

Resources - Tangible & Intangible

SmartCityHome (India) Ltd. (PROPOSED)

Summary

1. *Well-planned Business Model and referral detailed Project Report*
2. *Futuristic Concept for Gen-X - eco-friendly 'innovative' lifestyle concept integrating Real Estate + Smart Home technologies (IoT, Home Automation ...) + Renewable Energy !!!*
3. *"The Business" in Domain - SmartCityHome-India is a credible brand name active on the web-internet since 2017 - Past 4 years - marketed this brand 'SmartCityHome' vide event co-sponsorship, website, social media etc.*
4. *Considerable Funds can be made available to suitable enterprising group with aid of an associate Team member* having a vested interest in this business model & coming from CFO designated Corporate background.*
5. *Credibility of the Founder as CMD of closely-held Public Ltd. co. for 20 years; his personal repute as an Author, Award-winner with distinct skills in Content Marketing & technology solutions in general.*
6. *Copyright contents with original ideas, designs, logo*
7. *Business Plan includes Vendor sourcing for running the business (however with changing time, these multiple vendors may need observations)*

Reference e-site: <https://sites.google.com/view/smartcityhomein>

Implementation

Look for Investor-cum-Leader

Team & Ownership: A businessman with a deep pocket + Optimistic on this business idea of SmartCityHome (India) + Willing to Lead this proposed Company with 'Ownership' and run this as an organization is Welcome to participate in this Tender of Jayesh Sodha, the Founder.

Procedure

- a. Raw Valuation approval

Founder's demand fulfillment: The total valuation at this preliminary stage of proposed business is INR 1 Crore with below flexible slab

- b. Take-over of first 33% stake @ INR 21 lacs - Initial 33% may come from any investor willing to join this business idea. He may be a land-owner or simply a P.E. or a builder himself
- c. Take-over of next 34% stake @ INR 31 lac - Next 34% may come from a serious player viz. 'The Leader' - Face of the Group. He will be responsible for all further negotiations & financial affairs or the newly planned legal entity - an LLP or Pvt. Ltd. or Ltd. Company.
- d. Take-over of balance 33% stake @ INR 48 lac - Last slot of 33% is ideally reserved for serious Financer who may also like to work as CFO or otherwise for ensuring safety of his money with Rol.

Team & Stake-owners: Basically the Organization would have 2 pillars:

CMD - the Leader

CFO - the Financer


Below them:

CEO - responsible for day-to-day affairs

CMO - responsible for brand-building & marketing

CIO - responsible for technology related matters

COO - responsible for system integration & operations



Preparation & The Booster: To basically understand the start of this business model - challenge is to first set-up model bungalows viz. Smart Homes for site inspection. With 5G technology coming to India later this year, this task of adopting basic IoT and Home Automation will be at ease.

Role of Jayesh Sodha, the ‘seller’

Team Member ‘on project’: It is obvious that nobody pays INR 1 Crore just for an “idea”. On account of the Investors risk v/s super profit business game in ‘SmartCityHome (India), Jayesh Sodha, the key founder is willing to play following responsibilities

- a. Initial Coordination with CFO and do routine documentation
- b. Initial Coordination with Vendors - Suppliers of Materials to build a Smart Home
- c. Initial Coordination with COO and build a System to Administer the biz-ops
- d. Develop the Business Plan on paper & get it approved by COO & CMD thru CEO
- e. Resume position as CMO on remuneration or project execution as ‘Leader’ decides. This role covers key responsibility such as including:,,,

Key Working as CMO

Role for getting new business: As a Team Member of ‘SmartCityHome (India)’ Group, I intent to take responsibilities as follows:

- a. Develop Marketing Plans & Strategies:
- b. Website - with SEO and tricks for wide internet presence
- c. Content Creation - copyright write-up
- d. Creatives - Punch-lines, Graphics, GIF etc.
- e. Video Creation - for social media & short ads
- f. Social Media Marketing
- g. Connector & Networking with other industry players

Non-Availability of Jayesh Sodha: With a view to maintain focus as CMO and work towards ‘Branding’, J.Sodha would be dis-interested in involving other functions to do with finance, day-to-day admin, handling creditors etc.

