Executive Summary

SlateCode is a startup organization whose vision is to help top companies and start-ups hire the top 3% software developers for their most mission-critical projects. SlateCode was formed and owned by Akinwunmi Fakokunde and will be based in Nigeria.

The Market

SlateCode has identified two distinct market segments that will be interested in the services provided. These segments are the most likely consumers of the service. The segments are as follows:

- Young Talented Programmers
- Top Companies
- Start-ups

The Service

Hiring programmers is a difficult task. Not only must you ensure that your selected candidates know the job, you must also make sure they fit in with the company's objectives. Not every good programmer is good for a company. SlateCode has developed a unique software application that will make the process of hiring programmers an easy task.

The first process is for developers to apply. After a successful application, the applicant is required to write a test. Then proceed to do a project based on the skills chosen during application. A Skype interview will be done after the submission of the project. If successful, at the interview, the records will be kept for or forwarded to companies that require their services.

The second process is for companies to apply to hire developers. The company tells us what kind of software developers it wants to hire. We find the perfect match and hire them for the company.

Keys to Success.

- Implement a strong marketing campaign to develop awareness of the application and its benefits in the country.
- Design strict financial controls for the organization.

Objectives

- Increase recruitment of young talented programmers.
- Achieve 60% market penetration by the fourth year.
- Assist more than 10,000 different organizations with recruitment process by the fifth year.

Start-up Summary

SlateCode is a start-up organization. The following assets and professional services will be needed for the formation and start of operations.

- Legal services for company formation.
- Accounting services to set up the accounting shell of the company.
- Minimum of two (2) computer programmers to rapidly complete the recruitment process.
- 10 computer workstations, including one server.
- A broadband Internet connection.
- Office cubicle furniture for a maximum of twelve (12) employees.
- Two telephone systems.
- Lunch room furniture and appliances including a refrigerator and microwave.
- Promotional materials.

Return on Investment

- Hiring companies pays to SlateCode, while SlateCode pays the developers. SlateCode makes profit through this process.
- A developer trained by SladeCode must sign a four (4) year contract.

Start-Up Expenses to fund   **£50,000**
Start-Up Assets to fund   **£200,000**

Total funding required   **£250,000**