

BA (Hons) Business Management

Module: Entrepreneurship

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Lecturer/Module

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Element 1: Business Idea, Products/Services, Objectives & USP

Business Idea

ECOSYSTEM is an AI-powered online platform that helps entrepreneurs, creatives and small businesses build and grow their businesses in one place.

Instead of using many different platforms, users follow one structured journey from **business idea** to **long-term business growth**.



ECOSYSTEM

STAKEHOLDERS | BRAND VOICE

Three Development Stages

1. Brand Voice

- Brand identity
- Positioning
- Communication strategy
- Digital presence

2. Stakeholders

- Investors
- Business partners
- Media
- Educational institutions
- Professional network

3. Legacy

- Become a mentor
- Partner
- Investor
- Creator
- Support new members

Business Objectives

Short-term (1–2 years)

- Launch the ecosystem online platform and validate the business model.
- Build an active community of entrepreneurs, artists and start-ups.
- Develop AI-powered business support tools.
- Establish strategic partnerships with educational institutions, creative organisations and business networks.
- Generate recurring revenue through membership subscriptions and premium services.

Long-term (3–5 years)

- Expand the platform internationally across Europe and the Middle East.
- Develop a global community of business creators and creative professionals.
- Introduce platform licensing that enables experienced members to launch their own branded ecosystems.
- Position ecosystem as a leading AI-powered platform for business development, branding and stakeholder engagement.

Unique Selling Proposition

- Unlike traditional online learning platforms or branding agencies, **ECOSYSTEM** combines AI technology with continuous human expertise within one structured digital platform.
- Users do not simply complete online courses or purchase individual services. Instead, they progress through a guided development system where each stage unlocks the next level of growth.



- At every stage—from **Brand Voice** to **Stakeholders** and finally **Legacy**—users have access to both **AI-powered tools** and **experienced human specialists**, including branding experts, business mentors, strategic partners and industry professionals.
- This hybrid approach enables users to receive personalised support while maintaining the efficiency and scalability of an online platform.
- As users develop their brand or business, they continuously expand their professional network, gain access to new stakeholders and eventually become contributors themselves as mentors, partners or investors.

Element 2: Business Environment & Competitor Analysis

Business Environment

Before launching ECOSYSTEM, I analysed both the internal and external business environment using the **SWOT analysis**.



SWOT Analysis

Strengths

- Hybrid AI + Human platform
- Structured business development
- Stakeholder ecosystem
- Scalable subscription model

Weaknesses

- New brand
- High initial investment required for AI development and platform maintenance
- Limited financial and human resources during the start-up stage

Opportunities

- Rapid growth of artificial intelligence and digital entrepreneurship
- Strategic partnerships
- Expansion through partnerships with universities, creative organisations, and investors
- Growth of the creator economy and remote business ecosystems

Threats

- Increasing competition from AI-powered platforms and digital business services
- Fast technological change
- Cybersecurity risks
- Low market awareness

Competitor Analysis

Direct Competitor 1 – [Mighty Networks](#)

Mighty Networks helps users build communities, memberships, and online courses. However, it does not provide AI-powered brand development or stakeholder management. **ECOSYSTEM** combines community building with AI guidance and strategic business development.

Direct Competitor 2 – [Kajabi](#)

Kajabi enables users to create digital products, websites, and online courses. However, it focuses on content creation rather than brand development or stakeholder engagement. **ECOSYSTEM** supports long-term business growth through branding, strategic networking, and AI-powered guidance.

Indirect Competitor 1 – [LinkedIn](#)

LinkedIn is the world's largest professional networking platform. However, it does not provide structured brand development, AI guidance, or a step-by-step business growth system. **ECOSYSTEM** combines networking, Brand Voice development, and stakeholder engagement in one platform.

Indirect Competitor 2 – [Coursera](#)

Coursera offers online courses and professional certifications. While it develops skills, it does not help users build a brand, connect with stakeholders, or grow a business. **ECOSYSTEM** combines learning with AI-powered business development and human expert support.

Element 3: 4Ps, Market Segmentation & Marketing Strategies

Segmentation	Target Market
Demographic	Entrepreneurs, artists, creators, consultants, freelancers, small business owners and professionals aged approximately 25–50
Psychographic	Ambitious people focused on innovation, personal growth and business success
Behavioural	Users seeking AI-powered guidance, strategic mentoring, networking opportunities and continuous learning
Geographic	UK & Europe, with global expansion potential

Marketing Strategy

ECOSYSTEM uses a **hybrid marketing strategy**, combining a standardised digital platform with personalised customer support.



The platform provides one AI-powered ecosystem, while adapting Brand Voice, Stakeholder development and learning pathways to the needs of entrepreneurs, creators, consultants and growing businesses.



AI recommendations and access to industry experts allow users to receive personalised guidance while benefiting from one scalable platform.



This approach increases customer engagement, creates long-term value and provides a sustainable competitive advantage.

Marketing (4Ps)

Product

- Hybrid AI + Human platform
- Brand Voice development
- Stakeholder management
- Business mentoring & AI guidance

Price

- Premium subscription model
- Recurring revenue
- Access to AI tools and expert support

Place

- Cloud-based digital platform
- Accessible worldwide
- Scalable for international growth

Promotion

- SEO & Content Marketing
- Social Media
- Email Marketing
- Webinars & Strategic Partnerships

ECOSYSTEM is not just a learning platform. It is a complete AI-powered business ecosystem that supports users from their first idea to long-term business growth and community participation.



ECOSYSTEM

STAKEHOLDERS

BRAND VOICE

BUILD YOUR **BRAND VOICE**.
CONNECT YOUR **STAKEHOLDERS**.
CREATE YOUR **LEGACY**.

Element 4: Financial Planning

Overall, ECOSYSTEM is designed as a high-value business rather than a high-volume business. The objective is to create long-term strategic value for a small number of premium clients while building a financially sustainable and scalable platform.



Table 1.

Start-up Costs

Item	Estimated Cost (£)
Website and platform development	4,500
Marketing / monthly	2000
AI software licences	1,500
Branding and visual identity / monthly	1,000
Company registration and legal fees	800
Software subscriptions / monthly	300
Office / monthly	3,000
Total Start-up Costs	£ 13,100

Table 2.

Fixed Costs

Item	Monthly Cost (£)
Platform hosting	150
AI software subscriptions & CRM	700
Marketing & PR	1,000
Team Support	2,000
Accounting & Legal	100
Administrative Expenses	250
Total Monthly Costs	£ 4,200

Table 3.

Six-Month Financial Forecast

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Fixed Costs	4,200	4,200	4,200	4,200	4,200	4,200
Variable Costs	400	400	800	800	1,200	1,200
Total Costs	4,600	4,600	5,000	5,000	5,400	5,400
Revenue	0	3,500	3,500	3,500	7,000	7,000
Profit / Loss	-4,600	-1,100	-1,500	-1,500	+1,600	+1,600

The company is expected to secure its first premium client in Month 2 and a second client in Month 5. This gradual growth reflects a realistic market entry strategy.

KPI	Target
Monthly Revenue	£7,000
Monthly Profit	£1,600
Profit Margin	23%
Paying Clients	2
Break-even	Months 6–8

Success will not only be measured by revenue but also by sustainable growth, profitability and long-term client relationships.



ECOSYSTEM

STAKEHOLDERS

BRAND VOICE