

Presentation Pitch

Program of Study: Certificate in Higher Education
Module Name & Code: Enterprise and Entrepreneurship
(LCLM4006)

Assignment Title: Business Plan
Lecturer's Name: Dr Charles Oham
Student Name: Ricardo Baptista





Overview of business plan

Graphicoool is a new start up business to create advertising products with a team of verified and experienced designers with zero influence of generative AI to insure top quality, we will be handling the designing of flyers, logos and other forms of commercial illustration. we will be adopting a pyramid hierarchy management structure .

We will be operating as an Limited company and we plan to to rent out an office to hold our small team by applying for a startup loan and plan to repay it after breaking even in the estimate of 4 months, in total we are seeking a start up loan of £5850



Pestle Analysis

These are 3 findings of external factors that were found during the pestle analysis:

The social shift of the preferring of remote working, ever since the covid19 pandemic during early 2020s there has been a demand for workers to do their jobs at home as its more cost effective and comfortable and with the way our business is structured being very technologically based it is very easy for us to do a hybrid between remote and in person work.

The rise of generative AI has been pretty controversial especially in the creative spaces as its seen as a low effort and cheap way to replace artists and has costs them their jobs while stealing their work to be used as templates for AI datasets due to this we have strict policy on having no AI usage to insure transparency to our clients and to insure high quality

A legal factor we will face is licensing fees and commercial rights to our work and making sure our work belongs to the client and no other party without explicit permission should be allowed to use it



Marketing Strategies

We want to take advantage of the wide reach of social media and establish ourselves on multiple platforms our main platforms will be Tiktok and Instagram as we can use the algorithm to advertise ourselves to like minded people and build a community that will support our projects. We will also be launching a website that has our contact information and the portfolios of our designers in one are along with all the partners we have worked with to further our credibility and potentially attract more clients.



Funding

The method of funding selected will be a business start up loan provided by the government to keep all equity as investors will have to take out a share of the business, they also have the benefit of being unsecured personal loans meaning personal assets aren't put at risk and additionally during the first year we will get free business planning and assistance from government backed schemes.

Our funding will be put into the following:

Computer with strong memory:£600 x4

Graphics table x 4 :£250

Design Apps such as Adobe Creative Cloud :£60

Marketing and ads: £200

Renting an office£2000

Website set up:£200

Total:£5860