

Business Plan



Ziawe Inc.

Other Tech & Media

Peek into a new reality. A Paradigm Shift in Computing and Communication, The Next Step in Cognition.

Owner: Jonathan Caraveo

Starting from: January, 2022

City: Artesia

Country: United States

Executive summary

Ziawe will develop a creative Augmented Reality platform that will help with cognitive tasks.

We are seeking \$240,000 to launch iris. The capital will be used for creating the initial working prototype and to create a market for the iris platform. Market Research, infrastructure development of the platform, and working capital.

Why? (Problem)

There are a lot of Augmented Reality experiences in the market today. Only a few are offering both convenience and infrastructure integration. A unified platform.

Even fewer products offer a convenient and high fashion solution in an easy-to-use package.

People are resorting to building their own hardware which turns out to be clunky and ugly and not fashionable or high tech in our honest opinion.

What? (Solution)

Our solution is an integrated product that leverages Augmented Reality, AI, cloud infrastructure, and an embedded system to provide a simple to use the platform and provide a unique user experience.




What exactly, makes us different from the competitors? We don't have a bias toward a certain platform. We want to create a system that will allow anyone that wants to experience a 3D digital reality, to create spatial experiences on the iris platform.

Product and Services

We will offer 3 main products, that will help with cognitive tasks.

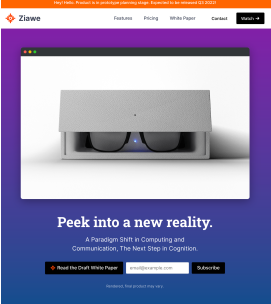




Unique Selling Proposition

- It will help to achieve an objective
- It will have a unique style and design
- It will provide a special or exclusive experience

| | | |
|---|---|--|
|  |  |  |
| Iris | Auxiliary Aid | Sponsorship |
| An Engaging Augmented Reality Experience as a Platform. | An auxiliary system that reads information and provides auxiliary assistance. | An Ad network used to offset the cost of the device. |
| Key Differentiators | Key Differentiators | Key Differentiators |
| A Unique Augmented Reality Platform! | Help when you need it! | An affordable model for leasing iris devices! |

Marketing Plan

We will promote our services through multiple marketing channels, by using both short-term and long-term strategies. We will also use the latest tech trends to help market our agency better.




| | | | |
|---|---|--|--|
|  |  |  |  |
| Website | Google Ads | Instagram Ads | Facebook Groups |
| Ziawe.com | Google Ads provides simple integrated text and video ads. | Drive awareness and increase customer base through attractive visuals and testimonials | Creating useful content and testimonials that will be shared in relevant Facebook groups to show our competencies and reach possible customers |
|  | | | |
| Influencers | | | |
| Influencers will promote our app to their followers | | | |

Sales Strategy

Our main aim is to educate our potential customers and offer them value from the start.

That's why we'd love to organize webinars that would help them educate themselves enough to understand what they're paying for.

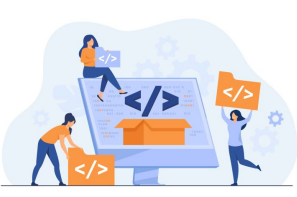
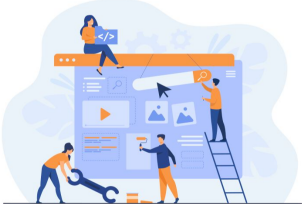

This is also a great way to show our expertise and acquire new potential customers.

| | | |
|---|---|---|
|  |  |  Google Play |
| Ziawe.com | Apple App Store | Google Play |
| | | |

Our Partners

We want to create partnerships with other agencies that are non-competitive with us but are in the same industry.

We're not so experienced in graphic design and content creation, so we decided to partner up with marketing agencies and influencers that have more experience in that area.

| | | |
|---|---|--|
|  |  |  |
| Turing | MarketHire | Influencers |
| Connect with the software development companies and find the one that offers the best value for money. https://turing.com/ | Find the marketing person to help us promote our platform further! https://marketerhire.com/why | |

Market Trends

Market Coverage



International market

Your products and services are distributed globally

Market Growth



New

The market for the products and services you are planning to sell has yet to be established

Target Customers

We will primarily target smartphone savvy people in three primary groups:

- People who want to experience Augmented Reality
- People who want to improve their interactions with legacy infrastructure
- Gamers, Tech-YouTubers
-

Here are the user personas:



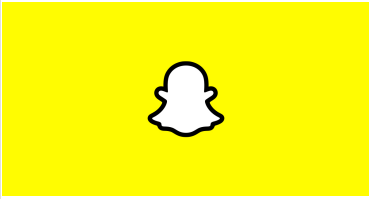
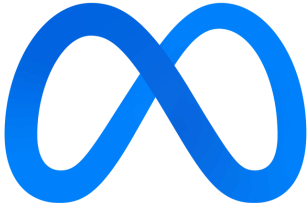
| | | | |
|--|--|---|---|
| | | | |
| Gamers | Business Users | Military | Influencer |
| <div>Pain points</div> <div>Budget</div> <div>Hard to Please</div> <div>Expect High-Tech</div> | <div>Pain points</div> <div>Don't have much time to waste!</div> <div>Want Convenience.</div> <div>Expect a Lot.</div> | <div>Pain points</div> <div>Needs Customizable Product</div> | <div>Pain points</div> <div>Want Priority Access</div> <div>Wants Exclusive Updates</div> |
| <div>Market Size5/5</div> <div>Pay for value1/5</div> <div>Accessibility4/5</div> | <div>Market Size5/5</div> <div>Pay for value2/5</div> <div>Accessibility1/5</div> | <div>Market Size5/5</div> <div>Pay for value5/5</div> <div>Accessibility0/5</div> | <div>Market Size2/5</div> <div>Pay for value2/5</div> <div>Accessibility2/5</div> |
| PriorityMedium | PriorityMedium | PriorityMedium | PriorityMedium |

Our Competitors

We have analyzed our main competitors and here are their strengths and weaknesses.

We enjoy a few advantages over our competitors. These advantages include:

- *Niche Market Focus:* By serving the niche market, we will be able to focus its products and content on the needs of these customers more so than larger, entrenched competitors.
- *Relationships:* Our CEO and the technology director know many of the best programmers and mobile application development companies. As such, it will be relatively easy for us to build the app's functionality.

| | | | |
|--|--|--|---|
|  <div>Indirect</div> |  <div>Indirect</div> |  <div>Indirect</div> |  <div>Direct</div> |
| Microsoft HoloLens | Google Glass | SnapChat Spectacles 3 | Meta Oculus |
| An enterprise-level solution for Mixed Reality that is leveraging digital 3D elements and implementing them in the real world. | A HUD-like display system released by Google that allowed users to take photographs, receive notifications and view images and videos. | 3D Camera Glasses, Made by Snapchat (60fps HD Action Camera) | Currently, a Virtual Reality platform that sees the importance of Augmented Reality and is planning its own AR Product. |
| Price <div>Poor</div> | Price <div>Poor</div> | Price <div>Fair</div> | Price <div>Excellent</div> |
| Quality of Service <div>Excellent</div> | Quality of Service <div>Fair</div> | Quality of Service <div>Fair</div> | Quality of Service <div>Good</div> |
| User Experience <div>Good</div> | User Experience <div>Fair</div> | User Experience <div>Fair</div> | User Experience <div>Good</div> |
| Reputation <div>Excellent</div> | Reputation <div>Excellent</div> | Reputation <div>Good</div> | Reputation <div>Excellent</div> |
| Accessibility <div>Good</div> | Accessibility <div>Fair</div> | Accessibility <div>Good</div> | Accessibility <div>Excellent</div> |
| Threat Level <div>High</div> | Threat Level <div>Medium</div> | Threat Level <div>Medium</div> | Threat Level <div>High</div> |

SWOT Analysis

We have done a SWOT analysis of our business to better understand and assess the market we are entering.

Strengths

Start-up

Unlike, established corporations who have a current responsibility to shareholders, customers, and their products.

Ziawe has a unique advantage in that it is a Start-up, allowing it to be more direct and experimental with its platform.

The shareholders offering mentorship and the foundation to Ziawe, *will* have a major advantage over Ziawe, and its direction. For this reason, Ziawe will be considerate in the amount of shareholders it is allowed to partner with.

The customer being the integral part of how the platform evolves.

Therefore, using the feedback of what consumers actually want in a platform like Iris, and leveraging the resources provided by stakeholders, while being head-on on what we want the product to feel, and and users to experience. We believe that will be the differentiating aspect from our competition.

Weaknesses

Cajole Pain

The pain points are that there is little time, to implement a system that leverages such advanced features with practically no financial resources, little user feedback.

Opportunities

Although the market is highly competitive, the need for a unified Augmented Reality platform is on the rise.

There is only one other platform that has the same unique selling proposition as our platform.

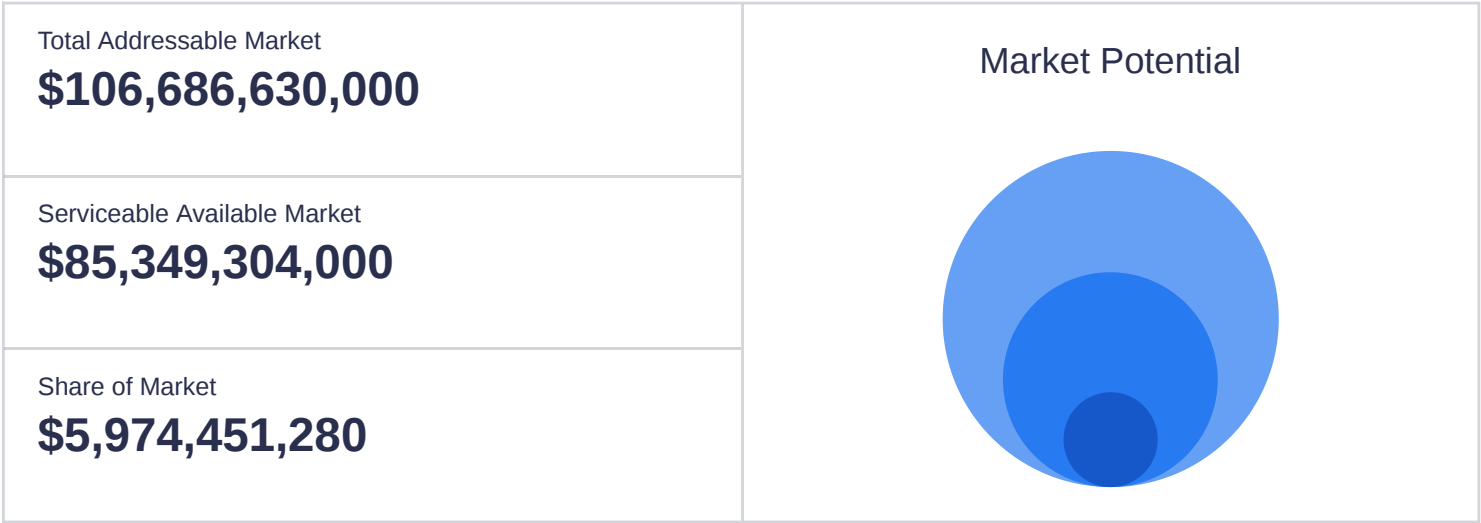
Threats

It is possible that we will not acquire funding in time to build the platform to be highly competitive with companies like Meta.

Cash flow risk - the platform development might cost much more than initially planned, while the traction is not sufficient enough to cover the expenses.

Market Potential

We want to calculate the portion of the market you can reasonably expect to capture. There we had in mind our target customers, their population, and average annual spending on marketing services.



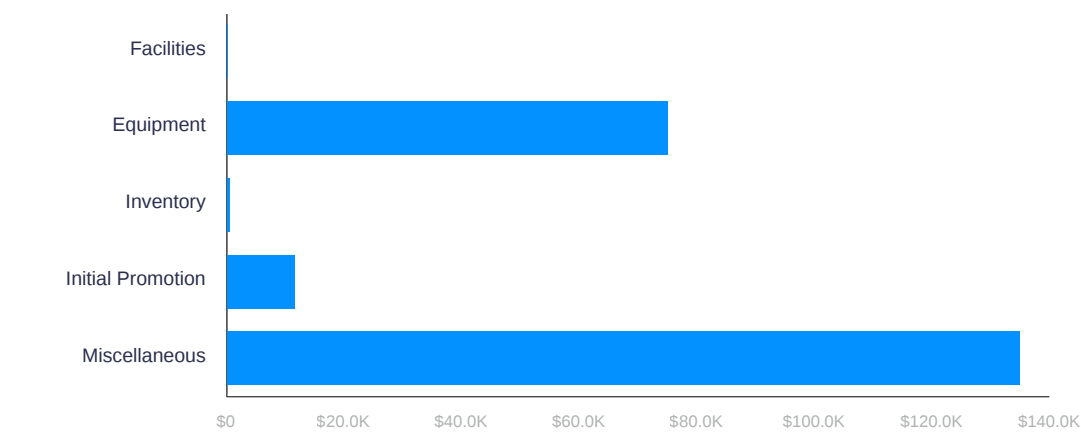
More Details

In comparison for statistical purposes,

- A mobile augmented reality application (MARA) is a type of mobile application that incorporates and complements built-in components in a mobile phone and provides a specialized application to deliver reality-based services and functions.
- Market Analysis and Insights: Global Mobile Augmented Reality (MAR) Market
- The global Mobile Augmented Reality (MAR) market size is projected to reach US\$ 84,390 million by 2028, from US\$ 8,051.1 million in 2021, at a CAGR of 39.6% during 2022-2028.**
- <https://reports.valuates.com/market-reports/QYRE-Auto-32W6044/global-mobile-augmented-reality-mar>

Startup Costs

Distribution of Startup Costs



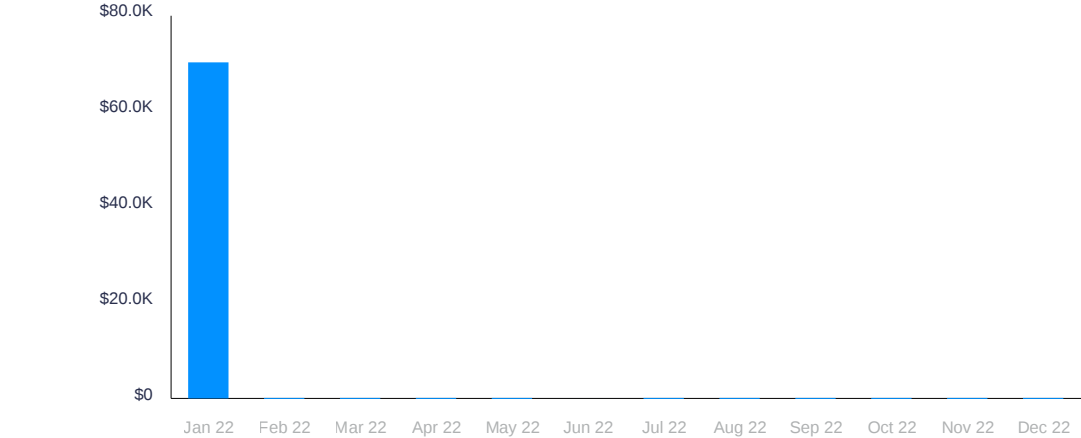
\$221,901

Total Startup Costs

Top 3 Costs:

- 1 **\$120,000**
XR App Development
- 2 **\$60,000**
Computers + Support
- 3 **\$12,000**
App Design + Planning

Startup costs over time



\$221,901

Total Startup Costs

- Y1 **\$70,001**
End of Dec '22
- Y2 **\$0**
End of Dec '23
- Y3 **\$0**
End of Dec '24

| Startup Costs | Y1 | Y2 | Y3 | Y4 | Y5 |
|-------------------------------------|-----------|----|----|----|----|
| Facilities | \$ 1 | | | | |
| Land + Building | \$ 1 | | | | |
| Equipment | \$ 70,000 | | | | |
| Computers + Support | \$ 60,000 | | | | |
| Business Phones | \$ 10,000 | | | | |
| 10 x Oculus Virtual Reality Headset | | | | | |
| Inventory | | | | | |
| Stationery | | | | | |
| Initial Promotion | | | | | |
| Market research | | | | | |
| Print Advertising Material [Proofs] | | | | | |
| Ziawe Branding | | | | | |
| Miscellaneous | | | | | |
| App Design + Planning | | | | | |

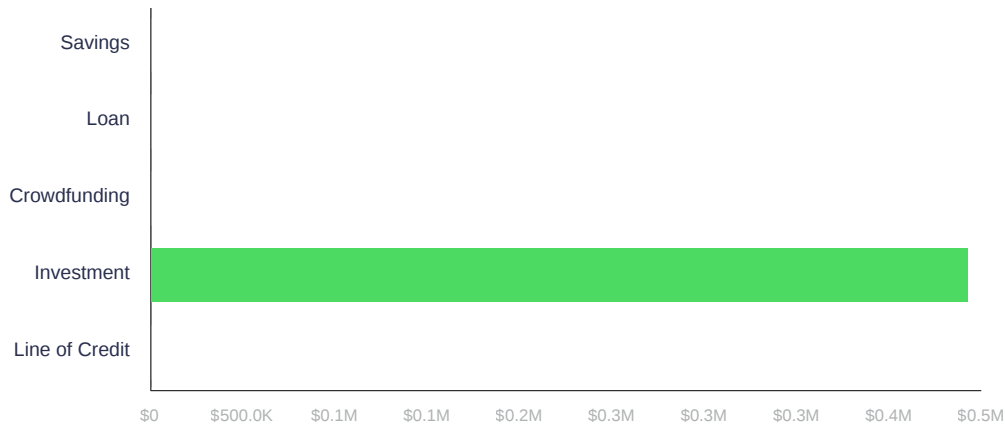
| Startup Costs | Y1 | Y2 | Y3 | Y4 | Y5 |
|-----------------------------|-----------|----|----|----|----|
| Rights, patents, trademarks | | | | | |
| XR App Development | | | | | |
| Miscellaneous | | | | | |
| Totals | \$ 70,001 | | | | |

Financing

These are the financing sources for funding our agency:

- Founder Bootstrapping
- Grants

Financing sources



\$4,426,300

Total Financing Income

Top 3 Financing Incomes:

- 1

\$3,000,000

DoD Air Force Grant
- 2

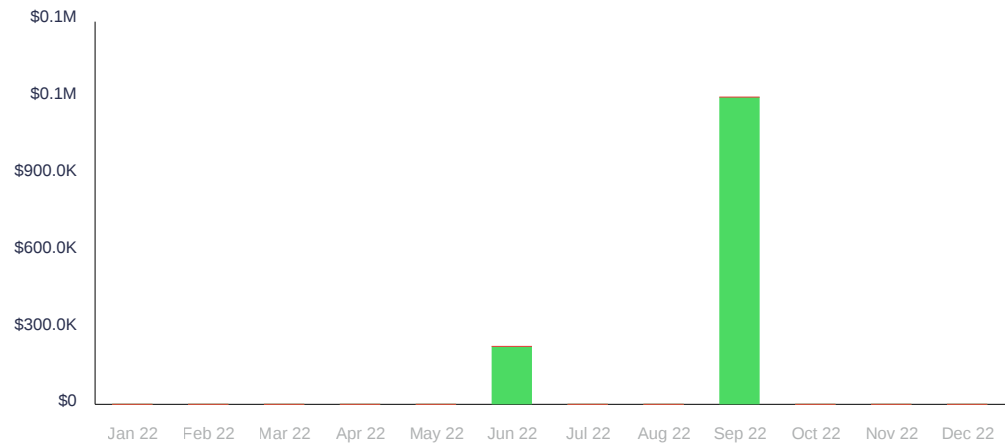
\$1,200,000

NSF Virtual Labs
- 3

\$226,300

NSF Seed Fund

Cash flow from financing activities



\$4,426,300

Financing Balance

- Y1

\$1,426,300

End of Dec '22
- Y2

\$3,000,000



End of Dec '23
- Y3

\$0

End of Dec '24

| Financing | Y1 | Y2 | Y3 | Y4 | Y5 |
|---------------------|--------------|--------------|--------------|--------------|--------------|
| Investment | \$ 1,426,300 | \$ 4,426,300 | \$ 4,426,300 | \$ 4,426,300 | \$ 4,426,300 |
| DoD Air Force Grant | | \$ 3,000,000 | | | |
| NSF Virtual Labs | \$ 1,200,000 | | | | |
| NSF Seed Fund | \$ 226,300 | | | | |
| Balance | \$ 1,426,300 | \$ 4,426,300 | \$ 4,426,300 | \$ 4,426,300 | \$ 4,426,300 |

Team

| | |
|---|--|
|  |  |
| Jon Caraveo | Chris Neal |
| Chief Executive Officer | Chief Technology Officer |
| <p>A Full Sail University alumnus, who earned his Associate of Science degree in Mobile Development. A relevant member of the sciences, who is experienced with programming mobile technologies and who has technical expertise in Augmented and Virtual reality. Jonathan has experience distributing Applications for mobile devices, programming mobile devices relevant to this project. Ex: Oculus platform and iOS AR Apps.</p> | <p>Chris Neal is a technical lead, whose experience with server-network infrastructure will allow our research and development team to function at a technical level. Chris will bring much-needed functionality to the project, functionality such as server infrastructure fallbacks & network-server uptime (Back-ups), he will provide computer networking capabilities for our research team, and the technical expertise required for this type of project to succeed.</p> |

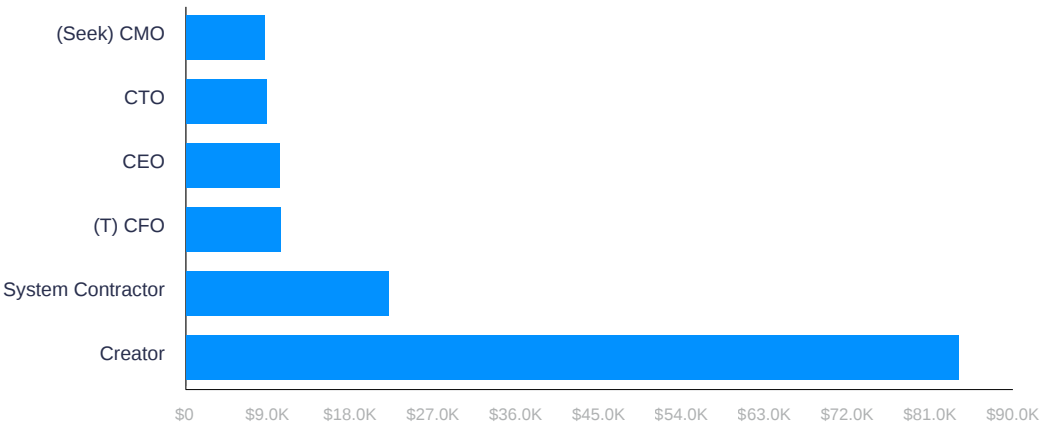
More Details

Founders have an incremental interest in augmented reality and behavioral social patterns. Bringing their experience together along with their educational endeavors, career skills, unprecedented interest in augmented reality, and social connections, will allow the proposed project to succeed not only in the immediate future, yet also in the long term.

Payroll Expenses

The most expensive portion of our payroll costs are the employees' wages and benefits.

Distribution of Payroll Expenses



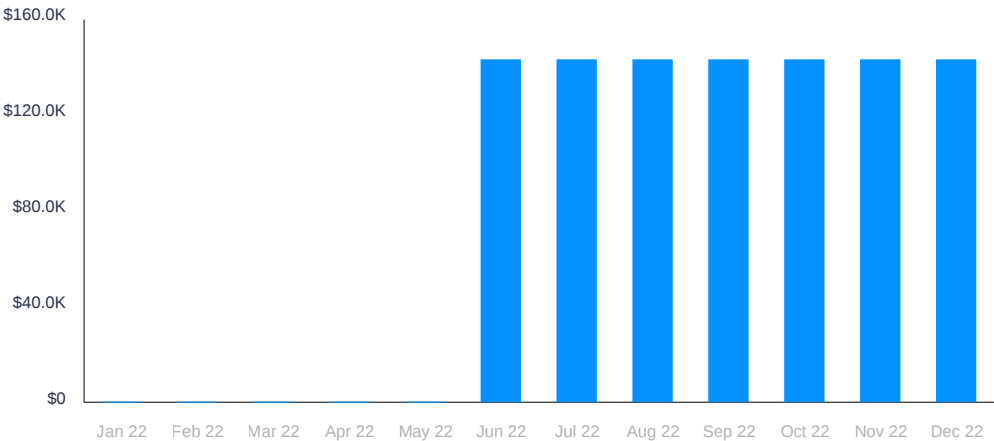
\$143,786.38

Total Monthly (Average)

Top 3 (Average):

- 1 **\$84,109.09**
Creator
- 2 **\$22,000**
System Contractor
- 3 **\$10,265.12**
(T) CFO

Payroll expenses over time



\$7,192,123.33

Total Payroll Expenses

- Y1 **\$999,833.33**
End of Dec '22
- Y2 **\$1,718,876.67**
End of Dec '23
- Y3 **\$1,727,236.67**
End of Dec '24

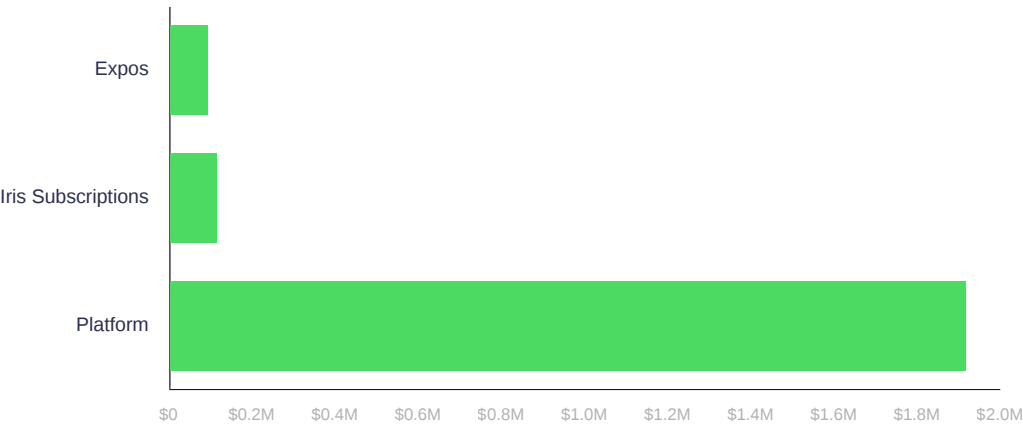
| Payroll expenses | Y1 | Y2 | Y3 | Y4 | Y5 |
|------------------------|---------------|-----------------|-----------------|-----------------|--------------|
| Salaries and wages | \$ 999,833.33 | \$ 1,718,876.67 | \$ 1,727,236.67 | \$ 1,735,596.67 | \$ 1,010,580 |
| Creator (20) | \$ 588,000 | \$ 1,008,420 | \$ 1,009,140 | \$ 1,009,860 | \$ 1,010,580 |
| System Contractor (11) | \$ 154,000 | \$ 264,000 | \$ 264,000 | \$ 264,000 | |
| (T) CFO | \$ 70,000 | \$ 121,400 | \$ 123,800 | \$ 126,200 | |
| CEO | \$ 70,000 | \$ 120,700 | \$ 121,900 | \$ 123,100 | |
| (Seek) CMO | \$ 58,333.33 | \$ 101,166.67 | \$ 103,166.67 | \$ 105,166.67 | |
| CTO | \$ 59,500 | \$ 103,190 | \$ 105,230 | \$ 107,270 | |
| Staff related expenses | \$ 214,900 | \$ 369,086 | \$ 370,262 | \$ 371,438 | \$ 303,174 |
| Creator (20) | \$ 176,400 | \$ 302,526 | \$ 302,742 | \$ 302,958 | \$ 303,174 |
| System Contractor (11) | | | | | |
| (T) CFO | | | | | |
| CEO | \$ 21,000 | \$ 36,210 | \$ 36,570 | \$ 36,930 | |
| (Seek) CMO | \$ 17,500 | \$ 30,350 | \$ 30,950 | \$ 31,550 | |

| Payroll expenses | Y1 | Y2 | Y3 | Y4 | Y5 |
|------------------|-----------------|-----------------|-----------------|-----------------|--------------|
| CTO | | | | | |
| Totals | \$ 1,214,733.33 | \$ 2,087,962.67 | \$ 2,097,498.67 | \$ 2,107,034.67 | \$ 1,313,754 |

Revenue Projections

This is the revenue that we expect to get from our services

Revenue distribution



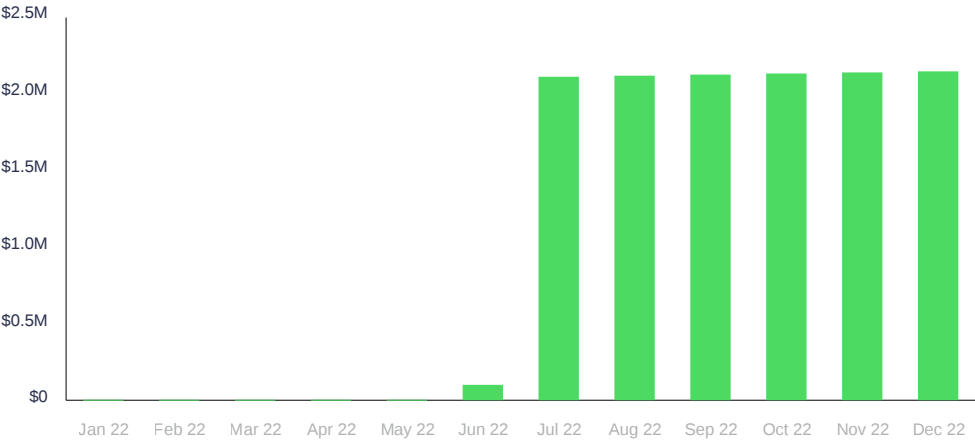
\$21.19M

Total Monthly (Average)

Top 3 (Average):

- 1 **\$19.15M**
Platform
- 2 **\$1,131,020**
Iris Subscriptions
- 3 **\$910,000**
Expos

Revenue over time



\$1.14B

Total Revenue Streams

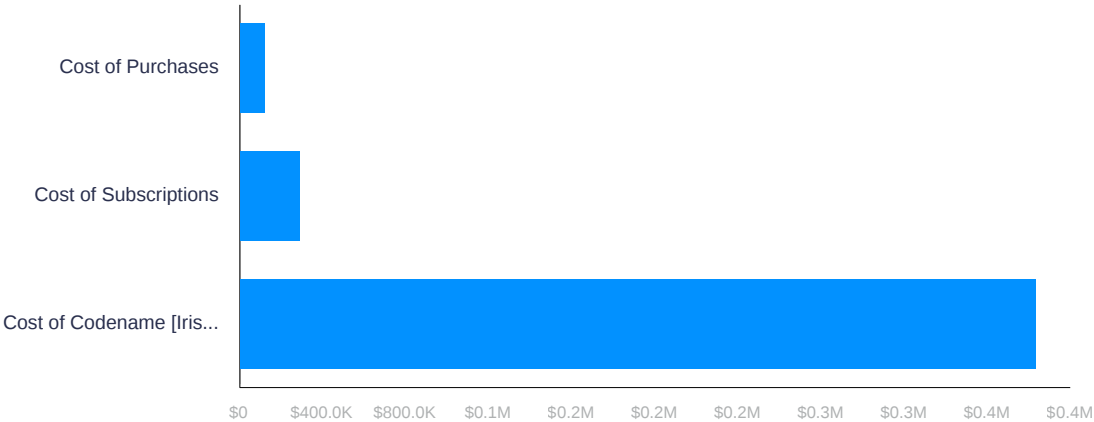
- Y1 **\$128.39M**
End of Dec '22
- Y2 **\$258.74M**
End of Dec '23
- Y3 **\$260.83M**
End of Dec '24

| Revenue Streams | Y1 | Y2 | Y3 | Y4 | Y5 |
|--------------------|-----------------|--------------|------------|------------|---------------|
| Expos | \$ 1,330,000 | \$ 5,700,000 | \$ 10.02M | \$ 14.34M | \$ 18.66M |
| Iris Subscriptions | \$ 6,524,513.89 | \$ 13.75M | \$ 18.35M | \$ 23.38M | \$ 183,501.74 |
| Platform | \$ 120.53M | \$ 239.28M | \$ 232.46M | \$ 225.06M | \$ 217.10M |
| Totals | \$ 128.39M | \$ 258.74M | \$ 260.83M | \$ 262.79M | \$ 235.94M |

Acquisition Costs

These are the acquisition costs we are estimating.

Distribution of direct costs



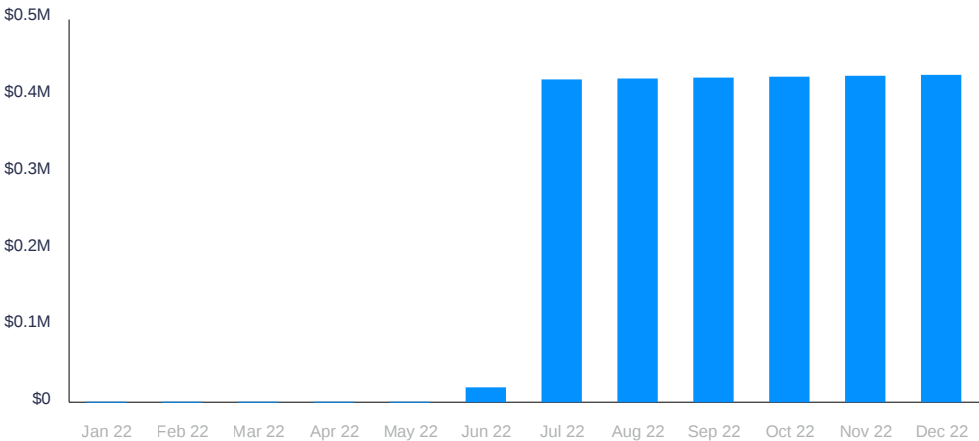
\$4,238,095.10

Total Monthly (Average)

Top 3 (Average):

- 1 \$3,831,318 Cost of Codename [Iris] Product
- 2 \$288,477.10 Cost of Subscriptions
- 3 \$118,300 Cost of Purchases

Direct costs over time



\$225.80M

Total Direct Costs

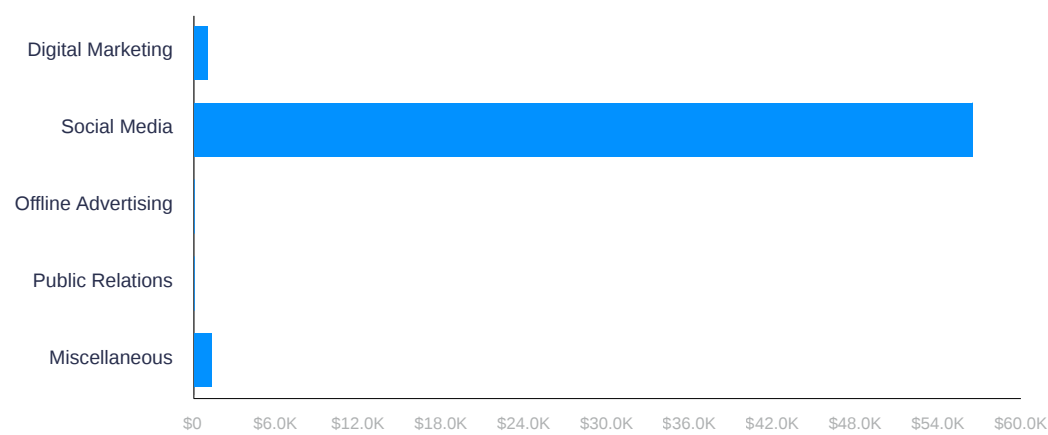
- Y1 \$25.58M End of Dec '22
- Y2 \$51.34M End of Dec '23
- Y3 \$51.46M End of Dec '24

| Direct Costs | Y1 | Y2 | Y3 | Y4 | Y5 |
|---------------------------------|-----------------|-----------------|-----------------|-----------------|--------------|
| Cost of Purchases | \$ 172,900 | \$ 741,000 | \$ 1,302,600 | \$ 1,864,200 | \$ 2,425,800 |
| Cost of Subscriptions | \$ 1,304,902.78 | \$ 2,751,720.83 | \$ 3,670,170.83 | \$ 4,677,720.83 | |
| Cost of Codename [Iris] Product | \$ 24.10M | \$ 47.85M | \$ 46.49M | \$ 45.01M | \$ 43.42M |
| Totals | \$ 25.58M | \$ 51.34M | \$ 51.46M | \$ 51.55M | \$ 45.84M |

Marketing Budget

This is the marketing budget that we need to promote our services.

Distribution of marketing budget



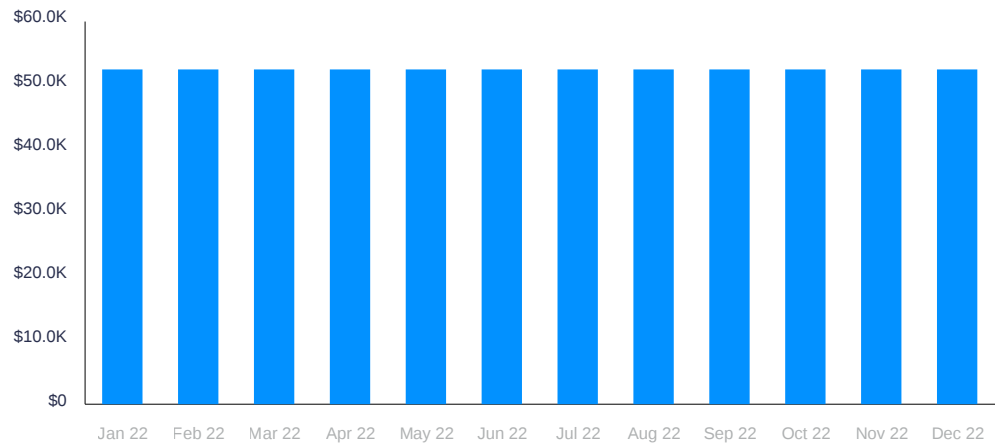
\$58,800

Total Monthly (Average)

Top 3 (Average):

- 1 \$50,000 Influencers
- 2 \$5,500 Facebook Ads
- 3 \$1,300 Content Production

Marketing budget over time



\$3,216,000

Total Marketing Budget

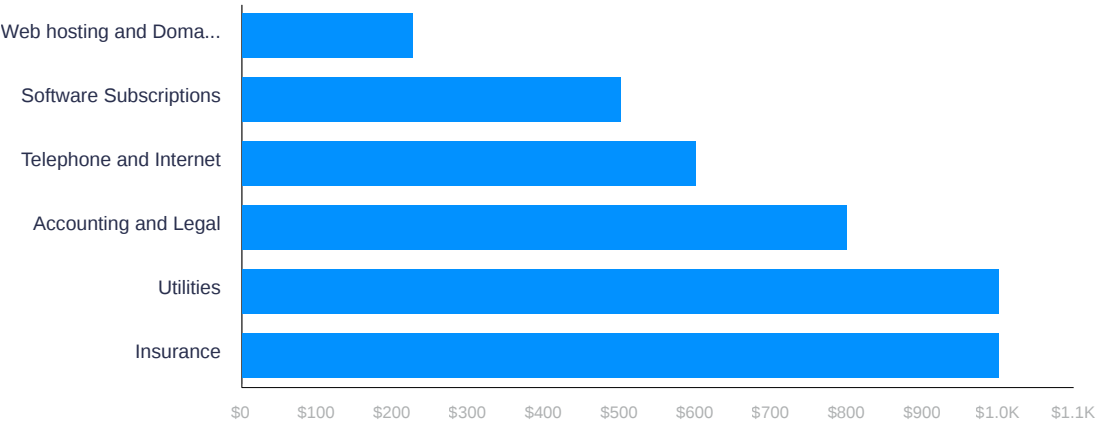
- Y1 \$627,600 End of Dec '22
- Y2 \$627,600 End of Dec '23
- Y3 \$627,600 End of Dec '24

| Marketing Budget | Y1 | Y2 | Y3 | Y4 | Y5 |
|--------------------|------------|------------|------------|------------|------------|
| SEO | \$ 12,000 | \$ 12,000 | \$ 12,000 | \$ 12,000 | \$ 12,000 |
| Social Media | \$ 600,000 | \$ 600,000 | \$ 600,000 | \$ 600,000 | \$ 600,000 |
| Influencers | \$ 600,000 | \$ 600,000 | \$ 600,000 | \$ 600,000 | \$ 600,000 |
| Facebook Ads | | | | | |
| Instagram Ads | | | | | |
| Content Production | \$ 15,600 | \$ 15,600 | \$ 15,600 | \$ 15,600 | |
| Totals | \$ 627,600 | \$ 627,600 | \$ 627,600 | \$ 627,600 | \$ 612,000 |

Overhead Expenses

This is how much money we will spend on other overheads.

Distribution of other overheads



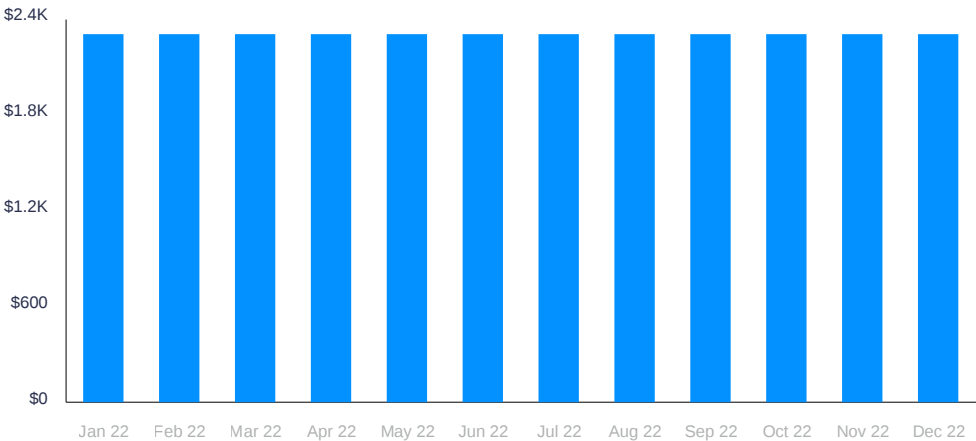
\$4,125

Total Monthly (Average)

Top 3 (Average):

- 1 \$1,000 Insurance
- 2 \$1,000 Utilities
- 3 \$800 Accounting and Legal

Other overheads over time



\$159,900

Total Other Overheads

- Y1 \$27,600 End of Dec '22
- Y2 \$27,600 End of Dec '23
- Y3 \$27,600 End of Dec '24

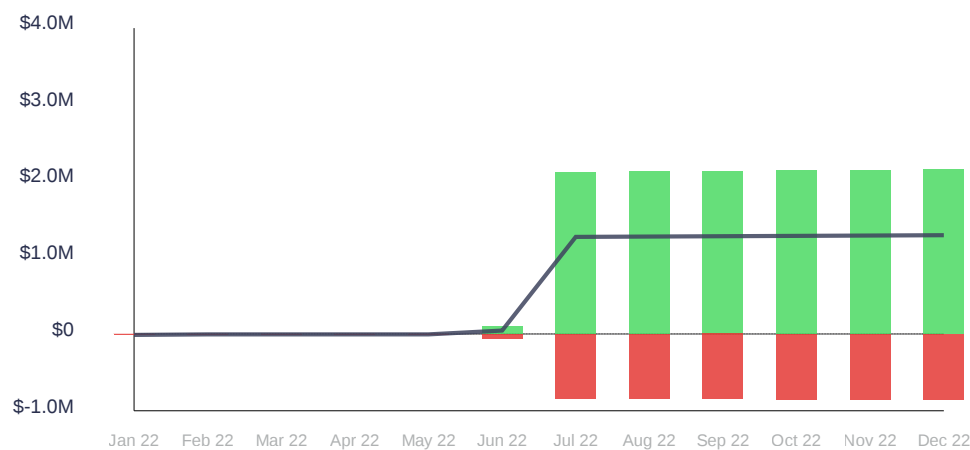
| Other Overheads | Y1 | Y2 | Y3 | Y4 | Y5 |
|-------------------------|-----------|-----------|-----------|-----------|-----------|
| Insurance | \$ 12,000 | \$ 12,000 | \$ 12,000 | \$ 12,000 | \$ 12,000 |
| Software Subscriptions | \$ 6,000 | \$ 6,000 | \$ 6,000 | \$ 6,000 | |
| Accounting and Legal | \$ 9,600 | \$ 9,600 | \$ 9,600 | \$ 9,600 | |
| Web hosting and Domains | | | | | |
| Telephone and Internet | | | | | |
| Utilities | | | | | |
| Totals | \$ 27,600 | \$ 27,600 | \$ 27,600 | \$ 27,600 | \$ 12,000 |

P&L / Cash Flow Projections

The following table and charts outline the projected profit and loss (P&L) / cash flow.

In the ideal case, the company should become profitable as soon as the platform is launched and ready to be sold.

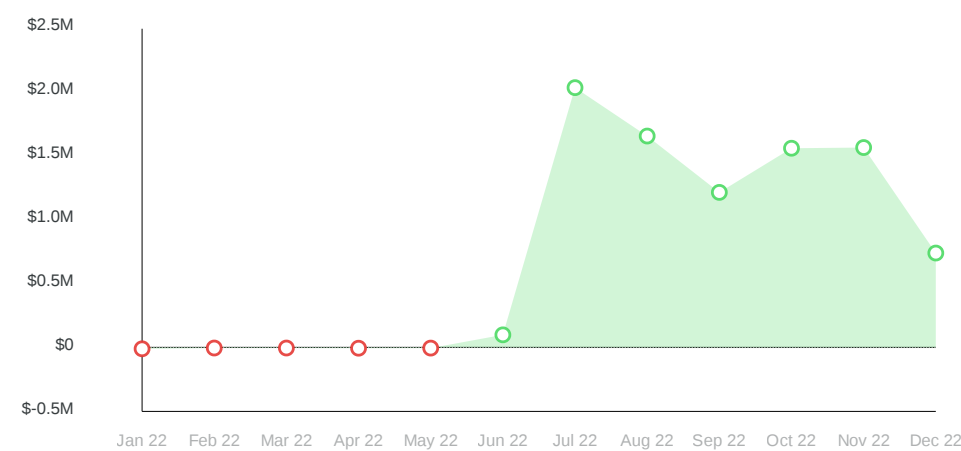
Profit and Loss Projection



Net Cash Flow

- IN** **\$128.39M**
Total Income
- EX** **\$51.81M**
Total Expenses
- NP** **\$76.57M**
Net Profit

Cash Flow Projection



- Y1** **\$7,369,727.40**
End of Dec '22
- Y2** **\$7,447,869.31**
End of Dec '23
- Y3** **\$7,522,393.75**
End of Dec '24

| Income Expenses | Y1 | Y2 | Y3 | Y4 | Y5 |
|------------------------|-----------------|-----------------|-----------------|-----------------|--------------|
| Total Revenue | \$ 128.39M | \$ 258.74M | \$ 260.83M | \$ 262.79M | \$ 235.94M |
| Direct Costs | \$ 25.58M | \$ 51.34M | \$ 51.46M | \$ 51.55M | \$ 45.84M |
| Gross Profit | \$ 102.80M | \$ 207.39M | \$ 209.36M | \$ 211.24M | \$ 190.09M |
| Operating Expenses | \$ 1,939,934.33 | \$ 2,743,162.67 | \$ 2,752,698.67 | \$ 2,762,234.67 | \$ 1,937,754 |
| Operating Income | \$ 100.86M | \$ 204.65M | \$ 206.61M | \$ 208.47M | \$ 188.16M |
| Total Interest Expense | | | | | |
| Accrued Income Taxes | \$ 24.29M | \$ 49.11M | \$ 49.58M | \$ 50.03M | \$ 45.15M |
| Total Expenses | \$ 51.81M | \$ 103.20M | \$ 103.80M | \$ 104.35M | \$ 92.94M |
| Net Profit | \$ 76.57M | \$ 155.53M | \$ 157.02M | \$ 158.44M | \$ 143.00M |

| Cash Flow | Y1 | Y2 | Y3 | Y4 | Y5 |
|---------------------------------|--------------|--------------|------------|------------|------------|
| Cash Flow - Operations | \$ 86.67M | \$ 155.61M | \$ 157.10M | \$ 158.51M | \$ 141.85M |
| Cash Flow - Financing | \$ 1,426,300 | \$ 3,000,000 | | | |
| Cash at the Beginning of Period | | \$ 88.09M | \$ 246.71M | \$ 403.82M | \$ 562.33M |
| Net Change in Cash | \$ 88.09M | \$ 158.61M | \$ 157.10M | \$ 158.51M | \$ 141.85M |
| Cash at the End of Period | \$ 88.09M | \$ 246.71M | \$ 403.82M | \$ 562.33M | \$ 704.19M |