

# Startup Business Plan

## BLAZING A SUCCESSFUL PATH

Presented to

Daniel Loveland

Presented by

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Date

Apr 5, 2025

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# Executive Summary

Give a brief explanation for the page

Mission	Vision
To provide a one-stop app for everything ASMR	To be the number one platform for ASMR audiences

The Product	We built the Willifred app as a platform for everything ASMR - videos, tips, networking, and more.
The Leadership	Ariadne Snyder and Miguel Rivera are the cofounders of Video Vertex, serving as CEO and COO, respectively.
The Overall Industry	The industry for ASMR has been growing slowly but surely at a steady pace. We plan to take advantage of this and launch an app like never before.
The Competitors	Golstra Inc. has a video platform dedicated to ASMR. Video Vertex, however, plans to take this a step further and go beyond videos.
The Financial Status	The company needs \$4 million to start operating. We have collected 70% of the target amount. Finances will be focused on building our online platform.
Future Plans	Video Vertex expects to reach 100,000 people after 2 years and garner 1 million total impressions & engagements by 2030.

# The Organization

Give a brief explanation for the page



Ariadne Snyder

Chief Executive Officer

Explain what they do. How much experience do they have? What are their achievements? You may also add a fun fact about them.



Hannah Elmore

Chief Financial Officer

Explain what they do. How much experience do they have? What are their achievements? You may also add a fun fact about them.

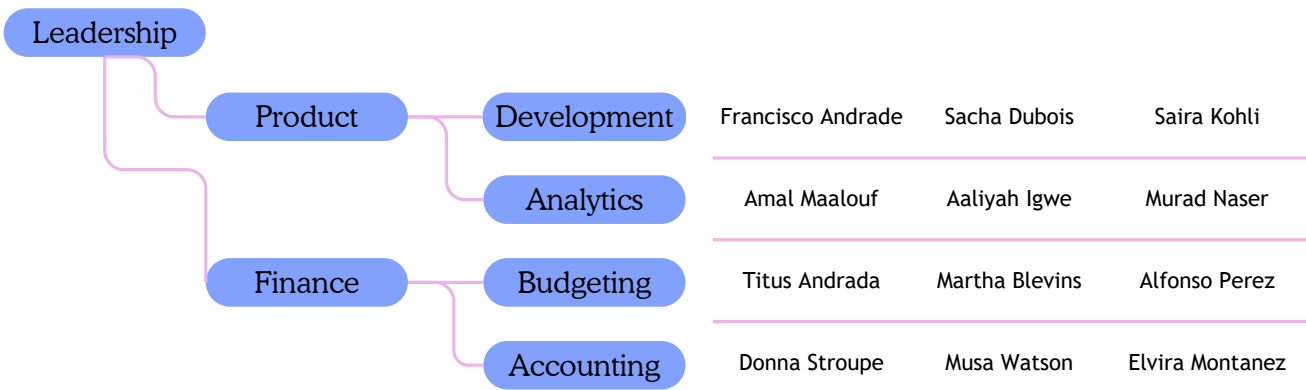


Miguel Rivera

Chief Operations Officer

Explain what they do. How much experience do they have? What are their achievements? You may also add a fun fact about them.

## Map of the Organization



# Business Description

Give a brief explanation for the page

## About Video Vertex

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

## Images and Mockups



### Canva Tools for Mockups

Select an image on your template. Then click 'Edit Image' on the toolbar and scroll through our **Smart Mockups** and **Frames** available to you. You may also use our **Background Remover** to make photo cutouts of your products.

# Product List

Give a brief explanation for the page

## Basic Tier

Watch ASMR videos, message friends, and build your own channel however you like. \$ 00.00  
All the basic features are available for free.

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## Premium Tier

Enjoy a seamless and ad-free experience. Unlock ASMR videos, exclusive tips, and \$ 20.00  
other convenient features for a monthly fee.

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## Item Name

Add a description here. Be creative and descriptive. The goal is to entice the \$ 00.00  
audience into purchasing it.

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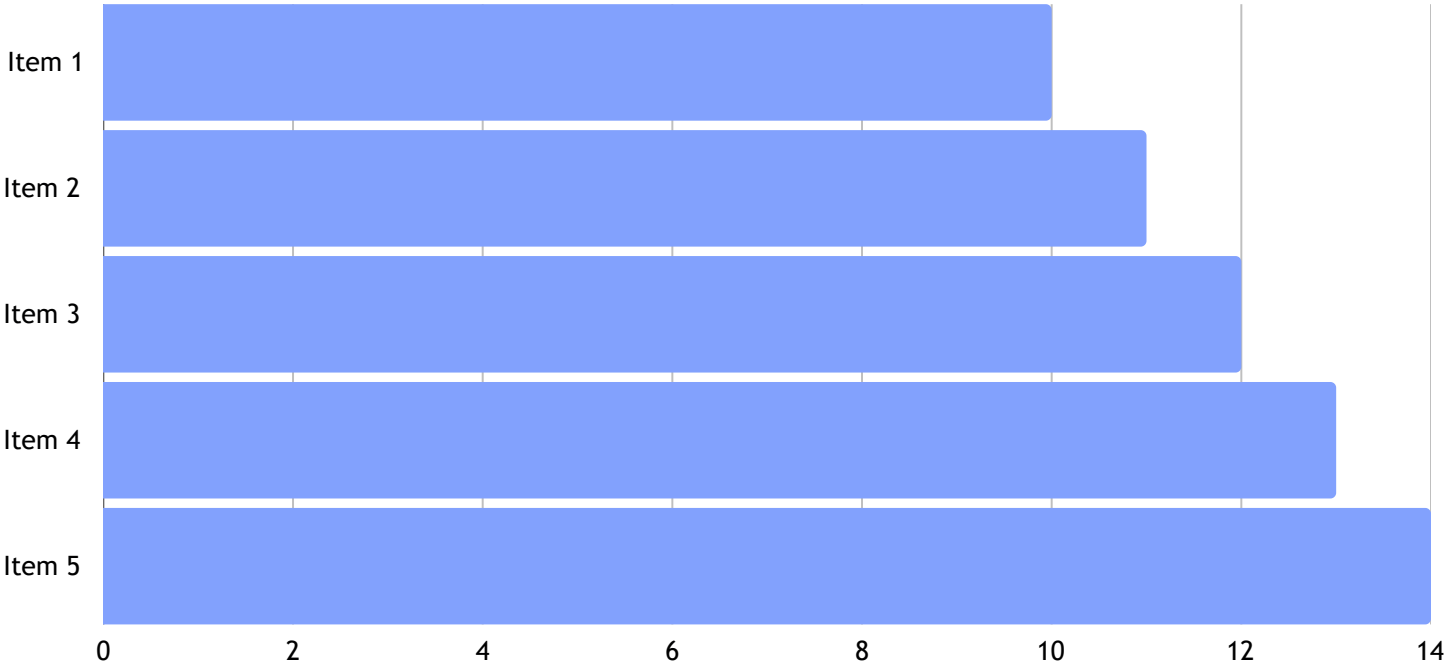


Tip: Design with the /Magic shortcut - the quickest way to make your work stand out!

How: While on the page, simply press the "/" key and scroll for whatever you need on the dropdown menu – text boxes, lines, shapes, tables, stickers, videos, and many more!

# Industry Background

Give a brief explanation for the page



## Nothing New

All five major players are similar in offerings, leaving consumers with limited choices and a desire for something new.



## What’s Happening

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry’s history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.

# Competitor Analysis

Give a brief explanation for the page

## Competitors in The Industry

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.

### Golstra Inc

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#### Strengths

- huge variety of videos available
- established user base
- offers a wide range of topics aside from ASMR

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#### Weaknesses

- a video-only platform
- outdated app
- no free tier

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#### Opportunities

- recent interest in ASMR
- growing preference for videos over other forms of content
- can capitalize on other popular topics

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#### Threats

- innovative competitors
- users are less willing to pay for basic features
- increasing complaints about app interface



Duplicate the SWOT table as you evaluate other competitors


# Market Analysis

Give a brief explanation for the page

## Our Target Audience

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

## User Persona



Duplicate the table as you analyze other personas



Amal Maalouf

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21 years old

she/her

University Student

Yaraeleon City

Amal is driven and focused on achieving her goals and making a change.



Goals	Likes	Personality
<ul style="list-style-type: none"><li>● graduate university</li><li>● receive honors</li><li>● secure an internship</li></ul>	<ul style="list-style-type: none"><li>● pop music</li><li>● modern art</li><li>● Japanese food</li></ul>	<ul style="list-style-type: none"><li>● motivated</li><li>● bubbly</li><li>● organized</li></ul>
Challenges	Dislikes	Products They Enjoy
<ul style="list-style-type: none"><li>● hectic schedule</li><li>● heavy workload</li><li>● lack of design experience</li></ul>	<ul style="list-style-type: none"><li>● musicals</li><li>● spicy food</li><li>● disorganization</li></ul>	<ul style="list-style-type: none"><li>● B&amp;H app</li><li>● Shopz platform</li><li>● Buckeroo sneakers</li></ul>

# Marketing Plan

Give a brief explanation for the page

## Reaching The Right People

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

## The 4Ps of Marketing



Use this table to map out your marketing mix

Product	Price
<p><b>The brand, its features, its packaging</b></p> <p>Common questions:</p> <ul style="list-style-type: none"> <li>• What needs does this product fulfill?</li> <li>• What frustrations does it address?</li> <li>• What makes it compelling to customers that they will want to have it?</li> </ul>	<p><b>Discounts, bundles, credit terms</b></p> <p>Common questions:</p> <ul style="list-style-type: none"> <li>• What is the value of the product or service to customers?</li> <li>• Are there established price points for this product or service in the market?</li> <li>• How will this price compare with competitors?</li> </ul>
Promotion	Place
<p><b>Print &amp; broadcast ads, social media, email, search engine, video</b></p> <p>Common questions:</p> <ul style="list-style-type: none"> <li>• How you will get the word out about your product or service?</li> <li>• What promotional approaches are most familiar to your audience?</li> <li>• What resources are available to you?</li> </ul>	<p><b>Physical stores, website, online marketplace</b></p> <p>Common questions:</p> <ul style="list-style-type: none"> <li>• Will it be in a physical store or online?</li> <li>• Where will the stores be?</li> <li>• What will be the distribution channels?</li> </ul>

# Financial Plan

Give a brief explanation for the page

## Capital Requirements

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

	Value	Percentage
Research and Development	\$456,000	44%
Marketing and Advertising	\$456,000	44%
Daily Operations	\$123,000	22%
TOTAL	\$1,035,000	100%

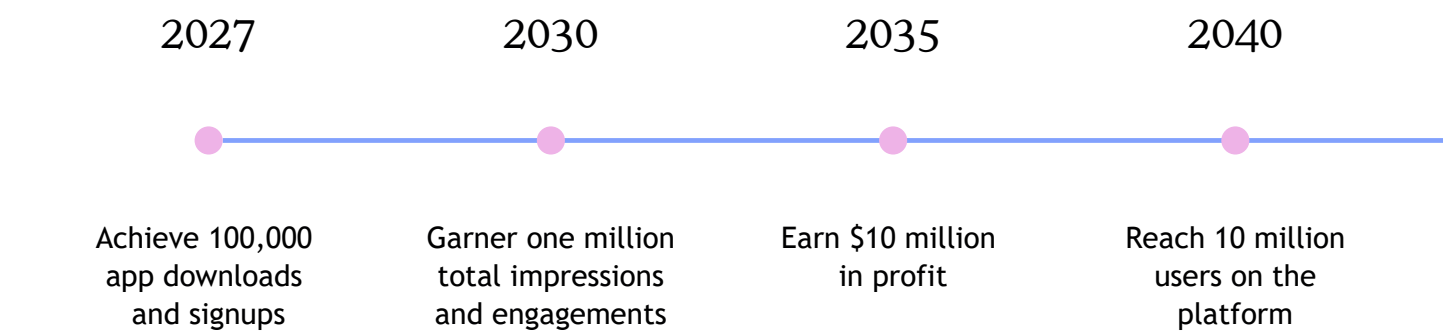
## Financial Outlook

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

US\$ B	FY'26	FY'25	YOY change
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

# Future Plans & Milestones

Describe what the page is about



## Dreaming Big

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.



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