

Business Plan Light

Analysis and growth prospects
in the management of a Biz project

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Introduction

You already have a business site and thanks to the SEO you are well positioned and have maximum visibility. But it is not just it, there is a better tool.

Simple information found on the internet show that no matter how well designed and indexed a medium or large company website may be, in terms of visibility, it will never be able to match the number of views it receives from a social network.

It's not a matter of being better or lesser in knowing how to exploit a web tool, it's about two different products conceived for two different uses.

A corporate showcase site does not allow for particular interactions, it normally receives visits that last a few seconds or the time strictly necessary to consult the object of the web search, after which the average user abandons the session.

This means losing the interest of your occasional visitor that, as soon as abandoned your site, will visit the web site of a competitor positioned at a SEO level in your vicinity.

A social network, first of all, "retains" its users through a login, multiple interactions with the community are allowed, and for this reason, the users' visits last several minutes on average.

This simple but fundamental factor leads users to consult and view more pages to the advantage of being able to provide much more information in a completely organic way "capturing" the interest of visitors.

Presentation

BizProject platforms are tools designed to be used alongside (or in place of) your company website. They are thematic business networks and related to a specific geographical area, which exploit the advantages of visibility typical of a social network by combining them with the information that a company website provides to promote its products and services.

Managing a platform to be placed side by side to your own website means being able to catch the attention of thousands of users with extreme simplicity. It allows you to interact in first person and without competitors with a loyal community that is particularly interested in the business and the territory you are representing, with the unquestionable advantage of generating more leads than your company website.

As we will explain later, the first platform of the group was that of Monaco, and during our period of development and study lasted about twelve months, it proved to be able to arouse a very strong interest from thousands of users.

From 2021, it will be managed by highly qualified local professionals who will offer a range of useful services to those wishing to relocate or establish their business in Monaco.

In the early months of 2021, the second platform of the group will debut and it will be dedicated to Italy. This platform will be managed by local professionals who offer their services and who, thanks to our innovative network concept (each platform is independent in terms of content and services offered and users can interact thanks to a single account and common login), will already have at their disposal thousands of Monaco subscribers.

The web is the present and the future of communication, not taking advantage of this tool in the right way can be the difference between reaching your goal or not.

At the cost of a simple advertising campaign, we can become managers of a platform that can allow multiple economic returns and that above all will allow us to have a greater visibility than our competitors.



Customer Segments

Professionals and freelancers, small and medium enterprises.

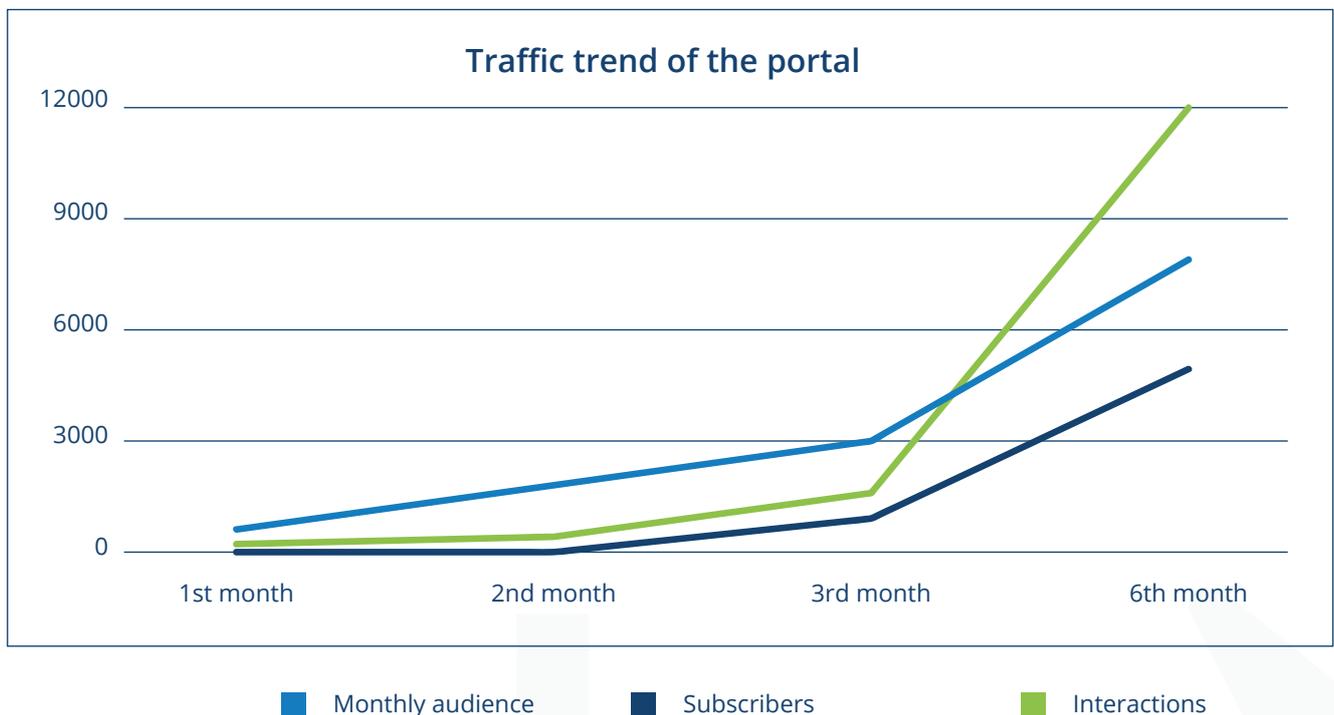
Individuals who want to take up residence abroad (managers, celebrities, people with a high-income bracket, etc.). This is the target audience of the portals. At the moment, for the BizMonaco portal alone we already have more than 30000 subscribers.

Their needs can range from tax savings, to the extension of the reference market (internationalization), import-export, opening an office in a specific geographical area and residential relocation.

Knowing how to do it, what the main obstacles are, quantifying the advantages, being able to socialise with other users who have already made similar choices and who can provide real feedback is the purpose of the portal: to accompany each of them along the chosen path.

The interaction with posts, news, chats and other tools guarantees the right level of communication between the users and the service provider portal managers.

A good management of the portal will make increase the number of subscribers and audience exponentially. It is necessary to take into consideration that the future portals will not start from scratch, as they can count on the numerous current subscribers and the fact that the name and diffusion of the brand is already known thanks to BizMonaco:



The trends can be increased and depend in part on communication and dissemination activities carried out through other social channels (in twelve months Bizmonaco has received over 15,000 visits from LinkedIn). In any case, each portal is equipped with s.e.o. (search engine optimization included in the monthly fee) able to provide autonomous traffic and independent from everything else.

Value position

Currently many partner firms, professionals, consultants and family offices have websites located in countries of strong economic and commercial interest to attract clients from other countries looking for solutions to the needs we have mentioned above.

There are also networks, such as LinkedIn or similar, that have a predominantly b2b audience and encourage them to interact with each other.

Why should a potential client choose Biz over other solutions?

Because it represents the exact union between a b2b social network, a service site located on a specific territory of a country with a high commercial, financial or economic interest, and a magazine, with the possibility not only to make b2b users interact with each other, but also to provide them with services, advice, information and procedures on the territory.

These features make it possible to generate and obtain web traffic with the relative visibility that is difficult to obtain through a simple corporate/professional site, and above all at a lower cost than any paid promotion capable of generating the same number of visitors.

Customer Relationships

The high level of interaction between the users, the contents of the portal and those who manage it is the guarantee to obtain a high number of requests for information in response to doubts or business needs that create a demand for services and that the portal manager can satisfy by taking a profit. For example, in twelve months the Bizmonaco portal has generated over 150,000 page views.

Still considering the statistical elements in our possession we can draw a graph. These values are purely indicative but relative to the guaranteed minimum. Much better performances can be easily obtained through a good management of the portal.





The various platforms, while remaining totally autonomous in their management, being interconnected with each other, will guarantee an exponential increase in results as active BizProjects increase, guaranteeing very high internal interactivity between users and members.

Acquired customers are loyal, continuous and add value as time goes by, thanks to the fact that they can provide a whole series of feedback or "word of mouth" helping the portal to grow.



Revenue Streams

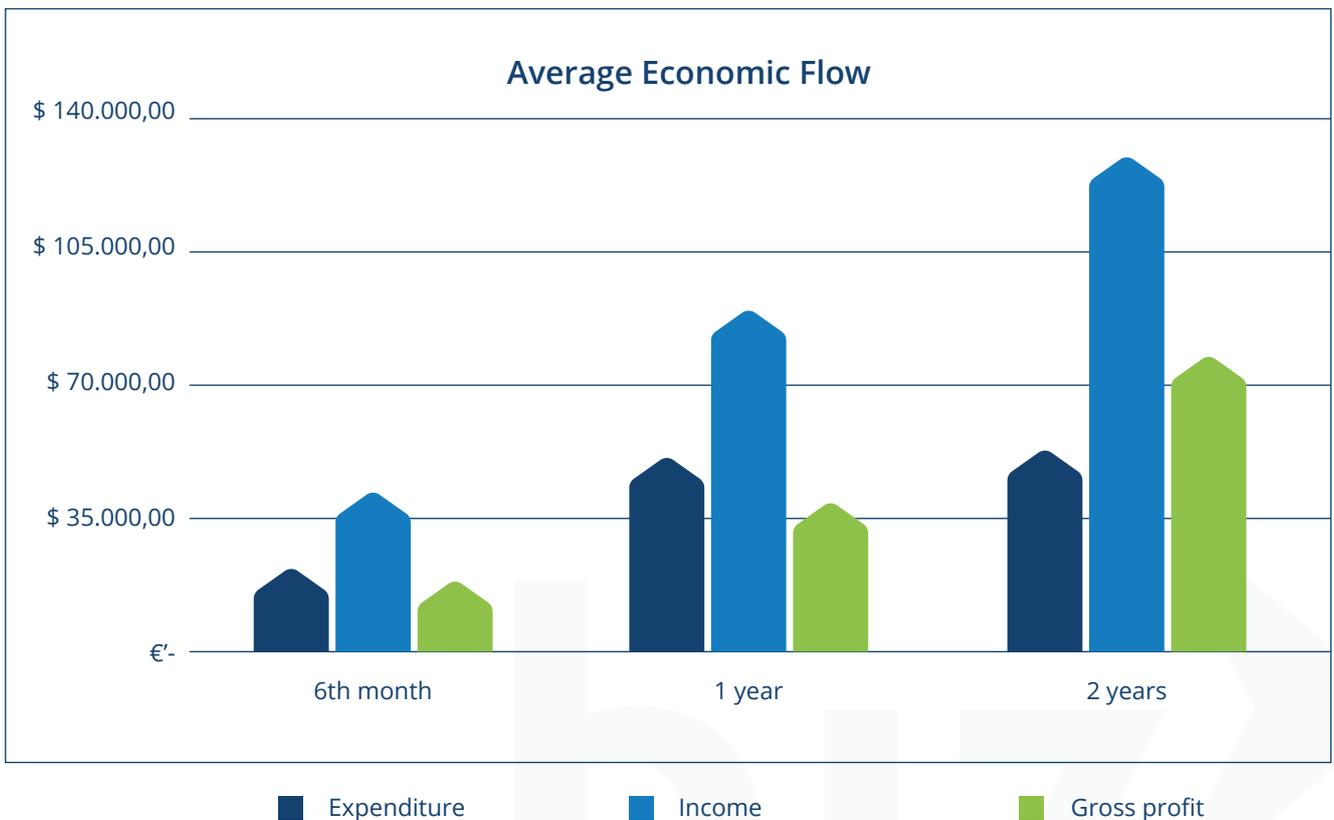
The management of the portal involves a series of duties:

- Renting of the portal
- Provision of services to customers/users
- Content management and production for the promotion of the services offered
- Monitoring of the community and compliance with terms and conditions

On the other hand, it offers some earnings:

- Consultancy/services to portal users and visitors
- Advertising on the portal
- Partnerships for adjacent markets or services
- Premium account for a fee

The items involved are various but, on the basis of the data we have, also in this case we can produce an explanatory chart of the flow of income and expenditure.



The expected calculation is based for the first six months and the first year on a number of clients as shown in the "Leads & Deals" chart. The average amount of turnover for each client, expected for the first year, is €1,000.00. In the second year, according to growth estimates, the number of clients rises to 90 and the average amount per client is €1,500.00.

These previsions are based on minimum trends obtained. We can easily see a much higher potential, both in terms of number of clients and average turnover per capita. The deviations may vary upwards by more than 200% compared to this analysis.

The economic flow, therefore, has been calculated by plotting an average of the profits deriving from the BizMonaco platform, adapting it to the various types of territories analysed and compared to the trends already observed. We have calculated an average cost of the platform's rent, which is to be considered the real "cost" to be added to the operating costs already incurred by the activity/professional who will take over the portal.

For example, Malta, in absolute value, presumably offers a lower profitability than Monaco, the latter will be lower than Dubai etc. Consequently, the rent and management costs will vary according to the potential of the territory and its size as well as profitability.

Based on the performance of BizMonaco and applying the model to other countries of strategic interest for the Biz project, we have calculated a number of average economic values visible in the above graph.

The variants that may substantially modify this trend are:

- Typology of clients/users who may be inclined to spend
- Type of territory represented by the portal
- Management ability of the manager
- Services offered
- Socio-economic and political situation
- Natural or catastrophic events
- Change of the rules on tax or legislative benefits

The Biz project offers, for the less experienced, training courses and support for the active management of the portal included in the monthly rent.

Key Resources

The manager's structure must have a team capable of providing the services offered on the territory and the resources to be dedicated to the care of the portal.

They will have to manage media content to be offered internally, which must be of significant interest to the business of the country represented. This operation is very similar to the ones carried out through the most common social channels and does not require advanced skills.

It will be necessary to determine an editorial line on the content to be posted (included in the monthly rent we will be provide the guidelines) represented by periodical columns, tax updates, news and events in order to raise the awareness of visitors to the site and try to have them subscribe.

The portal will allow those who have subscribed to post and interact with other users. For the manager, this represents their database of potential customers.

The activity carried out on other social channels owned by the manager will be fundamental for awareness and branding. In this regard, platform managers will be granted access as administrator to the Facebook page of Biz Project, which has over 160,000 followers.

The Biz Project, which is included in the monthly rental, provides training courses, marketing specialists and other professionals who can come to the aid of managers not accustomed to the digital world.

The services offered by the manager and its business model will be fundamental to formalize the offer and make it compatible with the demand to obtain a lead.



Choose your BizPortal

This map is indicative for those countries that offer a strong economic, fiscal and tourist attraction. If you are operating in one of these countries and want to improve your business you can open a BizPortal.



The list currently available also includes countries not connected to the European continent, below is the complete list:

www.bizalgeria.com	Algeria		
www.bizargentina.com	Argentina		
www.bizbelarus.com	Belarus		
www.bizbelize.com	Belize		
www.bizcanada.com	Canada		
www.bizcayman.com	Cayman		
www.bizcyprus.com	Cyprus		
www.bizdubai.biz	www.bizemirates.com	Emirates	
www.bizengland.biz	www.bizlondon.biz	U.K.	
www.bizestonia.com	Estonia		
www.bizfrance.biz	France		
www.bizgermany.com	Germany		
www.bizholland.biz	www.bizamsterdam.com	Holland	
www.bizireland.biz	Ireland		
www.bizitaly.biz	Italia		
www.bizjapan.biz	Japan		
www.bizlebanon.com	Lebanon		
www.bizluxembourg.com	Luxemburg		
www.bizmacao.com	Macao		
www.bizmaldives.biz	Maldives		
www.bizmalta.biz	Malta		
www.bizmarocco.com	Morocco		
www.bizmonaco.com	www.bizmonacogroup.com	www.bizmonacoservice.com	Monaco
www.bizmontenegro.com	Montenegro		
www.biznorway.com	Norway		
www.bizportugal.com	Portugal		
www.bizrussia.biz	Russia		
www.bizsanmarino.com	San Marino		
www.bizserbia.com	Serbia		
www.bizsouthafrica.biz	South Africa		
www.bizsuisse.com	www.bizswitz.com	www.bizticino.com	Switzerland
www.bizunitedstates.com	U.S.A.		
www.bizvenezuela.com	Venezuela		

Countries like Holland, Ireland, Belgium, Portugal, Eastern European countries, Great Britain etc. rival for their tax offers and help to facilitate the opening or relocation of businesses in their territory. We are available to help you with BizProject by opening a portal in these areas.

The project is active not only for "tax havens" and tax advantageous countries, but also for those countries that offer special conditions/incentives to companies that want to enter their market and do business, or to individuals who want to relocate.

Technology and Evolution

BizProject guarantees an adequate and high-performance hosting worldwide for service delivery, capable of supporting thousands of users and interactions simultaneously.

The managers will have immediately available the new platform with new graphics and modern social friendly technology. Each platform will be equipped with its own easy-to-use CMS for content management (the CMS will be managed in collaboration and with the constant support of our technical team) with the possibility to receive training on the entire management of the platform, the implementation of the professional s.e.o. with a talking domain belonging to the network already prepared for all the most popular business locations.

In addition to this, BizProject already provides dozens of thousands of users who will form an excellent starting point for all upcoming portals.

If you are a professional, a company an associated firm or a family office and you deal with services, real estate, yachting or tourism and you wanting to expand your market, you can immediately start developing your business by managing a Biz portal. Ask for information by filling out the form to deepen the topic. We are at your disposal for any clarification.

Biz Project Team

