STRIDR Business Plan — December 2016
Confidential: Please store in a secure location
Ian R. McKenzie • 250-204-8402

Summary

Stridr is a social media aggregate* targeting the consumers of social media content, making suggestions to them for content across social media platforms. The traffic it generates to the content will be sold to the social media platforms. This platform will be used by social media users between the ages of 18 to 49, though it could be appealing to a social media user of any age.

Now is a good time for a platform like this. There are currently no known platforms with this model, despite the demand for it. There are no direct competitors for this platform, which makes now a good time to attempt to create a monopoly on this style of platform.

Ian McKenzie, a college student studying business, graphic design, and computer programming, will be the owner of the company. He has experience building, designing, and collaborating on multiple websites, web apps, and mobile apps. Before studying in college, Ian worked in retail for 10 years as a cashier and manager. Ian will begin Stridr as a sole proprietorship. Once the app has daily users in the hundreds of thousands, he will incorporate his business to bring in investors and development talent to expand the operations of Stridr.

Stridr will portray an image of being quick and nimble through its design to communicate its ability to assist its users navigating social media. The word "Stridr" refers to "taking strides across the social media landscape".

Sales forecast for the first three years is $4 214, $36 441, and $65 448. Startup capital needed will be minimal as Ian already owns all of the equipment needed. The servers will initially be hosted on servers configured for small businesses. The service will be transferred over to enterprise cloud hosting services once traffic deems such a move necessary. Outside of this transfer, costs will remain relatively stable. The threshold for breaking even will be relatively low due to the small size of the company and related equipment and services needed to operate.

*Social network aggregation is the process of collecting content from multiple social network services, such as Instagram, Tumblr, Flickr, LinkedIn, Twitch, YouTube, etc. into one unified presentation. https://en.wikipedia.org/wiki/Social_network_aggregation/

Section 1: The Business Model

Introduction

Stridr is a tech startup developing a social media aggregate focused on generating traffic from social media content consumers and selling that traffic to social media platforms like Instagram, Tumblr, Pinterest, DeviantArt, LinkedIn, Twitter, and so on. In order to sustain itself while it generates attention from large social media companies, Stridr will have in-app ads to generate profit. The company is primarily focused on getting social media users to expand the number of platforms they visit each day. These are focused on the demographics of 18 to 49-year-olds in North America.

While Stridr may eventually expand to multiple services, it will be focused on creating a minimum viable product, providing a 2-faceted service; to (1) expose its users to new content relevant to them while (2) driving these users to spend time on social media platforms that they may not otherwise be using. Once a minimum viable product* is created, site traffic will be tracked with actionable metrics to determine the company's future direction with the application.

Stridr is similar to other social media aggregates such as HootSuite, Taggbox, and Rime in terms of technology being used, however, the customers Stridr is focusing its user experience on is an audience that these companies are not currently focused on. There is one company, Meta, that is focused on the user experience of a content consumer. This particular app, however, is designed for the user to focus on specific content creators — customizing the user's social media feed in a specific way. In this sense, Meta focuses on narrowing your social media consumption, whereas Stridr seeks to expand it.

Stridr will be developed in the home of the owner, Ian McKenzie. The servers hosting the web application will be in remote, secured facilities provided by the web hosting companies.

The initial business model is similar to many companies in the application development industry; ad revenue through in-app ads. Once Stridr garners a significant following, the traffic driving nature of Stridr will be sold as a service to social media platforms.

For the duration of the sole proprietorship, based on conservative estimates, the app will need approximately 350 000 daily users and approximately 450 000 weekly users to be successful.

*A minimum viable product (MVP) is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after considering feedback from the product's initial users. https://www.techopedia.com/definition/27809/minimum-viable-product-mvp/

Section 1: The Business Model

Services

As it stands now, social media platforms only promote their own content. At the same time, not all content creators create content for all the platforms available. This leaves users missing out on content relevant to them, as they are ignorant of what's available on other platforms.

Stridr solves this problem by examining the user's likes, followers, followed, friends, and so on from various social media platforms and suggests content creators based on those metrics. This function will drive traffic to large social media platforms; Stridr will charge these platforms based on the amount of traffic it brings to them in a Business to Business model.

In order to sustain initial operations, and to market itself to a wider audience, Stridr will have in-app ads that can be disabled for one month for the user for each social media platform that they share Stridr on.

The Customers

The primary customer group for Stridr is social media users between the ages of 18 and 49 who typically log on to sites like Facebook multiple times a week. The secondary target will be users outside the aforementioned age range who also use social media. They will find Stridr through its marketing strategy of users being able to disable ads by sharing Stridr with their friends. Another group of customers that may find value in Stridr is people who know very little about social media and want to find a way to discover what's available without spending too much time on any particular social platform.

The Opportunity

As social media giants like Facebook and Instagram start reaching saturation points for users, people are starting to turn to other social platforms to find new sources of entertainment. Stridr enables these users to quickly and efficiently find content on other social platforms that are interesting to them. There are currently no other apps available attempting to do what Stridr is doing, and if executed well, Stridr has the opportunity to achieve a monopoly on content consumer-focused social media aggregation.

Section 1: The Business Model

The Owner

Stridr will begin as a sole proprietorship under the ownership of Ian McKenzie. Ian McKenzie is a college student at North Island College where he is studying business, graphic design, and computer programming. Ian currently works at North Island College as a peer tutor and lab monitor and does contract programming and graphic design work in his free time.

Ian McKenzie has prior experience as an entrepreneur from acquiring currency in a video game and selling it for real life money. Ian has two close friends, as well as two uncles and a cousin that are successful entrepreneurs; all of whom have expressed a desire to assist him in sharing their experience and knowledge.

Ian has experience in building websites, web and mobile apps, and apps using REST APIs* (an essential skill in creating a social media aggregate). He has experience in database design and management, server-side scripting, and front end development. He has a talent and passion for graphic design and user interface/user experience design. He excels in creativity, which will allow for him to come up with intelligent and thoughtful solutions, should any challenges arise.

For the first year, Ian plans to work an outside job while he builds Stridr and expands its user base. He will reinvest all profits into the growth of the business. He doesn't plan to draw a salary until the incorporation of the company.

Ian is goal oriented. He is committed and able to spend at least 40 hours per week on this project in addition to his outside job. Ian plans out short-term and long-term goals on a weekly basis. He makes an effort to see the bigger picture and is able to use that ability to make effective decisions. He is personable and gets along well with most people. He takes an interest in people and likes to help them, and in return, they want to help him.

The Legal Organization

Ian McKenzie will operate Stridr under a sole proprietorship during the initial development and marketing stages of the business. Once it becomes viable to sell valuable traffic directing services to large social media platforms, he will go through the process of incorporating the business.

*Representational state transfer (REST) or RESTful web services are one way of providing interoperability between computer systems on the Internet.
https://en.wikipedia.org/wiki/Representational_state_transfer/

Section 2: Feasibility

Location

Stridr will be primarily marketed to North Americans online. As such, the first servers hosting the web application will be in data centres in California, Texas, and New York. Based on analytics, hosting will be expanded to other parts of the world when necessary.

Site

The business will be operated from Ian McKenzie's rented home in Cumberland. Ian's landlord has agreed to allow Ian to operate his business related activities from his home. Ian is renting the home on his own. Ian has 3 computers and a high-speed internet connection at this home, sufficient for business operations. Due to the online nature of the business, there will be no customers entering the site.

The home has an office dedicated to business related activities, with an additional loft space available should more equipment be required. Any private information acquired will be stored on remote servers in highly secured facilities. Upon establishment of the business, a security system will be installed in the home, as well as backup batteries installed for all computer equipment should the power go out. All work related to the business will be performed on desktop computers within the home. Sufficient lighting and ergonomic seating have been put in place for the office.

Site Expenses

Based on the square footage of the portion of the home being used for business, rent will be $400/month. A subscription of internet services for $45/month, utilities a maximum of $44/month (calculated as 22% of the total month's utilities), and a telephone line for $45/month.

Section 2: Feasibility

Market Potential

Stridr's primary audience will be adult social media users between the ages of 18 and 49. According to the United States 2010 Census, there are 112 806 642 adults between the ages of 18 and 44. At a minimum, this means there are at least 69 940 118 social media users in the United States.
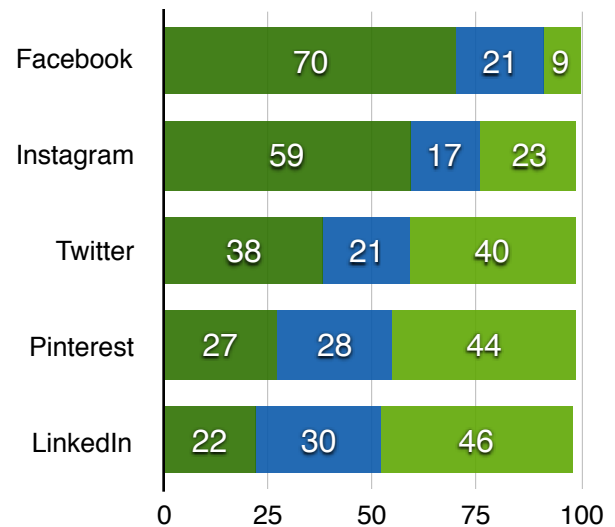
If Stridr is able to acquire 2% of that population as users in the first year, it would have 1 398 802 customers. Going by the following frequency chart to the right, if Stridr had a following frequency similar to LinkedIn (conservative estimate), it would have 307 736 daily users and 419 640 weekly users. Using a basic advertising structure, if Stridr has a Cost per Click of $1, and a Click Through Rate of 0.3% from its daily and weekly users, monthly revenue will be approximately $2 182.

Legend: ■ Daily ■ Weekly ■ Less often

Social media following frequency - Pew Research Center*

Platform	Daily	Weekly	Less often
Facebook	70	21	9
Instagram	59	17	23
Twitter	38	21	40
Pinterest	27	28	44
LinkedIn	22	30	46

If Stridr's users doubled each year, by the second year, monthly revenue would be approximate $3 914, $7 050 by the third year. By then, the company would have enough traction to gain the attention of large social media companies and would be incorporated to expand Stridr's global reach and marketability.
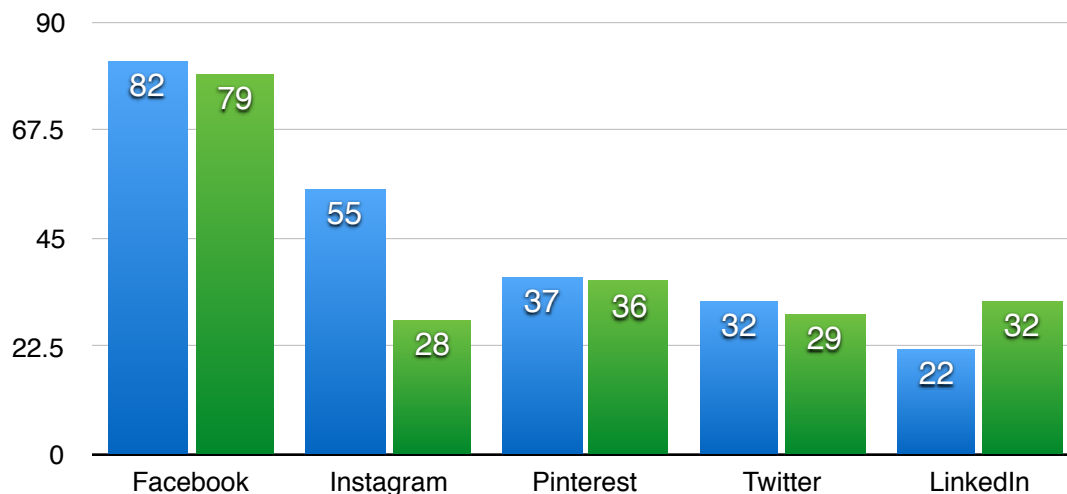
According to globalwebindex, an Internet user has an average of 5.54 social media accounts. This reinforces the market potential for social media aggregation.

Legend: ■ Ages 18-29 ■ Ages 30-49

% of Internet Users - Pew Research Center*

Platform	Ages 18-29	Ages 30-49
Facebook	82	79
Instagram	55	28
Pinterest	37	36
Twitter	32	29
LinkedIn	22	32

*Pew Research Center:
http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/

Section 2: Feasibility

Competition

There is currently no direct competition for the service Stridr will attempt to provide. There is one known social media aggregate that is marketed to content consumers; Meta. Meta customizes your social media feed by only showing you content that you are already subscribed to and have indicated that you show a particular interest in it. In this sense, Meta seeks to narrow the amount of social media content you are exposed to. Customers who use this service are not the same customers who would use Stridr. On the contrary, Stridr seeks to expand the amount of social media content you are exposed to.

Indirect competition would be the social networks themselves, as they want to keep traffic on their network while limiting the traffic to their direct competition. For example, Twitter wants to keep its users on Twitter and prevent their users from going to Facebook or Instagram.

Sales Forecast

Ad revenue for Facebook in 2015 totalled 16.29 billion, 2.03 billion for Twitter, and 930 million for LinkedIn(1). It is projected that in 2017, over 40 billion dollars will be spent on ads on social media networks. For a sole proprietorship, it could be argued that a 0.01% market share would be a best-case scenario. That would be approximate $400 000 per year.

With Stridr's marketing structure of allowing users to disable ads for a month by sharing Stridr's presence on their social media accounts, it is estimated that approximately 20% of Stridr users will opt to disable ads, sharing Stridr with their friends/followers. The median Facebook user has 200 friends. If 10% of those friends start using Stridr as a result of the share, and Stridr has 200 000 early adopters in the first year, the shares from disabling ads will have brought in 800 000 additional users. The following forecasts are based on an advertising structure with a Cost per Click of $1, and a Click Through Rate of 0.3% per month (a very conservative estimate) following the aforementioned forecast of users sharing Stridr with their friends and followers (and the estimates described under the Market Potential section).

- Year 1: $4 214
- Year 2: $36 441
- Year 3: $65 448

Section 2: Feasibility

Customer Segments (Profiles)

Stridr User: Brittany King

Brittany is by no stretch a savvy social media user. She has specific uses for the two platforms she uses; Facebook and YouTube. On Facebook, she uses the chat feature to interact with her college classmates, friends, and family without email, to find information about businesses she's a customer of, looking for events she's invited to, sell her knitted items on buy/ sell/trade pages, and to see if her yoga class is cancelled. On YouTube, she searches for yoga videos and music that she likes. Often, YouTube's suggestion algorithm will determine Brittany's duration on YouTube for the day.

Brittany doesn't see the value in other social media platforms. She tried Twitter and Instagram, but in her words, "I just don't get it." She doesn't understand why anyone would limit their communication in snippets of text or a single picture. She has a desire to be more social media savvy, but

there's nothing available to show her the value in the social media she does not currently use. She doesn't purposefully seek out new content on the platforms she uses, but she would be interested in doing it if there was an easier way to do it.

When asked how she would change Facebook or YouTube, she described wanting to see available content in a Pinterest-like feed. She wants to see a variety of options as if she's walking into a library and looking at all of the books in front of her. She feels like she would enjoy social media more if it was presented this way. Without a feed like this, Brittany typically opens Facebook for the chat feature and ignores it until someone messages her. On YouTube, she watches the yoga video and turns it off, or starts playing a playlist of music she enjoys and lets it autoplay until she turns her computer off.

ATTENTION

Brittany sees on her Facebook feed that a friend has shared on their profile about Stridr. The post boasts about how it got them interested in two new social media platforms by showing them content they wouldn't have found otherwise.

INTEREST

Brittany wants to know about social media things that are out there — even if she doesn't particularly find them interesting. She can, at the very least, know what someone is talking about if they mention it.

DESIRE

Brittany wants to be more informed about various social platforms, and it seems like Stridr may be an avenue to help her better understand social media, and maybe she'll find some interesting things along the way if she checks it out.

ACTION

Brittany clicks the link in her friend's post and is taken to Stridr's website. Stridr has the standard way of signing up via social media accounts like Facebook and Twitter. She signs up with her Facebook account, and within seconds, she's seeing what Stridr has to offer. When prompted to add additional social accounts, she connects her YouTube account as well.

ONBOARDING

After connecting her Facebook and YouTube account, Brittany is immediately presented with a feed customized for Brittany based on her likes and friends on Facebook, as well as her subscriptions on YouTube. One of the suggestions Stridr makes to Brittany is a Pinterest user that pins links to instructional tips about yoga poses. She found a few of the tips to be quite useful and was pleasantly surprised that she found something useful to her through Stridr.

RETENTION

About once a week, Brittany visits Stridr to see if there's anything new or interesting related to her interests. If she doesn't visit at least once a week, Stridr sends her an email with "Top picks" for her to check out. Sometimes there are suggestions in these emails that piques her interest and rekindles her desire to visit Stridr more regularly.

Section 2: Feasibility

Customer Segments (Profiles)

Content Creator: Justin D. Whitehead

Justin enjoys the fruits of his blogging on Facebook. He puts a lot of work into well-researched pieces, and he has garnered a sizeable following. His blogs can come off as strongly opinionated, which creates significant fluctuations in his following. Justin feels that as long as he continues to do what got him a following in the first place, that he will continue to have "organic" growth in audience.

Depending on the content of his posts, his following will grow or shrink as new users discover his writing, and as current followers find they do not share the same perspective with him as they originally thought they did. Justin knows that because of Facebook's algorithms, if he doesn't post often enough, his ranking in his follower's feeds will fall, reducing user engagement, and, in turn, reduce his ranking even further.

Justin feels that his following would grow faster if there were more factors online that would increase his viewership. He knows there is a market for people who want information that is well-informed and verified, something he strives to provide every time he posts. He feels like there are better ways to engage with his audience, which is why he is beginning to work on creating his own blog separate from Facebook.

Justin has spent money on Facebook to advertise his blog, but he did not get the response he was hoping for. At this point, he feels the only thing he can do is to continue to write meaningful, well researched posts. There are times where he posts on Twitter, but there is no measurable impact from doing so.

ATTENTION

In the comments section of one of his blogs, a user says, "I didn't expect to find something like this on Stridr, this guy makes a lot of good points."

INTEREST

Typically, any attention he gets is usually solely through Facebook. He rarely hears about people discovering his blog from any other source. He wonders what Stridr is and why/how people are connecting to him through it.

DESIRE

Justin would like to gather a larger following so that one day he may be able to make a living from his blogging. If there is a new source of creating a larger following for him, he would like to understand it better to see if there is any additional advantages to be gained.

ACTION

Justin goes to Stridr.social to see what the website is all about. He connects his Facebook account in less than a minute and familiarizes himself with the layout.

ONBOARDING

While familiarizing himself with the layout, Justin notices there is a tab for content creators such as himself. After following the link, he notices Stridr has its own metrics of traffic for people that have connected with his blog through Stridr. He sees the option to customize what his Stridr profile looks like so that he has more control over what users see when they're about to discover his blog.

RETENTION

Justin tweaks his profile picture and note on his Stridr profile regularly to create consistency with his latest blog posts. He looks at the reviews people have made on the Stridr website and is able to curate 1 of the 3 top ranked reviews on his profile.

Section 2: Feasibility

Customer Segments (Profiles)

Social Platform: Vanja Josifovski *Fictional

Vanja has a heavy load to carry; tasked with taking one of the largest social media sites in the world (Pinterest) and making it the largest social media site in the world. He knows how the industry works, and he knows how to identify potential engines of growth and how to utilize them. Because of the unique nature of Pinterest, he runs into difficulties finding ways to communicate the value of the platform to certain demographics, the biggest one being men. He's been able to make growth with this particular segment, but it's an ongoing challenge.

Vanja continually works with other companies to stimulate growth — even if these companies are potential direct/indirect competitors. This creates more work for him, as he continues working relationships with partners that assist in Pinterest's interests. Sometimes the companies he works with don't generate the results he had hoped for, and regrets spending his valuable time working with them.

Vanja knows his competitors are constantly working with direct/indirect competition and achieve success with many of them, so he understands the value in establishing good relationships that net a mutual benefit. In a perfect world, he would like to establish a contract of this sort that requires as little negotiating and hand-holding as possible, with, of course, substantial returns on investment.

ATTENTION

Vanja is approached by the owner of Stridr, who describes what Stridr does and how it can help grow Pinterest. He shows Stridr's current metrics and how it drives substantial traffic to Pinterest already.

INTEREST

Vanja is always looking for new and innovative ways to grow Pinterest's user base. He believes Stridr could potentially be an engine that would help do that.

DESIRE

Vanja wants as many engines of growth as possible, and he thinks he'll be able to work out a deal with Stridr that could be of substantial benefit to Pinterest.

ACTION

Stridr's owner and Vanja work out a contract of mutual benefit and have their lawyers review it before signing.

ONBOARDING

Vanja keeps an eye on traffic generated by Stridr. As Stridr grows, so does the traffic driven to Pinterest. Pinterest's metrics show a visible spike in account creation and hours spent on their platform, with a sizeable portion linking back directly to Stridr.

RETENTION

Satisfied with the results Stridr provides, Vanja is highly receptive to increasing the duration of the new contract once the current one expires.

Brittany, Justin, and Vanja

Section 2: Feasibility

Protecting the Business

Stridr will be covered under Errors and Omissions, Commercial General Liability, and equipment business insurance at the cost of approximately $1500 per year. The home Stridr is being developed from will have an alarm security system installed. The installation will cost approximately $129 and services will cost $30 per month. Stridr's servers contain what some may deem as private information. This data will be located on a remote server in secured facilities in California, Texas, and New York.

The name Stridr and its logo will be trademarked. Application and registration of the trademark will total $550 and about $400 for US registration ($950 in total). All software created for Stridr will be copyright, Ian McKenzie. Funds from ads and affiliate marketing will be direct deposited monthly by Google and Amazon, respectively. Ian McKenzie will have life insurance covering disability, dismemberment, major illness, and death at $270/year.

Server hosting uptime and data access will be guaranteed by the respective host as per the Standard License Agreement made from the subscription of services. In addition to purchasing the stridr.social domain name, the domain name "strider.social" will also be purchased (and redirected to stridr.social) to avoid confusion or potentially malicious websites being created to deceive Stridr users.

Section 3: Marketing

Image

The primary image Stridr wants to project is:

- **Discovery.** People are always looking for new sources of entertainment, and Stridr provides a platform to do just that.

- **Speed.** This is an app. It should be fast and present results that are relevant immediately.

- **Accuracy.** There's no use in discovering things if they're not interesting to you. Stridr presents results that are meaningful to its users.

Business Name

The word "Stridr" comes from the word strider, with the idea of "taking strides across the social media landscape" — moving across it quickly and discovering along the way. Stridr has a vowel remove and is an adjective, a common trait in names for apps and websites. This gives it a better sense of being high tech and trendy for internet savvy people. It contains two syllables so that it is quick to say and easily identifiable. It is distinctive and original from its competition.

Section 3: Marketing

Service/Product Mix

The service/product mix includes services for three different customer segments. The first is for the general user. It makes suggestions for social media content relevant to them based on their likes, followers, etc. This will be offered around the world, though the target market is North America.

The second is to content creators on social media. Stridr will become another tool available to them to increase their following. Like with the general user, this will be available around the world with the target market in North America.

The third service is to Google and Amazon, driving traffic through their ads from advertising through the Stridr app. Again, the primary service will be offered worldwide, resulting in international customers driven to these companies, but North American consumers will be the primary audience that will be sent to Google and Amazon.

Pricing

Services for the general user will be free of charge. Stridr needs to give users an incentive to use the app to create ad revenue through Google and Amazon. Offering the service for free is a standard among social media related websites.

Services for Google will be $1 for each ad clicked by the general user. Services for Amazon will be between 1-10% commission for purchases as a result of visiting Stridr. These rates are on par with social media related websites.

Distribution

Distribution is via the Internet. The app will be developed on Ian McKenzie's computer, uploaded onto the GoDaddy or Rackspace web host, then delivered to the user's computer/phone/tablet. Distribution to Amazon and Google is also through the Internet. The users of Stridr would be sent from the app to Amazon or the company redirected from Google's ad.

Section 3: Marketing

Promotion

The promotion will begin with using the Launchrock content management system designed to connect new products and services with innovators and early adopters (see picture below) as users. Launchrock has a reach of approximately 22 million people.

Image source:
https://yourstory.com/2014/09/druva-inc-techsparks-pune-crossing-the-chasm/
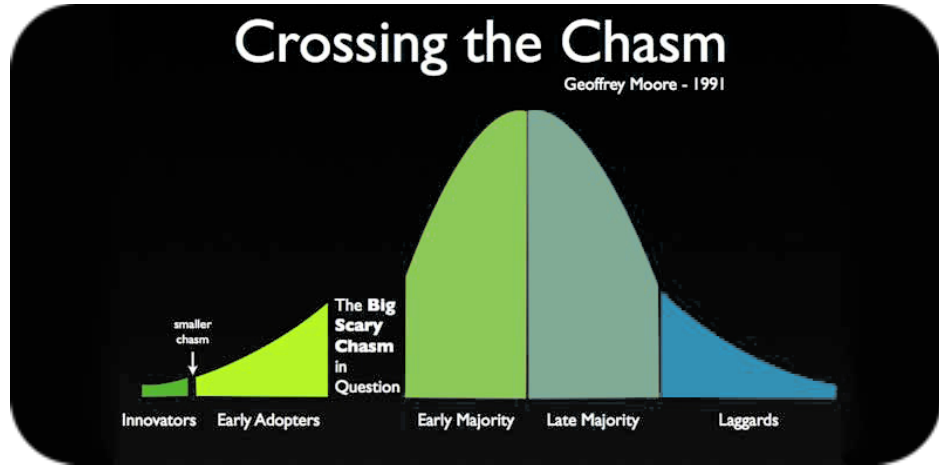
Ads can be turned off by the user by sharing Stridr's presence on their social media accounts. This could potentially create additional promotion for free, and possibly be enough to cross the chasm and allow for scaling.

Any funds generated after the break-even point will be invested in promotion on various Twitch.tv and YouTube channels. Influencers hired will mention Stridr in their broadcasts and have links to the app on their respective social profile for the duration of the contract.

Promotion Evaluation

To measure the performance, there will be specific links created for each promotional tool used. When the user clicks the link, for example, on Launchrock, they will be taken to the page that measures traffic and is seamlessly redirected to the main page. The traffic generated by these links can be viewed in Google Analytics. Examples are as follows:

Launchrock
http://stridr.social/launchrock/ — redirects to http://stridr.social/

YouTube Influencer
http://stridr.social/youtube_user123/ — redirects to http://stridr.social/

Section 4: Operations

Floor Plan

The amount of space being used during work times is approximately 400 out of 1200 square feet. Work will primarily be performed on the computer in the main living area, with any necessary paperwork laid out on the table next to the desk.

■ Chairs

■ Desks (Computers)

■ Table (Paperwork)

■ Workspace
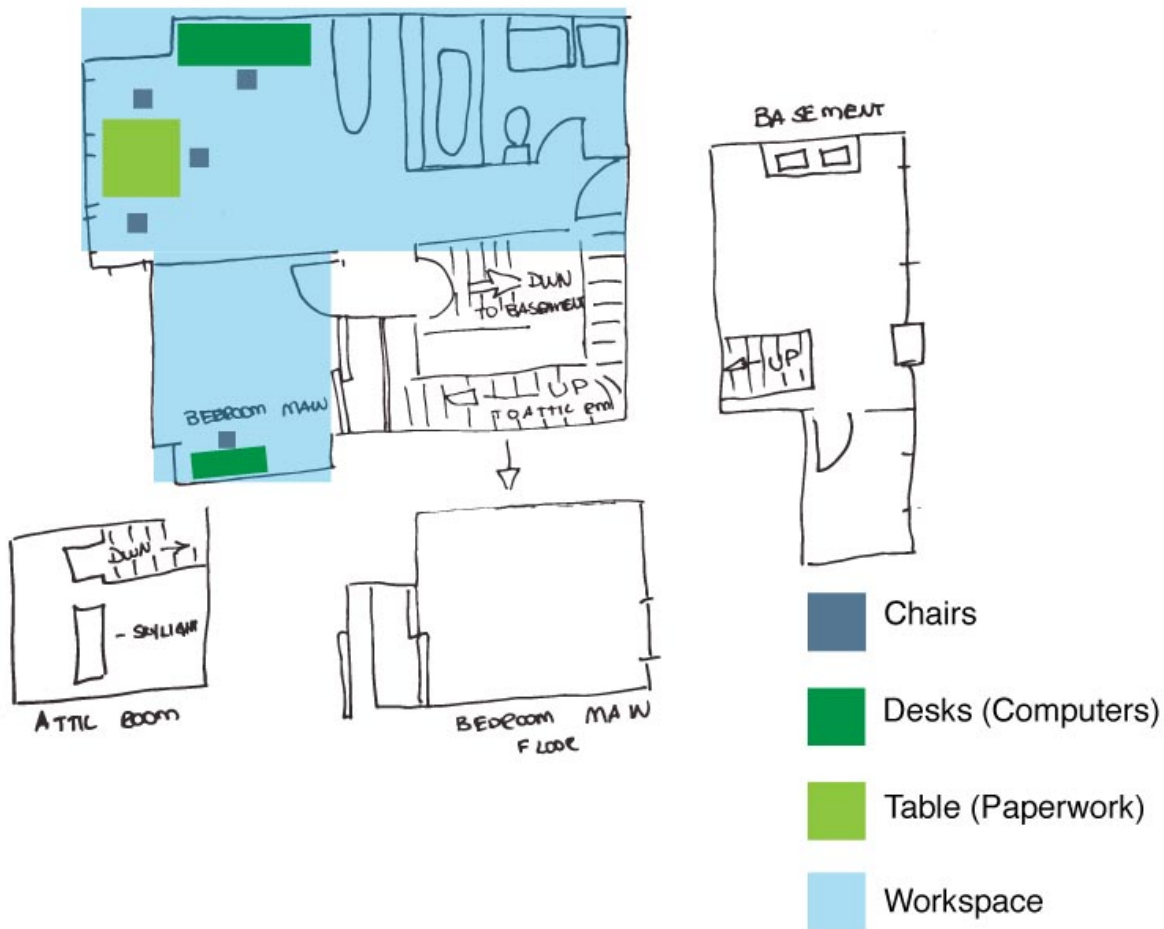
Space and Equipment

Equipment such as computers and furniture will be provided by the owner. Databases and proprietary software will be backed up on the Bitbucket repository, as well as Google Drive cloud storage, on the remote hosting servers, and an external hard drive in the office. The database will not be backed up on the external hard drive because the home security system is not sufficient protection for a large amount of sensitive data. The home office will be used to cut down on costs related to renting an office space elsewhere.

Section 4: Operations

Logistics

Initially, the app will be hosted on a GoDaddy web host. If/when traffic starts to reach the upper limits of GoDaddy's hosting capabilities, the app services will be transferred to Rackspace's scalable enterprise hosting services. Rackspace has been chosen due to extra services regarding architecture and management for enterprise hosting infrastructure that are outside of the owner's capabilities. This will give the owner more time to find an engineer, should one need to be hired.

The app's metrics will primarily be measured by Google Analytics, however, any necessary metrics needed that Analytics doesn't cover will be measured by software created by the owner. These metrics will be viewable in a separate web app. The app built for these metrics will be created shortly before or when Stridr's minimum viable product is launched.

Due to the initially limited nature of Stridr's income, all accounting will be performed by the owner. If enough revenue is generated, a professional accountant will be hired for tax season related forms.

Ian will be working with an SQL* relational database, PHP* server-side scripting language, HTML, CSS, JS* front end using Angular 2* framework with jQuery* library. The CSS portion of the workflow and file structure will be managed by SCSS*. The project will be managed on a local Git repository, as well as a remote repository hosted on Bitbucket. Other JavaScript libraries may be used if needed.

An integral part of the front end development will involve using the APIs (application programming interface) developed by the social media companies Stridr will be driving traffic to, including Facebook, Twitter, Instagram, Tumblr, and Pinterest. These APIs all have licenses attached to them, and they will need to be read carefully so as to not invalidate the user agreement between Stridr and the license holder.

Financial records will be kept on a web app called Wave. Wave imports transactions on business accounts automatically, reducing the time and effort needed for day-to-day accounting. It also has more modern features that appeals to small business entrepreneurs who don't have sufficient accounting knowledge for programs like Quickbooks.
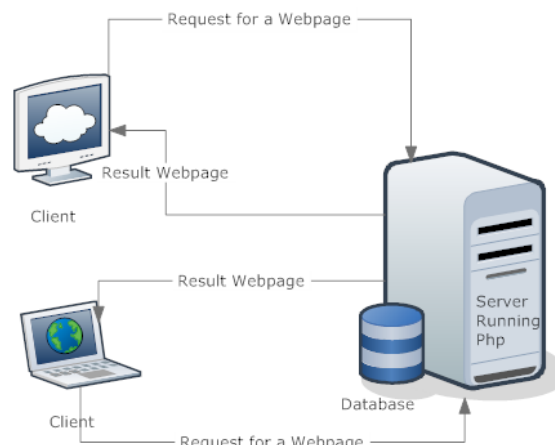

Image source:
http://freefeast.info/difference-between/difference-between-server-side-scripting-and-client-side-scripting/

*SQL, PHP, HTML, CSS, JS, Angular 2, jQuery, SCSS: Coding languages/libraries

Section 4: Operations

Methods and Procedures

Once a minimum viable product is launched, Ian will start his day by checking for emails related to the business. He will then analyze the metrics from the past 4 weeks, these will be delivered by Google Analytics. He will develop hypotheses based on these metrics by answering questions like "Why is the site being used more/less? What changes were made to influence this? What promotional tools were used to change this?".

Once he has come to a conclusion on what to change, add, or remove, he will then spend the following days working through an agile development cycle.

Organization

Ian will be covering several tasks when working on Stridr. these tasks include front end and back end development, project management, administrative, and analysis of metrics. All of these tasks will be performed by Ian only, until he deems it necessary to hire additional staff.

Ian will set aside 16 to 36 hours a week with 8 hour sessions during the weekend, and 4 hour sessions in the evening on weekdays, time permitting. Once a minimum viable product (and its metrics app) is created, Ian will follow the lean startup method of Build -> Measure -> Learn; Build a minimum viable product, measure its use, where it is successful and where it is failing, learn what was done correctly and incorrectly, and repeat the cycle, re-building the product based on what was learned.

Image source: Dave Landis http://lithespeed.com/

Section 4: Operations

Regulation

Electronic payment regulations do not apply for Stridr as a business; the ad partners would be sending a check and/or direct deposit directly into the Stridr business account(s). Because Ian McKenzie will be the sole proprietor of Stridr, the business will need to file American taxes due to Ian being a United States citizen.

Due to the nature of information collection within the Stridr app, a lawyer will be contracted to create a privacy policy compliant with PIPEDA* or the Canadian Privacy Act.

Because of the complexity of an application being available to a worldwide audience, a lawyer will be hired to help determine regulation compliancy needed including advertising, doing business in the US, and others relevant to Stridr's operation. A lawyer will be found via a contact Ian has who is experienced in entrepreneurship the technology industry locally and in Silicon Valley.

*PIPEDA: The Personal Information Protection and Electronic Documents Act
https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/

Section 5: Finances

Startup Requirements

Material and Operating Cash Needs

Service	Purpose	Duration	Cost
Security Installation		1 time cost	129
Canadian Trademark	Stridr name and logo	15 years	550
USA Trademark (Class 9)	Stridr name and logo	5 years	400
Life Insurance	Disability/dismemberment/illness	1 year	270
Commercial Insurance	Errors & Omissions, Commercial General Liability, Equipment	1 year	1500
Adobe Creative Cloud	Graphic Design & web development	1 year	800
GoDaddy	Web hosting & domain	1 year	300
Portion of rent	Based on square footage	1 month	400
Telephone Service (1 month)		1 month	45
Utilities (1 month)	Based on hours worked	1 month	48
Security (1 month)	Monitoring services	1 month	30
Internet Service (1 month)		1 month	45

Equipment Needs

Equipment	Purpose	Cost
iMac Computer	Graphic Design, Programming	3000
Furniture	Chairs, Lamps, Desks	400
Macbook Pro	Out-of-office Graphic Design, Programming	2000
External Hard Drive	Data Backup (not database)	400
Backup Desktop PC	Graphic Design, Programming	1400

Section 5: Finances

Owner's Investment

Ian will be contributing $14 320 in equity ($7 200 in equipment, $1 120 in initial subscription of necessary services, and $6 000 in cash and investment accounts).

Borrowed Money

Money will not be borrowed for the startup of Stridr.

Balance Sheets, Income Statements, Cash Flow Statements

See attached spreadsheets.

Questions?

Ian McKenzie will be happy to answer any questions. He can be contacted the following ways:

Phone: (250) 204-8402