GBACARD BUSINESS PROCESS DOCUMENT

OVERVIEW
Gbacard is a mobile application developed by Gbacard Limited, allowing users to easily create and share electronic business cards. The app provides simple ways to exchange contact information using platforms like SMS, email, and QR codes.

The purpose of this business process document is to summarize the key elements of bringing Gbacard to market based on the full business plan (referenced below).

PRODUCT
Gbacard is a native mobile app built initially for the Android platform. Key features include:

- Create custom e-business cards
- Share contacts via SMS, email, Bluetooth, etc.
- Simple and user-friendly interface

A SWOT analysis identified strengths like a strong development team and being first to market in this space. Weaknesses are the singular platform and unsure monetization model initially.

MARKETING & SALES
The target market is professionals aged 15-55. Competitor analysis revealed no direct competitors offering the range of contact sharing options Gbacard does.

The marketing strategy utilizes mass marketing techniques like app store listings, social media, guest blogging, etc. Both pre-launch and post-launch activities are planned to build awareness and drive adoption.

Monetization options like ads, in-app purchases, and subscriptions were considered, but a paid download model was selected for its simplicity. Initial pricing is set at ₦1000. Sales forecasts estimate over 1,100 monthly website visitors with a 2% conversion rate, giving 26 sales per month initially.

PERSONNEL & FINANCIALS
A single developer/graphic artist will be hired initially to support marketing activities at ~₦100k monthly payroll. Later hires expand their technical capabilities.

Profit and loss projections made across best/worst case scenarios indicate only the best case paid download model results in profitability currently.

SALES PIPELINE
The sales pipeline represents the process of converting interested visitors into paying customers. Key stages include:

- Awareness: Getting visitors to the website and app listings through advertising and content marketing

- Interest: Engaging visitors and convincing them to learn more about Gbacard
- Evaluation: Visitors assess whether Gbacard meets their needs
- Purchase: Visitors download the paid version of the app
- Retention: Continuously deliver value to retain existing users

We will track conversion rates at each stage of the pipeline to identify opportunities for optimization. For example, if many people click on ads but few ultimately download the app, our website or listings may need improvement.

STRATEGIC PARTNERSHIPS
Potential strategic partners include:

Advertising Agencies: Partners like KLagos can supplement our marketing efforts through their creative expertise and media relationships. Revenue sharing arrangements are possible.

Mobile Platforms: Expanding beyond Android to Apple iOS, Windows Mobile, etc. widens our addressable market. Revenue shares compensate them for distribution while we gain users.

Telecoms: Pre-loading Gbacard or allowing free data usage brings massive exposure. Revenue sharing or licensing fees provide operator compensation.

ROADMAP
Our roadmap sets milestones for Gbacard's direction over the next few years:

2016
- Android app launch
- Establish initial user base

2017
- Enhanced features based on user feedback
- Expanded platform support
- Targeted growth to 0.5% market share

2018
- Data and analytics integration
- Strategic partnerships for distribution
- Aggressive user acquisition goals

BUSINESS SETUP
Gbacard Limited is structured as a Private Limited Company based in Nigeria. Key facts:

- Date of Incorporation: 29th April, 2016
- Ownership:
  - Tobiloba Williams: 24%
  - Theophilus Oseghe: 21%
  - Ademola Aladekomo: 15%

- Share Capital: ₦10,000,000 divided into 1,000,000 ordinary shares
- Principal Activity: Software development and Publishing
- Registered Office: 123 Victoria Island, Lagos