Muster GmbH. Business Plan

**2015**



Business Plan Inhalt

**1. Executive Summary**

1.1. Mission

1.2. Strategie

1.3. Ist-Status der Firma

1.4. Der Markt

1.5. Finanzielle Aussichten

**2. Über das Unternehmen**

2.1. Einführung

2.2. Corporate Structure

2.3. Investment Structure

**3. USP und Mehrwertschaffung**

3.1. Angebote

3.2. Mehrwertschaffung

3.3. Marketing und Distribution (Vertriebs-Strategie)

3.3.1. Partnerschaften

3.3.2. Online Channels

3.3.3. Referral Marketing

**4. Marktanalyse und Konkurrenz**

4.1. Markt-Einstiegs-Strategie

4.2. Konkurrenzanalyse

4.3. Zielmarkt-Analyse

4.4. SWOT-Analyse

**5. Business Model and Finanzierung**

5.1. Key Metrics

5.2. Finanzen

5.3. Exit Szenario

**6. Timeline**

6.1. Geschichtliche Highlights + Status Quo

6.2. Ziele und Aussichten

6.3. Definition von Meilensteinen

**7. Das Team und seine Fertigkeiten**

7.1. CEO

7.2. Co-Founding Team

7.3 CFO

|  |  |
| --- | --- |
| Muster GmbH.  Musteranschrift  21308 Wien  Contact:  Max Mustermann (max@mustergmbh.com)  Funding:  bootstrapped  seed-funding from Startup Mania (100k)  raising $500k  Use of Investment:  UX, Marketing/Distribution, B2B partnerships  Business Model:  Blindtext, Blindtext, Blindtext  Competitive Advantage:  Blindtext, Blindtext, Blindtext, Blindtext, Blindtext, Blindtext  Blindtext, Blindtext, Blindtext  Founders:  Max Mustermann (CEO) | Elevator Pitch:  everbill – SAP for startups and SMBs  everbill lets startups and SMBs easily create estimates, invoices, and purchase orders, interact with customers and suppliers, and manage their inventory. everbill is a SaaS application and can be used via any connected device.  Trial users: 3,500  Paying customers: 650  Conversion from test to purchase: 34% (QuickBooks 12%) Invoices created by our customers to date: 280,000  Amount billed by our customers to date: USD 300,000,000 visit [www.everbill.com](http://www.everbill.com/) |
| Problem:  Founders and employees of startups and SMBs have to focus on their core business but also care about their administrative processes. Currently available software have limited functionality for businesses with inventory and often require significant accounting skills. 80% of US companies are non-employer firms and 91% have less than 5 employees. Existing solutions mostly focus on service businesses despite the fact that a vast majority of the over 6 million firms deal with physical goods. |
| Market Validation:  Existing services like [www.quickbooks.com](http://www.quickbooks.com/) and [www.freshbooks.com](http://www.freshbooks.com/) have acquired millions of users with their online billing and accounting solutions. Of 27 million businesses in the US alone 52% still use pen & pencil or spreadsheets to manage their company. US companies spend $2.5 billion in ERP software today and the market is growing 15% year by year. |
| Solution:  everbill is a cloud based software and accessible from any connected device. It provides entrepreneurs and SMEs with the flexibility to conduct administrative processes - like quotes or invoices - in real time and access their company’s core information - like customer or supplier data, inventory, etc. – on the go. No accounting skills are needed as everbill follows the company’s individual process. |
| Technology:  everbill is a SaaS application currently based on PHP/SQL and AJAX. It is accessible via any internet-enabled device and has a responsive and user-friendly design. Smartphone applications are hybrid, using both native and web content. |
| Market Opportunity:  everbill offers ERP solutions to the 52% of companies currently not served by existing players in a $2.5 billion US market. E-invoicing has already become mandatory in Europe and will be a requirement in the US in coming years. |
| Blindtext, Blindtext, Blindtext  Blindtext, Blindtext, Blindtext Blindtext, Blindtext, Blindtext  Blindtext, Blindtext, Blindtext |