After thorough analysis, several recommendations have been created to help take the business further strategically and sustainably.

### **1. Strengthen Design:**

Eido could use an iterative design process using the double diamond framework and user feedback in order to focus areas of development and enhance the app with new features, such as further accessibility and new AI features.

### **2. Investment:**

The business should invest in global markets and businesses to expand its influence and revenue. This could include partnerships with companies, a potential IPO, and investing in stocks and shares.

## **Conclusion:**

Eido will create a new standard of media analytics, combining innovation and affordability into an AI-powered, affordable web app. Bridging the gap between professional-grade tools and the needs of smaller businesses. This analysis shows that Eido's strengths in technology and affordability allow it to grow sustainably. The opportunities identified in the market are both substantial and beneficial to Eido, supported by increasing global demand and the lack of affordable analytics. Financial projections seem to suggest there is a strong potential for profitability moving into the second and third years, mainly because the business is self-sustainable. The future of the app depends on being able to adapt to global markets and continuing to add innovative and creative tools for users.

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Website Mockup 1:

[Eido Mockup Video \(Created with Figma\)](#)