



Executive summary

The Problem

All over the world people love to swim, whether it is at a crowded beach at Zandvoort or the Copacabana in Brazil. Frequently you will wear valuables with you, like a mobile phone, debit or credit cards, mp3 player, car key and money. Leaving a friend behind to protect your stuff or asking a neighbour to keep an eye on your belongings are options to avoid being robbed. But what about taking your valuables with you into the water in our swimming short and leave your worries behind?

DutchDry envisions a life without worry for those who like outdoor activities and sports. Among other things this means that one should not have to worry about his or her valuables near or in the water. DutchDry believes in providing customers with the ability to bring their valuables with them wherever they go, even in the water.

Our Solution

DutchDry offers a fashionable and high quality swim short with a waterproof bag that can be put away in a pocket on the back. The bag in the pocket is 100% waterproof and has the size of a smartphone.

Our solution is superior to other comparable products because we provide a swim short and a waterproof bag that fit perfectly together. The unique location of the pocket at the back for a reasonable price, makes this product a must have.

We provide

- ✓ Fashionable pair of swim shorts
- ✓ High quality materials
- ✓ Integrated special pocket for the waterproof bag
- ✓ Waterproof bag which provides the customer to use the touchscreen of his mobile phone with his wet hands while the phone is inside the waterproof pocket
- ✓ Comfortable to wear: 90% polyester 10% spandex fabric that allows for great freedom of movement.
- ✓ Quick-dry

Target Group

- Men: age 15-30
- Beach lovers
- Travellers
- Basically anyone who swims

Goal

Our goal in 2012 is to manufacture and sell 100 pairs of DutchDry swim shorts for the price of €9,95 per unit, including a waterproof bag. In the future we aim at customizing our own waterproof pocket in cooperation with a manufacturer, with a joint venture as a possible result. This way we can provide the customer with the perfect waterproof pocket that DutchDry envisions.

How are we going to make money?

Our estimated cost price will be €24 including the waterproof bag. By the end of 2012 we expect to have sold 100 shorts. Our primary sales channel at is our web shop at which we work with a sales price of €9.95. Our break-even point is at 47 units sold.

After our start-up year our goal yields a profit of €3.134 we want to continue the DutchDry venture. We believe that we are able to sell respectively 600, 2500 and 10000 shorts in 2013, 2014 and 2015. We already spoke to our suppliers about producing more shorts in the future. There are profitable economies of scale when producing more shorts.

	2012
Sales	€5.995
Cost of goods sold	€2.400
Operating expense	€461
Net income	€3.134

Year	Expected number of sales	Variable cost price development
2012	100	€24
2013	600	€18
2014	2500	€12
2015	10000	€10

When our variable cost price drops we can lower our sales price and still maintain a profitable margin. This gives us the possibility to talk with potential retailers who mostly require a margin of 2.6-2.8, for example $59.59/2.6 = 22.92$. We think that a certain push strategy like placement at a sport/beach retailer can really boost our sales. Also some overhead cost estimations are made: expectations are that they rise relatively less compared to the number of sales. So also on this plane we can obtain benefits regarding economies of scale.

Contact information:

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DutchDry swimshort - Feature overview



Fabric
(superlight, stretch, quick-dry)



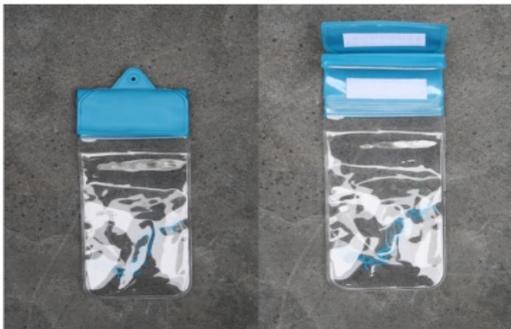
Inside of belt
(Dutch flag)



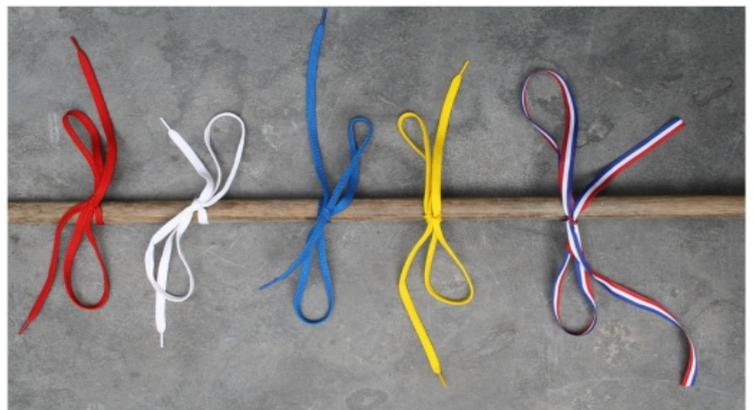
Back pocket
(with zipper)



Stitching
(Dutch flag)



Waterproof bag
(durable, double seal, pocket security)



Strings
(multiple colors)



BUSINESS PLAN SUMMARY

THE PROBLEM

In the last couple of years, charity organizations in the Netherlands have suffered from a decreasing amount of donations. Many people in the Netherlands have to some extent lost their trust in charity organizations, due to high bonuses within charity's managing boards and because of disproportionate costs and benefits of street marketing agencies. And even though street marketing agencies are merely focused on recruiting structural donors for charity organizations, market research by *innabox* has shown that over 80 percent of all respondents prefer to make a one-time donation to a charity over donating a certain amount of money structurally. Because few options exist to make one-time donations, people often choose not to contribute to charity at all instead of making a (small) donation.

Most of the people in the Netherlands are familiar with Dutch celebrities and a great number of people like one or more celebrities in particular. Market research by *innabox* has shown that of all people who have a favorite Dutch celebrity, over 88 percent would like to know more about him or her. They indicated that they were curious about several aspects of their favorite idols, including their motivations to do what they do, what inspires them, their favorite films and music and their favorite products and shops.

Dutch charities often are connected to (at least) one ambassador, who is usually a person who is famous in the Netherlands. However, these ambassadors are mostly given inefficient and unilateral tasks, even though ambassadors are often truly committed to their organizations and willing to do what they can to help raise money for the good cause.



WHAT WE DO

innabox has developed a new model for charity marketing that helps charity organizations regain trust and give consumers the opportunity to make a one-time donation by connecting charity ambassadors, or other celebrities who would like to support a charity, to their fans in a fun and original way. *innabox* cooperates with a charity's ambassador to compose a personal package for his or her fans. This package, which is called an *innabox*, consists of authentic products, personal notes, digital content, unique pictures and other personal items, selected by the celebrity. Since *innabox* regards contributing to the world as its mission, it features as much fair-trade and eco products as possible and all profit are donated to the charity organizations. *innabox* makes it possible to have a tangible taste of your idol's life, do good, and be surprised all at once.



So innabox is in the center of three relationships: (1) between the charity and the celebrity, (2) between the celebrity and the consumer and (3) between the charity and the consumer. Every relation is beneficial and will now be shortly addressed:

1. A charity and a celebrity are connected for each edition of innabox. The celebrity does something valuable for the charity: the charity gets 70% of the profit. Vice versa, doing this helps the celebrity to enhance his/her image and fulfill the need to do something good.
2. By composing the innabox, the celebrity gives the consumer a tangible insight in his/her life and

inspiration. This is the main reason for the consumers/fans to buy the innabox. For the celebrity, this is also a way of enhancing his/her popularity.

3. The charity gets a one-time donation of a consumer when the innabox is sold. Also, the charity can include more information and/or a goodie in the innabox, to create more awareness for their cause.

BUSINESS MODEL

The price of the innabox is €4,95. The costs for the pilot edition of 300 boxes are €9,95 and the profit will be €5,00. 70% (€3,50) of this profit will go to the charity of that edition and 30% (€1,50) will be innabox's profit. After the pilot innabox will release the first edition of 1000 boxes. innabox's profit of this first edition will increase to €3,00 per box as the costs decrease because of economies of scale. The charity receives €3,50 euro per innabox sold, so all benefits of buying the products for a lower price will increase the profit of innabox.

We are aiming for six editions of innabox per year with various charity funds and celebrities. With bigger charity funds, we can approach more popular celebrities and therefore a greater audience. We aim for a pilot (300), a first edition (1000), a follow-up (3000) and three major editions (5000 each) Then we are looking at selling 19.300 innaboxes in a year.

TARGET GROUP

Two main target audiences have been determined: The featured celebrity's fans and people that want to contribute to charity. In the end this leads to two main target groups: the fan base of the celebrity on the one

COSTS PER INNABOX (PILOT)

	Incl. VAT	Excl. VAT
The box (including print)	€ 1,75	€ 1,47
Box wrapping	€ 0,59	€ 0,59
Products	€ 15,00	€ 12,61
Shipment	€ 2,00	€ 1,68
iDeal payment	€ 0,50	€ 0,42
Charity fund	€ 3,50	
Total costs	€ 23,45	
Salary	€ 1,50	
Total per box	€ 24,95	
Shipment to customer	€ 2,95	
Pick up at DHL Station	€ 2,00	
Pick up at our home adress	€ 0,00	

hand and everyone who would like to support the charity fund on the other hand. This way we can use the two strongest media channels available, the publicity of the charity fund and the influence of the celebrity. The marketing and therefore the sales depend largely on the charity fund and the celebrity, this is purely dependable on the size of the fund and the popularity of the celebrity.

If we assume our celebrity will have a fan base of 10.000 people, 60% is in the same target group as the charity fund as concluded from our target group analysis. Thus we will have a potential market of 6.000 people.

MARKETING

To reach the public and create awareness we will have three channels: the charity fund, the celebrity and our own marketing. For each celebrity we will make a unique, specified marketing plan, in order to reach the target group in the best way possible.

The charity fund: will create awareness via press releases about the innabox campaign. The innabox will be sold in the webshop of the charity fund as well as our own webshop.

The celebrity: will use his own social media to gain awareness among his fan base.

innabox: will use different forms of marketing to reach the specified public.

- Guerilla marketing
 - Press
 - Social media
 - Randomizer en coupons

CONCLUDING REMARKS

In short, innabox makes it possible for: (1) customers to get a tangible connection with their idol, while doing good by supporting a charity; (2) celebrities to establish a good image and help their favorite charity; (3) charity funds to raise funds in a new unconventional and exciting way by working together with innabox.

We want to combine a profitable company with making the world a better place. By using the innabox concept, we are able to do just that.

Inscription

a message without using words

3 page executive summary

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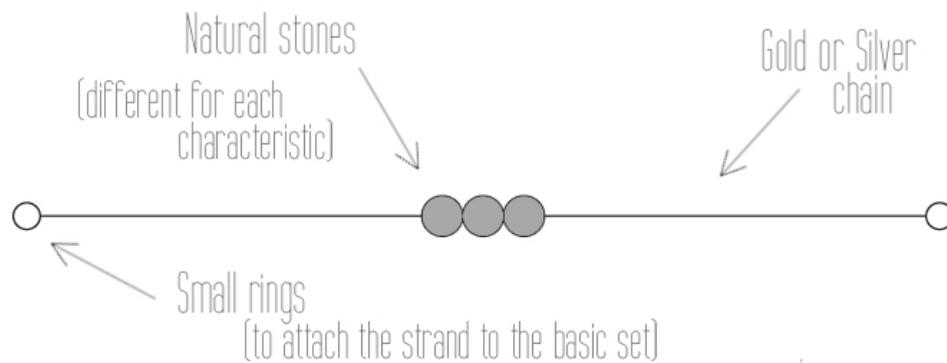
Product

The product that we will release on the market is called Inscription. Inscription stands for a bracelet through which you can describe your own or your loved ones' characteristics.

Our bracelets each represent a unique set of characteristics and are therefore very personal. You actually buy a strand to transfer a message without using words. After you have given one strand, more people can do the same for another characteristic they recognize in your friend. In this way your friend gets a bracelet that reflects her personality.

Inscription is a subtle bracelet which consists out of a basic set on which you can attach replaceable middle pieces, which are called 'strands'. A strand consist out of two small rings at each end and several natural stones somewhere on the strand. The customer can choose between two different colors: silver and gold.

Example of a strand:



We will create fifteen different strands. Every strand stands for a different characteristic which is represented by natural stones. These stones already have a meaning and we will link them to our characteristics. When somebody buys a strand, it is provided with a little card on it on which the characteristic is described. The basic set will be provided with a booklet. In this booklet the consumer has an overview of all strands with their own explanation.

Problems we solve

Our market research showed us that many people find it difficult to find a personal gift. At this point Inscription wants to distinguish. Because each strand represents a different characteristic, the gift will tell something about the person for who it is intended. This also makes it fun to collect the strands because the combination of strands will ultimately be a reflection of a personality. This equals a trend you can see on the streets: wearing lots of bracelets around the wrist is very hot and happening!

We also focus us on individualizing because this is a popular trend now. People want to individualize themselves. Each strand represents another characteristic. This means that

people can individualize themselves by wearing different strands that represent someone's personal characteristics.

Points-of-sale

We want to sell the Inscription bracelets in multiband clothing stores in the mid/high segment. We already have one clothing store where we are selling our bracelets and there are two more clothing stores where we can sell our bracelets too before August. In 2013 we want to expand this to more than 100 shops in more than 30 different cities in the Netherlands. We offer the retailers all the things needed to sell our product. The presentation material, small bags and wrapping paper. This means that we only ask for some space to sell Inscription. We only let the retailers pay us when something is sold. In this way the risk for the stores will be zero.

Costs and Pricing

Our prices will vary between 14,95€ and 24,95€ for the strands. The basic set will be sold for 14,95€. The cost for the strands are higher than the basic set, but when people buy this basic set they are probably willing to buy strands in the future too (our sale strategy). Customers need a basic set to collect more strands. A strand will cost us, depending on the materials used, around 0,75€ for the cheapest strand till 1,75€ for the most expensive ones. We work with a margin of 2,0 for the retailers. This means that they get 7,45€ of a 14,95€ strand. With this example we will make a profit of 6,25€. We also sell our bracelets via our own webshop. The profit will be higher because we don't have to give the 2,0 margin to the retailer.

Key to success

In our venture there are three major keys to success. The first possible key to success is marketing the Inscription concept and brand. This concludes that Inscription has to approach potential customers actively by Facebook, email and in real life (via the stores where the Inscription bracelet is sold). The second possible key is product design. We offer the customer a fashionable product for an affordable price. The third possible key to success is establishing the appropriate sales channels (and retail partnerships).

Future

Our goal in the end is to make a must have of the Inscription bracelet. With 3 points-of-sale, with an average sale of 2 strands per day and an average profit of 10,75€ it generates a profit of €1548 euro's profit per month. There are so many stores in the Netherlands where we can sell our bracelets, that a goal of 20 stores is easy attainable. With these 20 points-of-sale the profit will easily increase to €10.320. Because we only let the retailers pay us when something is sold, the risk for the stores will be minimal. Which will result in more retailers that are willing to sell the Inscription bracelet.

Impersonal, ineffecient, non-digitalised

In a typical corporate recruiting situation, a job candidate applies for a vacancy by sending his resume and motivation. Based on these documents, the employer decides whether to invite the applicant for a job interview or not. Aligned with our assumptions and results from market research, the pre-interview selection process is:

1. Time-consuming, and therefore costly
2. Rather impersonal, and hence not as enjoyable as possible
3. Deceiving, as there is a) a loss of highly qualified candidates in the initial stages of the process and b) a risk of less qualified candidates not filtered out correctly and therefore having them at the job interview¹

Video, comparability, simplicity

This classical configuration of the recruiting process asks for a change. The dependency on paper documents is what we aim to diminish along with making the selection process more personal, efficient and honest:

Professional Passport is an online tool that aims to provide the recruiter with motion picture, specifically a +/-20 second video pitch recorded and uploaded by the candidate to his profile (see figure). All of the profiles receive a score and as a result, all of the assessments end up in a highly convenient and clear single overview. This overview or “candidate

filter” displays the candidates in order of their matching score enabling the recruiter to pick the top candidates quickly.

Professional Passport is therefore a tool that aims to facilitate fast and efficient filtering in the pre-interview process.

Market research confirmed some fundamental

The screenshot shows a candidate profile interface. On the left, there is a placeholder for a profile picture, followed by the name 'Naam' and social media icons for Twitter, Facebook, and LinkedIn. Below this is the 'CV' section, which includes 'Werkervaring' (Work Experience) with three bullet points, 'Opleiding' (Education) with two bullet points, and 'Extra curriculaire activiteiten' (Extra-curricular activities) with one bullet point. The 'Info' section at the top right shows 'Woonplaats' (Residence) and 'Leeftijd' (Age). The 'Motivatie' (Motivation) section contains two paragraphs of placeholder text. A video player is embedded in the center, with a play button and a rating of 'Beoordeel deze video: ★★★★★'. On the right side, there is a 'Recruiter tools' section showing a 'Score' of 8.4, 'Eisen' (Requirements) with checkboxes for 'Amsterdam', 'Master degree', and 'Beschikbaar' (Available), and 'Wensen' (Wishes) with checkboxes for 'Ervaring' (Experience), 'Team player', and 'Practisch ingesteld' (Practical). The 'Opmerkingen' (Remarks) section is empty. At the bottom right, there is an 'Opslaan' (Save) button.

¹ Already we found that Type II error is a particularly major “pain” for our future clients. Recruiters complained about multiple cases in which someone appears to be very promising on paper, but when actually speaking to the candidate at the job interview, he turns out to be a “zombie”.

assumptions: the current pre-interview selection process indeed leads in many cases to suboptimal matches and more importantly; the concept of Professional Passport is strongly believed in being able to counter this.

Value Proposition

Professional Passport's competitive advantage stems from the unique combination of the profile and the candidate filter.

So, by offering a completely web-based tool that uses video and a high-tech user interface, Professional Passport tackles all of the aforementioned symptoms. The video pitch plays an important role: the recruiter is now able to get an instant personal impression of the candidate. Alongside the CV, motivation and supplements, the candidate is represented more complete and honest (or: less biased) since the recruiter can immediately judge a candidate on factors such as language proficiency, posture and communicational skills. As a result, less time is required to assess each individual candidate, enabling the recruiter to process more candidate applications in less time.

In this way, we hope to contribute to a recruiters' ultimate goal: finding the right candidate for the job in the shortest amount of time, with the least effort possible and with more personal engagement.

Expanding options that can increase revenues include advertisement on the candidate's profile and creating a database or talent pool which clients can browse. In the future, we could also adjust our product for different user groups (such as student boards that are looking for new members) and different types of use (such as putting a new sports team together or any other use that requires some sort of filtering).

Finance

Given these unique values, we will earn money by selling Professional Passport B2B as a license based web product that is hosted on our own server. Our clients will pay per vacancy and we will create a package system so that the product is affordable for every type of recruitment, ranging from companies that have five vacancies per year to companies that have two hundred per year.

A major advantage of our product is that it involves benefits of scale: once launched, the same product can be used infinite times for the same use and so, variable costs can remain marginal.

Our income and cash flow statement for the next 2,5 years can be viewed below.

Income statement	2012 Q3	2012 Q4	2013 Q1	2013 Q2	2013 Q3	2013 Q4	2014 Q1	2014 Q2	2014 Q3	2014 Q4
Revenues										
Vacancies sold (à €1875)	0	1875	1875	1875	1875	3750	3750	5625	3750	5625
Package 1 sold (à €625 p/m)	0	0	0	7500	0	7500	15000	7500	7500	7500
Package 2 sold (à €1000 p/m)	0	0	0	0	12000	0	0	12000	12000	12000
Package 3 sold (à € 750 p/m)	0	0	0	0	0	0	0	18000	0	0
Total revenues	0	1875	1875	9375	13875	11250	18750	43125	23250	25125
Operating expenses										
Travel expenses	0	0	0	0	0	-300	-300	-300	-300	-300
unforeseeable costs	-100	-100	-100	-100	-200	-200	-200	-200	-200	-200
marketing expenses	0	0	0	-200	-200	-200	-500	-500	-500	-500
rent expense	-450	-450	-450	-450	-450	-450	-450	-450	-450	-450
legal/accounting expenses	-100	-100	-100	-100	-100	-100	-100	-100	-100	-100
Hosting expense	-60	-60	-60	-60	-75	-75	-75	-75	-90	-90
Total operating expenses	-710	-710	-710	-910	-1025	-1325	-1625	-1625	-1640	-1640
Depreciation	-500	-500	-500	-500	-500	-500	-500	-500	-500	-500
Net income	-1210	665	665	7965	12350	9425	16625	41000	21110	22985

Statement of cashflows	2012 Q3	2012 Q4	2013 Q1	2013 Q2	2013 Q3	2013 Q4	2014 Q1	2014 Q2	2014 Q3	2014 Q4
Projected sales										
Sales from single vacancies	0	1	1	1	1	2	2	3	2	3
Sales from package 1	0	0	0	1	0	1	2	1	1	1
Sales from package 2	0	0	0	0	1	0	0	1	1	1
Sales from package 3	0	0	0	0	0	0	0	1	0	0
CF from operating activities										
net income	-1210	665	665	7965	12350	9425	16625	41000	21110	22985
Salaries	0	0	0	0	-7500	-7500	-7500	-7500	-7500	-7500
Depreciation	500	500	500	500	500	500	500	500	500	500
In/decrease acc receivable	0	0	0	-5625	-7127	-750	-4500	-21750	-1875	1125
In/decrease acc payable	0	0	0	0	0	0	0	0	0	0
Total	-710	1165	1165	2840	-1777	1675	5125	12250	12235	17110
CF from investing activities										
Programming product	-5000	-5000	-1000	-1000	-1000	-1000	-1000	-1000	-1000	-1000
Design product	-1000	-1000	0	0	0	0	0	0	0	0
Total	-6000	-6000	-1000							
CF from financing activities										
Investment Launching customer	10000	5000	0	0	0	0	0	0	0	0
Private investments	5000	0	0	0	0	0	0	0	0	0
Total	15000	5000	0							
Net in/decrease in cashflow	8290	165	165	1840	-2777	675	4125	11250	11235	16110
Cash at beginning of the quarter	0	8290	8455	8620	10460	7683	8358	12483	23733	34968
Cash end of the quarter	8290	8455	8620	10460	7683	8358	12483	23733	34968	51078



Snelverzorgd.nl

Executive summary

The problem

Many students and young urban professionals find themselves without toiletries from time to time. Young urban professionals simply cannot afford the time to do extensive grocery shopping, while students might forget that they need to buy toiletries. Men, in particular, have an additional difficulty: they sometimes find themselves ashamed to buy lotions or face-wash and in stores.

According to our survey, at least 40% is uncomfortable buying these items. All of this leads to men going about unclean, unshaven and unwashed. Not only does this make men look unhygienic, but those men might end up using toiletries of others in the house.

The solution

We will take the hassle of buying toiletries away by creating a service that delivers toiletries on a regular basis. This service is unique and simple. Customers will need to subscribe to our service. They will then choose which package they want delivered to their house, and on which interval.

The customer can choose from three different packages. The cheapest package is called 'the survivor'. We choose the products that are in this package and therefore this package isn't customizable. The second package is called the 'working class hero'. This package offers a limited customizability, meaning that customers can choose from three different product brands per category. The most expensive package is the 'royal package' including many different products and is highly customizable.

Subscribing yourself will be done via the internet on the website www.SnelVerzorgd.nl . After creating an account, one can choose one of the three different packages, which will be delivered at a preferred place, for example your home or office at a preferred time.

Keys to success

Having a decent pricing will definitely increase our chances of success, and therefore we must be willing to do whatever we can to get our products as cheap as possible. In order to make this venture a success, we must promote ourselves as being a serious, yet facetious company. We will need to find a balance between these two concepts in order to have a successful marketing strategy.

Target market

Initially we will start our venture in Amsterdam. There are approximately 216791 inhabitants in Amsterdam aged between 20 and 34 years. Divide by two and we find 96.972 men, who are our target group. When we become large enough to operate in all of Holland there are roughly 1.300.000 potential customers.

Marketing and sales strategy

We have to make sure our marketing strategy is appropriate for the target group we are aiming for. We will use social media to approach our target group, since target groups are easily identifiable through social media. Facebook, Twitter and LinkedIn are social media that have been proven useful in gaining a customer database. By communicating through these media, we will establish a connection with our existing customers, while also giving the opportunity to reach potential customers. Being featured in a magazine or blog is another way of gaining customers.

The magazines we are aiming to be featured in must obviously be read by the target group we wish to conquer. For now we are looking features in studentmagazines and lifestyle magazines for young men like FHM and Esquire. But because magazine to internet conversion is quite low we also want to be featured on blogs like Nu.nl/lifestyle, Dutchcowboys.com and Playboy.nl/lifestyle.

Next to social media and blogs we have access to two mailing lists from the dating site Mooiemensen.com (20.000 addresses) and the student club ASC-AVSU (3,500 addresses). Furthermore, we are aiming to gain free publicity via word of mouth marketing. There will be a Tell-a-friend bonus for our customers which will change regularly. Another way of gaining cheap publicity is to stick stickers with our website on it throughout the city. For this purpose we have designed and purchased 500 stickers. This might not be considered the most effective marketing technique, but if we choose our locations carefully we might generate some users this way.



Screenshot of www.snelverzorgd.nl.



Executive summary of Stickerize

The problem: students and starters do not have a large budget to spend on furniture

Decorating a room can be a difficult task. Many people want something unique and certainly don't want to copy other rooms. An option to personalize a room is decorating the room with unique furniture. However, nowadays students and starters have a small budget to spend. They have to provide themselves with the first necessities of life and then there isn't much left to spend on luxury goods like designer furniture. As a result, for their furniture needs, most students and starters go to large retail stores like IKEA. This causes students and starters all end up with the same recognizable, dull furniture and can't express themselves.

Our solution: furniture stickers

'Personalize + Customize = Stickerize'

Stickerize offers original, funny and multifunctional furniture stickers that can help personalize and customize impersonal furniture cheaply.

Stickerize offers their customers four categories of furniture stickers to choose from.

Firstly, Stickerize selected around a hundred designs that function as our standard furniture sticker designs. This assortment covers a wide range of furniture stickers from more daring designs to basic designs. Next to standard designs Stickerize offers standard texts or quotes that can be put on a piece of furniture to decorate your furniture. Besides Stickerize offers multifunctional furniture stickers: stickers that can hold chalk or magnets. These are furniture stickers that personalize a room but have a practical function too. The last option is to personalize furniture by uploading your own photo, image, text or quote. Who doesn't want to have a furniture sticker with their greatest photo moment on it?

All the stickers are available in all sizes and can be adjusted to the customers wishes, so make your furniture inspiring, impressing and personal with Stickerize!



Target market

Our target market consists out of students and starters because according to CBS (2012) this is the main group that doesn't have a lot of money to spend on unique furniture. Next to that, this group would be the most interested to personalize their furniture in a playful manner with furniture stickers. Below an overview of some statistics of this target group in the Netherlands.

- 675.000 students
- 123.000 starters
- 2.9 million people in the Netherlands between 16 – 30 years
- 69% buy online in the Netherlands. This is relevant for us because we sell our stickers through a webshop.
- 30 million visits to IKEA in the Netherlands.

Some results of our market research

- 83% of our respondents mentioned to be neutral or interested in personalizing furniture by using stickers
- 44% of the respondents have five or more pieces of IKEA furniture

Business model

When we generalize the results of our market research to the whole target population of the Netherlands, we can conclude that we have around 662.340 potential customers (83% interested students/starters). If 1 out of 15 students/starters buys a sticker of Stickerize, the total amount of sold stickers is 44.156 stickers. When we sell this amount of stickers with an average selling price of 22,95 this yields an estimated 1 million euro market.

The average product cost price of a sticker with the standard measurements of 55 cm x 55 cm is €13,30. The margin for a sticker of this measurements is €6,03 based on the selling price including delivery costs (€29,70). The margin per sticker ranges between six and nine euro's (depending on the design of the sticker and measurements).

An estimate of the number of furniture stickers sold until the end of the minor is 35 stickers. An estimate of the number of furniture stickers sold in the rest of 2012 is 155 stickers. In 2013 we expect to sell 580 furniture stickers. The income statement of Stickerize for the minor, 2012 and 2013 can be found in figure 1.

	minor	2012	2013
Sales	€ 873,60	€ 3.868,80	€ 14.476,80
Cost of Goods Sold	€ 662,55	€ 2.934,15	€ 10.979,40
Gross Profit	€ 211,05	€ 934,65	€ 3.497,40
Operating Expenses			
Salaries and wages	€ 0,00	€ 0,00	€ 0,00
Total Operating Expenses	€ 0,00	-€ 155,00	-€ 580,00
Net income from Operations	€ 211,05	€ 779,65	€ 2.917,40
Other Revenue and Expenses			
Re-order webdomain & hosting	€ 0,00	-€ 12,30	-€12,30

Net Income before taxes	€ 114,80	€ 767,35	€ 2.905,10
Less: Income taxes	€ 0,00	-€ 145,80	-€ 551,97
Net Income	€ 114,80	€ 621,55	€ 2.353,13

Figure 1: Income Statement of Stickerize

Sales and marketing strategy

Stickerize has three important sales strategies. First of all Stickerize sells her products on a website. This web shop offers all the designs and some extra options. It's very easy for customers to visit our web shop and the costs for the webshop are low, namely 25 euro cent per order via the webshop. Our second sales strategy is that we have some launching customers who will buy the stickers before the selling-phase starts. In this way Stickerize can collect some capital to invest in our venture. Besides this, these launching customers will generate free publicity by word of mouth. Thirdly Stickerize sells gift cards which people can give as a gift to their family and friends. The advantage of giftcards is that someone already has paid without receiving the product yet. So for us this is income without any costs (in short-term). This provides us with some capital.

Our main marketing strategies contain channels like friends and family, social media, magazines/newspapers, gift tip websites and techniques like launching customers, flyers and free publicity. As you can see word of mouth is very important for Stickerize in this starting phase of our venture. When the capital of Stickerize grows, we can and will invest more promotion through paid channels.

Expansion

An aspect that offers perspective for this venture, is expansion. For Stickerize there are many ways in which we can expand. The first and easiest option to expand is to replicate this business model for other target groups, namely children. Stickerize can easily create child friendly sticker designs. Another interesting target group for Stickerize are companies who organize product promotions, events (like office openings) and exhibitions. They can promote a product on an event or exhibition via a (photographed)sticker add onto a piece of furniture. A second option for Stickerize to expand, is focussing on other products. Right now Stickerize only focusses on stickers especially designed for furniture, but in the future this can be expanded to stickers designed for for example bikes or suitcases.

The last and also very easy realized expansion option for Stickerize is not solely focus on the Dutch market. If Stickerize provides an English-language website and offers to ship towards Europe, our target market will be much larger resulting in possibly higher sales.

Low costs, low risk

Stickerize has a really low cost sum. The biggest costs are paid by the customer.

This company can function without any investors at this moment. However, when Stickerize will grow, an investment can be used to optimize the functioning of our website. Next to this, Stickerize can buy inventory which will cause the selling price to be lower which can attract more potential buyers.

Stickerize does not take a lot of risk because of the low investment costs.