

Business Plan for New Product Development and Release

Intuonomy

An interactive website allowing people to gain intuition on the economy

Prepared by William Harris Solomon
HedgeHog Investments
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11204 Healy Street Silver Spring MD

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Product Name: Intuonomy
Tag Line: Intuition in the Economy
Product Type: Website

1. The Opportunity

Have you ever taken a Macro Economics course in undergrad or graduate school? If you have a B.S., [chances are you have](#) (that's 72,741,246 American Adults). Remember those annoying models and graphs (IS-LM, AA, DD, Supply, Demand, etc) and having to shift them around on tests? Annoying. Why? Because all the graphs are static, not interactive and frustrating.

[Here is a video explaining a very simplified situation](#)

Here are some of the comments:

"THANK. YOU. I've been reading a lot on my textbook and I just cannot get the knack of it"

-

"Sweet Jesus thank you so much you've single-handedly saved my major"

"Really good and simple video man"

thankyou can you also explain how is and Im curves get steeper or flatter?

NOTE that this video is just the simplest form of many painful (just fascinating) ones

Students the world over are taking this material and it is always explained so painfully.

It is a shame too because understanding economics (how you can make assumptions and build simple models to understand relationships such)

2. The Solution

Economics is interesting, but Economists (even joke to themselves that they) are terrible at explaining things. This digital product will be a simple, quick, lightweight web application designed to provide intuition on these simple (yet poorly explained concepts) to students and professionals.

It will be extremely clean and lightweight, allowing users to put in different inputs and watch how the curves and models shift back and forth accordingly. Simple, clean, repetition; less pain. I have wireframes, quotes, and a development team sourced.

3. The Value Proposition

The firm will be focused on making tools and experiences for curious consumers.

The first product to be developed is a simple yet beautiful website. Revenue will be generated by advertisement; assumption of \$1 /1,000 page views

This is the first of future product lines that span digital and physical solutions, focusing on fast agile and iterative development.

4. The Market

Conservative Assumptions:

- 17,000 University Schools in the World
- Each offers 4 Simultaneous Macro Econ type courses
- 30 Students per course
- These students would use this service ~1 click/week
 - Tough one to estimate but I think I'm being Conservative
- \$1 Generated per 1,000 page views

$$\text{TOTAL ACHIEVABLE MARKET} = \mathbf{\$106,080 /YEAR}$$
$$(17000 * 4 * 30 * 52 / 1000)$$

This estimate doesn't even include additional beneficial features such as:

- Using the product during class (it will be light and fast)
- Expanded functionality
- Links from other pages (such as Investopedia)
- Creation of forums and communities of economist
- Usage by professionals

Optimistic Assumptions

- 502,500,000 B.S. degrees in the world
 - 1% can remember the term economics – 5,025,000
 - 10% of these people would ever find this in a google search
 - 10% of these people would click on it
 - These people give us 5 clicks a year
 - $7,500,000 * .067 * .01 * .1 * .10 * 5 = 251,250 \text{ Views}/1000 = \$251.250/\text{year}$
- Schools and professors use it
 - $17,000 \text{ schools} * 50 \text{ views/year} = 850,000 \text{ Views} = \$850/\text{year}$
- Online Forum and community and news and another functionality added
 - [1.3 Million Print Subscribers to "The Economist"](#)
 - 10% would use this once a year
 - $1,300,000 * 0.1 =$

$$\text{TOTAL ACHIEVABLE MARKET} = \mathbf{\$130,000 \text{ PER YEAR}}$$
$$(\$106,080 /YEAR + \$251.250/YEAR + \$850/YEAR)$$

If we wanted to really go for best case, I could even see a service like this being Kaggle.com for economists a place where people can build different models, post them, and share them with others (however this seems a bit too optimistic here).

5. Discounted Future Cash Flow Evaluation:

Assume the firm has a WACC off 15% and estimate total market achievement incrementally for 3 years

Net Present Valuation of <i>Intuitionomy</i>			
	Year		
	1	2	3
% of Achievable Market	10%	50%	100%
Revenue	\$10,608.00	\$53,040.00	\$106,080
Discount Rate or WACC	15%	15%	15%
Free Cash Flows = Revenue / (1+WACC)^Year			
Free Cash Flows	\$9,224	\$40,106	\$69,749
Present Value 1 (PV1) = Sum of All Cash Flows			
PV1 = \$119,080			
PV of Growing Perpetuity = Revenue at Year 3/ Discount Rate			
PV2 = \$707,200			
Net Present Value of Total Product= PV1 + PV2			
\$826,279.53			

6. The Plan

I have knowledge and experience of how to build a business, website, CSS, HTML etc. However, I have identified a development partners to do the entire stack and development

Additionally, while I have a strong working knowledge of these concepts, I will be partnering with some of the most brilliant economic minds in the world at the Peterson Institute and Johns Hopkins University

Costs:

- Website Design
- Hosting
- Economic Consultants
 - I think they'll be free

7. The Team

William Harris Solomon – CEO of HedgeHog Investments (Resume attached)

I know this “pain point” for students because, even though I am a mechanical engineer, MBA, and Designer, I have still taken about 5 Econ classes in my life (Micro, Macro, Crises in EM’s, Monetary Theory, Trade Theory). This is obviously on the high end, and I understand the concepts but these graphs are extremely tricky. Having a tool like this would make my life easier, and would help the thousands of peers and classmates of mine who struggle.

This is the first product launch of Hedgehog Investments, the company that I formed to create a more engaging human experience. I have two others with business plans already drawn up (I am actually in the prototyping phase as we speak), but this project was chosen as our first launch because it can be done at speed and generate revenue streams to be invested in other products in the future

I invite Eagle Bank to be a part of this exciting growth and journey.

Notes from Chris:

- Shows me what happens step by step and going back and forth stepwise

WILLIAM SOLOMON

Technology | Finance | Design | www.whs2k.com

District of Columbia
+1 301.806.8829

willsolomon21@gmail.com

WORK EXPERIENCE

- 2016 - Present Design Strategist
APPLIED PHYSICS LABORATORY Laurel, MD
Using human centered design thinking and agile principles to develop innovative solutions for internal and external stakeholders
- 2009 - 2016 Consultant & Professional Services Manager
QUAKE GLOBAL San Diego CA
• Researched, scoped, designed, deployed, and supported a portfolio of IoT HW & digital products
• Clients included: finance (Morgan Stanley, Wells Fargo, and Bridgewater), government (DOD, DOS, DLA, US Air Force, and US Navy) manufacturing (Caterpillar, Bobcat, and John Deere), healthcare (Mayo Clinic, Cerner, Medtronic, CareFusion, and J&J), oil and gas (Total S.A.S and Tenaris), and social media (Lexus, Vail resorts, and Nissan)
- 2011 - 2013 Special Project: Program Manager
AIRBUS S.A.S Toulouse France
Responsible for managing the contract and client relationship as well as all related RFID hardware within the Airbus Group SE (Airbus, Eurocopter, and Space & Military)
- 2014 - 2015 Consultant
EXHILARATOR Washington DC
Design & patent advisor for utility locating system

EDUCATION

- 2015 - 2017 Masters of Business Administration (May '17)
THE JOHNS HOPKINS UNIVERSITY
Concentrations: Finance, Risk Management, and IS
- 2015 - 2017 Masters of Design Leadership (May '17)
MARYLAND INSTITUTE COLLEGE OF ART
- 2016 - 2017 International Development Coursework
SAIS (School of Advanced International Studies)
- 2005 - 2009 Bachelor of Science: Mechanical Engineering
THE UNIVERSITY OF VIRGINIA
Minor: Engineering Business

SKILLS

Business
Financial Modeling, Simulation, Sales Support, Procurement, Data Analytics, Marketing, Contract Negotiation, Technical Writing, EA Frameworks (Zachman, CMMI, & IDEF), and Business Intelligence

Design
User Experience Design, Solidworks, Rhino, Inventor, AutoCAD, Adobe Suite, Microsoft Office Suite, and Fabrication Techniques (Laser Cutter, 3D Printer, CNC, etc.)

Programming
R, Matlab, Advanced Excel, Java, HTML, Machine Learning, Python, & Tableau

Languages
Advanced French

INTERESTS

Music
Guitar, Piano, Trombone, and Production DAWs (Ableton, Logic, and Reason)

Personal
Travel, Tennis, Soccer, Rock Climbing, Shakespeare, Finance, Chess, and Economics

AWARDS & CERTS

Secret Clearance (In Progress) CompTIA Certified RF Engineer 4,500+ PM Hours (PMP Qualified) 2015 Design Leader Scholarship