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|  | **📖** |  |
| (link to nondisclosure agreement form that lists signees **givnology.ca/contact-us.php#NDA**)Business Project Plans (New Companies if funded) 250808 | | |

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|  | 1. | Many Levels Time-Based Comments & Closed Captions | | Discussions at specific video times, **many tiers** & subscription levels (private groups’ access) |
|  | 2. | Score my piano performance arrangements | | Make new piano scores of my versions (arrangements) for other pianists to play (LVB Romance, Bach Prelude 21, Chopin Salsa…) |
|  | 3. | Record new performances | | (Puccini, Malaits, Schubert, Chopin P.C., Liszt Bravura Waltz…) On a Grand Piano, well recorded |
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|  | 4. | Digitize upload & share my old tape recordings | | Find “Gracia” “Makes Heaven” “Gitano Hip Hop” “New World” Why? For Multimedia Collaboration? Lessons? |
|  | 5. | **Startup Products V.C. $** | | (Government? Private?) |
|  |  | a | Browser Legacy Plug-ins | MIDI music, Shockwave Flash Animation Players |
|  |  | b. | Invaluable SW Apps | Keyboard-to-Music, Beats & Clave loops, XL Macros |
|  |  | c. | Music Equipment, MIDI units… | Sequencer Dongle, “Practice-Ease” Foldable Flat Keyboards, MIDI Units, Controllers & Mappers <https://www.vincent4licensing.com/more-information.php#projects> |
|  | 6. | Demonstrate “FLIPPING” | | Chopins to Bossanova & Salsa, LVB’s 5th to Mambo… |
|  | 7. | “Guaguangogo®” explained | | The Cuban Rumba forms **Guaguanco, Columbia & Yambu** to my songs & traps drum patterns in those tempos/moods |
|  | 8. | Author more Humanity & Society-Helping, Techie and COSMIC Books | | “Self Actualization,” “Fake Noose,” “Artisanity” The Box, The Latest Destruction of Civilization is in their hands.. We Used To Own Our Technologies. Now They Own Us.  We Used To Program Machines To Be More Human, Now It Is The Opposite…Whip to Guilt-Trip, Demon Democratics torturing slaves still! Pop-Con, Teach them to slut themselves as an act of art, forget respecting amazing artists of the past.  **“So-Called-Music,”** though there is really also so-called-acting, directing, filmmaking, singing, oratory, poetry..  **Books I would never publish (if I care for my health!) but I can think about it eh? SEE** https://teovincent4.blogspot.com/2015/  ***2014* Actuate - an entirely new concept in teaching music** |

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| Committing to Your Business | | | |
|  | 1. | Define the customer “problem” and how your business can provide a solution in a unique way. | |
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|  | 2. | Determine viability: Is there a market for your service? | |
|  | 3. | Identify businesses that are having success today. | |
|  | 4. | Will your business be relevant as time passes? How will you adapt? | |
|  | 5. | Define your market: | |
|  |  | a. | Who is your ideal customer? |
|  |  | b. | How easy is it to acquire the customer? |
|  |  | c. | What’s your market size? |
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|  | 6. | Validate your idea by talking to potential customers about it. | |
|  | 7. | Evaluate how customers solve this problem today, as well as what the competition offers. | |
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|  | 8. | Create a quick financial plan, identifying costs and forecasted sales, to see if your capital gets you to a profit. | |
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| Setting Up Your Business |

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|  | 1. | Select your business name. Perform a corporate name search to make sure your name is still available. | |
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|  | 2. | Register a domain name and secure social media profiles for the company. | |
|  | 3. | Apply for an EIN with the IRS and local or state business licenses. | |
|  | 4. | Determine whether the zoning laws allow for home businesses in the neighborhood. | |
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|  | 5. | Get a PO Box in case you do not want your home address to become your primary business address. | |
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|  | 6. | Get a separate phone line in case you do not want your personal phone to become your primary number. | |
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|  | 7. | Decide on a legal structure or business structure and incorporate: Corporation, LLC, or Sole Proprietorship. | |
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|  | 8. | Get your website up and running. | |
|  | 9. | Set up an accounting and record keeping system: | |
|  |  | a. | hire an accountant, |
|  |  | b. | select an accounting system, and |
|  |  | c. | select a fiscal year. |

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| **Ensuring Sufficient Funds are Available** | | |
|  | 1. | Estimate how long it will take for your business to acquire paying customers. |
|  | 2. | Itemize your living expenses for the first year, at least, and assess where these will come from. |
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|  | 3. | From this, determine how many months of savings or investment you need to breakeven. |
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|  | 4. | If outside investment is required beyond the founders’ savings, complete a business plan. |
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| **Planning for Your Business’ Business Plan** |

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|  | 1. | Complete a Company Overview that includes basic information and a summary of the management team. |
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|  | 2. | Write a Business Description section describing your services and what problems they solve. |
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|  | 3. | Prepare a Market Analysis section that describes the total market and your target market, specific segment needs, competitive offerings available, and any trends that will affect the analysis. |
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|  | 4. | Describe an Operating Plan for the business, such as operating hours, number of employees, key vendors, or seasonal adjustments your business might need to adjust to. |
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|  | 5. | Create a Marketing and Sales Plan that includes a “Go To Market” or launch plan, pricing, how your business will generate leads, and close new business. |
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|  | 6. | Build a Financial Plan that shows a break-even analysis, projected profit and loss, and projected cash flows. |
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|  | 7. | Write an Executive Summary which gives a general overview of the above completed sections. |
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| Setting Up to Operate |

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|  | 1. | Find a feasible space for your home office that can provide you with the ideal space needed to conduct business. | |
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|  | 2. | Set up your home office with a comfy chair, desk, shelves, filing cabinets, and etc. | |
|  | 3. | Identify any staffing needs. | |
|  | 4. | Recruit, interview, hire, and train employees (if applicable). | |
|  | 5. | If hiring employees, get an employer ID from the IRS. | |
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|  | 6. | Identify and set up any needed technology: | |
|  |  | a. | laptop for business operations, |
|  |  | b. | printer, |
|  |  | c. | business software and applications, |
|  |  | d. | POS, |
|  |  | e. | business email account, |
|  |  | f. | phones, |
|  |  | g. | CRM |
|  |  | h. | billing, and |
|  |  | i. | payment systems. |
|  | 7. | Ensure your technology systems are secure with your information and customer information. | |
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|  | 8. | Install a security system. | |
|  | 9. | Depending on the business type, identify and partner with the right suppliers/vendors. | |
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| Marketing and Launching Your Home-Based Business | | | | |
|  | 1. | Develop and refine a brand for your company and its products or services. | |
|  | 2. | Create and fine tune an Elevator Pitch through conversations. | |
|  | 3. | Community outreach and networking: as a home-based business, you will not have the normal foot traffic. Therefore, other marketing strategies are needed to offset the lack of a storefront. Attend various networking events to build relationships with community connectors. | |
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|  | 4. | Begin distributing or displaying your marketing materials: | |
|  |  | a. | web-based promotions, |
|  |  | b. | social media, |
|  |  | c. | direct mail, |
|  |  | d. | business cards, |
|  |  | e. | trade shows, or |
|  |  | f. | brochures. |
|  | 5. | Establish an email marketing account and initiate digital marketing through blogs, emails, or SEO strategies to drive traffic to your website. | |
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|  | 6. | Let the local or regional press know you are opening. | |
|  | 7. | Utilize Guerrilla Marketing tactics to generate traffic. | |
|  | 8. | Organize an opening event at a local business. Create a relationship that might allow cross-promotions. | |
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| Sustaining Your Home-Based Business | | | |
|  | 1. | Keep track of strategies that worked and flopped to fine tune your marketing tactics. |
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|  | 2. | Ask for referrals and testimonials to build credibility. |
|  | 3. | Maintain and nurture your repeat business. Remember, it costs 80% less to maintain a current relationship than to develop a new one. |
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|  | 4. | Recognize your top client base. They will be your best pied pipers. Ask for referrals. |
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