

■ Two-Phase Business Plan

Phase 1: Lean Shopify Launch (Now – 3 Months)

Goal: Launch quickly, generate \$3K–\$5K/month cashflow, prove traction.

Products: AI Legal Vault™ (\$39–\$79), AI Notary Startup Guide™ (\$9–\$15), AI Resume Vault™ (\$29–\$49).

Platforms: Shopify + Etsy + Gumroad.

Budget Need: \$500–\$2,000 (Shopify \$29/mo, design assets \$100, ads \$150–\$300/mo).

Break-Even: Immediate (first few sales cover costs).

Revenue Target: \$3K–\$5K/month by Month 2–3.

Phase 2: Growth & Expansion (3–12 Months)

Goal: Scale proven Shopify sales into larger accredited ecosystem (Academy + advanced Vault systems).

Products: Additional Vaults (Holistic Health, AI Trainer, Business Plan Generator), Mini-Courses, AI Empowerment Academy™.

Expansion Tools: Ads, partnerships, affiliate program, Academy certification pipeline.

Funding Ask: \$10K–\$25K growth capital (not startup).

Revenue Target: \$8K–\$10K+/month by Year 1.

■ Why This Impresses Lenders

- Not asking for \$50K blindly — proving traction first with lean launch.
- Low-risk: startup capital is minimal (\$500–\$2,000).
- By Phase 2, funding request is backed by real revenue.
- Disciplined, step-by-step growth model builds confidence.