

# G-Time

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*\*Visual\**

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## *G-Time*

# 1.0) Executive Summary

### *1.1 Company Summary*

G-Time is a (State), United States-based company specializing in mobile application development. An AI-powered social media company, G-Time possesses the competitive edge to compete in the highly competitive information and communication technology market.

As an AI-powered social media company, G-Time focuses on mobile applications development, a photo-sharing app that helps identify the people and items in the photo. To achieve our business goal, we are committed to adopting all practical steps required to rise as one of the most respected mobile apps in the United States and ensuring that the designed application competes favorably in the market.

As our company grows, we will select our workforce from a pool of talented mobile application developers in Silicon Valley and other parts of the world.

As part of our commitment, we will ensure that all members of our workforce, especially mobile app developers and designers, receive the necessary training to prepare them for meeting the company's expectations and competing with the leading mobile app developers and designers throughout the United States.

To facilitate the development of a state-of-the-art mobile app in (State), we have entered into a relationship with certain key players in Silicon Valley to refer some of the best hands from time to time to us; mobile app developers who can easily fit in with our work culture to meet overall

business objectives and goals. There will be a well-equipped studio at our disposal, and we will ensure it follows the industry's trends.

Our company is devoted to designing and developing a mobile application compatible with all forms of handheld devices, including smartphones, portable digital assistants, enterprise digital assistants, etc. We aim to make our mobile app easily accessible on the three major mobile app stores (Google Play, Apple App Store, and Windows Store).

#### *Our Products and Services*

We intend to offer services focused on high quality and customer satisfaction. Our company intends to produce a highly entertaining and useful mobile application for use on all handheld devices. There are three mobile app stores (Google Play, the Apple App Store, and the Windows Store) where users can download our mobile app.

Because we want to compete favorably with the leading photo-sharing app, we have developed an in-house quality assurance team to ensure our mobile application meets or exceeds our customers' expectations.

#### *Our Mission and Vision Statement*

- In the near future, we envision establishing a company that develops a photo-sharing app whose products and brands become accepted all over the U.S. and other countries.

A primary objective of our company is to provide businesses, individuals, and non-profit organizations with professional and reliable mobile applications for operating sustainably

### *1.1 Market Opportunities*

The competition in the photo-sharing market is high, and the presence of social media platforms allows each company a fair chance to reach out to potential customers. Some vendors in the photo-sharing market engage in mergers and acquisitions, software launches, and other collaborative efforts to gain a competitive edge over their competitors. In addition, some invest in research and development and update their existing software to increase consumer engagement, thus drawing in more revenue.

Social media positively impacts the photo-sharing market. In the market, various photo-sharing and messaging applications have gained importance. During the forecast period, Instagram and Snapchat will continue to dominate social media as the top photo-sharing applications. The reasons are that these applications are free to use, offer consumers expert-level photo editing software, and provide a broad audience.

There are four major categories of the photo-sharing market: platforms, applications, end-users, and regions. According to the platform, there are two types of memberships: free services memberships and paid services memberships. The market is segmented into mobile devices and personal computers based on their applications. It is possible to further categorize personal computers into laptops and desktops. There are three subcategories within the mobile devices category: notebooks, tablets, and smartphones. Among the end-users, there are two categories: individuals and enterprises. Enterprises may further be classified as small, medium, and large in the enterprise category. Regarding revenue generation, the laptop sub-segment accounts for the largest share of revenues among all the abovementioned segments. A large percentage of this increase is due to the increase in users worldwide.

### *1.3 Start-up Summary*

G-Time intends to start small and grow large to compete successfully with leading mobile app developers in the U.S. and globally.

As business owners, we know the importance of establishing a solid structure to support our vision. For this reason, we are committed to engaging only the most qualified individuals.

To achieve our goal of building a prosperous business that benefits all stakeholders (the owners, the workforce, and the customers), G-Time will ensure we hire qualified, hardworking, creative, customer-centric individuals who will work hard for us and assist in the building of the business.

The following table and chart present a projected outline of the initial start-up cost for G-Time

<b>Start-up Funding</b>	
Start-up Expenses to Fund	\$
Start-up Assets to Fund	\$
Total Funding Required	\$
<b>Assets</b>	
Non-cash Assets from Start-up	\$
Cash Requirements from Start-up	\$
Additional Cash Raised	\$
Cash Balance on Starting Date	\$
Total Assets	\$
<b>Liabilities and Capital</b>	
<b>Liabilities</b>	
Current Borrowing	\$
Long-term Liabilities	\$
Accounts Payable (Outstanding Bills)	\$
Other Current Liabilities (interest-free)	\$
Total Liabilities	\$
<b>Capital</b>	
<b>Planned Investment</b>	
Additional Investment Requirement	\$
Total Planned Investment	\$
Loss at Start-up (Start-up Expenses)	(\$)
Total Capital	\$
Total Capital and Liabilities	\$
<b>Total Funding</b>	\$

## 2.0) Market Analysis Summary

### *2.1 Global Market*

From 2022 to 2032, the global photo-sharing market is forecast to reach US\$ 8.5 billion, representing a CAGR of 6.0%. It is expected that sales of photo-sharing software solutions will increase due to the increasing availability of features that allow users to share and edit images and collections of pictures.

Transferring or publishing digital photos online is known as photo sharing. There is an expectation that the expansion of various photo-sharing websites with unique features, such as sharing, managing, hosting, and uploading images privately or publicly, will positively impact the market share of photo-sharing websites.

Photo management software for the desktop or computer is often equipped to integrate with numerous websites to upload images. These markets will likely grow due to the development of a few desktop applications primarily intended to share photos through peer-to-peer networks.

As a result of today's technological advancements, photo sharing is no longer limited to personal computers or the internet. However, sending photos from portable devices like smartphones is possible through MMS or social networking sites. The market is anticipated to be pushed forward due to the emergence of innovative cameras incorporating wireless networking capabilities and similar sharing abilities.

## 2.2 SWOT Analysis

G-Time engaged a core professional in business consulting and structuring to assist our organization in building a well-structured AI-powered social media company that will compete successfully in the highly competitive social media industry throughout the United States and the world.

G-Time engaged a team of business consultants to conduct a SWOT analysis with our management team. As a result of the SWOT analysis completed on behalf of our company, here is a summary of what was determined;

### 2.2.1 Strength

A strong team is our greatest strength; a strong workforce is our greatest strength. Our team comprises young techies who are creative and highly proficient in the development and design of mobile applications, a team with excellent qualifications and experience in the field of information and communications technology. Our products will be unique and diverse due to the synergy between our carefully selected developers and programmers.

### 2.2.2 Weakness

Since we are a very new social media company in (State), it may take us some time to break into the market and gain acceptance, especially from the most prestigious clients in the social media industry; this is perhaps our greatest weakness.

### 2.2.3 Opportunities

There is no doubt that there is plenty of opportunities in the social media industry due to the high number of individuals and corporations who wish to acquire new mobile application for their handheld devices.

According to the forecast, America will dominate the photo-sharing market during the evaluation period. Social media, especially in the United States and Canada, has become increasingly popular among the younger generation, contributing to this growth.

With the introduction of stringent lockdown norms in 2020 as a result of the COVID-19 pandemic, the popularity of several innovative trends such as Do-It-Yourself (DIY) creativity and cooking has been increasing rapidly, which is expected to subsidize the growth of photo-sharing apps in America. Another important factor driving the growth in this region will be the increasing number of fashion influencers that showcase unique products via photo-sharing apps, such as Instagram and Snapchat.

### 2.2.4 Threats

Businesses always face threats and challenges at every stage of their lifecycle. There can be both external and internal threats. Business plans are important for various reasons, including that most threats or challenges need to be anticipated in advance and contingency plans to cushion their effect on the organization.

An unfavorable government policy that may affect our business, the arrival of a competitor that specializes in the same mobile app genre as our company, and global economic downturns that usually affect purchasing power are some of the threats we will likely face as a mobile app development company based in the United States of America

As a result of these threats, there is little we can do except remain optimistic that all will work out for the best.

Additionally, sharing photos online may alter the original pieces without the user's consent. It is also possible that personal photos will be used without permission in advertisements by commercial entities when they are shared. Even if the images were uploaded on obscure applications, they might appear in search results. Consequently, due to the disadvantages mentioned above, photo-sharing applications and websites may experience a decline in demand in the near future

## 3.0) Sales Strategy

### *3.1 Marketing and Sales Strategy*

We must remember that there is stiff competition in the mobile app development industry; therefore, we have hired some of the best marketing experts to help us handle sales and marketing.

In addition to recruiting marketing and sales personnel based on their extensive experience in the ICT industry, G-Time will regularly train them to help them meet their targets and achieve their overall goals.

To become one of the top 10 mobile apps in the United States of America, we aim to grow G-Time, which is why we have developed a strategy to maximize the available market and grow our company to become a major force both in the United States of America and around the world.

To attract clients, we will implement the following marketing and sales strategies;

- Provide corporate organizations, households, and key stakeholders with an overview of our mobile app development company by sending introductory letters along with our brochure.
- Promptness in bidders for government and other cooperative organizations' contracts for the development of mobile apps
- We will advertise our business in well-renowned business magazines, newspapers, TV stations, and radio stations.
- Place a yellow page ad (local directory) for our business
- Take part in relevant international and local expos, seminars, and business fairs, among others

- Create a variety of packages for different categories of clients to accommodate their budgets and still create customized mobile applications/software
- Promote our business through the use of the internet
- Utilize direct marketing techniques
- Promote word-of-mouth marketing among loyal and satisfied customers

### *3.1 Target Market*

There are only three stores in which your app can generate sales: the Google Play Store, the Apple App Store, and the Windows Store. The organization has therefore developed strategies that will enable us to reach out to a wide range of individuals from different backgrounds; we will develop mobile applications that can be downloaded from a variety of mobile app stores (Google Play, Apple App Store, and Windows Store) and used by a variety of handheld devices.

After conducting market research and surveying the market, we will ensure that the general public receives our mobile app well. Connectivity is one of the most important factors contributing to the market's growth, as well as the increase in the use of online marketing by product manufacturers and service providers. The increase in tablets' share of the market for photo sharing, the increased use of social media to promote products and services, the increase in the penetration of the internet in developing regions, and the growth of social media platforms are among the major factors contributing to the growth of the photo-sharing market among others. Additionally, technological advancements and modernization in modern devices increased research and development activities, and increased demand from emerging economies will contribute to the growth of the photo-sharing market during the forecast period described above.

This photo-sharing market report provides information on new developments, trade regulations, import-export analyses, production analyses, value chain optimization, market share, and the impact of domestic and localized players. The report examines market growth opportunities in terms of emerging revenue pockets, changes in market regulations, strategic market growth analyses, market size, category market growth, application niches, the dominance of specific applications, product approvals, product launches, geographic expansions, and technological innovations.

### *3.5 Sales Forecast*

There will always be corporations and individuals needing mobile applications for entertainment or other purposes. We are well positioned to take advantage of the available market in the ICT industry. We are quite confident that we will be able to generate income/profits during our first six months of operations and grow our mobile app business.

Our sales forecast has been developed after analyzing the mobile app development market critically and analyzing our chances within this market. To estimate sales, we used information gathered in the field and a few assumptions unique to similar start-ups in (State).

The following is our sales projection for G-Time based on the location of our business, the wide array of apps we develop, and the stores in which our apps will be available.

- **First Year-:** \$150,000
- **Second Year-:** \$500,000
- **Third Year-:** \$1,000,000

### *3.4 Publicity and Advertising Strategy*

As a result of our involvement with our brand and publicity consultants, we have been able to develop a publicity and advertising strategy that will help us gain a greater understanding of our target demographic. Due to our goal of becoming the number one choice for corporate clients and individual clients in the United States and abroad, we have taken steps to ensure that our company receives effective publicity and advertising.

Here are the platforms we intend to use to advertise and promote G-Time.

- Sponsor events and programs that are relevant to the community
- Utilize social media platforms such as Instagram, Facebook, Twitter, YouTube, Google+, and others to promote our mobile applications
- Install our billboards in strategic locations throughout (State).
- Contacting corporate organizations to inform them about G-Time and the services we offer
- Incorporate our personal mobile app development company into local directories / yellow pages
- To increase traffic to our official website, we would advertise our mobile app and employ strategies to attract visitors.
- It is crucial that all staff members wear our branded shirts and that all our vehicles be decorated with our company logo.

## 4.0) Operating Plan

### *4.1 Pricing Strategy*

By keeping our overhead to the smallest and collecting payments in advance from corporate organizations seeking our assistance to design customized mobile apps, G-Time will keep the price of our mobile apps below the average market rate for our customers.

Moreover, we will periodically offer special discounts to all of our customers. As we realize some students require special assistance, we will offer a flat fee for such services tailored to meet the needs of those students.

### *4.2 Payment Methods*

In G-Time, we have an all-inclusive payment policy because we understand that different individuals prefer different payment methods. Our clients will have the following payment options at their disposal;

- Payment by online bank transfer
- Bank draft payment
- Mobile money payment

Considering the foregoing, we have chosen banking platforms that will assist us in achieving our goals.

### *4.3 Sustainability and Expansion Strategy*

The success of a business is mainly influenced by the number of business deals they make and the number of customers who purchase its products and services. Our company is aware of this, which is why we have developed a mobile application for various clients and purposes.

In addition, we will assist corporations in developing customized mobile applications for their businesses. By designing and developing an excellent, effective, and useful mobile app for individuals and businesses, we will ensure steady income generation for the organization.

One of the key strategies we use for sustainability and expansion is to ensure that we hire only creative and competent programmers, mobile app developers, and software developers, create a conducive working environment, and provide benefits to our employees. We are confident that if we implement our business strategies, we will be able to meet our business goals and objectives in a timely manner.

## *G-Time*

# 5.0) Organizational Structure

### *5.1 Executive Team*

#### Damon Lucky - CEO

Results-driven entrepreneur and chief executive officer with over five years of experience leading and increasing growth in small and medium businesses. Damon has effectively managed a small team of employees in NYC and has overseen executive leadership and company training for G-time.

#### Other Skills

- Management and Leadership
- Business Operations and Strategy
- Effective Communication and Delegation
- Adaptability and Determination
- Forward Thinking
- Calculated Risk Management

#### Marissa Whaul - CFO

Marissa is responsible for all of the company's financial functions, including accounting, audit, treasury, corporate finance, and investor relations. She also oversees and manages all Human Resource and facilities activities.

Her career spans more than ten years of varied experience in financial management, business leadership, and corporate strategy. Prior to joining G-Time, Marissa worked as Sr. vice president

and CFO for Desheli Corporation. Earlier in her career, Marissa held senior-level positions in both investment and commercial banking companies. Marissa holds a master's degree in Business Administration from the University of New York.

### Keith William – Executive Manager

Keith Williams takes a vision and makes it a reality through sound strategy development. He intuitively sees the threads of opportunities that winds through an organization, brings them together into a coherent whole, helps others extend their thinking, and drives business advantage.

He is an inspirational leader who tells stories that inspires action while at the same time being grounded in financial information that levers the business. Respected as a credible voice in decision-making, finding strategic financing partners, and establishing governing bodies, Keith earns his seat at the table wherever he works. He is currently overseeing the executive manager at G-time.

*G-Time*

## 6.0) Financial Plan

### 6.1 Revenue Projection

PROJECTED REVENUE & ASSUMPTIONS					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Advertising	\$100,000	\$110,000	\$121,000	\$133,100	\$146,410
Affiliate Sales	\$225,000	\$258,750	\$297,563	\$342,197	\$393,526
Company Registry Brand Protection	\$75,000	\$225,000	\$450,000	\$600,000	\$750,000
<b>Total Revenue</b>	<b>\$400,000</b>	<b>\$593,750</b>	<b>\$868,563</b>	<b>\$1,075,297</b>	<b>\$1,289,936</b>
Average Annual Users	100,000	250,000	500,000	1,000,000	1,500,000
Advertising Revenue/User/Year	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00
Advertising Revenue/User/Month	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50
Average Affiliate Sale	\$250	\$250	\$250	\$250	\$250
Average Affiliate Sale Commission %	5%	5%	5%	5%	5%
Average Affiliate Sale Commission	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50
% of Users Buying Products/Month	1.5%	1.5%	1.5%	1.5%	1.5%
Average Products/Brand Protection Co.	15	15	15	15	15
<b>Brand Registry Annual Cost</b>	<b>\$1,500</b>	<b>\$1,500</b>	<b>\$1,500</b>	<b>\$1,500</b>	<b>\$1,500</b>

### 6.2 Uses of Funds

<b>Start-up Expenses</b>	
App Development	\$500,000
Consultants	\$50,000
Marketing/Branding	\$100,000
Pre-Launch Personnel	\$100,000
Pre-Launch Operations	\$25,000
Rent Deposit	\$0

## 6.3 Profit and Loss Summary

### SUMMARY PROFIT & LOSS

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>	<b>\$900,000</b>	<b>\$990,000</b>	<b>\$1,089,000</b>	<b>\$1,197,900</b>	<b>\$1,317,690</b>
Gross Margin	\$125,000	\$187,500	\$281,250	\$421,875	\$632,813
Gross Margin %	13.89%	18.94%	25.83%	35.22%	48.02%
<b>Operating Expenses</b>					
Marketing	\$100,000	\$110,000	\$121,000	\$133,100	\$146,410
App Development	\$500,000	\$400,000	\$320,000	\$256,000	\$204,800
Pre-Launch Salaries	\$100,000	\$115,000	\$132,250	\$152,088	\$174,901
Consultants	\$50,000	\$57,500	\$66,125	\$76,044	\$87,450
Miscellaneous	\$75,000	\$67,500	\$60,750	\$54,675	\$49,208
<b>Total Operating Expenses</b>	<b>\$825,000</b>	<b>\$750,000</b>	<b>\$700,125</b>	<b>\$671,906</b>	<b>\$662,768</b>
<b>Net Profit</b>	<b>\$200,000</b>	<b>\$427,500</b>	<b>\$670,125</b>	<b>\$947,869</b>	<b>\$1,287,734</b>
<b>Net Profit %</b>	<b>22%</b>	<b>43%</b>	<b>62%</b>	<b>79%</b>	<b>98%</b>
<b>EBITDA</b>	<b>\$22,340</b>	<b>\$56,990</b>	<b>\$98,760</b>	<b>\$167,980</b>	<b>\$222,456</b>
<b>EBITDA %</b>	<b>2%</b>	<b>6%</b>	<b>9%</b>	<b>14%</b>	<b>17%</b>