

[suviser427@gmail.com](mailto:suviser427@gmail.com)

+ 38 (095) 113 50 66 Psurtsev

Vitaly Sergeevich

### **BUSINESS PLAN**

innovative **startup** "et Nota" (formerly The Entertaining Note-taker)

et Human teams

by Psurtsev Vitaly Sergeevich

***Necessary investments:*** \$270,000

***Payback time:*** 1 year ***Planned***

***profitability:*** 18.5%

**Kyiv - 2024**

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## 1. GENERAL DESCRIPTION

### USP:

When taking quick notes becomes a struggle with intrusive and sluggish apps like Evernote, many turn to more convenient options like Telegram's Favorites. However, even there, there are problems with insufficient functionality and getting lost in the many notes.

You want everything to be fast and convenient. To avoid getting lost in a sea of notes and to be able to easily create and find them. And here comes the Entertaining Note Taker!

Simple, fast and convenient – this is how the Entertaining Note-taker decided to follow the path of Telegram's "Chosen Ones", avoiding the slowness and cumbersomeness of Evernote.

### Fast and Easy:

- Chat-like view for instant note taking anywhere place and at any time.
- Three types of formatting: highlight, strikethrough and lists – all simple and intuitive.

### Full Functionality:

- The most complete note-taking process: text, voice, file format – just like in Telegram!
- But also five ways of navigation: pattern formatting, pattern search, smart search, filter search, calendar search – that's his thing!

### Advanced Features:

- Pin notes to the app, notification bar, and desktop.
- Reminder notifications for incredible organization.

- Color tagging and the ability to create multiple "Channels" - chats for a more vibrant and structured experience.
- And much more!

**There is no limit to use:**

- Keep notes, to-do lists, a diary, use it as a warehouse – only your imagination is your limitation!

Choose Fun Notes - wherever you are, you will always have a fast, convenient and complete tool for creating and managing your ideas and memories!

**About the entertaining note-taker**

Sometimes when you want to QUICKLY take a note in apps like Evernote, you encounter resistance from them, like: "Why are you in such a hurry? Don't you want to check out our app first? - it's cool."

Perhaps you can endure it and still make a note, but for everyone there comes a day when you are too lazy to deal with their slowness and obsession any further, and so you simply start making notes in Telegram Favorites or sending messages to yourself on Instagram or somewhere else.

But here too you will find surprises in the form of insufficient functionality, the absence of a normal ability to make tags, and such a large number of these notes that you completely lose your bearings: in your own creations you appear as a topographic cretin.

You wanted everything to be faster! You wanted it to be more convenient, so that you didn't have to bother, so that when the time came, you could find a note, or create one, so that nothing would get in the way, and so that everything would be in one place!

And here the Entertaining Note-taker comes to our aid! *Easy, simple, fast, and user-friendly take and navigate notes!*

He decided to follow the advanced path of the Chosen Telegram, rather than the slow and cumbersome Evernotes. That's why one of the important features of ZZ is its chat-like appearance. It's a chat!

Thus, due to being outside of a specific application, it already allows you to speed up the process, wherever and however you are: on the street, at home, in a browser, or on your desktop...

But that's half the trouble! The goal was not to create new Chosen just for the sake of IMPORTANT, but a little acceleration. Specialization and further development is our task!

The entertaining note taker, unlike the Favorites or similar ones, has a full and improved functionality to clearly show: we are taking notes here!

In addition to the speed of creating notes, you can expect:

1. The most complete, yet simple process for creating notes with only three types of formatting available: 1)**selection**, 2)**anti-selection**, or **strikethrough**, and 3)**list**- in the most convenient form with a choice **text, voice or file** format (everything is like in Telegram!) and much more!
2. **FIVE way of orientation**(navigation) by notes! FIVE WHOLE! And they are intertwined with each other, and again everything is as simple, fast and convenient as possible, namely:
  - a. **Patterned formatting**+STT and data extraction  
from links; **Patterned search**; **Smart search**;  
**Filter search**; **Calendar search**;
  - b. In the end **instant transitions** via your "chat" from any place to any place and to any note, nothing will be forgotten, nothing will be lost, there is an infinite amount of everything, but it seems infinitely little;
3. But that's not all:

**Added note (VP1):** a. (which allows you to automatically create various patterns for orientation in notes, such as tags (you can even call it tag formatting, but patterned is more accurate))+STT and data extraction from links;

**Added note (VP2):** (based on pattern formatting, which allows you to access all notes with a certain pattern (for example, the word DEEDS or POEMS))

**Added note (VP3):** (which in the future there will be a basis on AI and using linguistic science will allow you to find what you need simply by entering the search line, you will be able to find it even in decades, because smart search is smart)

a. **Fixing** notes in the application, in the notification bar on the desktop as widgets, etc.;

b. **Notification reminders**;

c. **Color tagging**, as well as division into several "channels" (chats) if desired;

d. **And much more!**

4. In summary:

a. You can simply take notes; keep a to-do list; keep a diary; use it as a warehouse;

b. And this is just what came to mind, and your limitation is just your imagination.

**Our mission**– make note-taking as natural as breathing.

**Our vision**– more and more people are creating notes. An entertaining note taker (AB for short) must go through such **quantitative stages** development:

1. **Local stage**– in Ukraine, where it will be tested on the target audience from Ukraine;

2. **Transitional, or English, stage**- in English-speaking countries (USA, Britain, Canada, etc.), where ZZ will receive a powerful boost and access to a huge target audience with a high income level, this stage is also characterized by the full use of AI;

3. **Global stage**– when the ZZ is released for any language and any nationality, that is, it is globalized.

In addition, the ZZ must also pass **quality transition**, namely to become an addition to the subsequent program on the PC and the application on the phone of the so-called "**Triads of knowledge**» – **Clean slate** (CL). That is, CL is the second stage of development of the Triad of knowledge after ZZ (**first stage**), and the last one will be **Following(+Reporter)**. All three applications are closely related to each other.

are intertwined, but at the same time are original applications, and the target audience of the widest format for each is: 1) ЗЗ – B2C; 2) ЧЛ – B2C + B2B (regular + corporate version); 3) СО – B2C + B2G (regular version in a package + version for government agencies: universities, research centers, police, SBU).

### **Briefly about et Human**

**and Human** – is a business project, the main goal of which is development man and humanity.

**Vision** – man and technology merge into a harmonious whole. The mission

"Development" is implemented in three ways **directions**:

1. «**Knowledge**» – production of new knowledge;
2. "**Connection**" – producing social "connections" between people;
3. "**Activity**" – maximum ease of life and promotion of productivity at work and in sports.

We adhere to these **principles**:

1. **Simplicity**;
2. **Perfectionism**;
3. **Technologization**;
4. **Creativity and Innovation**;
5. **Continuous development** (revolutionary steps);
6. **Domination**.

The first product of et Human will be the Entertaining Notes, as already mentioned, but in general et Human goes through three stages of development, namely:

1. Stage I – **Abstraction** (use of AI and IT technologies, BigData, etc.) – this is ZZ, in general the Triad of knowledge, Dialectics, the first stage [of the book world], the Pi System, Groups, Mobility and others (the most developed stage);
2. Stage II – **Materialization** (using hard drives, developing devices and the like) is, in particular, the second stage [of book



world], when an innovative e-book will be developed, and more;

3. Stage III -**Supertechnologicalization**(use of nano-, bio-, neuro- and other technologies, as well as their mixture, etc.) - this includes, in particular, the "Watch" (an acoustic device that allows you to translate people's voices in real time without using accessories and much more), nanomaterials, bionanomaterials, augmented reality neurochips (the next stage of phone development), etc. (this is a very crude stage, but it is the main one).

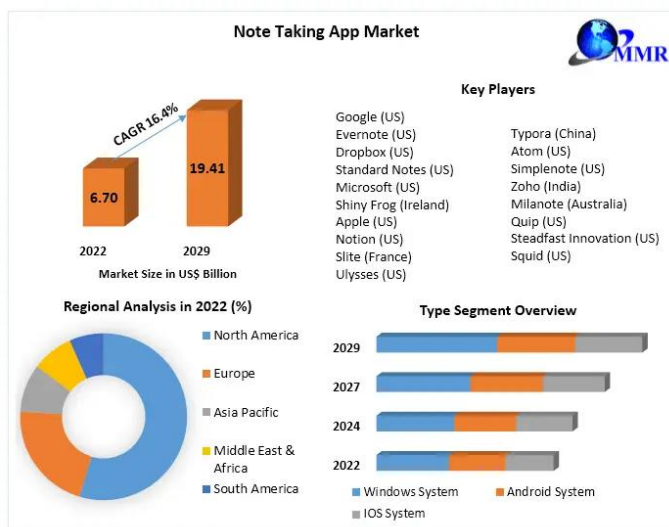
## 2. MARKETING

### Market

The note-taking market is a segment of the software industry that provides applications for creating, organizing, and managing digital notes.

One way to estimate the size of the note-taking market is to look at the number of users who use note-taking apps like Evernote, OneNote, Google Keep, and others. According to Statista, Evernote had about 225 million users in 2020, while OneNote had about 200 million. This means that the total number of note-taking app users could be in the hundreds of millions or even billions if you include other platforms and services.

The potential audience (out of the total number of smartphone users in the world) in 2022, according to Statista, was 3.8 billion people.



The global note-taking app market is projected to grow at a CAGR of 13.8% (Elsewhere: *Application Market for notes is valued at USD 6.70 billion in 2022. The global notes apps market is estimated to grow at a growth rate of*

will make up 16.4%. In one more place: [Note Taking App Market Analysis: Major Drivers Propelling \(globenewswire.com\)](#) ). This growth is attributed to the increasing demand for note-taking apps across various regions and the growing trend of BYOD (Bring Your Own Device) and enterprise mobility.

The market is divided into Windows, Android, iOS, etc. Note-taking applications are popular among businesses and private users. Business users often use them for official tasks, coordinating work, and ensuring effective communication within project teams.

The COVID-19 pandemic has had a major impact on the note-taking app market due to the increase in remote work and online learning. The introduction of global lockdowns has spurred organizations and individuals to find ways to adapt, leading to a significant increase in the users of these apps.

Technological advancements such as cloud syncing and handwriting recognition have become standard, improving usability. The integration of artificial intelligence and machine learning has also opened up new possibilities for delivering intelligent insights and organizing notes efficiently.

## **Consumers**

The target audience of the notes market can be described as follows:

- They actively use various devices such as smartphones, tablets, laptops and personal computers for work, study, entertainment and personal purposes.
- They often face the need to record, store, organize and share different types of information, such as ideas, tasks, plans, lists, quotes, links, images, audio and video.
- They value convenience, simplicity, speed, reliability and security when working with notes.

- They prefer flexible and customized solutions that allow you to customize the appearance, format, categories and tags of notes to suit your taste and needs.
- They are interested in integrating notes with other applications and services such as calendar, mail, cloud storage, social networks and messengers.
- They are open to new features and capabilities that may improve their note-taking experience such as voice input, handwriting recognition, speech synthesis, translation, summarization, sentiment analysis, etc.

Some examples:

1. **Professionals** strive to improve productivity and task management through integration and collaboration.
2. **Students and teachers** focused on organizing materials and working together, with a preference for multimedia integration.
3. **Creatives** use apps for brainstorming and organizing creative processes, value tools for sketching and storing inspiration.
4. **Remote workers** are looking to replace paper by supporting virtual collaboration through cloud synchronization and real-time collaboration.
5. **Lifelong learners** use tools for learning and information retrieval, preferring annotations, synchronization and integration with educational platforms.
6. **Bloggers and content creators** focused on content planning and collaboration, with a preference for integration with blogging platforms and multimedia support.

7. **Politicians and public figures** use tools to prepare speeches and organize bullet points, preferring security, privacy, and voice input integration.

8. *And many, many others...*

The notes market can be segmented by the following criteria (*These are very approximate figures for reference (source Copilot and the Internet!)*):

- **Professional sphere:** Notes are used for work purposes such as project planning, taking minutes, creating presentations, preparing reports, etc. This segment accounts for about 40% of the total market value.
- **Educational sphere:** Notes are used for study purposes such as taking notes from lectures, studying materials, preparing for exams, etc. This segment accounts for about 30% of the total market value.
- **Personal sphere:** Notes are used for personal purposes such as keeping a diary, making shopping lists, organizing travel, etc. This segment accounts for about 20% of the total market value.
- **Entertainment sector:** Notes are used for entertainment purposes such as recording thoughts, emotions, impressions, quotes, jokes, etc. This segment accounts for about 10% of the total market value.

The income description by segments can be presented as follows:  
the following table:

**Added note (VP4):** Profitable, or budgetary, segment forecast can be based on the following assumptions:

- The growth in the number of representatives of each segment will be 5% per year.
- The average income growth for representatives of each segment will be 3% per year.
- The average price of a product that allows you to take notes will grow by 2% per year.

Based on these assumptions, the forecast for the next year can be presented in the form of the following table: Figure

| Segment              | Average income representative (in US dollars per year) | Quantity representatives (in millions) | Total income segment (in billions) US dollars per year |
|----------------------|--|--|--|
| Professional sphere  | 50,000   | 200                                    | 10   |
| Educational sphere   | 10,000   | 300                                    | 3  |
| Personal sphere      | 20,000   | 150                                    | 3  |
| Entertainment sector | 15,000   | 100                                    | 1.5  |
| Total                | 23 750   | 750                                    | 17.5   |
|                      | srznach  | sum                                    | sum  |

*These are very approximate figures for reference (source Copilot and the Internet)!*

**Pain**, or market dissatisfaction or frustration associated with a note-taking product may include the following:

- Lack of a single platform that would unite all types notes in one place and allow them to be synchronized between different devices and applications.
- Low quality speech and handwriting recognition, which leads to errors and loss of information when creating notes.
- Absence or limited editing functions, formatting, sorting, searching and filtering notes to make them easier to work with.
- Impossibility or difficulty of export, import, protection, archiving and restoring notes, which increases their value and security.
- Unavailability or high cost of the product that allows you to make notes for certain categories of consumers, such as students, pensioners, low-income people, etc.

| Indicator   | Number of indicator |
|---|---------------------|
| % of pure English in the USA  | 78.4%               |
| % without disability  | 87%                 |
| US Population 18-24 with a Bachelor's Degree US   | 3 873 596           |
| Population 25+ with a Bachelor's Degree or Higher   | 79 903 463          |
| US population 18+ with a bachelor's degree or higher  | 83 777 059          |
| US population in some colleges and juniors  | 12 294 415          |
| US Population with Occupations in Management, Business, Science, and the Arts   | 66 001 412          |
| US population 18+ with a bachelor's degree or higher + some colleges and associate degrees                                      | 96 071 474          |
| Population of the United States with high school graduation and above   | 203 920 983         |
| <b>Ultimately, there are three markets and three sizes:</b>   |                     |
| The English speaking population of the United States who work in the fields of government, business, science, art and publicity | 51 724 833          |
| The English-speaking population of the United States who have completed at least a full education high school                   | 75 290 525          |
| The English-speaking population of the United States who have at least a completed full school education                        | 139 035 928         |
| <b>Now I will transfer these indicators to the whole world.</b>   |                     |
| The ratio of the number of English speakers worldwide to the same number but only in USA  | 6.11                |
| 1. The English speaking population of the world who work in management, business, science, art and publicity                    | 316 065 919         |
| 2. The population of the world speaking English who have an education strictly higher completed high school                     | 460 064 684         |
| 3. The population of the world speaking English who have at least a complete school education                                   | 849 582 603         |

*Another user submission. My personal calculations.*

## Competitors

| Competitor        | Price   | Market Share |
|-------------------|---|--------------|
| Evernote          | Free: \$0 (up to 100MB) Starter: \$39 per month (billed annually) Pro: \$79 per month (billed annually)<br>Business: \$124 per month (billed annually) Unlimited: \$399 per month (billed annually) | 15.6%        |
| Microsoft OneNote | Free: \$0 Office 365: \$6.99 per month or \$69.99 per year  | 17.1%        |
| Google Keep       | Free: \$0 Google One: \$1.99 per month (100GB), \$2.99 per month (200GB), \$9.99 per month (2TB)  | 11.4%        |
| Notion            | Free: \$0 Personal: \$4 per month (billed annually) Team: \$8 per member per month (billed annually)<br>Enterprise: Custom pricing  | 9.8%         |
| Obsidian          | Free: \$0 Catalyst: \$25 per year (sync and publish) Commercial: \$50 per year (commercial use)   | 4.2%         |
| Joplin            | Free: \$0   | 3.7%         |
| Apple Notes       | Free: \$0   | 12.3%        |
| Zoho Notebook     | Free: \$0   | 2.6%         |
| Bear              | Free: \$0 Pro: \$1.49 per month or \$14.99 per year   | 2.1%         |
| Milanote          | Free: \$0 (up to 100 notes) Professional: \$9.99 per month (billed annually)  | 1.9%         |

*Reference information that may not have a real expression (source Copilot and the Internet).*

## Resume:

- **Evernote:** A popular note-taking app with powerful features like web clipping and OCR, but its downsides include a limited free plan and a complex interface.
- **OneNote:** free And universal application, integrated with Microsoft Office, but has drawbacks such as lack of tags and inconsistent user interface across platforms.
- **Google Keep:** A simple and minimalistic app that integrates with Google services, but lacks formatting capabilities and has limited storage.
- **Notion:** A powerful and flexible app that combines notes, tasks, and databases, but has a steep learning curve and limited offline mode.
- **Obsidian:** An innovative note-taking app based on a personal knowledge base, but lacks syncing, collaboration, and mobile support.
- **Joplin:** A free, open-source app inspired by Evernote, but with a simple interface and lacking web clipping and OCR features.
- **Apple Notes:** Native to Apple devices, simple with features like folders and tags, but lacks cross-platform compatibility.
- **Zoho Notebook:** Part of the Zoho suite, it's colorful and elegant, but lacks a web or desktop version and has limited export capabilities.
- **Bear:** A minimalist app for writers and coders using Markdown, it lacks collaboration and sync features.



- **Milanote:** A creative and visual brainstorming note taking app, no offline or mobile support.
- *This is very approximate data for reference (source Copilot and the Internet)!*

### Entertaining note (comparison, pricing, share) Comparison of ZZ with competitors:

| No. | Characteristics  | Types of applications  |  |  |   |  |
|-----|--|--|--|--|---|--|
|     |  | 0. Not   | 1. "Chosen" Telegram and analogues   | 2. Evernote, Notion, OneNote and similar   | 3. Post-its apps, Xiaomi Notes, Apple Notes, Samsung Notes, WriterPro, 3. Notepad and pen   |  |
| 1   | For whom (what)?   | For personal use   | For a team or company (or for one, if we consider it as Competitor-2)  | For personal use   |   |  |
| 2   | What is (one) "note"?  | A single record in the ZZ, unique, independent, contains only its own message, is not a file or a component of others notes.   | Note - a file with three blocks: "main field", "title" and "tags". The main field is unlimited in size and content.  | The only entry in the notebook that does not have a clear form or design.  |   |  |
| 3   | What is the "note" for? What is the volume? What diversity "inside"? | For quick entries without volume limitations. Inserts such as photos, links or contacts, but in reasonable quantities.   | The amount of data is unlimited: photos, videos, links, contacts, lists, tables and much more can be stored and organized in one note in various combinations. | The length of the note depends on the availability of time, or the size of the notebook. It is possible to additionally enter numbers, email addresses, and visual records such as drawings. |   |  |
| 4   | Functional   | <p>In ZZ from Competitors 1, 2 and 3: 50% of the functionality, but better adapted formatting (highlighting, strikethrough, list) and built-in formatting (spacing, indents, etc).</p> <p><b>Unique features of ZZ:</b></p> <ol style="list-style-type: none"> <li>1. <b>Four types of navigation:</b> smart, filter, calendar and pattern search, related to the unique structure of the ZZ.</li> <li>2. <b>Patterned automatic formatting,</b> related to smart search and computational linguistics.</li> <li>3. <b>Automatic selection</b> key data from links, contacts, geolocations, emails, etc., improving orientation in notes and providing smart search.</li> <li>4. Pinned notes, reminder notifications, color tagging, multiple "channels", overall convenience.</li> </ol> |  |  | The automation capabilities are limited, and it is also impossible to attach photos, videos, files, links and other elements in the note. |  |

*The price will be determined separately from the costs and will be set at the Office 365 level in the future, although it may even be overpriced at first, so I can't call it either an advantage or a disadvantage.*

#### Pricing policy:

Receiving income will be done by subscription. In general, it will be **three versions:** 1) **free-limited-and-with-ads**, which can be obtained by simply downloading the application from the Play Market or App Store; 2) **Basic version**, which will cost, let's say, **\$10 per month** And **100 dollars per year** And 3) **Extended version**, which will have additional capabilities and characteristics, which will accordingly be more niche and the price will be more niche, let's say, **15-20 dollars per month** And **150-180 dollars per year** (all numbers are approximate, in reality they will be will differ and will depend on demand).

**Share:**

It is expected to immediately occupy 5% of the market after the release of the so-called "**first version**", with a further increase of 2 times every six months, that is, 0, 5, 10, 20, striving to reach first half in a year or two, and then more than half. The same applies to geographic groups, for example, I can say: 5% in America, but 10% in Europe. Although the largest part of the market is in America, and in Europe in 2nd place.

**Validation (some provisions):**

The decision was made to create Fun Notes and only as a chat for one simple reason - Telegram Favorites is undoubtedly a more preferable place to create notes than any of the existing note-taking apps (e.g. Evernote, OneNote).

In particular, [The Chosen Ones](#) Telegram is characterized by:

**1. Convenience:**

- a. Prompt sending and storage of various data (text, links, photos, videos, audio recordings and files) in encrypted form on Telegram servers.
- b. Easy transfer of information between devices.

**2. Security:**

- a. Guaranteed protection of stored data by encryption.
- b. Storing data on messenger servers.
- c. Only the account owner has access to the data, preventing third parties from viewing or deleting selected messages.

**3. Functionality:**

- a. Ability to search by hashtags, keywords and dates.
- b. Simplified search for the information you need.

c. Additional practicality thanks to the function of creating reminders in Telegram Favorites.

If there are no complaints about Convenience and Security, except that Telegram Favorites are for Telegram only, while ZZ is for any app, for any place, etc.,

There are deep questions about functionality. For example, hashtags, keywords and dates are undoubtedly cool, accessible, understandable, etc. But in Telegram they have limited capabilities and, in particular, hashtags are absolutely inconvenient: you simply physically cannot quickly create hashtags, after some time you simply stop using them.

The second is reminders. This is also a cool thing, but it works on the principle that a note will be created at the moment when a reminder arrives, which is, to put it mildly, inconvenient. I would like reminders to be able to be sent to any note, wherever it is, in order to return to that place.

And other Telegram features, like pinning, voice messages to text for the paid version, etc. are cool, but again limited and not specifically designed for creating notes, but even this is more convenient than Evernote.

Also, several focus groups were conducted, where it was confirmed that people (mostly students and business people, as well as scientists, creative people) create notes in Telegram, and they began to do this independently of each other, that is, here the fact is obvious - economic benefit and necessity.

An entertaining note taker, besides being better than Evernote by the very fact that it is similar to Telegram Favorites, has a much more advanced, but simple and convenient functionality for creating notes, but

and also navigation on them, which on average I already mentioned in [General description](#) , but, repeating, in particular, reworked:

1. **Creating notes**, where the general meaning is preserved, but it is simplified and made much more convenient, for example, formatting (which in TG, for example, was created rather for public channels, where it is necessary for copywriters);
  - a. At the same time **creating notes** now it happens faster and due to the fact that you can access the ZZ faster and more conveniently than the Telegram Favorites and from any location.
2. In general **design and structure** (in general, the appearance) will be arranged in such a way (clearly taking into account human psychology) in order to visually make life as easy as possible for the “noticing” (the person who creates notes) “millennial” (who uses modern IT technologies), and also to create aesthetic pleasure from the process.
3. **Navigation**- this is the most **home** feature of the Entertaining Note Taker. It is built on 6 ways of orientation through notes, 5 of which are specific ways of moving through them.
  - a. **Patterned formatting**- this is automatic formatting, which in this way formats any of your messages for you, no matter what format it is in (text, audio, etc.), so that it is as clear as possible to you what each message and their groups are about, and also as easy as possible to navigate through them without feeling “overloaded” by the quantity, when the brain simply filters out most of it.
  - b. **This is followed by Pattern Search**, which is just a consequence of Formatting, which allows you to navigate between different notes using common patterns (for example, the pattern is the word “Business” with a period at the end, there are quite a lot of such patterns.

- c. **Fastenings**, in the form of fixings in the very **application**, like Telegram, in **notification bar** in the form of **notifications** (similar to a reminder notification, but not the same thing), as well as **desktop** in the form of **widget**.
- d. **"Smart" search**- an analogue of the search in Telegram (it will then use AI, that's why it's smart), **Calendar search**- an improved version of Telegram, but the appearance is completely different, completely different, this is a commercial secret. And **Filter search**- also in some sense similar to the same search in Telegram, but only in a radically different form, so different that it is no longer possible to say that it is the same (also a comma secret). All these types of search are closely intertwined and are not something separate and independent like in Telegram, and they are also completely adjusted and made to **navigate through notes**, and not in chats between people.
- e. **AI, linguistics, etc.** In the very beginning or in the near future, ZZ will use advanced developments in AI and computational linguistics to improve functionality. **pattern formatting and searching**, and also **"smart" search**.

4. And much more, I'll stop here.

Thus, ZZ is many times better than TG Selected for creating notes, therefore it is more competitive for this. But, since TG is by all measures and absolutely naturally better than "note apps" (in quotes, because I consider them to be applications for files, like Word), like Evernote, OneNote, etc., then Zanitelny zametchik is also many times better than these apps.

Thus, the ZZ can be considered validated, but, as you understand, everything that I said about the ZZ is nothing, and the ZZ itself is only a small part of the "Triad of Knowledge" project, which is only a small part of the "Knowledge" direction, which is only 1/3 of the entire et Human project.

[Telegram Audience](#) more than half a billion, we can assume that the majority uses the Chosen, from such calculations, we can see the number of the potential audience of ZZ, which I derived myself.

## **Marketing plan**

### **Promotion and sales:**

The promotion of ZZ will take place primarily via the Internet. The following basic methods of promotion (advertising) will be used:

1. **Marketplaces** (Play Market, App Store, etc.), where the ZZ itself will be placed (the ZZ itself, icon, images, text, characteristics) and information about it, it will be possible to download it and evaluate it.
  - a. Communication with clients will also take place there, as well as their support through a feedback system.
2. **Our own website and Human**, as, for example, in the case of Microsoft, there will be our own website, where it will be said about the company in general, as well as about each individual project, including the ZZ.
  - a. **Landing page**. As an option, it will be possible to create a Landing page and subject to advertising, this will be this kind of sales, especially the first ones, and some validation.
3. **Meta and Google**, namely Facebook, Instagram, Google search, YouTube, as well as various sites where their advertising system is built in, but also **TikTok** will advertise directly An entertaining note-taker.
4. In addition, with the help of **social networks and messengers**, their channels and accounts, as well as chatbots, especially those with built-in AI, will communicate with customers, on the one hand, as

consulting and sales, as well as advertising, and, on the other hand, as the formation of a community around et Human.

5. + direct advertising through **e-mail**.

### **Monetization**

There is always a very important question that arises: even if people want to get the app, do they actually want to BUY it and what needs to be done to make them buy it? In addition, the question arises about how to retain the client, because the main feature of my app is constant use, on a daily basis for the rest of life.

The client must go through several stages for this. The entire monetization process must be directly related to the application itself, its functionality, emotions, etc., manipulating this, you can force the client to do certain actions to achieve the goal of monetization.

### **Marketing, advertising, sales, promotion**

Initially, it is necessary that the client learns about the Entertaining Notes Maker and wants to download the free version. To do this, you need to develop a landing page, content for e-mail newsletters, advertising for Google, etc. It is advisable to already develop the first version (let's imagine that we did this and made a full version), place it on the Play Market, App Store, etc.

A marketing campaign is launched, letters are sent out, the client goes to the landing page, he likes what he sees there (if he doesn't like it, then we did something wrong, or the idea doesn't work – we fold), and he wants to download the application, goes, for example, to the Play Market.

There he is again met by marketing and design, description, pictures, he likes everything and clicks to download the free version.

### **Free version, retention and promotion**

He launches the application. He uses it, understands that it is more convenient in terms of creating notes than Telegram Favorites, especially than Evernote, the design of the application begins to evoke some emotions in him and he wants to

time after time to return to the free version of the Entertaining Notes, but in the free version there are restrictions on orientation in notes, there is no full synchronization (but even so, ZZ is better than TG) and the like, and there are three possible scenarios:

**1. The client stays and initially makes a lot of notes.** Then he has an unbearable urge to get access to such advertised features of the paid version of ZZ that will quench his thirst (in orientation, in greater convenience, synchronization, let's say, the version on a PC, etc.), and he, accordingly, following the logic, wants to switch to the paid version and at some point in time buys it, since it costs no more per month than Office 365, and this is a small amount (I never counted on poor people, anyone who can buy a phone can buy ZZ, and greed will not help if you are here). Here the conversion should be the highest.

**2. The client stays and he takes notes, but not many.** This is a different matter. This client wants to use the free version (because it is better than any other application), but it makes no sense for him to buy the paid version, so he does not need to buy it. But let's look at the vision of ZZ: more and more people are creating notes (in ZZ, of course). This vision says not only that we are satisfying the current demand, but also that it is necessary to create a new one, we need to force people to create as many notes as possible. And again, the design and functionality of ZZ come to our aid, everything needs to be built in such a way (by trial and error), so that a person who got into the BV of ZZ is absorbed by it and ZZ makes him create more and more notes, makes him think, etc. In this way, we need to make it so that client 2 turns into client 1 and the matter is decided. The conversion will be lower here.



**3. The client leaves.** If customers are leaving en masse, then first of all it is necessary to redesign the free version and make it, if it has not already become one, than any similar free applications, such as Favorites, Evernote, etc. **FREE VERSION OF ZZ ALREADY BETTER THAN OTHER APPS EVEN PAID ONES, BUT NOT BETTER THAN PAID ZZ.**

**Paid version, retention, eternal clients**

In this way, we made it so that the client would buy the paid version. But now, following the paid version's advertising, it is necessary to show the client that he made the right choice, that this is really what he needed, super fast, super convenient, so atmospheric, as if it were your home, you are sitting and thinking, and want to "return home" to ZZ to write down your thoughts, share your impressions with him, etc. - it is necessary to retain the client.

And this has already been done thanks to ZZ itself. But there are two more points that will retain the client:

- 1. Number of notes.** After all, the client bought the full version, in particular, for the reason that he has a lot of notes and a lot needs to be created and needs to be guided by them. But he cannot refuse these memories and the usefulness of the memories (which should be such and be felt as such only inside the ZZ). Therefore, he will not delete the ZZ after a month or a year, but he also will not want to go back, because there access to a huge number of notes will be lost (in addition to the fact that it will be many times drier and grayer, this is 0).
- 2. "Service".** The next step is service. Constantly adding cool features to the paid version of ZZ, improving the design, helping the client in case of problems or bugs - all this will keep him, not letting him leave the paid version or ZZ altogether.

Thus, for three reasons the client becomes "eternal": he falls into the trap of the paid version,

And he won't have a question: why did I buy this paid version at all? No, that won't happen. A client base will gradually form with whom we will interact, each client is a permanent client. It is better to retain the current one than to replace it with a new one, and it is even better to retain an ever-growing number.

### **Transitional Provisions**

People think, people want to think, they have such a need. Some think less, others more, but it is necessary to make them all think in the Entertaining Notebook!

People think, but they did it for free, now they have to pay money for it.

### **Resume**

**Psychology of Commerce**, or why the client will buy after he wants to receive the ZZ:

Free version (BV)

1) Laziness pulls from TG to

BV ZZ Paid version (PV)

"Lack of oxygen", more functionality and convenience is needed over time (when notes accumulate).

2) "NK" pulls from BV to PV ZZ

A huge number of notes, ease of orientation, emotional connection to 1) thinking in ZZ, 2) its functionality and 3) thoughts (notes, of which there are many) in it.

3) TFT keeps the client in the paid version and never again

It lets go because: 1) I need to keep thinking, because it is useful and pleasant; 2) at the same time it is very convenient, fast and does not interfere with anything, but everything helps, and also 3) I cannot get rid of my "creations" (notes, this is like how you cannot get rid of your photos, etc.).

The free version is a trap. The most important thing is for a person to download it, so he will take the bait and start to bind to the ZZ, which he will not be able to get rid of.

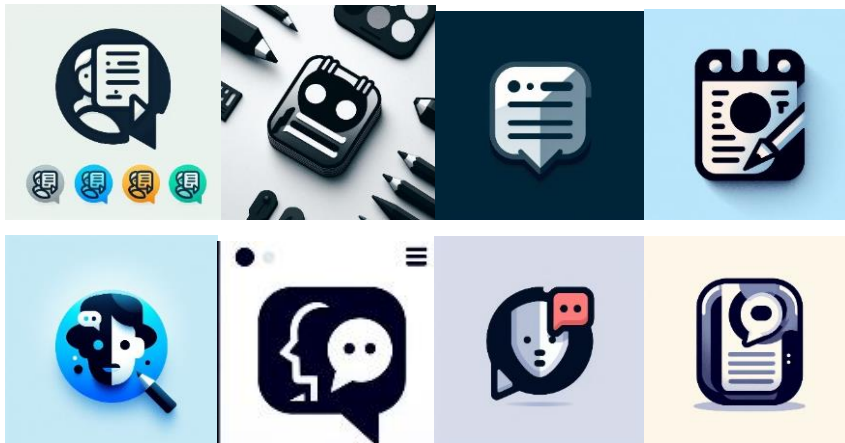
Oxygen starvation will eventually force a person to buy the full version and here again there is no return, he falls into a trap.

We need to create a mechanism so that a person moves from the free version to the paid version that is eternal for him (and then customer retention).

But before that, thanks to the free version itself, but also marketing activities and branding, you need to get this free version downloaded and running to make it work, which I talked about before.

### **Brand and positioning Icon**

**optionsZZ (*et Nota*):**



**Iconand Human :**



*The icon conveys the fusion of man and technology and ultimately (technological) development.*

The et Human brand is that it is, as it were, the most modern company that places its full emphasis on the development of man and humanity, despite the fact that it is an “ultimate” company.

Thus, whatever happens in our company should immediately resonate with the masses of people, as if it directly concerns them (in fact, it directly concerns them). This effect already exists in the top companies and, in particular, in Apple, but Apple is clearly not a down-to-earth company, but rather a company for the rich. Our company is down-to-earth in terms of the product (not necessarily for the poor, without classes at all, simply: for people), but super-technological in the future in terms of creating a product. We will always strive to make products for the masses, even when it is difficult.

This is a brand of constant “presence”, it constantly walks around a person, always stands above him (in a positive sense).

Thus, our company must constantly embody our principles, be innovative and advanced, breaking into people's everyday life with something breakthrough every day. Etc.

et Human is the future. That's how it should be read.

The brand of the Entertaining Notes is also a brand presence, but in the sense that since people think constantly, constantly notice, constantly observe, they should also use the note constantly, like a camera or Instagram. It is an application that they do not let go of, not like Evernote.

At the same time, the Entertaining Note-taker is the best, the fastest, the most convenient, etc. note-taker, there is simply no better one.

An engaging note taker is a home you want to come back to, it's your comfort zone. Every time you think, you should want to go back and make a note. You should want to revise your notes, look for something in them, and it will prompt another thought, and you will go make a note again.

"What do you write in your et Nota?" - people should ask each other. It should socialize people in the same way that the iPod did. People will share their thoughts with each other.

An entertaining note taker is a home, a friend is a friend, and you are a note taker. Easy, simple, fast, and user-friendly make and navigate notes.

### **Marketing tactics and strategy + PR**

Here we will describe the company's overall marketing strategy, that is, specifically how our products will be promoted.

#### **Marketing campaigns**

The marketing campaign consists of several aspects and is repeated. It is repeated at different key moments for the company (primarily when new products are released or when old ones are radically changed, brands should do it at least once a year).

The initial markup (IMC) will be a campaign when the stable first version of the Entertaining Note-taker (et Nota) is ready.

Before conducting a markup (or as its first part), it will be necessary to prepare, that is, to collect a database of (potential) clients, analyze which methods are the most profitable and which will be used for promotion, etc.

Each markup will directly involve senior management. Markup (marketing campaign) consists of three mutual parts: 1) Advertising, 2) (Direct) sales; 3) PR. More about each of them.

#### *Advertising*

A special game will be developed for the sigo event. **diverse advertising**, where the message of novelty, innovation and something so unimaginably attractive will be formed that it will cause an irresistible desire in every person who sees it to click on it.

The promotion methods (preferably all) will be selected (Meta, Google, TikTok, etc.). For each method, the advertising itself will be formed for advertising, content in the form of self-promotion (for example, in TikTok).

The cost of all this will be clearly calculated and the potential effectiveness will be analyzed in detail.

This is the main way.

#### *Direct sales*

Next comes sales. This will be done mainly through email distribution, as well as personal messages, for example, in Telegram (this is a less common method).

A diverse and unique email content will be prepared and sent to all potential clients (you will have to work on this to avoid getting into spam).

The letter will contain all necessary links for downloading and/or familiarizing yourself with the product.

#### *PR*

The media will be involved in the same way, as well as speeches and live broadcasts on YouTube and other places - this is PR.

In this way, social noise will be raised and thus the picture of markup will be complete.

For the performance and PT, a hall will be rented for such cases, the design of the place and presentation will be clearly worked out, before and after the broadcast there will be a short conversation with the media.

The people that will gather will be specially selected: those that are 100% the target audience and Human, and in this case, the target audience.

#### **Collaborations**

WRITE ABOUT THE POSSIBLE IMPLEMENTATION OF ZZ IN TELEGRAM AS A REPLACEMENT FOR THE SELECTED (SO MUCH COLLABORATION)! This is in the marketing strategy

**Customer retention, customer base, support**

### 3. PRODUCTION

#### **Necessary specialists and partners**

KEY STAFF - these are those who will be specifically involved in the production (for example, a developer) of the Entertaining Notes. In more detail, employees are divided into:

1. **Programmers/Software Developers**(on all platforms);
2. **Server/back-end programmer**(will write all back-end);
  - a. **Front-end programmer**(will write site/s);
3. **Machine learning programmer** And **AI**, and also, maybe, Big Data (will write all the AI for the CL);
4. **Designer**(who will come up with the entire design (that is, design) of the CL: from the website to programs through all sorts of marketplaces, etc., logos, fonts and all that):
  - a. In particular, **interface designer**(will design application interfaces on all platforms);
5. **Computational linguist**(who will be responsible for analyzing texts and developing a method for analyzing them, as well as for developing forks and autolinks):

In addition to this:

6. **Project Manager**, who will directly manage this team.
7. **Tester**, which will test and check for functionality and bugs Entertaining note taker (et Nota).
8. **And others.**



| Specialist                | Average monthly salary in Ukraine | Main responsibilities   |
|---------------------------|-----------------------------------|---|
| Business Analyst          | \$ 2,500.00                       | Analysis of requirements, competitors and target audience, creation of technical specifications and wireframes, development cycle planning  |
| Project Manager           | \$ 3,000.00                       | Managing the development process, distributing tasks, monitoring deadlines and budget, communication with the client and the team   |
| Frontend Developer        | \$ 2,500.00                       | Creating a user interface for the web version of the application using HTML, CSS, JavaScript and other technologies   |
| Backend Developer         | \$ 3,000.00                       | Creating logic and interaction with databases for the web version applications using PHP, Python, Java, Ruby and other technologies   |
| iOS Developer             | \$ 3,000.00                       | Create a Native iOS App Using Swift, Objective-C and other technologies   |
| Android Developer         | \$ 2,500.00                       | Building a Native Android App Using Java, Kotlin, and More technologies   |
| Cross-platform developer  | \$ 3,000.00                       | Building apps for different platforms using React Native, Flutter and other technologies  |
| Tester                    | \$ 1 800,00                       | Checking the quality and functionality of the application on all platforms, finding and fixing errors and bugs using different methods and testing tools  |
| Designer                  | \$ 2,000.00                       | Creating a visual image and style for the application on all platforms, selecting colors, fonts, icons, animations and other design elements, taking into account the principles of usability and user experience |
| Machine Learning Engineer | \$ 2 825,00                       | Development, implementation and optimization of models and algorithms of machine training   |
| <b>Total</b>              | <b>\$ 26 125,00</b>               |   |

**KEY RESOURCES** – these are the means necessary for the development and operation of the application. Specifically, resources are divided into:

1. **Servers:** rent (offline), host (online) or buy;
2. **Computers** and/or laptops, as well as **necessary accessories** to them;
3. **Tables, chairs and other office items;**
4. **Premises** (office): rent or buy;
5. **Electricity** and **Internet** ;
6. **Operating systems (OS)** and **software:**
  - a. **For programming and development;**
  - b. **For the designer;**
  - c. **Other necessary software** (for example, from ABBYY OCR and STT).

| Resource  | Average cost in Ukraine                                       | Main characteristics   |
|-----------|---|--|
| Equipment | \$1000 - \$3000 per computer, \$200 - \$500 per mobile device | Computers must have sufficient performance, memory, disk space and other characteristics to support different development environments and technologies. Mobile devices must represent different models, operating systems and versions to test compatibility and functionality of the application.  |
| Software  | \$0 - \$1000 per license                                      | The cost of software depends on the technologies used to develop the application. Some technologies are free and open source, while others are paid and closed. For example, to develop on iOS, you need an Xcode license (\$99 per year), and to develop on Android needs Android Studio (free).  |
| Services  | \$0 - \$1000 per month  | The cost of services depends on what services are used to operate and support the application. Some services are free or have free plans, and some are paid or have paid plans. For example, to host an application, you can use AWS (from \$0.01 per hour), Google Cloud (from \$0.01 per hour), or Heroku (from \$9 per month). To publish the application to app stores, you need to pay a one-time or annual fee, for example, \$99 per year for App Store, \$25 for Google Play, \$19 per year for Microsoft Store.   |
| Licenses  | \$0 - \$1000 per license                                      | The cost of licenses depends on what licenses are needed to use different software products and services, as well as for publishing the application in different app stores. Some licenses are free or have free plans, and some are paid or have paid plans. For example, to use React Native, you need an MIT license (free), and for Flutter requires a BSD license (free). To publish an app to app stores, you need to pay a one-time or annual fee, for example, \$99 per year for the App Store, \$25 for Google Play, \$19 per year for Microsoft Store. |

**KEY PARTNERS** – these are the companies that are necessary for the development and operation of the application. Specifically, partners are divided into:

**1. Material:**

- a. Suppliers or providers of servers: either as rental, or as hosting, or as purchase;
- b. Suppliers of computers, laptops and accessories for them;
- c. Office supplies: tables, chairs, etc.
- d. Electricity suppliers;
- e. Internet service providers;
- f. Providing or selling premises;

**2. Design suppliers** or designers;

**3. OS** and **BY**

- a. Providing the necessary software (SW) for development and operating systems (SW);
- b. Providing software for designers;
- c. Providing other necessary software (e.g. OCR or STT);

**Stages of creation**

Each subsequent stage includes the previous one and further, except for the very beginning, they always go hand in hand in a certain circle.

**Prototyping and design**

It all starts with prototyping and design.

It is necessary to develop application layouts in different forms that the user will encounter (in general, the most common ones need to be created).

In addition to the fact that the application itself will be created on the basis of these layouts, they can and should be used for the landing page, which will 100% be used in promotion, thus killing two birds with one stone.

*Design and interface*— a very important component of entertainment note-taker. You can even say that part of the production will be the production of design and it is for this that money will be paid (in fact, for the product - 1/3, for the design and interface, and in general for emotions - 1/3 and for the brand - 1/3, thus in total 100% of the price, each component is important).

Therefore, a lot of attention will be focused on this. Every little detail will be thought out (but there are few of them, so it will be easy), the location of buttons, color, font, sizes of application blocks, distances, etc. I can only roughly see how it might look, but it requires quite a long and painstaking work.

As soon as the layout, design and interface are ready, you can start transferring it to the application, where the development of functionality will already have begun (Production).

### **Production**

After this comes the production stage. It is necessary to develop the First version of the application (possible interval - MVP), in this case first **functional**(developed in parallel with the design), and then **view** applications (after design and layout).

The functionality of the application and the approximate structure of the interface are indicated in one of my files and are essentially a commercial secret, not

for public use, it is worked out in detail, written on many dozens of pages of files with the same text formatting.

But what will be developed in general is indicated in this business plan somewhat once<sup>[1]</sup> [2] and others.

### **Testing and quality control**

Once everything is ready, it will be necessary to conduct alpha and beta testing for quality control.**functionalityAnddesign/interface.**

This will be done by a special expert - a tester - in the case of alpha, and by several randomly selected clients in the case of beta.

As soon as some errors and bugs are found, or something is not liked. After that, the project manager and the team will revise the functionality and/or design, then stages 1, 2, 3 will be repeated. They will be repeated until the number of errors and shortcomings is minimized to a number close to zero, and then the First version will be released.

### **Planning and development cycles**

In the future, the same procedure will be followed by subsequent versions. But the difference is that first the team will develop new functionality (design it), after that designers will start working, if they are needed, and again in a circle, just here new developments are added, which were not invented by me, or it will happen that specifically from what I invented, there will be development for a certain version, for example, for a free and paid version, but this will already be agreed with the financial department (or just a financier who monitors financial indicators, and if they have fallen, but the conversion from marketing and "sales" is high, but it will be necessary to naturally change the monetization scheme or change the versions of applications so as to adjust to monetization).

## MVP

- **1) One window** Everything happens in one window, no transitions, so the task becomes much simpler.
- **2) The main element is a note** You will need to create this object. He has will be as elements: text, the text will have formatting, date and time, certain "tags"-icons and other. They can be deleted, copied, changed, etc. *You can also do it in MZHP the ability to make notifications from notes, I think it won't be difficult.*
- **3) 5 parts/blocks/elements of the window** Window will consist of, or rather, "to have" 5 parts:
  - **3.1)** One block will be used for **note taking and formatting** text in them;
  - **3.2)** The second block, where they will be **locate notes** (I can already see how you Imagine a note-taking app on your phone; **No, et Nota is fundamentally different**), and it also has its own characteristics;
  - **3.3)** The last three blocks are related to **navigation through notes**, For example **Search**.
- **4) Formatting** text of notes There are two, at the moment (in MVP and PV), formatting types:
  - **4.1) Given** First line indentation in a paragraph, font, size font, line spacing, etc.
  - **4.2) Given** Three of them: **1. Selection** (probably fat); **2. Strikethrough** (anti-selection, in essence); **3. Converting paragraph/s to numbered list, or paragraph numbering.**
- **5) Everything** this is obvious **related** among themselves, and not just separate blocks and functions.

### "First version"

- **5) Back-end** Back-end in meaning **account**, which will be used for **synchronization**, For **storage** on it data (notes, for example) and for **executions** some **functions**, which will be in the future (for example, "smart" search or STT). In first versions this can be done as simply as possible, the main thing is that it works.
  - **5.1) AI** In the back-end, you need to start developing right away language models in order to gradually reorient all types of orientation towards artificial intelligence.
- **6) Monetization** Monetization is related to the back-end, so if you decide to one thing - the other will be solved. Payment will be from **Google**.

As you can see, to get the first version, you only need to connect the "background" so that the application is not on its own, here the AI is automatically connected, as well as monetization.

***Also, in a certain sense, you can consider the MVP to be the free version, and the first version to be the first version of the regular paid version.***

### Back-end

A few words about the back-end.

It is a very important part. It is necessary for storing notes, and most importantly some note files, such as audio, photos, on the server to unload the phone (essentially, like in Telegram), on the same server they should be maximally compressed in size and protected. And it is necessary to do it in such a way that when a person wanted to look at notes on a certain date, they appeared, this is perfectly implemented in Telegram.

Next comes AI, which works with audio - STT - and text, namely smart search and pattern formatting and search. These two (three) methods

orientation by notes - ZZ's features (apart from other features), and they are completely built on machine learning and this can only happen on the server. Very serious work will be done on this functionality, it will be analyzed how people use language, how they use the keyboard for this, how they speak, what patterns there are and so on, fortunately it is all based on one AI.

And of course, the back-end is related to monetization. The version of the application in the market and just for download will be one and free. Advanced features will be connected remotely due to the back-end, as is done in all other applications (Telegram, Duolingo, Office, etc.).

**Productivity (investment in people, learning curve, etc.)** People are the most important component of our company, since our project as a whole and in particular is labor-intensive. As is known, it is people who are the main source of that very added value that we call profit.

Accordingly, a huge part of investments will go into human capital – into people.

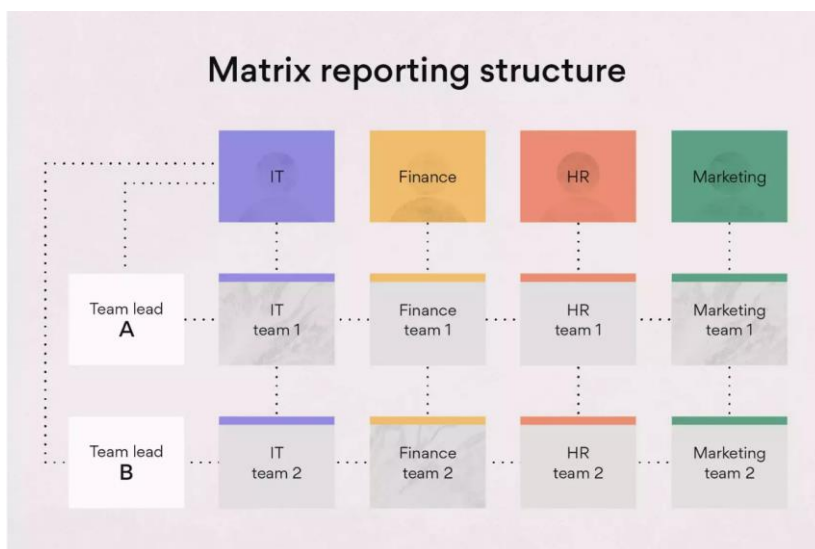
Specifically, how the process of hiring, training, etc. will take place is stated in the department [Organizational structure](#) .

We don't have returns to scale, since the product is one, but the so-called learning curve works. Each new employee may initially have low efficiency, but over time it will grow.

## 4. ORGANIZATIONAL STRUCTURE

### Control

In the base, at the first stage of development (Abstraction), a matrix structure will be used. It is ideal when it comes to a huge number of dissimilar, but possibly related projects. In et Human, there are really many of them.



But at the initial stage, the structure will initially be the most basic linear one due to the work on only one project by a small team, and then it will undergo a gradual transformation through a functional organizational structure to a matrix one.

Some projects, like [book world] (test title – Harmony) will require a separate organizational structure, since these projects are too complex, for example, the same Harmony will require a team flexible structure, like Netflix.



**Regarding Management, Finance, Production and Marketing** These are the central components of et Human. Management and finance are a feature of any company (including business processes), and production and marketing can also be any, but usually it is only one of them and rarely a pure combination, for et Human, as for example for Apple, marketing and brand – is an equal part of the company, no less important than development and production.

At first, I will be in charge of management and finances, and for marketing and, for now, development, talent will be hired, but for now, only students will be involved.

## **Overlays**

### **1. Team:**

a. **Recruitment** and HR (even HH). There will be a special procedure for recruiting geniuses to our team, although of course these geniuses will be sought not only by the presence of talent itself, but also by adherence to values. No matter how unrealistic it may sound, our company will try to monopolize the labor market of talents from the demand side (become a monopsony), like Google or Microsoft, but more broadly. Our first project - the Triad of Knowledge - is a project about facilitating the production of knowledge, first of all, this concerns geniuses, which leads to the fact that they will become such thanks to us and, naturally, will want to get into our company (speaking about those specialists that we need).

b. **Motivation.** It will be supported in different ways, but the most key and central ones will concern the company itself, its development and future and how it is connected with people, it is necessary to convey to each employee what they are doing

future, bringing something unimaginable closer. There will be no moment of peace, after each successful project a new one will be announced and so on until all stages of development et Human are completed. It is necessary to clearly link the development and achievements of the company with their desires, with their goals, with their meaning.

c. **OKR, KPI.** Naturally, productivity control systems will be used.

d. In addition, everything necessary will be provided to the workers (not counting the initial team for now):

i. **Vacations**

ii. **Events;**

iii. **Insurance;**

iv. **Pensionerfund;**

v. Other payments (bonuses), **featuresAndbuns;**

## 2. **Infrastructure:**

a. **Online:** CRM, common corporate network, chats, etc. – all this will be arranged for ease of work, naturally all this will be delegated to outsourcing, not counting confidentially important elements.

b. **Offline:** rent **office**, purchase of everything necessary for it, servers, their debugging (accordingly, the system administrator), Internet, light, and the like. Undoubtedly, the office, computers, and servers must be protected both physically and virtually, this will be done by security guards and cybersecurity. Almost everything will be delegated, but again with an emphasis on confidentiality.

3. In the future, of course, touching on the issue **independence**, all necessary including **infrastructureAndadministration** will be inside our company, as the company becomes too big,

so that these elements are controlled by someone alien and probably small. ***But at first everything will be delegated, except production and marketing, which is central, as well as management and finance, which is important for any company.***

**4. Administration:**

- a. Accounting. It will be necessary to hire accountants and the like. But this will probably be delegated outside, as it is not our specialty.
- b. Legal Department. Essentially the same applies to the legal department.

**5. Business processes.** Initially, there won't be any (since it's a startup), but gradually, as it develops and transforms into a company, all spontaneous processes will be replaced by organized processes that also polish themselves, that is, business processes. Processes of development, team search, interaction with clients on an ongoing basis, management, marketing, etc. will be formed. (By the way, my personal opinion is that a company is about business processes and is these business processes themselves. Without them, a company is not a company.)

**6. Marketing** Marketing will employ specialists and will use special systems to track all indicators, briefly:

a. **Marketer** chief and niche marketers, such as SMM manager, SEO optimizer, etc. (I personally involve them in marketing. The chief marketer will primarily be involved in the et Human brand.

b. **Designers**, who will work on the brand, logo, as well as the necessary brand elements (such as fonts, colors, etc.), they must be on a permanent basis

gradually transform it for a continuous feeling of novelty.

c. Various systems such as CRM, databases, Canva and the like will be provided for marketers and designers so that nothing will hinder them from working on marketing et Human.

d. **Marketing is also a sphere of production et Human, as is product development itself.** A very important place has a brand, large marketing campaigns, etc. This will lead to the fact that prices can be inflated above their cost (in fact, this will happen, since there will be additional cost in the form of marketing costs and added value created by marketing), thereby profits can be increased many times over.

7. **Finance.** It goes without saying that it will be necessary to manage finances. Everything else will change and be adjusted based on financial indicators: management, marketing, development, brand, design, etc. At first, I will personally handle finances, as well as management, possibly involving the necessary consultants, but then they will be delegated to professionals in this area. All necessary financial documents, indicators, etc. will be generated, as in any other company. As in any other company, in addition to operational activities, there may also be financial activities, with investments in securities. NPV, etc. The calculation of the need to absorb a foreign company, create a new one instead of expanding the current one, etc. will also take place through finances.

## 5. RISKS

### Technical risks

They can happen in production, for example, a fire in the office, but the most important and risky thing is the servers. If something happens to them, it will hit the company very hard, so they need to be protected: from fire, from malfunctions, from stagnation, from shortages, from power outages.

This will be done through the diversification of servers and their duplication in the form of data backup from central servers to additional ones.

In addition, each set of servers will be supported by a team of specialists and systems, such as a system administrator, security, cleaning specialist, fire alarm system, backup batteries, generators and other energy sources, etc., for the smooth functioning of the servers.

Alternatively, work with servers will be delegated to other services, but this is where the issue of client privacy comes into play.

### Cyber risks

This includes the possibility of hacking servers and leaking customer data. Cybersecurity specialists will be hired to solve this problem, and in the event of a successful hack, special protocols will be connected to minimize the leak and detect the location of the hacker, with appropriate interaction with the police.

### Legal risks

1. Related to improper functioning or compliance **organizational structures**. To avoid this, the Charter and legal form of business must be chosen in accordance with the actual features of the company. Since the company will initially be IT, all legal norms must be chosen in accordance with this. But in the future, there will be development and additions in specialization, which accordingly should affect how this development should be formalized: by changing the charter and legal form,

by creating a subsidiary company, by creating another company, and by subordinating these two companies to the holding company, etc.

2. **Touchcompany copyright.** Applications, websites, designs, functionality, etc. – that is, the property of et Human must be properly either protected by copyright (in the case of a website or code) or patented (in the case of a unique design, for example).

3. **Clients' Rights** may be violated due to unauthorized or incorrect use of their personal data (which will inevitably be collected), as well as due to possible data leakage, for example due to hackers. Therefore, it is necessary to clearly work out a number of legal documents (Agreement on the use of the application; Privacy Policy; Terms of Use; License Agreement; Warranty Agreement; Money Back Agreement and much, much more), on the one hand, and on the other hand - to prevent violation of the rights of customers (by us) and protect their data from falling into the wrong hands.

a. This is also related **risk of losing customer trust**, so you don't just need to legally protect yourself from any failures, but you need to prevent any violations.

4. **Compliance with laws** the parent country and other countries where the company's products are sold. All legislation that concerns our business and its specialization in the parent country and other countries must be studied and worked out in order to avoid violation of laws and thereby fines, criminal prosecution and loss of market.

### **Financial risks**

#### **Shortage of capital**

At some point in time, success may come and it will be necessary to expand. And at this point, you may encounter a lack of

corresponding money, so it will be necessary to engage in attracting investments, which will be done in different ways: IPO or issue of new shares, issue of bonds, bank loans at a favorable interest rate, etc.

### **Cash gaps**

A natural problem of any business is cash flow gaps. They can be treated with basic methods, such as short-term cash inflows through short-term loans, but the most important method of dealing with gaps is to prevent them.

### **Incorrectly constructed sales model**

It may happen that the audience will refuse the paid version of the application, despite the fact that they like the application as a whole. This is a common problem with various subscription IT products with a free version, such as Telegram, Duolingo.

To solve this problem, it will be necessary to adjust the price of the regular and extended versions, as well as the functionality of all versions, to create a situation where customers start moving from free to at least the regular version, and better yet, to the extended version.

### **Economic, political and other risks**

Economic and political crises, terrorism and the like. Some are completely unavoidable, others are avoided by changing location from one state to another.

Initially, the location will be in Ukraine, but in the future, the opportunity to find stable economic regions, such as Dubai, Denmark, etc., with more favorable conditions and the lowest risks of this plan will be immediately sought.