

Startup Business Plan

OUR COURSE OF ACTION

Presented To
Nicholas Newark

Presented By
Yuqin Feng

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Tip: Use links to go to a different page inside your template.

How: Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.

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Executive Summary

Give a brief explanation for the page



MISSION

To bring the joy of music to online parties



VISION

To be a global force in making a better world through music

The Product	Aimsphere is a music game startup that brings the fun of karaoke singing to homes.
The Leadership	Yuqin Feng, Haoran Cheng, and Matt Zhangyee founded the company after working together at Stipple Unlimited. They serve as CEO, CFO, and COO, respectively.
The Overall Industry	The singing game industry consists of offline karaoke machines and mobile apps. However, Aimsphere allows people of all ages to enjoy singing in the privacy of their homes.
The Competitors	Competitors include KNJ Label's mobile singing app and The Sound Academy's chain of karaoke bars. Aimsphere differentiates itself by focusing on casual gamers who prefer to sing with friends and family.
The Financial Status	Aimsphere needs to raise \$10 million to begin its operations. The company has met 70% of its target thus far. Financial resources will be focused on developing the game's online features.
Future Plans	By 2026, the company intends to release Aimsphere. By 2030, it expects to reach 20 million people worldwide across multiple platforms.

Tip: Design with the /Magic shortcut - the quickest way to make your work stand out!

How: While on the page, simply press the "/" key and scroll for whatever you need on the dropdown menu — text boxes, lines, shapes, tables, stickers, videos, and many more!

The Organization

Give a brief explanation for the page



Yuqin Feng
Chief Executive Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



Haoran Cheng
Chief Financial Officer

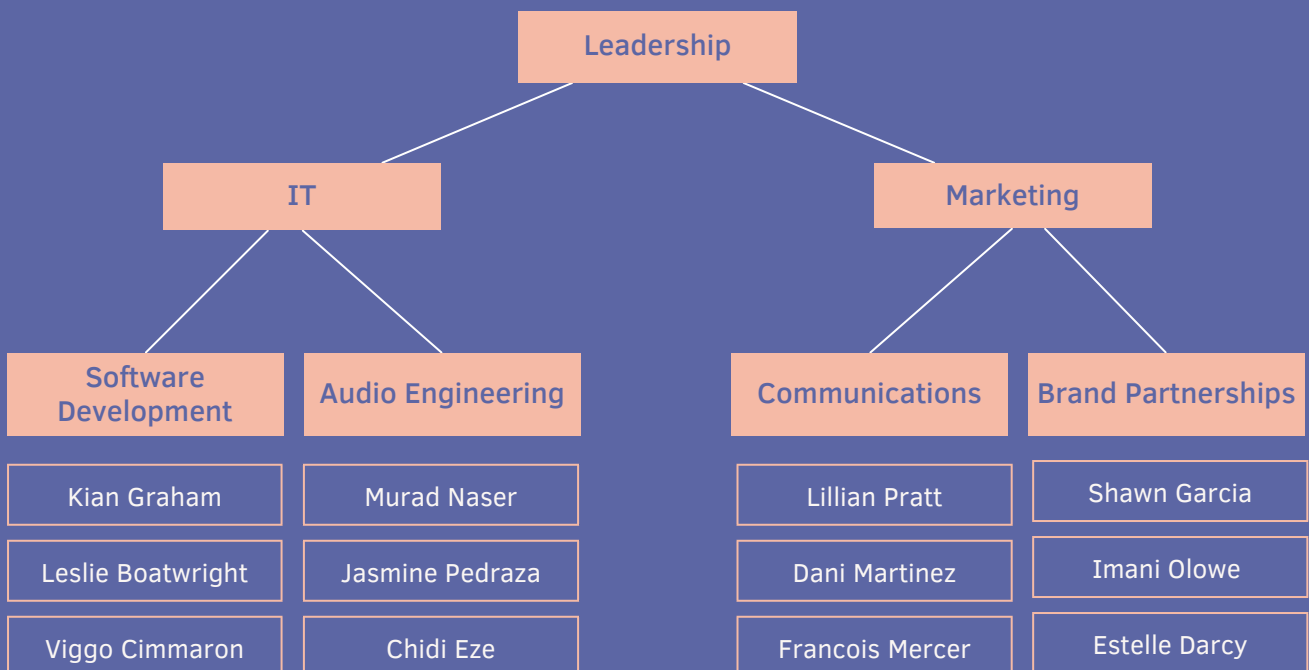
Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



Matt Zhangyee
Chief Operations Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

MAP OF THE ORGANIZATION



Business Description

Give a brief explanation for the page

IMAGES AND MOCKUPS

Canva Tools for Mockups

Select an image on your template. Then click 'Edit Image' on the toolbar and scroll through our Smart Mockups and Frames available to you. You may also use our Background Remover to make photo cutouts of your products.



CHANNELING YOUR INNER SUPERSTAR

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

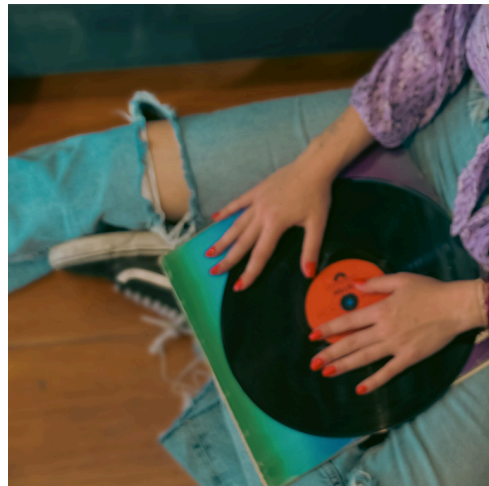
Product List

Give a brief explanation for the page



Cold Without You
\$ 2.00

Break everyone's hearts with this slow and melancholy ballad by Latin pop sensation Juliana Silva



Gotta Let Me
\$ 2.00

Get the room jumping with this crowd-pleaser by pop-rock band Faster than Parachutes



Item Name
\$ 0.00

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

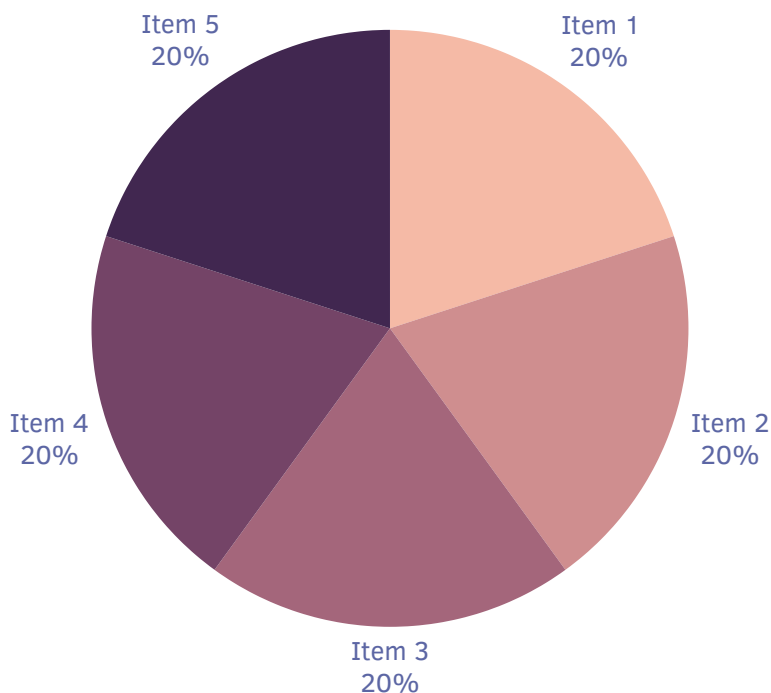


Item Name
\$ 0.00

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

Industry Background

Give a brief explanation for the page



Filling A Gap

The big players in the industry are either karaoke machine providers or mobile apps. This shows that Aimsphere addresses the needs of singers who like singing in a more private setting.

THE INDUSTRY

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.

Competitor Analysis

Give a brief explanation for the page

KNJ LABEL

Duplicate the SWOT table as you evaluate other competitors.

STRENGTHS

- Users can play at their convenience.
- Users can sing with other players.
- There are more owners of smartphones than PC or consoles.

WEAKNESSES

- Developing and updating the app across devices is very challenging.
- Licensing songs can be costly.
- The app lacks built-in features for parties.

OPPORTUNITIES

- Increasing number of smartphone users in emerging markets
- Growing interest in hosting parties at home
- Merging of major record labels

THREATS

- Entry of new industry players
 - High costs for music licensing
 - Lack of fast and stable wireless internet
-



SING WHEREVER, WHENEVER

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.

Market Analysis

Give a brief explanation for the page

THE SHY SUPERSTAR

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

USER PERSONA

Duplicate the table as you analyze other personas



Ingrid Correa

19
Female
University Student
Halderperry

Ingrid is shy, but warm and friendly. She loves to sing but is afraid that others will criticize her lack of musicality.

GOALS

- Graduate university
- Receive honors
- Lead her student organization

CHALLENGES

- Making new friends
- Living away from loved ones
- Budgeting her money

LIKES

- Pop music
- Korean food
- Karaoke

DISLIKES

- Clutter
- Desserts
- Hot tea

PERSONALITY

- Ambitious
- Cheerful
- Easygoing

PRODUCTS THEY ENJOY

- Myxeria albums
- Ultrapop Makeup lipsticks
- Anais Clothing Company t-shirts

Our Strategy

Give a brief explanation for the page

REACHING A WIDER AUDIENCE

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

THE 4PS OF MARKETING

Use this table to map out your marketing mix

PRODUCT

the brand, its features, its packaging

Common questions:

- What needs does this product fulfill?
- What frustrations does it address?
- What makes it compelling to customers that they will want to have it?

PRICE

discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market?
- How will this price compare with competitors?

PROMOTION

print & broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

PLACE

physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?

Financial Plan

Give a brief explanation for the page

CAPITAL REQUIREMENTS

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

	VALUE	PERCENTAGE
Research and Development	\$456,000	44%
Marketing and Advertising	\$456,000	44%
Daily Operations	\$123,000	22%
TOTAL	\$1,035,000	100%

FINANCIAL OUTLOOK

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

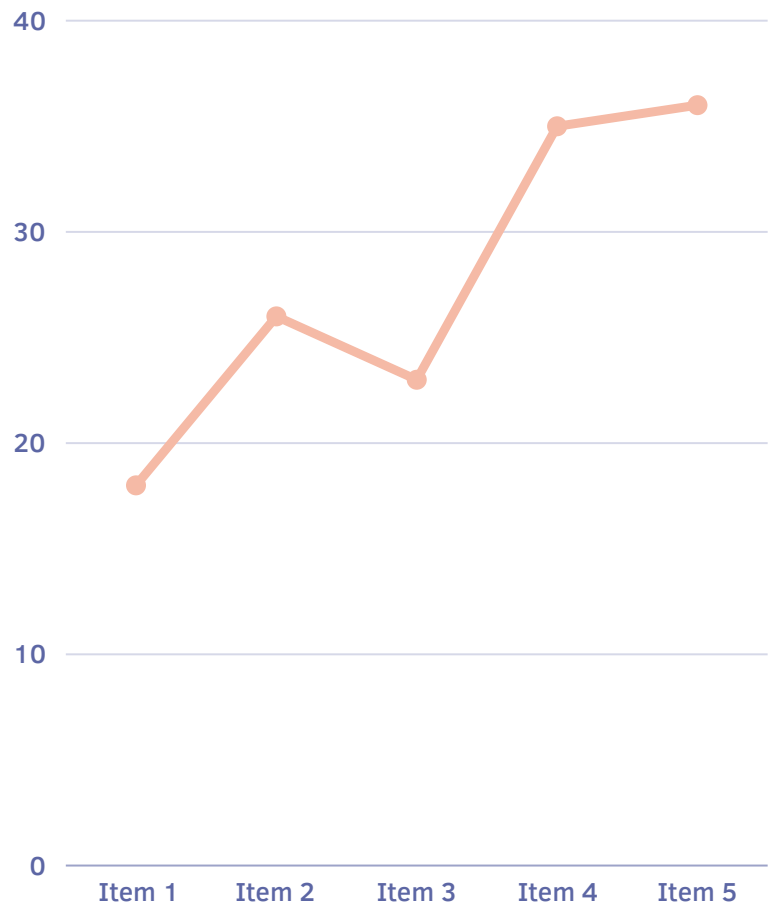
US\$ B	FY'26	FY'25	YOY CHANGE
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

Future Plans & Milestones

Give a brief explanation for the page

AIMING HIGH

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.



2026

Release Aimsphere for PC and consoles

2027

Release Aimsphere Superstar on mobile

2028

Earn \$890 million in annual sales

2030

Reach 20 million people worldwide



Contact us for further inquiries

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How: On the top right corner of the screen, click 'Share'. Go to 'Download' and choose 'PDF' among the options.



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Resource Page

Use these elements for your pages

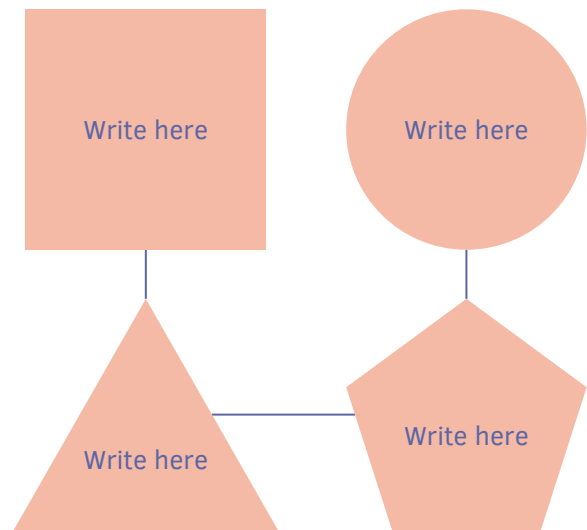


Standardize designs across different pages!

After choosing pages across multiple templates, click on the element whose style you prefer, click the 'copy style' icon on the top-right corner of your screen, and use the icon to click on the element you want to change! Ta-da! The elements now share the same style.

Use smart shapes and connectors to build a map or flowchart.

In the elements tab, search for 'shapes'. You may also press C for a circle, R for a rectangle, and L for a line. Attach them all together and feel free to drag them along the page!



HEADER	HEADER	HEADER
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Personalize and edit your tables.

Right-click on the table to browse through the options. You can add and delete rows, merge cells, move columns, and more!

Resource Page

Use these charts and graphs to present data

