

Business Period I

To do	Approximate cost, CHF
Investing in early followers:	10000
Startup idea of Michael Batin tokenization of ukrainian lands	1000
Startup and working business of Katherine Gingerbread	1000
Investing in other further early followers	8000
Attracting first 15 startups (at total, qualified) and 10 investors:	10000
Scouting startups-investors parties, attracting & inviting	2000
Testing marketing channels	1500
Using qualified marketing channels	3000
Influencers	2000
Discovering, testing & applying special strategies	1500
Approving of business/scaling models of 2 startups and Fundaria:	10000
Approving of business model of Chatik (investing of F)	5000
Approving of scaling model of Catherine Gingerbread (investing of F)	5000
<i>Approving business model of Fundaria (as effect)</i>	-
The next package of functionality:	8500
Presentability page	500
Business development system	5500
Market	2500
Liquidity pool	10000
Swiss director:	10000
Reserve:	5000
Registration cost:	5000
Investment Guides Rewards	3600
Total	72100

Context

Investing in early followers

F has 3 registered on Presentability Page of **F** early followers - ef.

Investing in ef occurring mostly to help them prepare Perfect PP.

At the second step they will prepare proof of a business model.

F assumes that any startup is able to make a perfect presentability, find several early followers, attract investment intents and plan their resources on the first business period in the amount of 1000 CHF .

F intends to find 10 early followers and help them to prepare PPP & planning of the proving of business model, investing in these startups, running method `investInStartup(address)` thus investing in such chosen ef startup.

F already has two high rated pretendents on this role: Michael Batin's Lands Bank (ukrainian lands tokenization), which rated by Olexiy Ayahov 7.5/10 and Catherine Yakimovich Gingerbread working business which is ready to scale, which rated by Olexiy Ayahov 9/10.

Implementation of marketing strategies, attracting & inviting first 15 startups & 10 investors

F bets on such strategies:

- + Hiring a person from startupers-investors party which is scouting and gives **F** info about startups & investors, promote **F** among them and attract them on **F**
- + Learning of where startup founders looks and where investors looks and put there information about **F** advantages
- + Testing ad channels: Google, Facebook, LinkedIn, Twitter, Bitcointalk etc and strategies of ad contents, keywords, auditory filters & use successful ones
- + Betting on influencers, and intends to contact them and offer shares & coins for their promotions
- + Developing the team of one or two (freelance) which like generate marketing ideas to test them and provide

Approving of business models of 2 startups and Fundaria

F intends to help to prove the business model of one startup and prove the scaling model of another.

F sets the goal to achieve the proof of business model to **Chatik** communication system, according to hypothesis that [profitability = price - (costs on product development + costs on product selling)]

F intends to apply such actions to prove a business model of Chatik:

1. Making up all needed things for Chatik's full version (it has MVP now, works done on ~80%)
2. Collecting phone numbers of web site owners & calling them & promoting Chatik by phone (Olexiy Ayahov tested and proven quality of this hypothesis)
3. Finding users with Google Ads (OA tested and proven quality of this hypothesis)

F sets goal to prove the scaling model of **Catherine's Gingerbread** with such actions:

1. Studying of one/two/several bakers with Catherine's craftsmanship
2. Setting 1/2/several manufacturing spot(s)
3. Expanding and applying working marketing & selling strategies

Business model of **F** will be proved, when investor of Fundaria will run the method `receiveDividends(address)` successfully and **F** smart contract owner will run method `claimStartupInvestmentGuideReward(address)` to get investment guide reward on some startup's investor which invited by Fundaria.

The next package of functionality

- ~~+ Developing a KYC on blockchain feature at first. *developed*~~
- + Developing many things in a business development system: transactions, team & assets management system, implementing Chatik communication system, integrating service of crypto-fiat payments gate. And of course improving the interface, making it more interactive & functional. Also some other minor or even major works may be needed.
- + Developing a market, based on liquidity pools or on orders (F will accept such a decision later). Market will be with minimum/average functionality.
- + Adding features on a presentability page: ~~sharing on social networks~~ *developed*, ~~sharing aimed to sections~~ *developed*, a blog section and other minor updates.

All aspects of **F** need to be tested, especially a business development system.

Liquidity pool

Establishing a liquidity pool for trading purposes, which will be linked to the market web interface.

Swiss director

The rules of Switzerland demand for businesses to have at least one Swiss director.

F intends to hire such a director on a pay-per-hour or/and pay-per-task job.

F intends to hire a skilled investment guide who is already familiar with several investors.

Not necessary, but it would be great, if such a director will have some skills in jurisprudence.

Reserve

The Reserve fund can be used in such cases:

- Unexpected overflowing spendings on other funds
- Projects which are planned by investors of **F** or by teammates of **F**
- Leveling of happened risk situations
- Coverage of force majeure

Registration

Establishing a Switzerland based corporation.

Bunch of proposed funds are posted on Business Development System viewboard (currently available to observe only for registered users and only on wide screens)

<https://fundaria.com/business>

(The future viewboard will be compactified, more interactivity will be added, zoom/hidden-visible)