You **share** Idea
I **share** My Money

**www.go4share.com**

By Marwan Taha

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# Agenda

1- Executive summary

2- Business description

3- Marketing strategies

4- Product / service description

5- Operating model

6- Management team

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Executive summary

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# Executive summary

In the era of technology, the world is considered a small village especially after the revolution of the Internet and the Gulf region is one of the most attractive geographical regions for investment currently, especially the **United Arab Emirates** is the largest incubator of new ideas and distinct in the region through support in the government and private sectors.

## What?

- The idea "Go4share" is based on the international trend of "crowd funding", it will be based on a simplified electronic platform linking/connecting creators/idea/project owners/ entrepreneurs with the inventors (funding companies/persons) covering both small projects as well big ones using the cofounding economy concept.

## How?

There are almost 12 websites around the world based on the concept of crowdfunding economy and it is successful so far in financing many ideas with the pool of investors. But our idea is to finance commercial and economic projects to create companies that benefit all parties (the entrepreneur - the investor - the home country). A state of art electronic platform will be launched to connect both sides together in a win-win trustworthy way.

# Executive summary

## Why?

### A- Creators and owners of ideas (first party):

No doubts, that there are millions of ideas that don't see the light simply because they neither are been funded or been owned successfully and therefore they are being parked and killed at the moment. This platform will help those people to realize their ideas in reality.

### B- Capital Owners (Second Party):

A lot of many employees/small capital owners don't have (time/or management experience/or courage, etc.) to invest part of their income in certain projects, but still they're craving to raise their money in trustworthy projects. Simply, this platform will connect them with millions of "ideas/projects" creators whose are uploading their complete business plan and explaining their ideas in a transparent way to the potential investors

# Business description

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# Business description

## Business articulation

(Share with Me) The company's primary objective is to encourage people to share their resources. In our case there are two parties the first owns the idea and the other owns the funding.
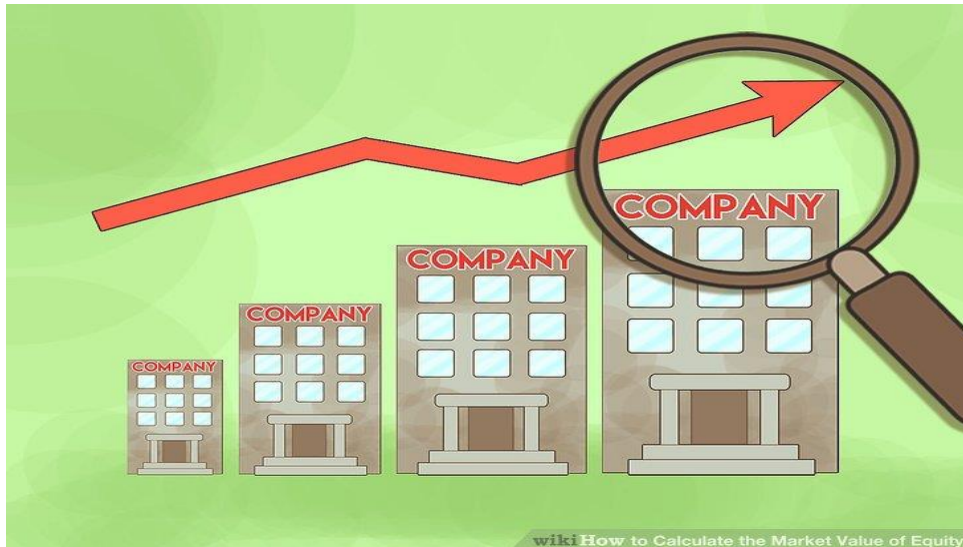
## What's Return

| The Country | Creators and owners of ideas | Capital Owners |
|---|---|---|
| bring the capitals to the market without effort. | Applying the idea on the reality increases the creation of new ideas. | Generate an additional income that help them to cover their needs |
| Movement of capital within the market and reduction of untapped savings in banks. | Realizing the dreams and aspirations of a number of youth | Encourage the small capital owner to participate at the market. |
| Increasing working capital in the market with positive results on its economy. | increasing their affiliation with those who helped them to realize their dream. | |
| Applying some new and successful ideas give confidence to other investors in an indirect way. | Generate Income that helps them to work and strive to create other opportunities. | |
| Creating jobs without burdening the state. | | |

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# Business description

## Samples:

In the following table we're giving some sample

| The Idea | The Cost | Share Value | Number of Shares |
|---|---|---|---|
| Interior design Co | 500,000 | 10,000 | 50 |
| Mobile App | 150,000 | 15,000 | 10 |
| Running business | 500,000 | 50,000 | 10 |

# Marketing strategies

## Go To Market

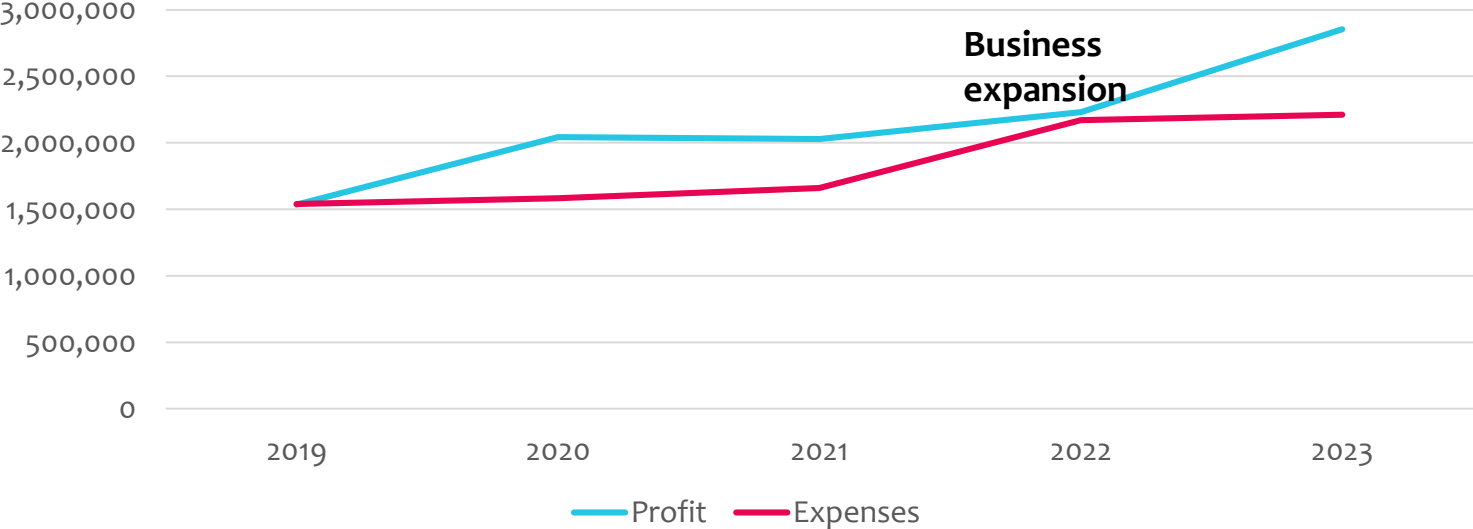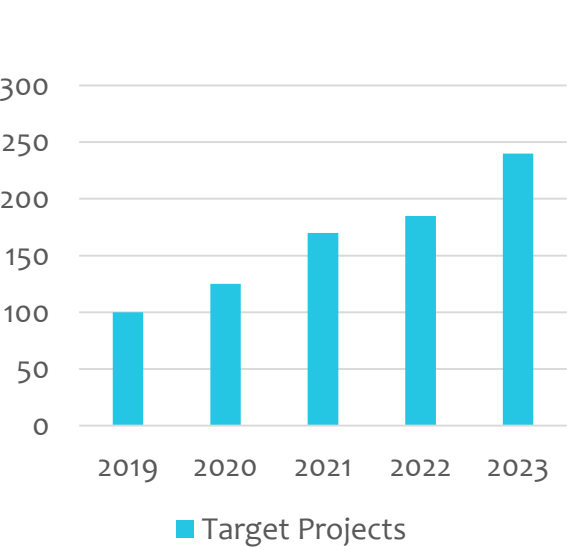| | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|---|---|---|---|---|
| **Market** | GCC + EG | + North Africa | + Arab countries | ++ | ++ |
| **Price** | Low | Low | MID | MID | HIGH |
| **Sales** | Low | Expanding | HIGH | Flattening | HIGH |
| **Competition** | Low | Increasing | Moderate | High | MID |
| **Business Focus** | Awareness/Growth | Market Share | Growth/Market Share | Growth/Market Share | Growth/Market Share |

## Marketing Channels

| Online | Offline |
|---|---|
|  | Partnership with Governmental or semi governmental authority<br>Business developer staff |

# Charts

## Target Projects



Target Projects (bar chart: 2019≈100, 2020≈125, 2021≈170, 2022≈185, 2023≈240)



Business expansion

— Profit  — Expenses

## Expectation Summary

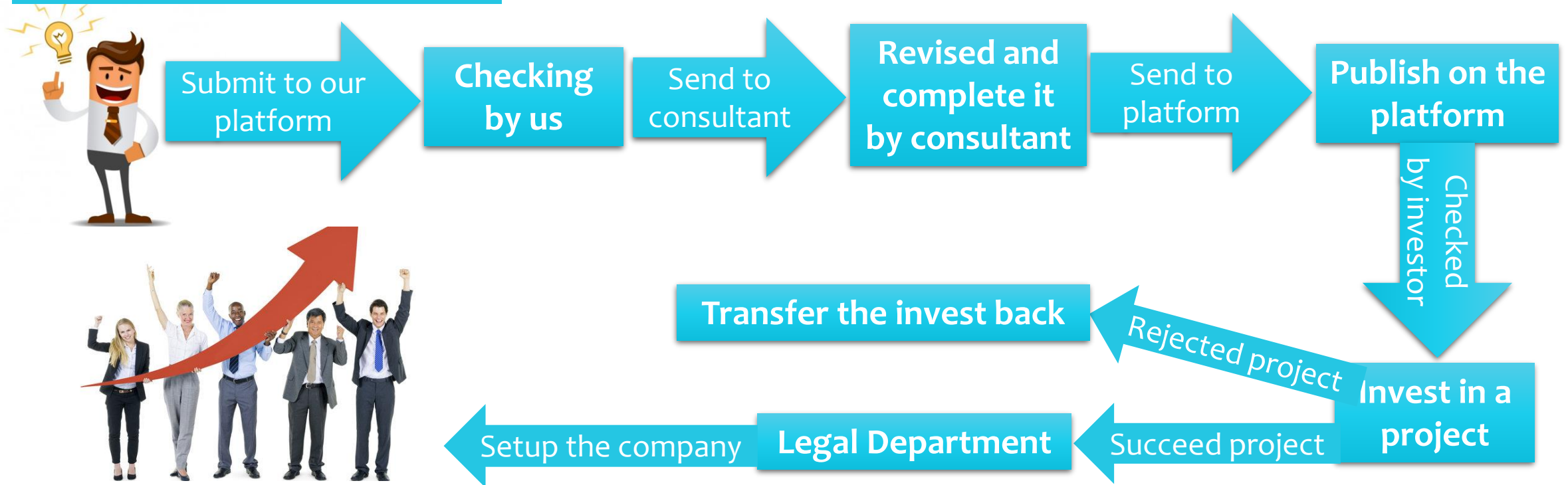|  | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|---|---|---|---|---|
| Target Projects | 100 | 115 | 132 | 145 | 160 |
| S.P.Value | 14,625,000 AED | 16,818,750 AED | 19,341,563 AED | 21,275,719 AED | 23,403,291 AED |
| Profit | 1,535,625 AED | 2,042,750 AED | 2,027,025 AED | 2,229,728 AED | 2,852,700 AED |
| Expenses | 1,540,700 AED | 1582300 AED | 1660180 AED | 2,169,050 AED | 2,009,937 AED |

# Service description

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# Service description

- Our services will help both sides, by supporting the idea with funds, we will help them to reach their dreams, on the other hand by opening the small investment opportunities for the investor will help them to gain some profit form the unused savings

## How It Works

Submit to our platform → **Checking by us** → Send to consultant → **Revised and complete it by consultant** → Send to platform → **Publish on the platform**

Checked by investor

**Invest in a project**

Rejected project → **Transfer the invest back**

Succeed project → **Legal Department** → Setup the company

# Business operating model

# Business operating model

## Operating Model

Our service will be available on our platform for all the interested people and for all category.

## Revenue Stream

We will get our revenue after funding a successful project through commission 5% of the fund and fees*

(Ready to discuss after the approval)

## Cost

To startup this project the expected Fixed cost is 900k AED and the Running cost Average is 150K AED

(Ready to discuss after the approval)

## Investment

The expected needed investment in our project will be 2M AED
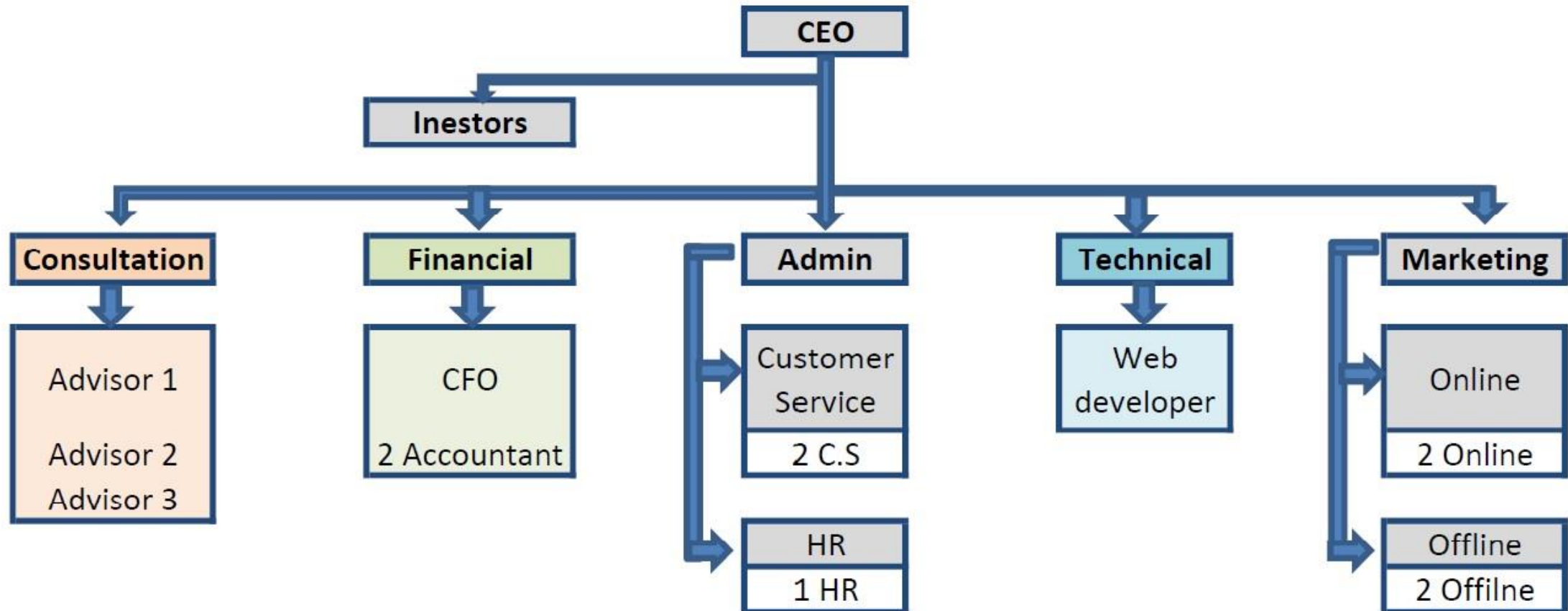
(Ready to discuss after the approval)

Management Team

# Management Team

Investors

# Investors

## What we expect

We are expecting full support for our project to help me as entrepreneur to achieve the success by investing in the idea

## What I offer

I will offer up to 20% of the company shares to the investor who will fully support the project.

## Road Map

| Meeting and get approval | Finish the documentation Work on the website | get investment Hire the staff | Working on Ads and marketing plan | Deals with partners and final check | Official start |
|---|---|---|---|---|---|
| Aug 18 | Sep 18 | Oct 18 | Nov 18 | Dec 18 | Jan 19 |

# Thank You

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|---|---|
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