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TABLE OF CONTENTS

03 INTRODUCTION

04 OUR VISION

05 CHALLENGES

06 MARKET OPPORTUNITY

07 THE CREATIVE TEAM

08 EXECUTION PLAN

09 CLIENT PORTFOLIO

10 CLIENT TESTIMONIALS

11 MARKETING PLAN

12 FINANCIAL PROJECTION

13 COMPETITIVE ANALYSIS

14 SWOT ANALYSIS

15 QUESTIONS AND ANSWERS

16 RESOURCES



“We're here to explore a journey of innovation, opportunity, and growth.”

Our business plan is more than just a document; it's a vision of how we plan to make a difference in the market and create value for our customers and stakeholders.

INTRODUCTION



OUR VISION

We aspire to revolutionize the way of conducting business by delivering exceptional quality, unmatched innovation, and unparalleled value to our customers.

Our commitment to sustainability and social responsibility will not only drive our success but also contribute to a brighter and more sustainable future for all.



CHALLENGES

UNPROVEN CONCEPT

- Convincing investors or stakeholders of the viability of a new and untested business concept can be challenging.
- Startups often lack historical financial data, making it challenging to provide evidence of past success or revenue.

RESOURCE CONSTRAINTS

- Limited financial resources and manpower can hinder your ability to execute your business plan effectively.
- Startups may face uncertainties about market demand, competition, and consumer behavior.

CREDIBILITY

- Building credibility as a new entrant in the market can be difficult. Investors may be skeptical about your ability to deliver on your promises.
- Explaining how the business will scale and grow rapidly.



MARKET OPPORTUNITY

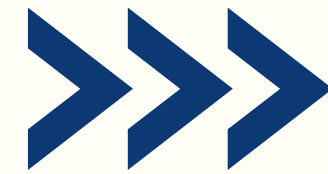
- 01 Market Size and Growth
- 02 Market Trends and Shifts
- 03 Market Competitiveness
- 04 Market Segmentation
- 05 Market Monetization Strategy



THE FOUNDING TEAM

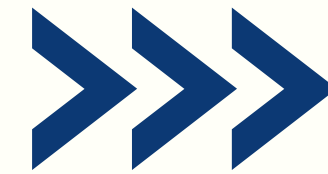
ESTELLE DARCY

Chief Executive Officer



MARGARITA PEREZ

Chief Operations Officer



ADORA MONTMINY

Angel Investor



EXECUTION PLAN

01

- Clearly define your short-term and long-term business goals. These should be specific, measurable, achievable, relevant, and time-bound
- Break down your business plan into smaller, manageable projects or milestones.

02

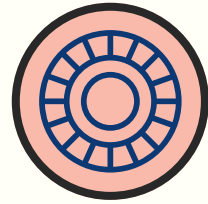
- Identify the key metrics that will help you measure progress toward your goals. Common KPIs include revenue, customer acquisition cost, customer lifetime value, and market share.

03

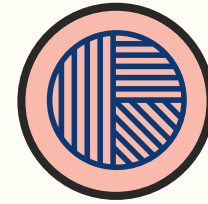
- Identify the resources required for each task, including finances, personnel, technology, and equipment. Determine the budget needed for each step.
- Identify potential risks and challenges that may arise during execution.



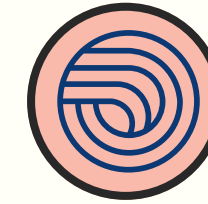
CLIENT PORTFOLIO



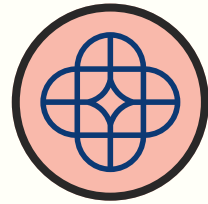
Fradel and Spies
Branding and Market
Relaunch
2023-2024



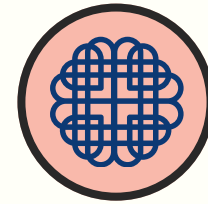
Timmerman
Industries Product
Launch
2023-2025



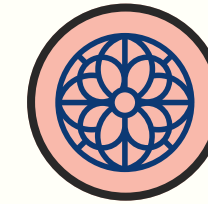
Borcelle Digital
Marketing Plan
Overhaul
2024-2027



Ingoude Company
Marketing Plan
Implementation
2024-2030



Warner & Spencer
Special Project
Management
2024-2035



Keithston and
Partners Billboard
Advertisement
2025-2036



BUSINESS MILESTONES



LARS PEETERS

Working with Studio Shodwe has been a game-changer for our business. Their innovative solutions helped us increase our online sales by 40% within just six months.



KYRIE PETRAKIS

As an industry expert, I've had the pleasure of collaborating with many startups, but Studio Shodwe stands out as a truly innovative and client-centric company.



YANIS PETROS

We've been partners with Studio Shodwe for three years now, and the consistency of their top-notch service never ceases to amaze us.

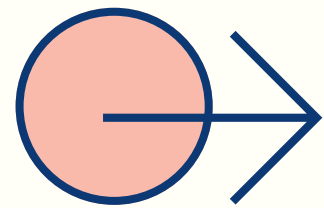


JULIANA SILVA

We partnered with Studio Shodwe to enhance our digital presence and were blown away by the results.

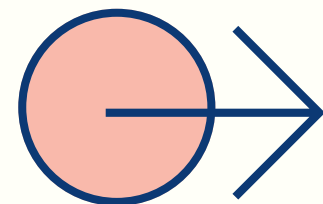


MARKETING PLAN



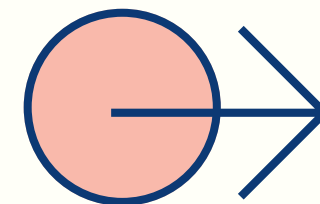
2026

- Establish specific, measurable marketing goals.
- Determine marketing budget and allocate resources.



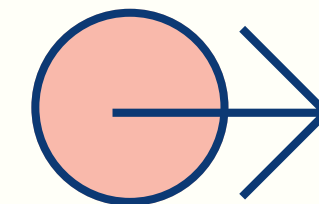
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- Conduct market research to understand your target audience, competition, and industry trends.



2035

- Foster networking relationships with potential clients and complementary businesses for referrals and partnerships.

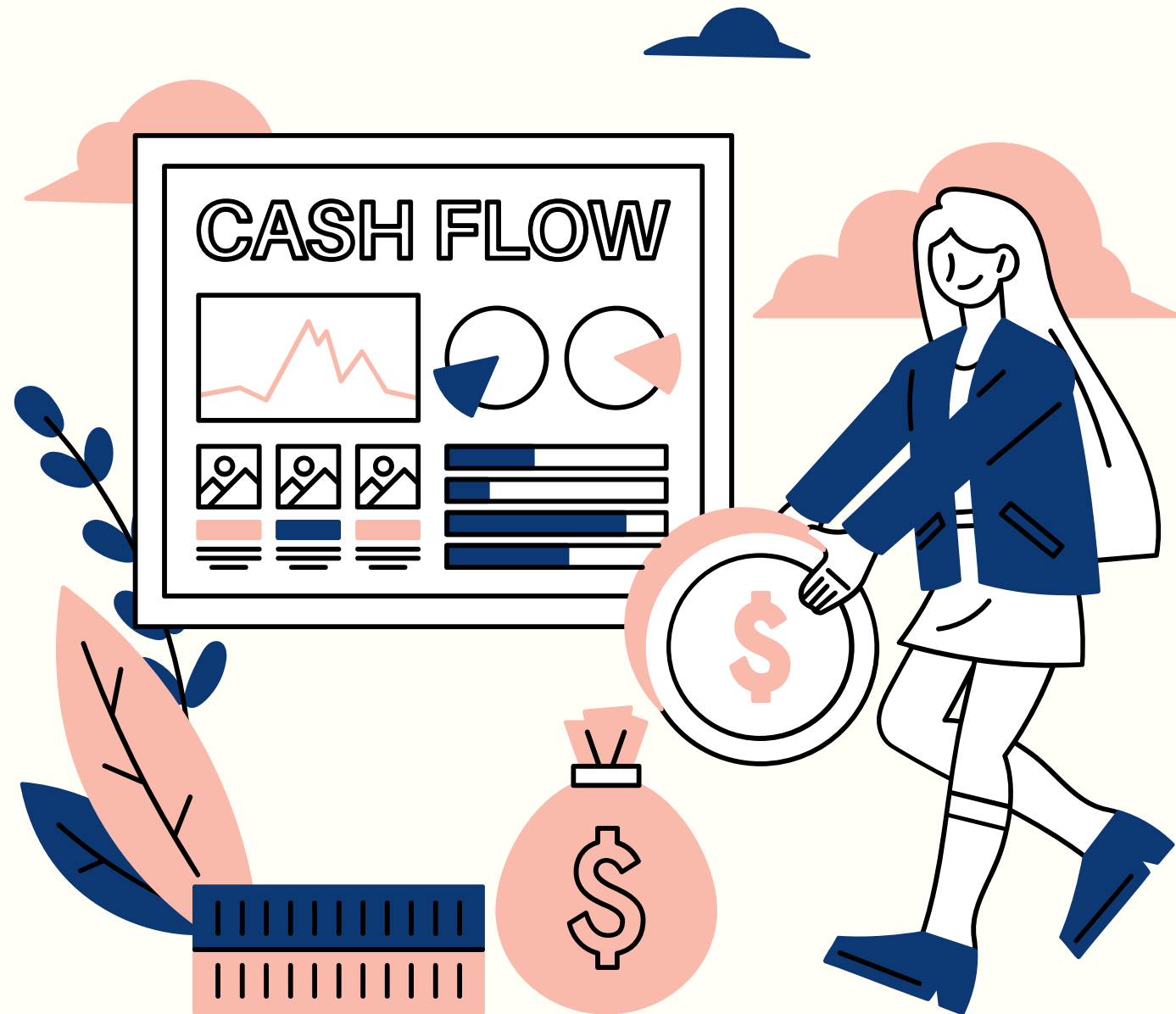


2040

- Make necessary adjustments to your marketing plan based on the performance data.



FINANCIAL PROJECTION

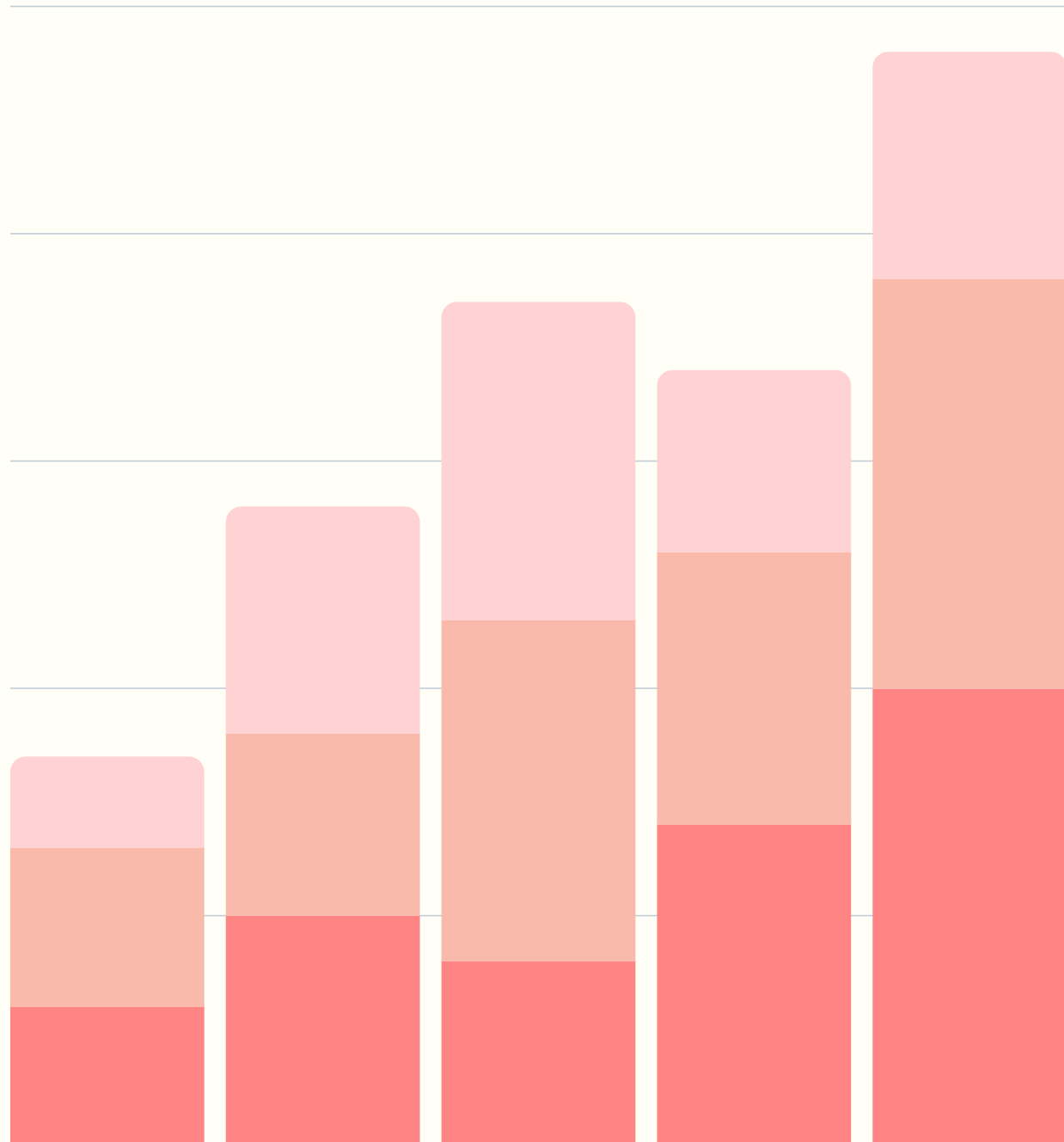


Our revenue projections are based on an estimated customer base of 150,000 and an average monthly subscription fee of \$1,500,000.

We anticipate initial slower growth in the first two quarters as we establish our market presence but expect rapid growth as our customer acquisition strategies take effect.



COMPETITIVE ANALYSIS



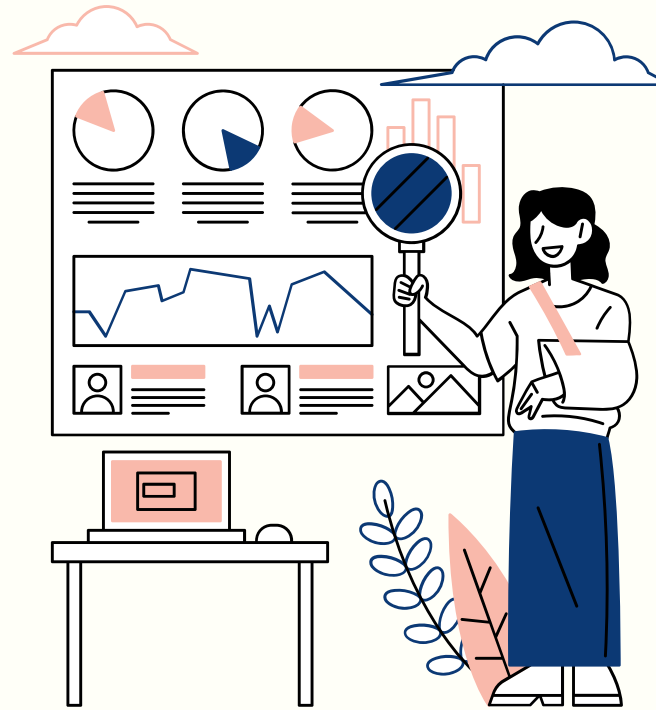
- Calculate the cost of creative team members, including designers, project managers, and support staff. Include salaries, benefits, and any freelance or contracted work.
- If applicable, budget for marketing and promotional expenses to showcase the project and attract clients.
- Consider any other costs specific to the project, such as travel, outsourcing, or equipment purchases.
- Estimate revenue based on client fees, considering the agreed-upon project pricing structure.



SWOT ANALYSIS

STRENGTHS

- Unique Value Proposition
- Financial Backing (Investors)
- Agility of Processes



WEAKNESSES

- Resource Limitations
- Barriers to Market Entry
- Lack of Brand Recognition

OPPORTUNITIES

- Growing Market Demand
- Strategic Partnerships
- Global Expansion



THREATS

- Market Saturation
- Competitive Landscape
- Disruption of Supply Chains



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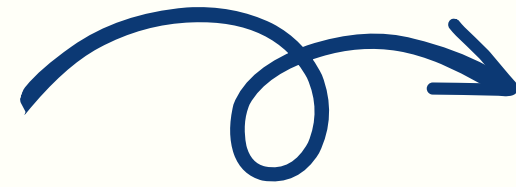
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QUESTIONS AND ANSWERS



RESOURCE PAGE



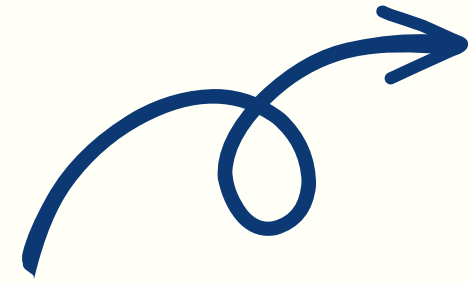
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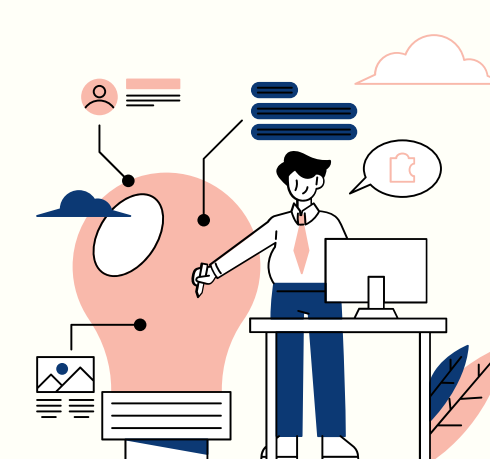
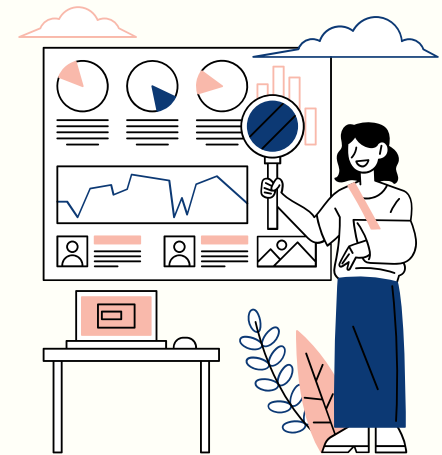
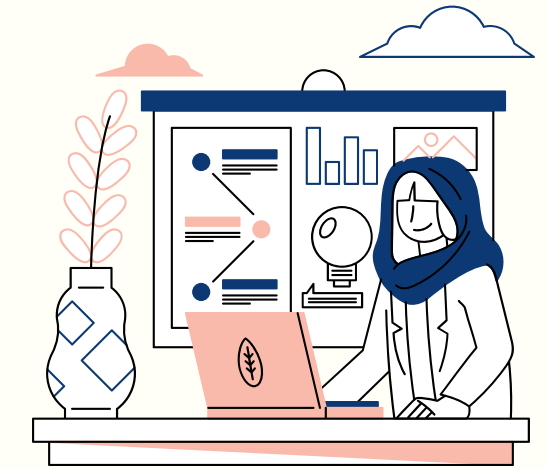
B for blur	C for confetti
D for a drumroll	M for mic drop
O for bubbles	Q for quiet
U for unveil	Any number from 0-9 for a timer

RESOURCE PAGE



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RESOURCE PAGE

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Click 'Go to recording studio,' where you can choose the video and audio source for your video presentation.

Feel free to choose the 'No camera' option and record your voice only.

Start recording, and press pause in between takes if you have to.

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