

JUNE 2025

Startup Business Plan

BUILD A MORE EFFECTIVE AND
PROFITABLE BUSINESS

Presented by

LARS PEETERS

Marketing of Otieno Digi-Star

Presented to

CHAD GIBBONS

Fauget Invest



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Executive Summary

VISION

Revolutionizing the digital advertising industry through innovative solutions that deliver exceptional results for businesses worldwide.

MISSION

To empower businesses with cutting-edge digital marketing tools and strategies, enabling them to achieve their marketing goals and stay ahead in the competitive landscape.

PRODUCT

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LEADERSHIP

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OVERALL INDUSTRY

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COMPETITORS

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FINANCIAL STATUS

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FUTURE PLANS

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The Organization



NDEMI OTIENO
CEO
& Co-Founder

She brings extensive industry expertise and visionary leadership to drive Otieno's strategic growth, innovation, and customer-centric approach.



BENJAMIN SHAH
Chief Operation Officer
& Co Founder

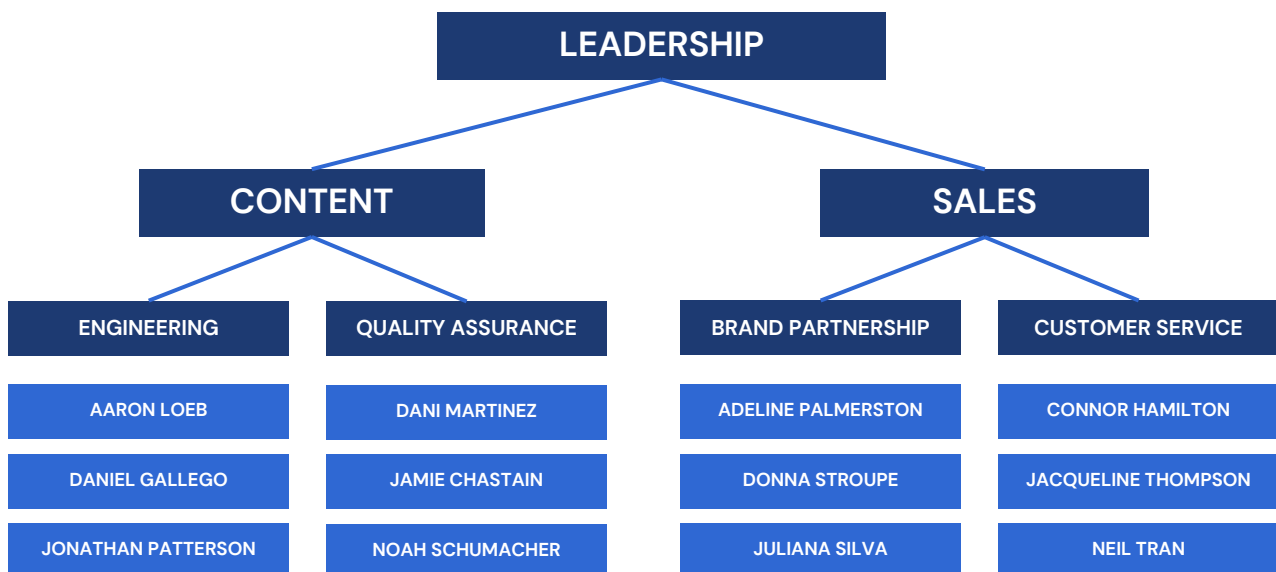
He combines operational excellence with a deep understanding of technology to ensure seamless execution of Otieno's business strategies and efficient day-to-day operations.



LARS PEETERS
Chief
Marketing Officer

He leverages his vast marketing experience to shape Otieno's brand, drive customer acquisition, and develop effective marketing strategies that propel the company's growth.

MAP OF THE ORGANIZATION



Business Description

COMPREHENSIVE SUITE OF DIGITAL ADVERTISING SOLUTIONS

PROGRAMMATIC ADVERTISING PLATFORM LEVERAGING
AI AND DATA ANALYTICS

TARGETED CAMPAIGNS BASED ON DEMOGRAPHICS,
BEHAVIOR, AND CONTEXT

CREATIVE CONTENT DEVELOPMENT FOR CAPTIVATING
AD EXPERIENCES

PERFORMANCE TRACKING AND ANALYTICS FOR
CONTINUOUS OPTIMIZATION



Our Service

PROGRAMMATIC ADVERTISING PLATFORM

\$2,500 / MONTH

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TARGETED ADVERTISING CAMPAIGNS

\$1,500 / CAMPAIGN

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CREATIVE CONTENT DEVELOPMENT

\$500 / ADS

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PERFORMANCE TRACKING AND ANALYTICS

\$1,000 / MONTH

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Industry Background

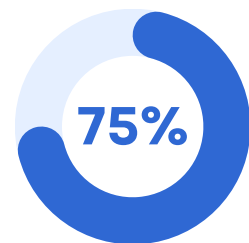
As the digital advertising industry continues to evolve, businesses must stay abreast of the latest trends and leverage innovative solutions to effectively reach and engage their target audiences. Otieno Digi-Star operates within this dynamic landscape, offering advanced digital advertising services to empower businesses and drive their success in the ever-changing digital ecosystem.



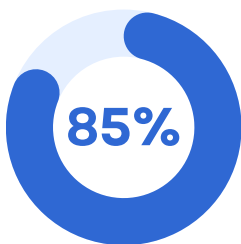
DIGITAL ADVERTISING GROWTH



MOBILE DEVICE USERS INCREASE



TRADITIONAL ADVERTISING CHANNELS SHIFTING



DATA ANALYTIC IMPORTANCE



PROGRAMMATIC ADVERTISING



CHANGE IN USER EXPECTATION

Competitor Analysis

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MERCADO DIGITAL SOLUTION ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
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LARANA INC. ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
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Market Analysis



MARGARITA PERES (34)

Marketing Manager of
Rimberio Co

ABOUT

Result-driven and data-oriented, Margarita seeks user-friendly advertising platforms, actionable insights, and creative content development to optimize campaigns, drive traffic, and stay ahead of industry trends.

GOALS	CHALLENGES
<ul style="list-style-type: none"> • Increase brand visibility and drive leads. • Improve conversion rates and engagement. • Optimize advertising spend for ROI. 	<ul style="list-style-type: none"> • Identifying effective advertising channels. • Analyzing complex data for optimization. • Creating engaging ad content. • Staying updated on industry trends.
LIKES	DISLIKES
<ul style="list-style-type: none"> • User-friendly platforms with robust targeting. • Actionable insights for data-driven decisions. • Creative content development services. • Responsive customer support. 	<ul style="list-style-type: none"> • Inefficient campaign setup and management. • Lack of transparency in ad performance. • Limited customization options. • Complex user interfaces.
PERSONALITY	PRODUCTS / SERVICES THEY ENJOY
<ul style="list-style-type: none"> • Driven and result-oriented. • Analytical and data-driven decision-making. • Creative and open to innovative advertising strategies. • Tech-savvy and eager to adopt new technologies and platforms. 	<ul style="list-style-type: none"> • Programmatic advertising with advanced targeting. • Creative content development. • Performance tracking and analytics. • Educational resources for industry insights.

Marketing Plan

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PRODUCT

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PRICE

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PROMOTION

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PLACE

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Financial Plan

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CAPITAL REQUIREMENTS

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ALLOCATION	VALUE	PERCENTAGE
Research & Development	\$576,500	40%
Marketing & Advertising	\$576,500	40%
Daily Operation	\$288,250	20%

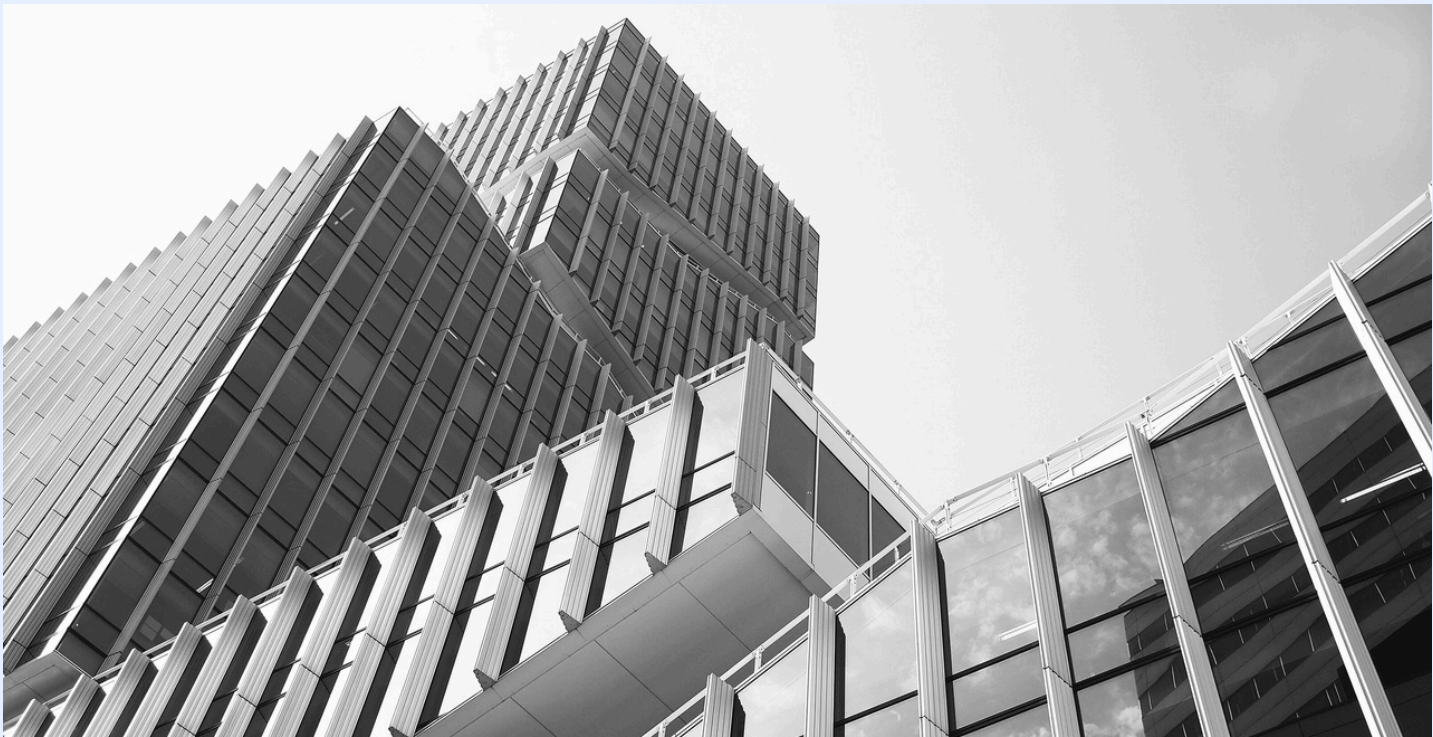
FINANCIAL OUTLOOK

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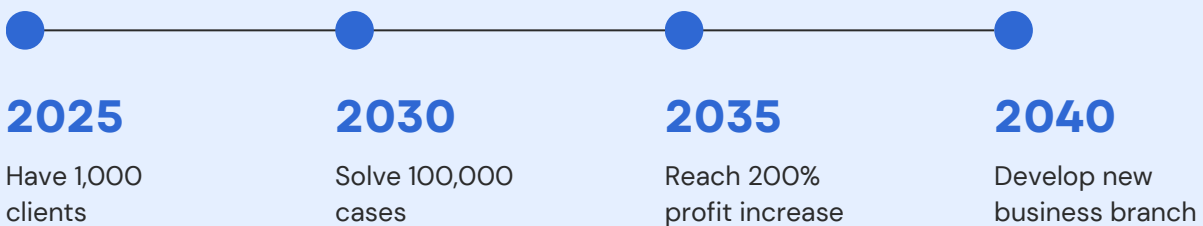
US \$ B	FY 25	FY 26	YOY CHANGE
Revenue Revenue	250	350	20%
Expenses	150	100	-33%
Profit	300	400	33%
Dividend per share	\$10/share	\$20/share	100%

Future Plans & Milestones

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MILESTONES



Reach Us Out

We are ready to grow our business better and help you be the best one



OTIENO DIGI-STAR OFFICE
123 ANYWHERE ST., ANY CITY



HELLO@REALLYGREATSITE.COM



WWW.REALLYGREATSITE.COM



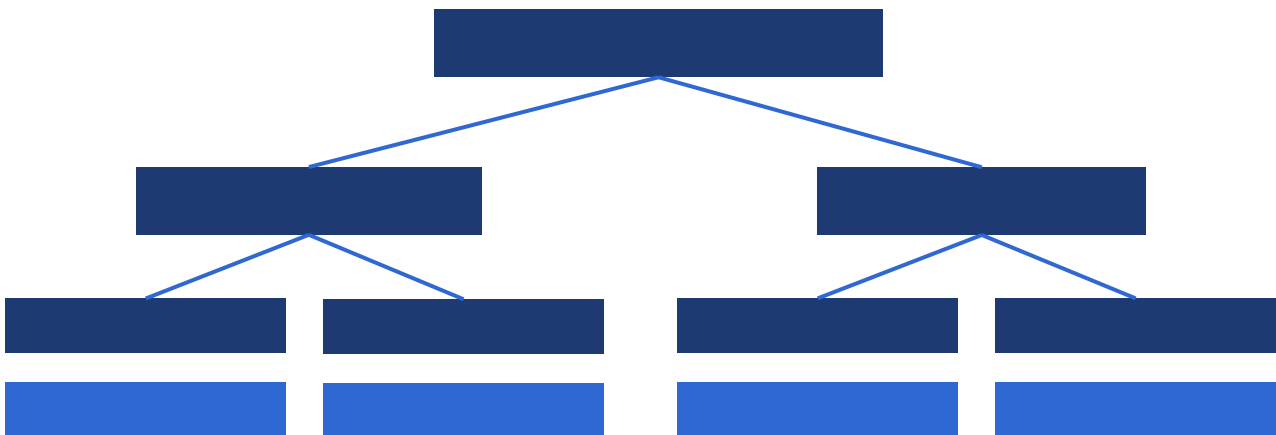
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Resource Page

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