EXECUTIVE SUMMARY

This Section provides an Overview of Virtual Coder as a business entity, background, Value proposition, target market and marketing & sales strategy.

Virtual Coder is an unregistered technology services business entity that specializes in providing various Information Communications Technology Services, founded and managed by Future Bakali in February, 2023. The business entity have two subsidiaries:

i.   **Virtual Coder Academy**:
Specializes in provision of online training programs in computer science fields, such as programming and IT courses. These comprehensive training programs cover a wide range of in-demand skills, including Web development, Python programming, Java programming, React programming, database design administration and management, IT Essentials, and Computer Networking.

ii.   **Virtual Coder IT Services:**
Specializes in provision of ICT services such as Website Design and Development, System Analysis and Design, System Development and maintenance, Mobile Application Design and Development, Database Design, Development and Administration and Graphic Designing.

Value Proposition

Virtual Coder stands out by Offering Unique services, with regards to professionalism and affordability. Our Training Programs are offered through hands-on training experiences, through real world projects, ensuring that our trainees are well prepared to meet the demands of the technology industry.

Our IT services are highly commendable. various projects undergo various scrutinies, ensuring that all necessary stakeholders and parties are involved, and take part in the project's success.

VIRTUAL CODER

Target Market

Virtual Coder targets a number of market audiences, including but not limited to the following:

1. Aspiring Programmers
 These includes any individual with a passion to be a computer programmer, or software developer

2. Computer Science field-related students
 Include students in high schools or colleges who are pursuing computer science related courses, such as Management Information System, ICT, Computer Studies, Computer sciences etc.

3. IT professionals
 Includes individuals with knowledge in IT, working or freelancing, who would like to enhance their skills.

4. Companies & Organizations
 Includes Companies and Organizations with or without IT infrastructure, who would like to:

- Establish an IT component (such as a system, website, application, database etc.),
- Improve an existing IT entity
- Up-skill their workforce with the latest technological advancements,
- Or seek analysis of an IT infrastructure in their business.

5. *Academic Institutions:* Includes existing institutions who may need external training services to their students or employees.

Marketing and Sales Strategy

Virtual Coder reaches the target market through online advertising, referral programs and posting of flyers.

1. **Online Advertising**
   Virtual Coder engages Facebook Advertising, Using Meta Ads and Facebook Referrals. The Business have One Facebook Page: Code With Virtual Coder (facebook.com/VirtualCoder) and 1 (One) Business Account: Virtual Coder Online Market (Business ID: 865725868047901). The Meta Entities are currently managed by multiple admins.
   Ads are managed individually by admins, and so currently the page has reached

more than 38,000 paid reach, resulting in over 500 potential clients gains.

2. **Referral Programs**

   Periodically, Virtual Coder engages in referral programs, where registered trainees and clients are subject to a certain discount percentage through Our service referencing. These includes social media referrals, such as sharing our posts and pages, service recommendations, and client invitations.

3. **Flyer Advertisement**

   We post advertisement posters in various Targeted locations, such as usually crowded places e.g Schools, Poles, etc.

Financial Projections

Revenue Streams are generated from Course Fees from individual learners, IT Service Charges and Student Registration Fees. A breakdown of these Revenues are as follows:

a. **Student Registration Fee:**

   Though not always recommended, a student registration fee is imposed when the demand is higher than usual. The revenue gained from the registration fee is MK1000 per student as of October 2023, and projected to rise to MK2, 500 in 2024. This ensures trainee commitment to the program, and helps catering registration process costs.

b. **Course Fee Charges:**

   Course Fee varies in regard to a particular course, and is structured as follows:

   i. Charge Per Course- Each Individual course is charged separately, i.e. Python Programming , MK30,000 as at December, 2023.

ii. Monthly Subscription- Student may Subscribe with a monthly charge of MK15, 000 as of December 2023, and can access any available courses in that range.

iii. Course Subscription- Trainees may opt this plan which enables them to be charged monthly for their course, i.e. Website Development, MK15, 000 per month as at December 2023.

c. **IT Service Charges:**
Charges in Our IT Services vary due to various reasons such as Client Organization Size, Project Size and Scope, Project Timeline and Resources needed. **Minimum** prices are as follows:

1. Static Website Design and Development: MK150, 000, 3 pages, 1 year Domain and hosting inclusive.
2. Dynamic Website Development: MK300, 000, 3 pages 1 Database, 1 year domain and hosting inclusive.
3. Database Administration: MK200, 000 per month
4. System analysis and Design: MK400, 000
5. Mobile Application Development: MK350, 000
6. System Development: MK500, 000, Free maintenance for 2 months.

Cost Breakdown Analysis

INCOME

Given the above projection, unofficial Financial Audit for the period September to December 2023, Virtual Coder gained an estimated total revenue stream of between MK1, 000,000 (One Million) and MK1, 200,000 (One Million Two hundred Thousand). The above estimates comes from the following data:

- 40 enrolled trainees at MK20, 000 per individual per course
- 4 I.T services valued at of MK50, 000 minimum average charge

EXPENSES

Expenditure for the above income can not be properly tracked down due to the lack of financial management, and failure to recognize the income as a business asset. Therefore,

apart from Data Bundle, Equipment and Transportation fees, most of the income was disbursed on personal expenses.

PROBLEM

This section outlines the challenges and proposed mitigations, and provides the foundation for calling for business partnership.

Challenges to the current business structure

Virtual Coder operates on a sole proprietorship, with the guidance of the founder and key expertise from James Shaibu. The team is responsible for the organization's management, sponsoring, and operations. Although this type of business operations has given the founder the foundation expertise of running and managing a business entity, the founder firmly believes that collaboration through partnership and investments can adjust and expand the business. The following factors has been determined from the sole management of the organization:

- Inadequate organizational expertise, resulting into poor organization structures and decisions
- Failure to monitor and track financial records resulting in difficulties to determine financial position.
- Higher demand - low supply chain, resulting into poor service delivery and loss of potential customers
- Lower market reach resulting from low level advertising and marketing strategies
- Mismanagement of business subsidiaries resulting in misallocation of program and project resources.

Proposed Solutions

From the above outlined challenges, the Founder of this organization proposes the following solutions:.

1. Opening up of the business to external investors and partners, which will ensure that the business has multiple business contributors.

2. Changing the business into a Business Partnership structure

3. Official Registration of the business entity for official recognition.

4. Assigning business roles and functions to other individuals formally contracted or registered to work with the organization.

CALL FOR PARTNERSHIP & INVESTMENT

This call for partnership and investment is an invitation to visionaries and stakeholders who recognize the potential of Virtual Coder and wish to be instrumental in shaping the future of information technology and education.

Virtual Coder, in its pursuit of innovation and growth, invites potential partners and investors to join hands in a mutually beneficial venture. Our commitment to excellence and our vision for the future necessitate strategic collaborations that can propel us to new heights.

Collaboration Opportunities

Virtual Coder recognises that partnerships and investments can inject fresh perspectives, diverse expertise, and the financial impetus required for expansion. The Organisation presents a unique opportunity for individuals and entities seeking involvement in the dynamic Information Communications Technology (ICT) sector.

Key Areas for Partnership

We are open to collaboration in various capacities, including but not limited to:

1. **Financial Partnership:** Individuals or entities interested in a financial partnership can contribute to our growth by providing capital for expansion, marketing initiatives, and operational enhancements.

2. **Strategic Partnership:** Entities with expertise in the ICT sector are encouraged to explore strategic partnerships. Such collaborations could involve joint ventures, shared resources, and mutually beneficial projects.

3. **Investment for Expansion:** Virtual Coder aims to expand its market reach and service offerings. Investors keen on being part of this expansion journey are invited to explore opportunities for equity investment.

Legal Framework

All partnerships and investments will be formalized through legally binding agreements, outlining the terms, rights, and responsibilities of each party. This legal framework ensures transparency, protects the interests of all stakeholders, and provides a solid foundation for a successful partnership.

Benefits of Partnership

Partners and investors in Virtual Coder stand to gain from:

- Participation in a dynamic and growing ICT sector.
- Potential returns on investment driven by the success of our innovative programs and services.
- Contributing to the education and skills development landscape through Virtual Coder Academy.

Mode of Application

Virtual Coder is committed to fostering relationships that are built on trust, transparency, and shared goals.Interested parties are encouraged to reach out for detailed discussions

and negotiations, by contacting the founder, Future Bakali via the email address indicated on this document cover page, email addresses: virtualcoder265@gmail.com, Whatsapp/Calls: +265-997-919-223. Parties are encouraged to provide their brief personal background, areas of partnership interest, and their Curriculum Vitae.

FUNDING REQUIREMENTS AND EXIT STRATEGY

This comprehensive approach to funding requirements and exit strategy aims to provide our potential partners with a clear understanding of how their investments will be utilized and the safeguards in place for the longevity of our collaboration.

Funding Requirements

In order to propel Virtual Coder towards sustainable growth and operational excellence, a total funding amount of MWK1, 500,000 *(One Million Five Hundred Thousand Malawi Kwacha)* is deemed necessary. This sum encompasses critical components of our startup and ongoing operations, including but not limited to insurance, paperwork, equipment, inventory, and other essential infrastructure.

Description	Purpose	Amount
Business Startup Requirements	Insurance, Paperwork, equipment, business registration and legal procedures	MK 200,000.00
Business Expenses	Inventory, assets, and bills	MK 800, 000.00
Website and Software Systems Expenses	development of website, web system, domain registration and hosting	MK 200,000
Marketing Expenses	Online and Offline adverts	MK 200,000
Miscellaneous Expenses	Other non-planned expenses	MK 100,000

Total Funding Required:	**MK 1,500, 000.00**

Utilization of Funds

A detailed allocation plan specifying the purpose of each expense will be made available to potential investors. This plan will ensure transparency and accountability, fostering trust in our financial management practices.

EXIT STRATEGY

A well-defined exit strategy is integral to our commitment to transparency and long-term partnerships with our investors. While we anticipate a mutually beneficial and enduring collaboration, we recognize the importance of planning for unforeseen circumstances.

Potential Exit Scenarios:

1. **Acquisition:** In the event of a potential acquisition, a structured process will be in place to facilitate seamless transitions, ensuring minimal disruption to operations. Legal obligations and shareholder rights will be meticulously addressed.

2. **Merger:** Should a merger be considered, negotiations will prioritize the preservation of value for all stakeholders, and legal frameworks will guide the consolidation process.

3. **Dissolution:** In the unlikely event of a business dissolution, a predetermined strategy will be enacted, with due consideration given to settling outstanding obligations, protecting intellectual property, and ensuring an equitable distribution of assets.

Legal Considerations:

The exit strategy will adhere to all relevant legal requirements, contractual obligations, and industry standards. Dispute resolution mechanisms will be clearly outlined, safeguarding the interests of both investors and Virtual Coder.

TEAM

An overview of the key individual(s) behind the development and management of Virtual coder

FUTURE BAKALI

CEO, LEAD SOFTWARE PROGRAMMER, MARKETER

Undergraduate student studying Bachelors degree in Management information systems at Blantyre campus. Proficient in Computer programming, and software engineering

JAMES SHAIBU

PROJECT MANAGER, SYSTEM ANALYST, PROGRAMMER, FINANCIAL CONTROLLER

Undergraduate student at Malawi College of Accountancy, Lilongwe Campus. A Holder of a diploma in journalism, and proficiency in programming, graphic designing, financial management and strategic planning.

APPENDIX

The contents of an appendix to provide supplementary information and documentation, offering stakeholders a deeper understanding of Virtual Coder's operations, achievements, and strategic positioning within the ICT landscape can be requested to be an attachment of this document. Due to the confidentiality of the appendix, by default will be removed from this page.