

# Deca Startup Business Plan Examples

## ADNETWORK 2.0

### EXECUTIVE SUMMARY

#### PROBLEM

About ~3% of mobile **game developers** are actively buying traffic, the rest don't have any budget. CPI costs have doubled in 2014 & continuously rise

**Publishers** such as the messaging apps are unable to charge more than 30% of revenues and face platform regulations that restrict multiple apps in a single market. For example there cannot be a standalone version of Candy Crush in S. Korea alongside that of KakaoTalk's.

#### SOLUTION

**IT'S TIME FOR A MOBILE ADNETWORK 2.0!**

- A traffic exchange based on revenue-shared where all interests are finally aligned.
- Business intelligence capabilities to properly estimate LTVs and identify attribution of incoming users to their sources.
- Messaging apps and other publishers could gain high Rev-Share %, avoid integrations (which are a hurdle for them as well) and finally bypass these restricting regulations by sending users to the original game.

#### TEAM



**LEONARD FRANKEL**

Former Head of Business Development in Plarium, the largest hard-core games developer on Facebook. As founder & CEO of his previous start-up I raised 2.5m\$ and managed 22 multidisciplinary people.

Have negotiated mm\$ deals and formed an invaluable network of key contacts in Hollywood movie studios, media giants (FB, Apple & Google), messaging apps (Line, KakaoTalk, Viber, WeChat and Tango) and all the major game studios in Asia, Europe and the US.



**MR. SMITH**

Mr. Smith is a great guy, he likes running in the morning and eating ice cream. He frequently attends yoga classes and drives a Honda CRV. Not to vouch for his dog but canonically they both look quite the same, especially while bike riding. No more ducks were involved in the process and similar effects may have taken place.

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### MARKET

The mobile media market has been very active last year. Here are some run-rates and exit events from 2014, based on internal testimonials:

Iron Source	Flurry	adColony	Matomy
Annual Run Rate (ARR) of 300m\$. Recent pre-IPO valuation of 800m\$ which implies a 1.5b\$ IPO value	ARR <100m\$, sold to Yahoo for 250m\$, mostly for the data	ARR ~200m\$, sold to Opera for up to 350m\$	ARR 240m\$, IPOed at 300m\$ in 2014

### FEEDBACK

“In general, I'm always interested in a rev share (depending of course on the terms) given it's mutually beneficial to succeed and a low investment risk.”  
*Kimberly Painter, Director of Marketing - User Acquisition @ Kabam*

“This could solve some of our challenges, we will gladly try such a system.”  
*Yaron Schechtman, Director of Business Development @ Viber*

“We're always interested in testing new channels for user acquisition but also on the ad publishing/ monetisation side... If this model unlocks new way to acquire users with lower eCPAs, this could be a new interesting approach for scaling games.”  
*Sebastian Kriesse, VP Corporate Development @ Wooga*

“Confirming my interest in this product, and I will be interested in testing as well!”  
*Kei Kondo, Director of Marketing, User Acquisition & Retention @ DeNA*

### STRATEGY

- White label out-of-the-box adNetwork means that 80% of the seed round goes to sales.
- MVP - Launching a non-tech pilot between a publisher and a developer to prove that rev-share could overcome eCPM.
- Signing up the major developers while branding the platform as the first-stop for any new game launch - creating a strong pool of demand.
- Identifying further publishers that will actively source deals through the platform Long Term.

**Become a financier of risk for developers, acquiring a high share of their LTV and selling it as CPM to publishers**

### FUNDS

Seeking **500k\$** in convertible debt

**Deca startup business plan examples** are essential tools for aspiring entrepreneurs looking to launch their businesses successfully. A well-structured business plan serves as a roadmap, guiding entrepreneurs through the complexities of establishing a new venture. For many, especially those entering the world of startups, understanding how to create a robust business plan is crucial. In this article, we will explore the importance of a business plan, key components, and provide examples tailored specifically for deca startups.

# Importance of a Business Plan for Startups

A business plan is more than just a document; it is a comprehensive blueprint for your business. Here are several reasons why having a well-crafted business plan is essential for startups:

- **Clarifies Vision and Objectives:** A business plan helps define the mission, vision, and objectives of your startup, ensuring all team members are aligned.
- **Attracts Investors and Funding:** Investors often require a detailed business plan before considering funding. A solid plan demonstrates your commitment and understanding of the market.
- **Guides Business Development:** It serves as a roadmap for growth, helping you make strategic decisions as your business evolves.
- **Identifies Potential Challenges:** By outlining risks and challenges, you can develop strategies to mitigate them, increasing your chances of success.
- **Facilitates Marketing Strategies:** A business plan helps you understand your target audience, allowing you to tailor your marketing efforts effectively.

## Key Components of a Deca Startup Business Plan

A comprehensive business plan typically includes several key components. Here is a detailed look at each section:

### 1. Executive Summary

The executive summary is a concise overview of your business plan. It should summarize the key points, including:

- Business name and location
- Mission statement
- Product or service offerings
- Market opportunity
- Financial projections

This section should be compelling enough to encourage readers to delve deeper into the plan.

### 2. Company Description

In this section, provide detailed information about your startup. Include:

- The history of the business idea
- Business structure (LLC, corporation, etc.)
- Business model (B2B, B2C, etc.)
- Unique selling proposition (USP)

### **3. Market Analysis**

A thorough market analysis demonstrates your understanding of the industry landscape. This section should cover:

- Target market demographics
- Market size and growth potential
- Industry trends
- Competitive analysis

### **4. Organization and Management**

Outline your business structure and introduce the management team. Include:

- Organizational chart
- Roles and responsibilities of team members
- Experience and expertise of key personnel

### **5. Products and Services**

Describe your products or services in detail. This section should include:

- Features and benefits
- Pricing strategy
- Lifecycle of the products/services
- Research and development plans

### **6. Marketing and Sales Strategy**

Outline your marketing and sales strategies. Consider including:

- Marketing channels (social media, email, etc.)
- Sales tactics (online sales, direct sales, etc.)
- Customer relationship management

## 7. Funding Request

If you seek funding, specify your funding requirements. Include:

- The amount needed
- Proposed use of funds (equipment, marketing, salaries, etc.)
- Future funding requirements

## 8. Financial Projections

This section provides a financial outlook for your startup. Include:

- Profit and loss statement
- Cash flow statement
- Balance sheet
- Break-even analysis

## 9. Appendix

Include any additional documents that support your business plan, such as resumes of team members, legal agreements, or product images.

# Deca Startup Business Plan Examples

To provide clarity on how to structure a business plan, here are three examples tailored for different types of deca startups.

### Example 1: E-commerce Platform

Executive Summary:

XYZ E-commerce is an online platform that connects local artisans with consumers looking for unique, handmade products. Our mission is to promote local craftsmanship while providing customers with exclusive items.

Market Analysis:

The target market includes millennials and Gen Z consumers who prioritize sustainability and unique products. The e-commerce industry is projected to grow by 15% annually, with a rising demand for handmade goods.

Marketing and Sales Strategy:

We will utilize social media marketing, influencer partnerships, and email campaigns to reach our audience. Our sales will primarily occur through our website, with plans to expand into pop-up

shops.

#### Financial Projections:

We project a revenue of \$500,000 in the first year, with a growth rate of 30% annually. Initial funding of \$100,000 will be sought to cover startup costs.

## **Example 2: Health and Wellness App**

#### Executive Summary:

ABC Wellness App is designed to help users track their fitness goals and access personalized workout plans. Our mission is to promote a healthier lifestyle through technology.

#### Market Analysis:

The health and wellness app market is expected to grow significantly, with a focus on personalized fitness solutions. Our target audience includes health-conscious individuals aged 18-45.

#### Marketing and Sales Strategy:

We will implement a freemium model, offering basic features for free while charging for premium services. Marketing efforts will include social media advertising and partnerships with fitness influencers.

#### Financial Projections:

We anticipate generating \$250,000 in revenue in the first year, with a projected 25% increase in subscribers annually. We plan to seek \$150,000 in funding for development and marketing.

## **Example 3: Eco-Friendly Cleaning Products**

#### Executive Summary:

Green Clean Co. specializes in eco-friendly cleaning products that are safe for both families and the environment. Our mission is to reduce plastic waste and promote sustainable cleaning practices.

#### Market Analysis:

The eco-friendly product market is growing rapidly, with consumers increasingly seeking sustainable alternatives. Our target demographic consists of environmentally conscious families and individuals.

#### Marketing and Sales Strategy:

We will focus on online sales through our website and major e-commerce platforms. Our marketing strategy will include content marketing, social media outreach, and partnerships with eco-friendly influencers.

#### Financial Projections:

In our first year, we expect revenues to reach \$350,000, with a growth rate of 40% each subsequent year. We aim to secure \$200,000 in funding to support product development and marketing efforts.

# Conclusion

Creating a DECA startup business plan is a vital step toward establishing a successful venture. By understanding the importance of each component and utilizing examples tailored to different industries, entrepreneurs can craft plans that not only attract investors but also serve as a guiding framework for their businesses. Whether you are developing an e-commerce platform, a health app, or eco-friendly products, a well-structured business plan is essential for navigating the challenges of the startup landscape and achieving long-term success.

## Frequently Asked Questions

### **What are the key components of a DECA startup business plan?**

The key components of a DECA startup business plan typically include an executive summary, market analysis, organizational structure, product line, marketing strategy, funding requirements, and financial projections.

### **How can I find examples of successful DECA startup business plans?**

You can find examples of successful DECA startup business plans through DECA's official website, educational resources, business plan competitions, and networking with past DECA participants or advisors.

### **What makes a DECA business plan stand out in competitions?**

A DECA business plan stands out in competitions by having a clear and innovative idea, thorough market research, realistic financial projections, a compelling marketing strategy, and a well-organized presentation.

### **Are there specific industries that DECA startup business plans focus on?**

DECA startup business plans can focus on a variety of industries including technology, retail, health and wellness, food services, and social entrepreneurship, depending on current trends and student interests.

### **What resources are available for creating a DECA startup business plan?**

Resources for creating a DECA startup business plan include business planning software, DECA's educational materials, mentorship from teachers or business professionals, and online templates or examples.

Find other PDF article:

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