

# FutureProof

A Fast Track To Success

## What it is

A one-stop-shop for Start-ups, SMEs and Entrepreneurs who want to grow their business, their products or services. How? Through a proprietary developed operating system that gets them from A to B in less time & smaller budgets than working with several agencies who offer various competences.

Futureproof is a hybrid strategic & creative studio that focuses on the growth engine these companies need & would find impossible to assemble.

By working with us they will access an incredible wealth of knowledge and talent pool across the fields of marketing: growth strategies, media, comms, business insights, business strategy, forecasting, etc.

# Who we target

On a large scale – investment funds and VCs who manage a portfolio of Start-ups which need the right support to grow steady & fast

At small scale – any type of company which has either a small team, not enough marketing & communication competencies, not enough time, know how & budgets to work with agencies and wants to work with a venture that is specialized in solving problems & helping them grow.

(SMEs / Local business / Startups)

# What we deliver

1. Access to impossible-to-find industry expertise to take your product from 1.0 to 2.0
2. Processes and systems put-in-place to ensure self-sufficiency (investment rounds readiness for startups, or go-to-market readiness for other businesses)
3. For VC firms we de-risk their portfolio by helping them with their most critical needs across Growth and Marketing (but not only, we can work across product, or find them a proper team support, TBD)

Essentially we are a value-add type of studio that helps differentiate businesses from the herd in a world of infinite choices and scarce attention.

# Investment

This should be a 12-month runway. After this period we should be operating on a profit (if not even earlier than this). We will start small to minimize our team costs and keep a decentralized structure which will benefit the bigger scheme of things: gain awareness in the market and new Clients.

**Salaries (2 people)** – 5.500 EUR net x 12 months / 6.100 EUR gross x 12 months

**Other operating costs** (detailed on slide 7) – 10.800 EUR

**TOTAL:** 84.000 EUR gross for 1 year

The main effort will consist in laying the foundation for the frameworks this new business model will use to serve its clients & making it visible in the market.

# Roadmap for 2023

There are 3 main steps that will lead us to success:

A Develop an operating platform – that is create initial frameworks & roadmaps to be used by this new venture (as in create the ground work for what it stands for) so that it can be scaled to many clients at the same time. Create the business models & the pricing structure.

B Grow awareness through PR – create buzz and interest around this new venture through interviews & articles – create a narrative around value-added services incremental to growth and scaling your product (as opposed to plain media investment that most of them are doing)

C Meetings with various stakeholders: – leverage connections to access VCs, Investment funds, business owners, local entrepreneurs, seed platforms, Start-ups that could greatly benefit from our work

# P&L for 2023

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
<b>Revenues</b>	<b>1150</b>	<b>1150</b>	<b>650</b>	<b>1050</b>	<b>1050</b>	<b>1050</b>	<b>1050</b>	<b>1050</b>	<b>650</b>	<b>650</b>	<b>8150</b>	<b>8150</b>	<b>25800</b>
<b>LIH</b>	1150	1150	650	1050	1050	1050	1050	1050	650	650	650	650	<b>10800</b>
<b>New Biz</b>	0	0	0	0	0	0	0	0	0	0	7500	7500	<b>15000</b>
<b>Expenses</b>	<b>1150</b>	<b>1150</b>	<b>650</b>	<b>1050</b>	<b>1050</b>	<b>1050</b>	<b>1050</b>	<b>1050</b>	<b>650</b>	<b>650</b>	<b>650</b>	<b>650</b>	<b>10800</b>
<b>Accounting</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>1200</b>
<b>Legal</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>	
<b>Marketing</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>800</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>6800</b>
<b>Design</b>	<b>500</b>	<b>500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1000</b>
<b>Misc</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>1800</b>
<b>Net Result</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7500</b>	<b>7500</b>	<b>15000</b>

# Why us / Why FutureProof

1. **We are second time founders with deep knowledge and practice in the market** we want to create this business for. Huge experience in the comms market. For the last 5 years we worked on crafting and testing this new operating system.
2. **We have already generated revenue** by leveraging this new business model
3. **The market is virtually virgin**, there are no other players in this field and without a new mindset and operating system like the one we are proposing it's very hard to enter this market. (agencies which could be the biggest threat are in no way structured for this kind of work)
4. **In the last 5 years we managed to create a different kind of business structure** - we've created a network of freelancers that can provide top-quality work without all the "everybody in-house" hassle
5. **We work different than agency** - we offer our clients a bigger transparency level on costs & third parties
6. **We have created and iterated processes and systems** that help our clients understand the way we work and the ROI they get from working with us
7. **We are a decentralized structure**: no offices, no employees, no rent, etc and the type of clients we are targeting are looking for loose, no hidden costs, kind of partners.
8. **This is step one in building a "one to many" platform** and in the process, optimize the customer acquisition process
9. **Embedded optionality** (the product can wedge its way into new markets in the future) - we are doing phase one of a bigger vision which is to automate marketing processes in order to help business grow faster and better by leveraging the AI revolution