



BUSINESS INSIGHTS GROUP AG
SWITZERLAND

HELPING ENTREPRENEURS

SUCCEED

Business Plan v 1.0



Languages

Active Engagement

Peer-Mentoring

Gamification

Languages

Gamification

HELPING ENTREPRENEURS SUCCEED

Business Plan v 1.0



BUSINESS INSIGHTS GROUP AG
SWITZERLAND

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EXECUTIVE SUMMARY

WHO WE ARE

The brainchild of its founder and current CEO, Andre Jankowitz, Business Insights Group is comprised of 27 business specialist content contributors, representing in excess of 500 years of cumulative business experience encompassing an equal number of business disciplines, and residing in 21 cities and 13 countries around the world. From this leadership core, an Executive Committee comprised of Andre and seven Executive Team Members are charged with management and strategic implementation of Business Insights Group's next phase of growth, reinvention, algorithm and platform research and development, and monetization.

Business Insights Group provides a



Multidisciplinary gathering place and knowledge exchange for providers of experience driven business solutions and insights across a wide variety of disciplines; where,



Members' participation, expertise, social engagement and contributions are valued, weighed and factored to provide each Member with a quantitative "BusinessInsight Score" and expertise rank, reflecting their social and business expertise and insightfulness based on a quantitative metric; and where,



Demonstrated expertise and substantive contribution are rewarded with credits exchangeable for valuable advice, content and service offerings available via 101BI; and convertible to virtual currency enabling the establishment of the first truly monetized Knowledge Exchange.

WHAT WE SELL

Our Vision

We seek to become the leading business social network knowledge exchange;

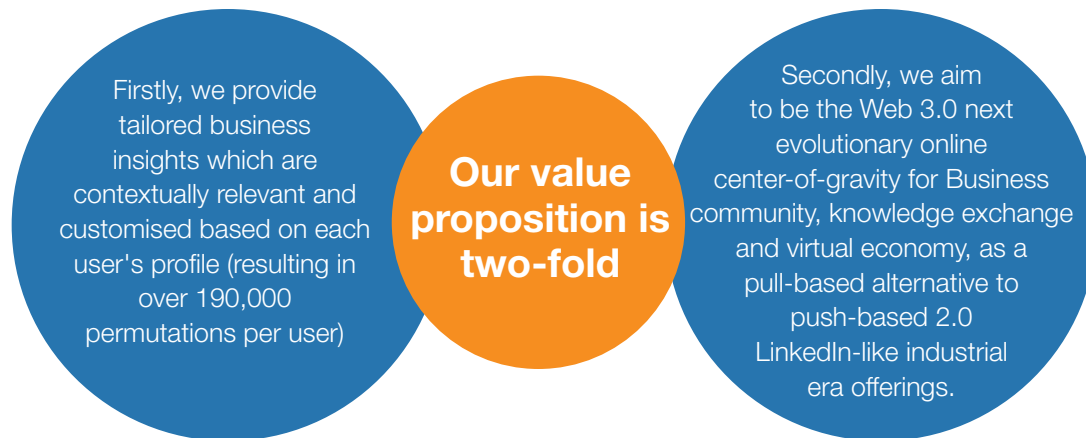
by providing social network intangible value recognition, quantification, exchange, representation and monetization;



in service to defining, manifesting and leading the emergence of a true social value network economy for the 21st century.

We intend to achieve this vision by providing our stakeholders with a customised user interface on our proprietary web platform which dynamically filters data based on the unique attributes of each stakeholder group and individual user to present the most relevant content within a meaningful context for each user.

The first stakeholder group for whom we have rolled this out, are entrepreneurs. This will then be followed by the rollout of customised themes for Authors, MBA's and Job Seekers during the second half of 2015. The remaining themes for employees, managers, executives, specialists and teams will come online during the first half of 2016.



We afford our members and stakeholders a place to receive acknowledgement, recognition and quantified reward for what they know, what they have done, and how well they have learned to connect and share and exchange value with others in a networked virtualized online world; and, we have provided a platform and mechanism for those seeking advice, guidance, answers, feedback, and business support to connect not just with data and information, but an actual community and global human network/knowledge exchange that incorporates 360 degrees of coverage for every aspect of the entrepreneurial and business process.

Whilst our target market is quite diverse, it is also very specific. At a macro level, we focus on helping business stakeholders succeed. Whilst at a micro level we hone in on specific stakeholders, namely:



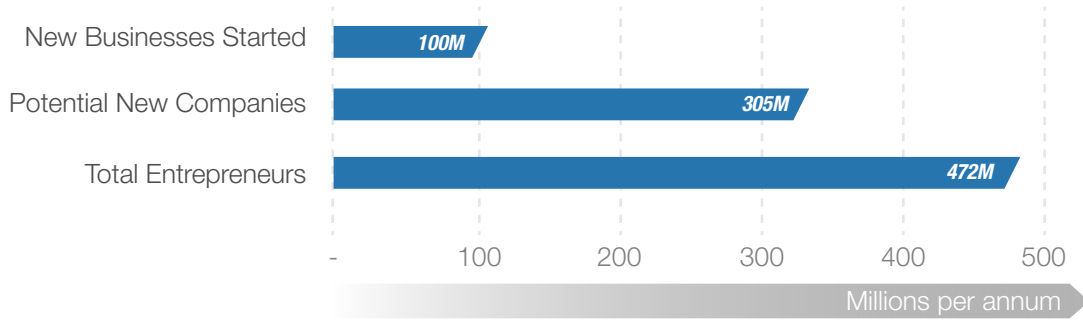
Our initial efforts are focused on launching our beta offering, targeting entrepreneurs, where after we intend to roll-out bespoke offerings for Authors, MBA's and Job Seekers, scheduled for rollout

At present this business plan is focused on our business case for our beta offering targeting one of the envisioned stakeholder groups, namely entrepreneurs. during the first half of 2015.

The size of the entrepreneurship market is simply staggering. On a global level there are around 300 million people trying to start around 150 million new businesses each year. At a rate of 1 in 3 being launched each year, that equates to 50 million new businesses per year.



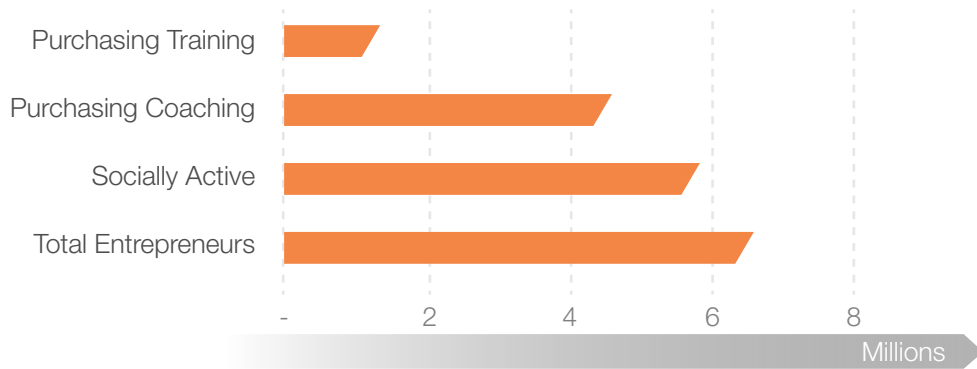
GLOBAL ENTREPRENEURS



Although all of these entrepreneurs are potential customers, in this business plan we will only be considering the subset of new businesses starting each year in the USA which is currently estimated at 6.6 million.



USA ENTREPRENEURS



Financial Summary

Our monetization strategy is based on a subscription model which we offer to visitors, but only after first providing them with a significant amount of VALUE in the form of self-discovery personality and archetype insights complemented by a detailed Action Plan and Toolkit for their business. It is only once we have shown them this value that we ask them to choose a subscription plan of which there are four options.

			
Join Us	I Like It!	Must Have	I'm All In
\$0/month.	\$19/month.	\$49/month.	\$79/month.
To enable visitors to browse around the site and discover what we have to offer	This subscription plan is designed to wet the visitor's appetite to want more and will primarily be used in trade exchanges and as gift subscriptions to strategic partners to pass onto their clients.	This subscription provides members with all the core functionality offered on the platform and serves as our monetization offer.	This subscription enables members to participate in the revenue creation options afforded by the platform, is our primary upsell from the 'Must Have' Subscription, and offers the subscriber a true seat in the Knowledge Exchange.

For a detailed breakdown of what each subscription plan entails, please visit our website and click on the Subscription link.

For the purpose of forecasting our revenues we will only be considering the 'Must Have' subscription plan at \$49/month as this constitutes our core offering.

Our break-even is 300 paying members at \$49/month generating \$49,000 of revenue per month for every 1,000 members. Given that our delivery system is fully automated and our content is delivered electronically, our business scales with minimal operating expense escalation, and is only constrained by the growth in our membership.



COMPANY

Business Insights Group AG was registered in January 2015 and draws on a collaborative effort from 27 strategic partners who have helped establish the knowledge sharing platform known as www.101BusinessInsights.info. Each of the strategic partners have been carefully selected for their expertise in a particular business area, with the mandate to compile a knowledge base of business insights related to their area of expertise. Some of the 27 Business Disciplines include Business Advisory, Crowdsourcing, Future Ideas, Leadership, Marketing, Social Media and System Thinking.

To date, we have accumulated in excess of 1,000 business insights, each of which is presented in an easy-to-understand and implementable format, categorized according to: one or more of the Business Disciplines; skill levels required to implement; relevance of the subject matter; and to whom the insight applies, i.e. entrepreneurs, managers, executives, etc.

At present, the company equity is held solely by its founder, Andre Jankowitz. His intention is to allocate ownership to the Strategic Partners and other significant early-stage contributors. It is anticipated that initial ownership interest distributions will represent approximately 30 percent of the total authorized, issued and outstanding equity to these contributors.”

Further transfers of equity will occur, in proportion to both existing and new member contributions, as well as to cash investors wishing to participate in this business opportunity.

The business is comprised of a membership community, currently comprised of 4,000 registered members, all of whom are, via site participation, enabled to accrue Insight Points, which map to an Insight Rank and our own internal virtual currency, Insight Dollars.

Members both accrue and utilize Insight Dollars in exchange for in-community professional services and resources. Through participation, engagement and interaction, they can increase their Insight Rank, an envisioned credential and standard reflecting subject matter expertise, social media and engagement fluency, and collaborative value sharing and delivery.

We believe the development of a multi-variable and multi-faceted metric for the calculation and quantification of individual professional qualification, incorporating the intangible resources, fluencies, social engagement and social collaborative contribution, meets a critical need in today's social media workplace. It provides a credentialing mechanism for each member to obtain and incorporate their Insight Score as a reflection of their ability to apply expertise, education, and professional acumen within the business knowledge community and marketplace that is 101 Business Insights.

We envision this credential becoming the defacto standard for prospective employee evaluation within Human Resources and Recruitment service industries, as well as internal enterprise resource monitoring and evaluation mechanisms through introduction of 101 Business Insights' real-time tracking and monitoring software applications.

Through introduction of our own internal virtual currency, we seek to establish the first business knowledge/expertise exchange enabling Community Members to capitalize on their subject matter domain expertise, work experience, and professional skills and talents in a truly collaborative multi-discipline community/ecosystem. This allows holistic service offerings and solutions to be provided as a function of the availability and facilitation of internal community team formation, facilitated by the 101 Business Insights community platform, and commoditized to meet needs and demands, on a scalable and customizable basis via the 101 Business Insights marketplace functionality and transaction processing.

Our Vision:

We seeks to become the leading business social network knowledge exchange...



MANAGEMENT TEAM



Andre Jankowitz

Founder and Chief Executive Officer (CEO)/Guardian

Andre Jankowitz has an MBA from the Graduate School of Business at the University of Cape Town, South Africa and is currently finalizing his PhD in Finance through the Swiss Management Centre in Zug.

Andre is a results-oriented leader with extensive global experience and a proven ability to drive revenue growth with innovative business strategies. He continuously improves performance and core business processes, streamlining workflows and delivering new capabilities; and skilfully manages all facets of operations, driving profitable growth under challenging circumstances, motivating staff, and delivering results through improved individual performance.

Areas of specialty include



Leadership



Business Strategy



Organizational Transformation



Innovation



Coaching & Mentoring



Harry Charlton

CFO

Harry Charlton is an extensively experienced and goal-oriented Director / Executive with a demonstrated track record of leading enterprises in diverse business environments. Proven expertise in driving efficiency and productivity through evaluation of financial management systems and implementation of process improvements. A 'hands on' talented leader directing highly skilled financial and operational management teams to support achievement of overall corporate goals and objectives.

Areas of specialty include: Change Management, Strategic Management, Expert Financial Advisor, Contract Management, Acquisitions & Mergers, Technology Integration, Regulatory Compliance, Efficiency Improvements, Operational Management, Corporate Governance, Director and Company Secretary.



Doug Breitbart

Chief Catalyst Provocateur

Doug Breitbart is a seasoned corporate consultant/attorney/executive whose primary role is as a catalyst in Strategic Development, Business Affairs, C-Level Engagements, Professional Services verticals, Operational and Cultural Change Strategies appurtenant to New Semantically Aware Enterprise-wide Knowledge, Content, Social, Resource and Information Systems.

Areas of specialty include: Early-stage ventures, turnarounds, and reorganization of established companies. Business model development, strategic development, operational re-engineering, client/customer-centric strategic planning and visioning leadership, corp counsel and general business representation. Sales, marketing, social media and biz development catalyst. Doug holds a Juris Doctorate in Law from Fordham University School of Law, and a Bachelor of Arts degree from Columbia College, and is admitted to the Bar in the State of New York.



Chris Pay

Chief Information Officer (CIO) / Technology Facilitator

Chris Pay is a highly experienced Information Security Consultant supporting government and private sector clients within the United Kingdom. Before this, he spent 20 years working as a technologist and a leader in the corporate IT sector. Chris helps his clients to understand the risks that they face from physical and internet based adversaries and how they can protect themselves from exploitation. His strength is providing pragmatic advice and guidance when dealing with technically complex scenarios.

Areas of specialty include: a BSc Computer Science, Certified Information Security Professional, Certified Information Security Manager, Senior Information Risk Advisor, and a Member of the CESG Listed Advisor Scheme.



Fabian Szulanski

Chief Partnerships Officer / Business Ecosystem Weaver

Fabian Szulanski is a systems thinker, a facilitator, a value designer, and a network weaver; a "human becoming" value engine, pushing the limits of synergy. He helps corporations, academic institutions and consultants by facilitating value creation at all levels, across industries and sectors, being a sought-after consultant and mentor for highly strategic policy, decision making, and innovation initiatives. Areas of specialty include: Fluent in Spanish and English, Fabian is a MPhil -c- in System Dynamics from the University of Bergen (Norway), and has a BSc in Civil Engineering from the University of Buenos Aires.



Marek Lis

Chief Marketing Officer (CMO)

Marek Lis is an original thinker on the convergence of commerce and creativity. Leading practitioner in applied creativity and fostering ideal conditions for innovation amongst groups.

Areas of expertise include: Helping passionate people do extraordinary things. Tinkerer, writer, alchemist.



Alfs Raudis

Chief Performance Officer

Alfs Raudis has 20+ years of management consulting experience, including top tier consultancies and independent consulting and managerial experience in roles of business development. Multi-sector knowledge including information technology, media, telecommunications, utilities, and consumer goods. Project experience with delivered operational results for clients in various geographies (Eastern and Central Europe, mainly for Nordic clients and in Ireland). Alfs also has designed and delivered training programs in various management development areas. His professional interests are in assisting companies and their employees to work better.

Areas of speciality include: MBA from EDHEC Business School in Nice, France with emphasis on entrepreneurship and innovation. His also holds Diploma from the University of Latvia in Physics and Math.

**Oren Simon*****Chief Community Enabler***

Oren is an experienced people's manager and motivator; a veteran executive with experience in leading Technology, Strategy and Business development; a mature technology innovator and visionary; an expert in the fields of hyper complex, dynamic, multi-part environments; Oren is interested in computers' interaction over a network, and how people interact with each other through such interacting computers.

- Over 15 years of executive management and strategic business development;
- 20+ years of inventing, designing and managing the development of state-of-the-art technologies

PRODUCTS AND SERVICES

First and foremost we are a business social network knowledge exchange, with a customisable user interface for each of our key stakeholder groups, namely: job seekers, employees, teams, managers, executives, specialists, entrepreneurs, authors and MBA's.

For each stakeholder group we provide tailored business insights which are contextually relevant and customised based on each user's profile (resulting in over 190,000 permutations per user)

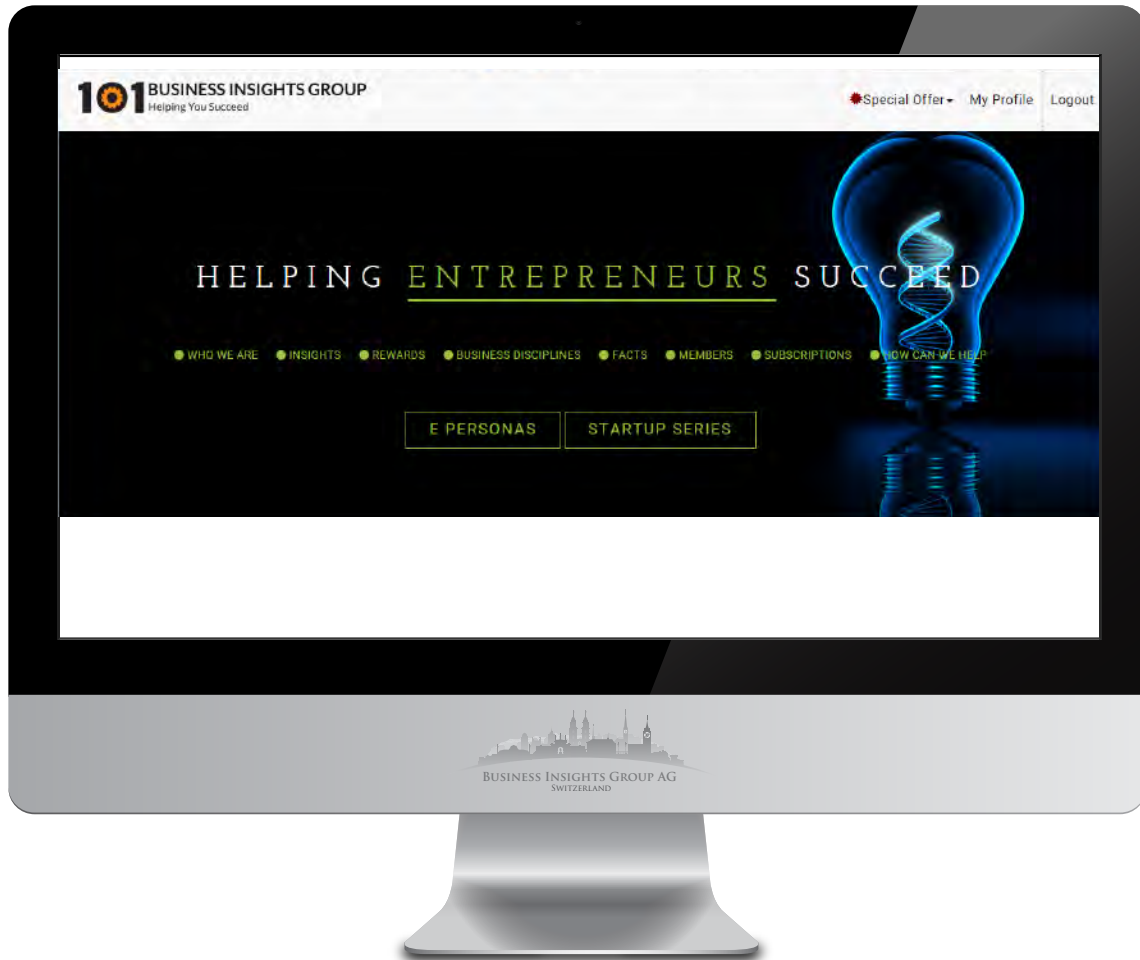
Secondly, we seek to provide a Knowledge Exchange for business expertise, advisory, professional services and advisory team formation. Although our initial offering is limited in scope, the actual cumulative expertise, scope and range of subject matter mastery, experience in real world business contexts and organizations and depth of understanding of not just technical but social and human dimensions of business processes and experiences is extraordinary.

Our unique differentiator relative to our competitors is that each of the products, services and subject matter resources available in the Exchange, via the site Market Place can not only be purchased with hard currency but also with Insight Dollars. We intend to establish an exchange rate between our virtual currency and hard currency at some time in the future, subject to Community, market, regulatory and governmental requirements and compliance mandates.

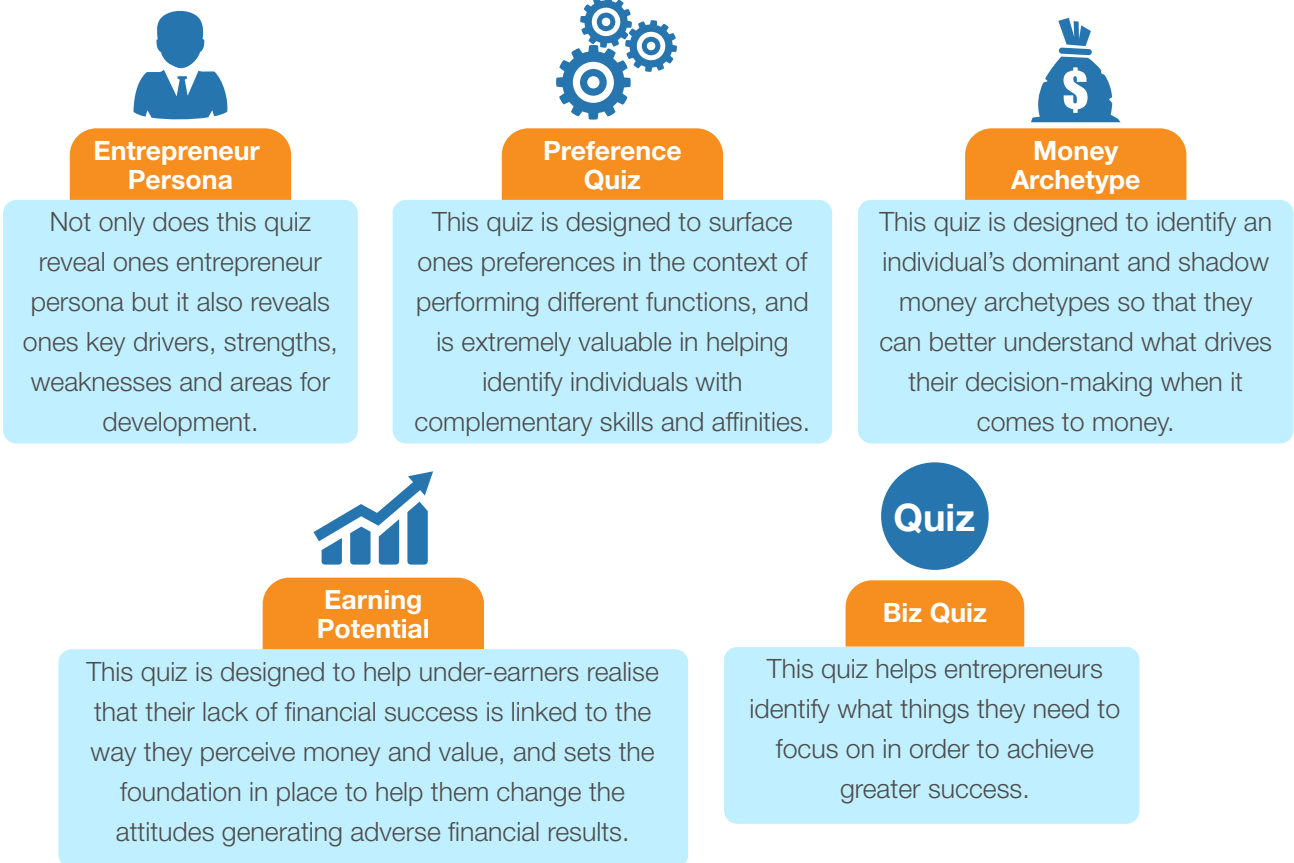
Lastly, we seek to establish and promote the Insight Score, as a branded standard and metric, for reflection of individual accomplishment and achievement in application of knowledge and expertise as applied in the context of social media enabled collaborative engagement and value contribution within the Knowledge Exchange and online Business Community. We envision the Insight Score, and underlying data aggregation and analysis technology to have significant broad-based appeal and value both to the HR and Recruitment industries, as well as behind the firewall within large global enterprises, as a new means to enrich insight into employee engagement, contribution and value generation beyond the current productivity-directed business intelligence offerings.

However, our starting emanates from our platform, which is currently configured for helping entrepreneurs succeed, and is comprised of:

Themed platform interface for 'helping entrepreneurs succeed',
see www.101BusinessInsights.info



Self-Discovery and enlightenment through a series of on-line quizzes covering:















Entrepreneurship Toolkit

The toolkit comprises 35 key Objectives which every entrepreneur can master; and provides an extensive set of tools to enable them to achieve each objective. After having completed the Biz Quiz, a customised Action Plan is automatically generated with a bespoke set of tools required to achieve each objective (with an average of 25 tools per objective). The tools fall in to the following categories:



SUBSCRIPTION PLANS

In order to unlock the Toolkit, members need to subscribe to either the 'Must Have' or 'I'm All In' subscription plan which then enables them to purchase premium individual tools using their virtual currency, which in-turn accrues to the members who provided the tool. See extract of the subscription plans below.

join us	I Like It	Must Have	I'm All In
Free	\$19 /Month	\$49 /Month	\$79 /Month
Monthly & Annual	\$180 Annual	\$470 Annual	\$750 Annual
 Email newsletters <input type="checkbox"/>	 Dynamic Content Filtering <input type="checkbox"/>	 Publish Content <input type="checkbox"/>	 Earn Income <input type="checkbox"/>
 Comments/Discussions <input type="checkbox"/>	 Save Filter Settings <input type="checkbox"/>	 Multiple Themes <input type="checkbox"/>	 Sell Products/Sevices Cash <input type="checkbox"/>
 Primary Theam <input type="checkbox"/>	 Dynamic Member Filtering <input type="checkbox"/>	 Guaranteed Access Webinars <input type="checkbox"/>	 Buy Insights Shash <input type="checkbox"/>

Entrepreneur Toolkit

All tools are rated by their users and any tools that receive an average rating of less than 4 out of 5 are either revised or replaced.

The Action Plan, is fully customizable, allowing members to add/or remove objectives, reorder or re-prioritize them and track their progress against a project plan which they can customise as required.

Mentors				
Title	Price	Qty	Pay with i\$	Action
Alfs Raudis	\$300	30 minutes	Yes	✓ ↻ +
Amy Frazier	\$150	30 minutes	Yes	✓ ↻ +
Christine McDougall	\$150	30 minutes	Yes	✓ ↻ +
Leanne Peard	\$300	30 minutes	Yes	✓ ↻ + Mark as Completed
Rich Feller	\$300	30 minutes	Yes	✓ ↻ +

Books				
Heading	Price	Qty	Pay with i\$	Action
Adam Smith Fast Forwarded To The Twenty First Century	Free	N/A	N/A	✓ ↻ +


Insights				
Heading	Price	Qty	Pay with i\$	Action
Brad Krauskopf- Change the way you work - coworking spaces	Free	N/A	N/A	✓ ↻ +
IS "PRESENTEEISM" RAMPANT IN YOUR BUSINESS?	Free	N/A	N/A	✓ ↻ +
A SNAPSHOT OF THE GOVLAB WIKI: CASE STUDIES	Free	N/A	N/A	✓ ↻ +
WHY CAN'T "BPC" COMPETE WITH A CROWD COMPUTING PLATFORM?	Free	N/A	N/A	✓ ↻ +

Mentors & On-line Call Scheduling

A significant value-add worth highlighting is a member's ability to schedule a call with a mentor/coach to guide them through the whole process for which they can pay with Insight Dollars.



Herewith an extract of the On-line call scheduling interface



Alfs Raudis
 ● Italian, Spanish, English
 🌍 Africa/Abidjan

\$ 10/min **1 Meetings**

**Specialities: Social Media | Knowledge
 Technology and Culture | Leadership |
 Performance Management | Strategy |
 Future Ideas**

★★★★★

📅 Propose Meeting
★ Ratings
👤 Profile
✉ Send Message
👤 My Approach

Invite Alfs Raudis for a meeting:

Activity Online Scheduling ▼

Your Timezone Africa/Abidjan [+0:00] ▼

Date and time (in Your timezone):

Comments: Comments here...

Please select payment option that you would like to for this service

iDollars @ i\$ 10 per minute Available iDollars balance: i\$ 31484

Paypal @ \$ 10 per minute

Credit Card @ \$ 10 per minute

Set estimated call duration	15 min	i\$ 150	<input checked="" type="radio"/>
	30 min	i\$ 300	<input type="radio"/>
	45 min	i\$ 450	<input type="radio"/>
	60 min	i\$ 600	<input type="radio"/>

Calls charged at i\$ 10 per minute.

Propose Meeting

PLATFORM – KEY RESOURCES

Our Platform leverages off the robust functionality and modular design of WordPress and incorporates numerous proprietary key resources which underpin our Knowledge Exchange, Community and Economy as detailed below.



INSIGHTS

Our Business Insights are distilled nuggets published by our resident team of specialists and span over 1,000 posts and around 200 videos.



INSIGHT POINTS

A proprietary means of tracking and assigning points to members for their on-line activity, networking and personal attributes.



INSIGHT RANK

The Insight Rank is determined by a member's Insight Score and spans five ranks, namely: Newbie, Intermediate, Advanced, Expert and Guru.



INSIGHT STARS

Insight Stars denote the number of specialisations a member has attained, with each star representing 1,000 Insights Points in a discipline.



INSIGHT DOLLARS

Insight Dollars are created based on a member's on-site activity and can be used to purchase products/services or equity in the business.



POWER TEAMS

A virtual platform for assembling teams of competence required to address complex problems. Each team having a unique rank and profile.

ON-LINE CALL SCHEDULING



An on-line scheduling engine that enables members to schedule calls between each other and pay with Insight Dollars based on the duration.

ENTREPRENEUR PERSONA QUIZ



A detailed Quiz to help entrepreneurs identify their persona, strengths, weaknesses and areas for improvement, includes detailed reporting.

PREFERENCE QUIZ



Identify your preferred working environment and the complimentary skills you should look for in your partners and/or your team.

MONEY ARCHETYPE QUIZ



By exploring where you are emotionally and energetically when it comes to money you will gain invaluable insights that can help you succeed.

EARNING POTENTIAL QUIZ



How do you value your time, energy and services? Are there perhaps some fundamental principles that are holding you back and preventing you from realizing your full potential?

BIZ QUIZ



Helps you identify what you've done so far and what still needs to be done followed by a detailed Action Plan and comprehensive Toolkit to help you achieve your objectives.

STARTUP TRAINING PROGRAMS



Comprehensive training program spanning 12 Modules across five stages of a Start-up life-cycle. Available via on-demand interactive-video.

AFFILIATES



We encourage our members to register as Insight Affiliates, which enables them to publish content on the site.

ENTREPRENEUR TOOLKIT



The Entrepreneur Toolkit comprises 35 key Objectives which every entrepreneur should master and provides an extensive set of tools to enable them to achieve each objective.

Competitors

The market place for helping entrepreneurs succeed is well serviced by numerous operators specialising in niche markets. From generic business advisors to specialised coaches and everything in between, and that’s exactly our competitive advantage!

As opposed to being a niche player we’ve adopted the ‘supermarket model’ whereby we provide a sophisticated platform to support knowledge exchange, community involvement and a virtual economy dedicated to helping entrepreneurs succeed. For the most part, we don’t compete with the niche players, but rather complement their offering and actively encourage them to participate on our platform and leverage our network for their own success.

Nevertheless, in evaluating the competitive landscape we identified 24 online businesses which focus on helping entrepreneurs succeed. In each instance we identified their primary activity, be it consulting, mentoring or just advice giving. We also investigated whether or not they had a team of experts; and if these experts were available for online consulting. Based on the aforementioned criteria a competitive threat level was then established, as either low (20), medium (4) or high (0). See below.

12MANAGE
THE EXECUTIVE FAST TRACK

The knowledge network about management

- Primary Activity: Consulting
- Team of Experts: Yes
- On-line Scheduling: No
- Threat Level: Low

CoFoundersLab
A onevest COMPANY

Largest community of Entrepreneurs online

- Primary Activity: Networking
- Team of Experts: Yes
- On-line Scheduling: No
- Threat Level: Low

colab-zurich.ch

Collaborative co-working workspaces

- Primary Activity: Co-working
- Team of Experts: 4
- On-line Scheduling: No
- Threat Level: Low

coursolve

Learners worldwide want to build practical skills to advance their careers and knowledge. Organizations want to attract world-class ideas and talent.

- Primary Activity: Networking
- Team of Experts: Yes
- On-line Scheduling: No
- Threat Level: Low

db

You can connect with one of our BRAINs' from almost anywhere.

- Primary Activity: Consulting
- Team of Experts: Yes
- On-line Scheduling: Yes
- Threat Level: Medium

eh europe
ENTREPRENEUR HANDBOOK

Entrepreneur Handbook’s mission is to provide the best expert news, advice and education to entrepreneurs around the globe in an online and offline capacity.

- Primary Activity: Advice
- Team of Experts: No
- On-line Scheduling: No
- Threat Level: Medium

GD360

A global expert network

	Primary Activity: Advice
	Team of Experts: Yes
	On-line Scheduling: No
	Threat Level: Low

HITCHHENSEN PROFESSIONALS

Collaborative co-working spaces

	Primary Activity: Co-workspace
	Team of Experts: 2
	On-line Scheduling: No
	Threat Level: Low

IFJ
INSTITUT FÜR JUNGUNTERRNEHMEN

Hands on Startup Support

	Primary Activity: Consulting/Advice
	Team of Experts: 20
	On-line Scheduling: No
	Threat Level: Low

lynda.com

Learn technology, creative and business skills you can use today

	Primary Activity: Training
	Team of Experts: No
	On-line Scheduling: No
	Threat Level: Low

manetch

The Excellence Circle for Business Leaders

	Primary Activity: Networking
	Team of Experts: Yes
	On-line Scheduling: No
	Threat Level: Low

MarketingProfs

Real-World Education for Modern Marketers

	Primary Activity: Advice, Training
	Team of Experts: Yes
	On-line Scheduling: No
	Threat Level: Medium

mosaicHUB

Three easy ways to get the right expert help

	Primary Activity: Consulting
	Team of Experts: Yes
	On-line Scheduling: No
	Threat Level: Low

Quora

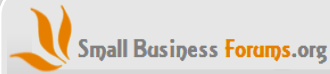
Q&A Forum

	Primary Activity: Networking
	Team of Experts: No
	On-line Scheduling: No
	Threat Level: Low

SERENDIPITY MACHINE

Make real time, relevant & unplanned connections

	Primary Activity: Networking
	Team of Experts: Yes
	On-line Scheduling: No
	Threat Level: Low



Questions and answers about small businesses

- Primary Activity: Advice
- Team of Experts: No
- On-line Scheduling: No
- Threat Level: Medium



Working with and for the Swiss Startup Community

- Primary Activity: Networking
- Team of Experts: No
- On-line Scheduling: No
- Threat Level: Low



Starmind analyzes your question and routes it to the best expert within your company.

- Primary Activity: Advice
- Team of Experts: Yes
- On-line Scheduling: No
- Threat Level: Low



Overview: Startup.ch offers a platform for Swiss startups to present

- Primary Activity: Networking
- Team of Experts: Yes
- On-line Scheduling: No
- Threat Level: Low



The Global Startup Map

- Primary Activity: Directory of Startups and complementary
- Team of Experts: No
- On-line Scheduling: No
- Threat Level: Low



The Swiss Startup News Channel

- Primary Activity: News for Startups
- Team of Experts: No
- On-line Scheduling: No
- Threat Level: Low



Keep up with the most current and relevant business insights

- Primary Activity: Advice
- Team of Experts: Yes
- On-line Scheduling: No
- Threat Level: Low



The premier source for practical technical information

- Primary Activity: Practical training
- Team of Experts: Yes
- On-line Scheduling: No
- Threat Level: Low



Wikistrat's Analytic Community currently involves 1027 subject matter experts

- Primary Activity: Consulting
- Team of Experts: Yes
- On-line Scheduling: No
- Threat Level: Low

SWOT

1. Virtual international team of expert specialists and generalists
2. Diverse, synergistic and complementary team member areas of expertise
3. Unique blend of participation, scoring and knowledge-based virtual currency within a robust business community/exchange
4. Ability to use virtual currency to purchase consulting time and other resources
5. Broad-based appeal to employees, managers, executives, entrepreneurs, specialists, authors, MBA's etc.

Strengths

1. Immaturity of 101BI virtual organization
2. Insufficiency of management coverage of business and operational roles
3. Poor platform response time
4. Complicated user experience
5. Interruptions caused by site updates
6. Lack of mobile device compatibility
7. Slow Membership growth
8. Inadequate funding to grow the business at the desired rate
9. Member engagement has not been catalysed

Weaknesses

Opportunities

1. Advanced and enhanced value networks and formation of new roles (e.g. multisided business platform) with additional internal and external business partners (e.g. via crowdsourcing)
2. 101BI member future conversion of participation into equity ownership
3. Creation of an iConomy based on our virtual currency and online trading in our MarketPlace
4. Creation of opportunities for increased member participation and contribution
5. Exchange aspect is a Blue Ocean opportunity, adaptable to constantly changing markets
6. Potential synchronization with the emergence of the new networked, semantic and knowledge-based economy
7. New emerging economies (e.g. Africa, South America), growing need for hands-on socially and collaboratively derived and actionable insights
8. 101 will provide value by replacing bespoke consulting services with just in time and on demand expert advisories.
9. Strategic partnerships with academic institutions
10. Being recognized as the default metric for recruiters and HR to measure insight, competence, social media literacy, and collaborative skill as part of the candidate/employee evaluation process.

Threats !

1. Other companies moving into our space and becoming potential threat
2. Popularity and increasing population (becoming crowded) of knowledge portal actors
3. "Killer apps" launched by established actors
4. Regulatory challenges to use of our virtual currency and equity allocation mechanism
5. Backlash from Apple for Infringement of the term "iDollars"

Market Overview

Our target market is quite diverse, but easily segmented. At a macro level, we seek to help business stakeholders succeed; whilst at a micro level we seek to hone in on specific stakeholders, namely:



Our initial efforts are focused on launching our beta offering for entrepreneurs, after which we will roll-out bespoke themes for Authors, MBA's and Job Seekers, which is scheduled to be rolled out during the second half of 2015.

The size of the entrepreneurship target market globally is approximately 472 million people, seeking to start approximately 300 million new businesses each year [1]. At a rate of 1 in 3 being launched each year that equates to approximately 100 million new businesses each year [1].

In the US alone, there are approximately 6.6 million new Startups each year [2]

Whilst our target audience are not limited to the US, we are initially confined to territories and individuals with command of the English language, and on-line presence. For purposes of projection, we are basing our projections on the US market comprised of approximately 6.6 million new businesses per annum.

Of the 6.6 million new Startups each year in the US, approximately 2 million (of whom 68% are men and 32% are women) are deemed not to be socially active on the Internet [3].

The remaining US target audience of 4.6 million new Startups, with socially active founders is comprised of a 60/40 split between men and woman, equalling 2.6 million men and 2 million women entrepreneurs [4].

Of the 2.6 million male entrepreneurs, 47% or 1.2 million seek advice/mentoring, compared with 69% or 1.3 million women entrepreneurs, who seek advice/mentoring [5]. Combined there are approximately 2.5 million (men and women) who actively seek advice/mentoring online, and are potential clients for our offerings and consulting services [5].

Approximately 15% of entrepreneurs are identified as purchasing training, which equates to approximately 700K of our socially active gross entrepreneurial population of 4.6 million [6].

Collectively this amounts to 3.3 million prospects with a combined market value of \$1Bn

Source

1 Worldwide Business Start-Ups <http://www.moyak.com/papers/business-startups-entrepreneurs.html>

2 Forbes <http://www.forbes.com/sites/jasonnazar/2013/09/09/16-surprising-statistics-about-small-businesses/>

3 GEM report 2013 <http://www.gemconsortium.org/docs/3106/gem-2013-global-report>

4 GEM report 2013 <http://www.gemconsortium.org/docs/3106/gem-2013-global-report>

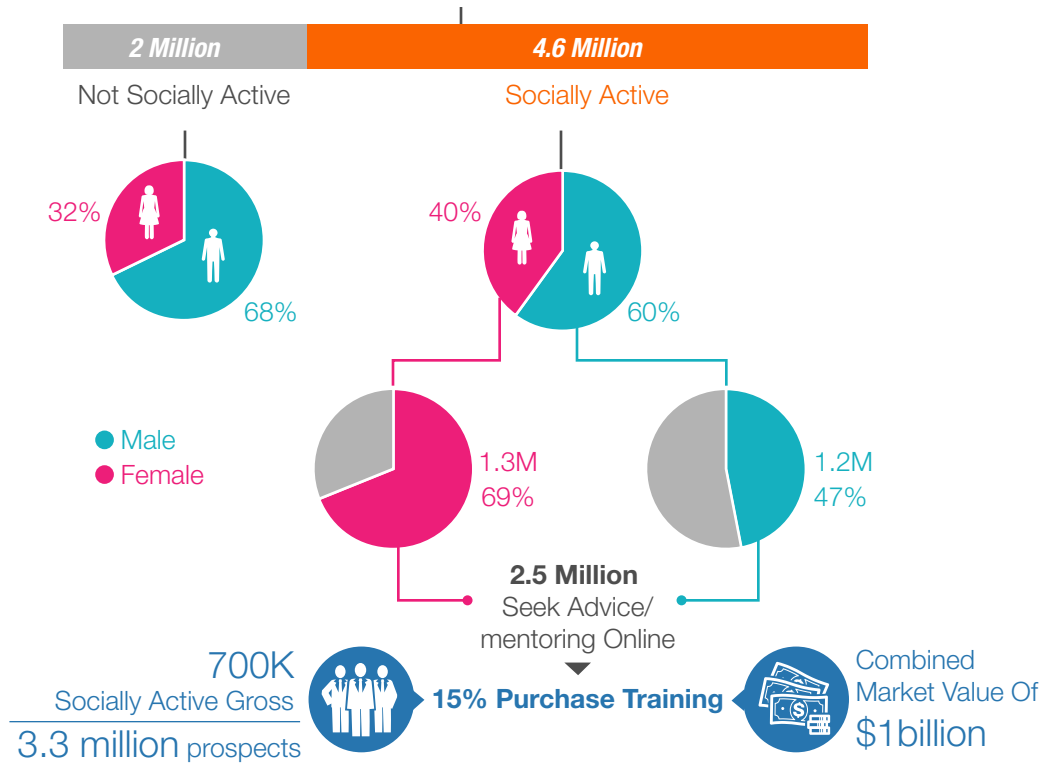
5 Inc <http://www.inc.com/magazine/20060401/coach.html>

6 Entrepreneur <http://www.entrepreneur.com/article/220327>



6.6 Million

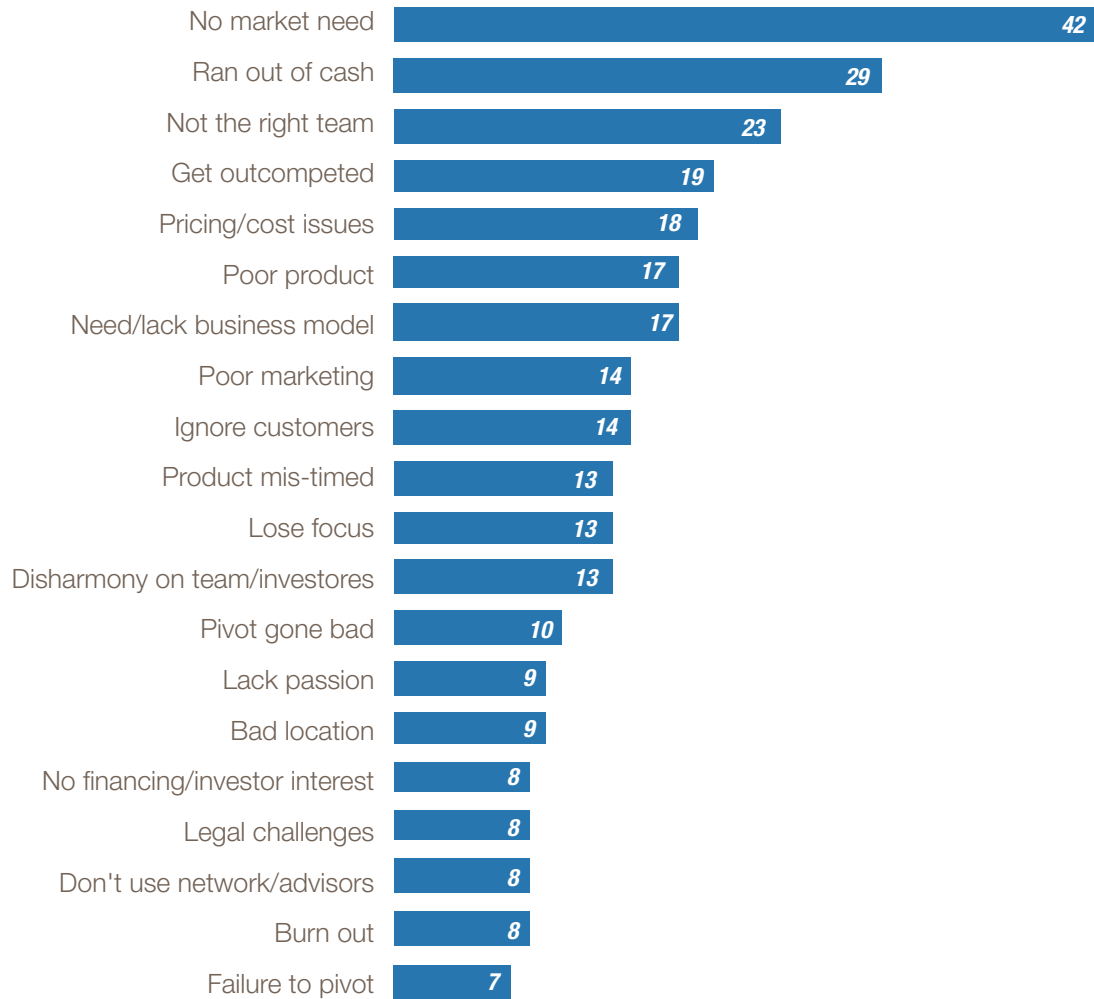
New Startups Each Year In The Us



Market Needs

According to Bloomberg, 8 out of 10 entrepreneurs who start businesses fail within the first 18 months. A whopping 80% crash and burn. In a study conducted by CB Insights they found that the three most significant reasons Startups fail are due to:

- 1 No Market Need – 42% (Failure to vet and test Market Need/Demand/Response)
- 2 Run out of Cash – 29%
- 3 Wrong Team – 23% (Lack of knowledge, guidance, advice)



It is in response to this desperate situation that we have created a New Knowledge Exchange, Community and Economy where entrepreneurs can:



This is just to name just a few of the benefits associated with our platform.

MARKETING PLAN

Our marketing strategy is built around 5 Sales Channels, each with their associated marketing activities, namely:

Sales Channels

Internet Membership Portals

Internet portals which offer a membership services, such as: 12Manage, CoFounders Lab, Harvard Business Review, LinkedIn, Lynda, Manetch, Marketing Profs, and Mosaic Hub etc.

Entrepreneurial Functions

Function and events organised specifically for entrepreneurs such as, Startup Grind, Internations, Start Summit, Social Axel, Meet-up etc.

Social Media

Establishment and maintenance of our corporate social media pages on LinkedIn, Google +, Facebook and Twitter

Webinars

A combination of hosting our own webinars where we invite guest speakers to attend and also participating in 3rd party webinars.

Members Network

All of our members have their own networks of friends, colleagues and interest groups to which they belong.

Marketing Activities

Promotion Of Our Platform

Whereby we offer gift subscriptions to all their new members in exchange for being able to offer free limited time subscription to our members for access to their portals

Networking With Entrepreneurs

Attend as many functions as possible, both locally and internationally (via our partner network) in order to connect with an invite entrepreneurs to join us on-line

SEO and SMM optimisation

Maintain both on-page and off-page SEO as well as Social Media Marketing across all the major platforms.

Organic & Paid Traffic

Leverage of long-tail keywords to drive organic traffic to our site and events complemented by paid traffic.

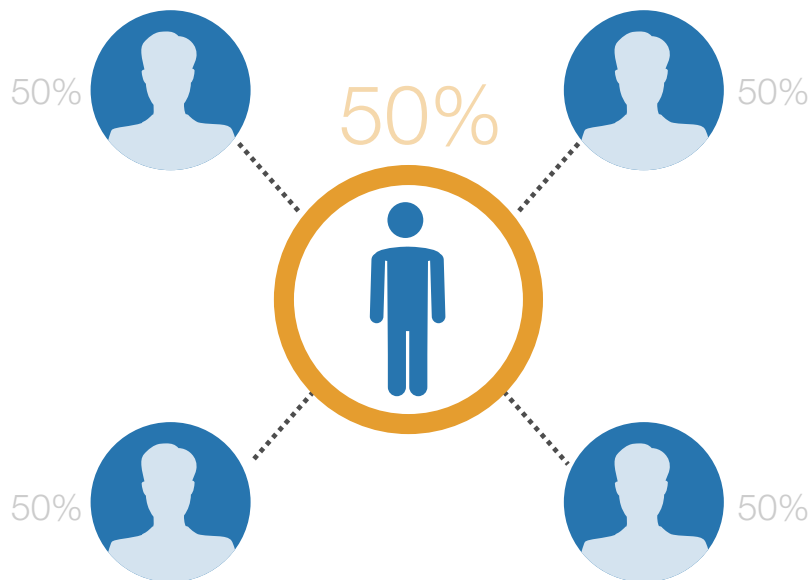
Social Sharing With Rewards

Members are encouraged to share content from our platform and in doing so earn Insight Points and Dollars.

REFERRAL COMMISSIONS

In addition to the aforementioned marketing activities we also offer our members 50% commission on the base subscription revenues associated with any members they refer to the platform. However, in order for members to take advantage of this revenue stream they need to be on the top subscription plan, namely the 'I'm All In' option at \$79/month.

Referrals are tracked using the member's user ID which is automatically appended to the end of any post being shared. Alternatively, members can also manually append their user ID to any custom links they wish to share. In both instances the inbound visitor is flagged as having originated from that member and in the event that they register, the referring member is automatically credited with having introduced that member and their Insight Points, Dollar and PayPal accounts are credited accordingly. The referring member is entitled to 50% of the new member's subscription fee based on the initial subscription plan taken out by the new member for the duration of that membership and thus it is in the interest of the referring member to make sure that the new subscriber is welcomed, well integrated into the community and extracts significant value from being a member



TRACTION

Some of the highlights of what we've accomplished to date include

Our Internet Platform is up and running and to-date we have over 4,000 members, however, they're all on the free membership plan as they've been our beta user group. Our paid subscription service is being launched on 1 May 2015



Internet Platform

Designed specifically for the New Economy



Rich Content

1,000+ posts; 200+ videos, 1,000+ hours of service



Self-Discovery

Preference, Entrepreneur Persona & Money Archetypes Quizzes



Global Collaboration

Ability to join or create Power Teams with On-line Call Scheduling



Gamification

Ranks and Stars awarded based on a member's social practices



Virtual Currency

In excess of i\$2.8 million Insight Dollars issued



Subscription

Layered content and functionality based on membership level



Members

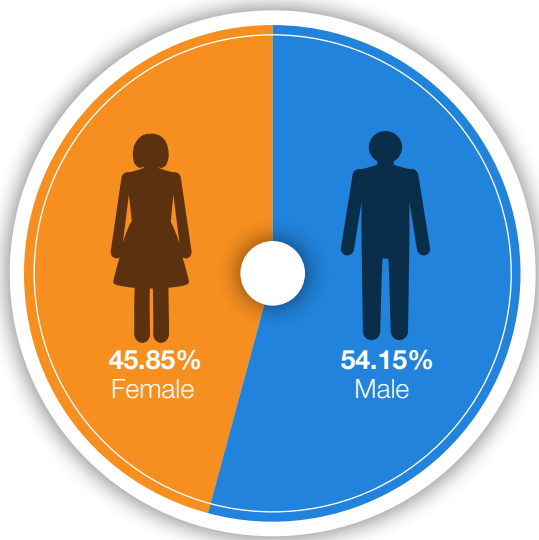
Over 4,040 registered members



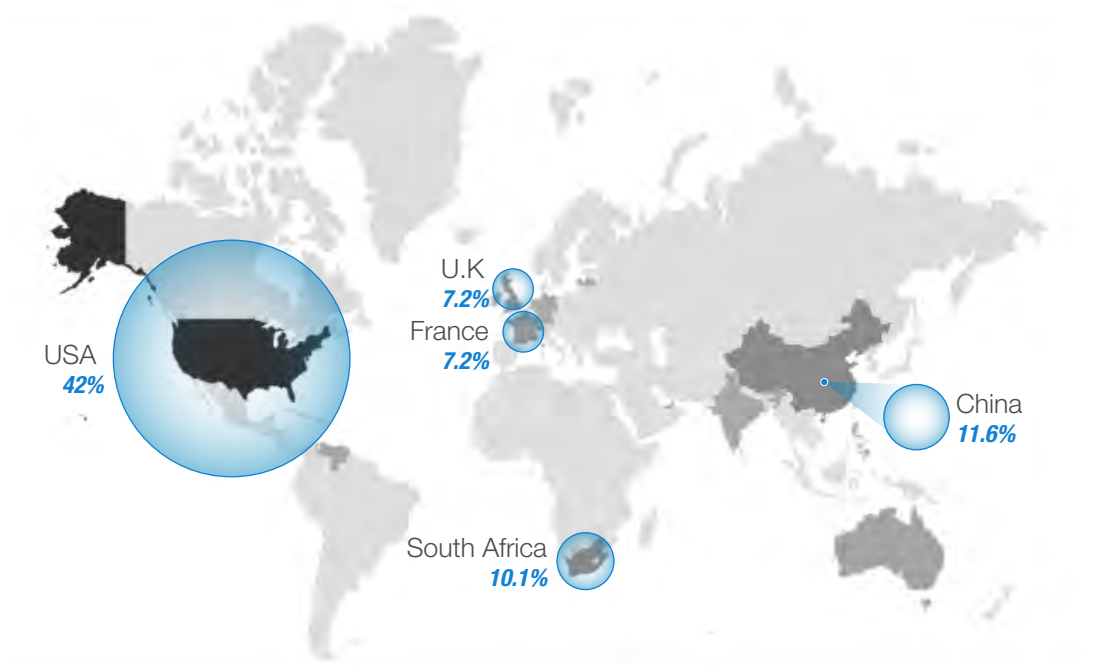
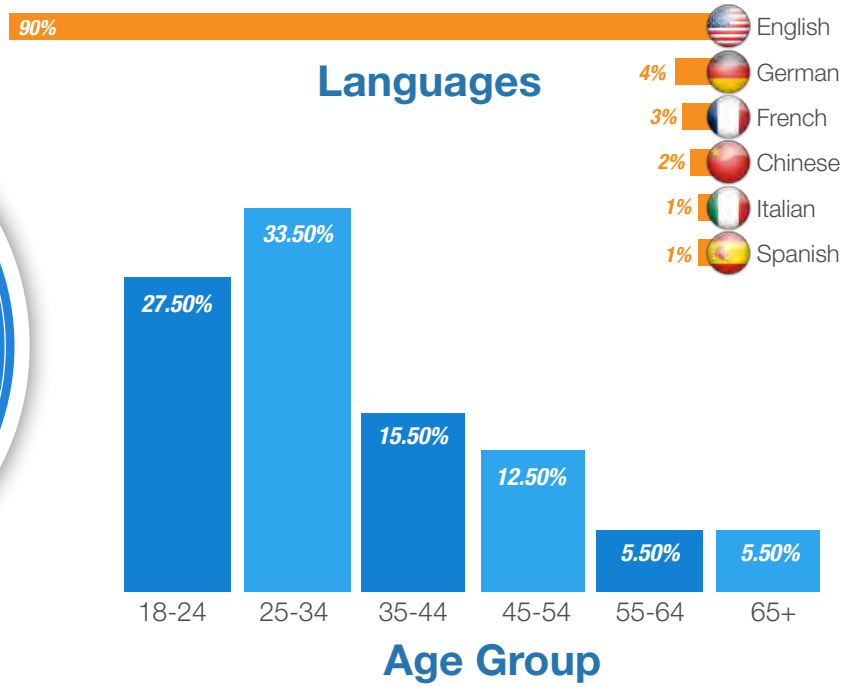
Insight Points

In excess of 4.2 million Insight Points created

CUSTOMER DEMOGRAPHICS



Gender



FINANCIALS