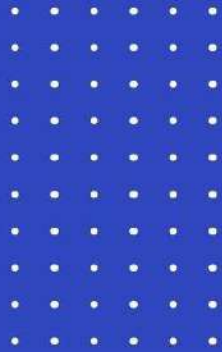


MOBIZIRE INC.



SAMPLE INVESTOR BUSINESS PLAN

Mobile App Development
Company



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EXECUTIVE SUMMARY



Mobizire Inc. – is a software development company, providing a full gamut of Mobile/Smartphone App development, consulting and research and development (R&D) services to independent software vendors and enterprise of all sizes and ranging across multiple business domains. It is headquartered in Milwaukee, WI and is expanding its presence across US, Europe and Asia Pacific. A team of expert engineers with an unparalleled success rate will execute projects that exceed customer's expectation making Mobizire Inc. a best software development partner in the world. It plans bring a revolution in the cell-phone industry and have strategic alliances with Google Play and Vodafone for sales.



MARKET NEED: The mobile industry has seen some extraordinary advances in the last twenty years. What was once in the realm of science fiction now passes for pedestrian. There are more mobile phones than people in the US alone and a report confirmed that a majority of US mobile subscribers (50.4%) now own smart phones. Smart phones have claimed the ultimate convergence device title, but as awesome as they are, they still have some glaring weaknesses such as large consumption of battery and device storage. The mobile industry needs to think about how to solve these problems as it strives to push smart phone penetration ever higher and convert the last remaining holdouts. The Company. has taken an initiative to provide a one stop solution by

offering apps and software that will optimize the usage of battery and storage of a device.



MARKET OVERVIEW: The release of the Apple iPhone and the launch of Google's Android have jump-started a practically nonexistent industry of Smartphone app developers. The Smartphone's instant popularity and high adoption rate stimulated developers to quickly introduce fans of this new device to its full capabilities and superior functionality, offering gaming, entertainment, productivity, lifestyle and social apps. The percentage of services conducted online, often on Smartphone's, has been increasing constantly, along with demand from e-commerce and online auctions. Over the five years to 2015, revenue is expected to increase at an estimated rate of 43.3% to \$12.6 billion. Big data and predictive analytics are also expected to enable developers to create predictive apps. With the increase in private information stored on Smartphone, developers will likely struggle with mobile app security. As developers attempt to differentiate apps in the flooded app market, opportunities for mobile app marketing are also on the horizon. Due to the decreasing average app price, industry revenue is projected to climb at a slower annualized rate of 28.3% to \$43.9 billion over the five years to 2020.¹

¹ Smartphone App Developers in the US – IBISWorld Industry Report October 2015



TARGET MARKET: Mobizire Inc. specifically targets Android Smartphone users who wish to try new mobile applications every day. It also includes technical savvy youth and business professionals who are active Smartphone users.



PRODUCT & MARKETING STRATEGIES: Mobizire Inc. provides free applications for Android Smartphone users which help in creating the positioning of the Company. The Company also offers paid application which assists Smartphone users to enhance their usability of mobile and adds brand to it. The Company's marketing strategies will be based on networking, seminars, conferences, workshop, social media, and website. The Company's website will provide all the information

about services and pricing. The Company will also practice SEO to build brand awareness and explore new market that will help the Company to find new customers worldwide. The Company will also maintain social media presence on Facebook, Instagram and Twitter.



MANAGEMENT: Mr. Sam Nguyen is the founder of Mobizire Inc. Mr. Nguyen has completed his Masters in Mathematics from University of Texas and has authored various publications. He has worked with well-known companies across the globe throughout his 25-years career as a Software Architect. His business management skills, work ethics and passion for technical management and achieving and retaining high standards are the keys that will drive high growth.

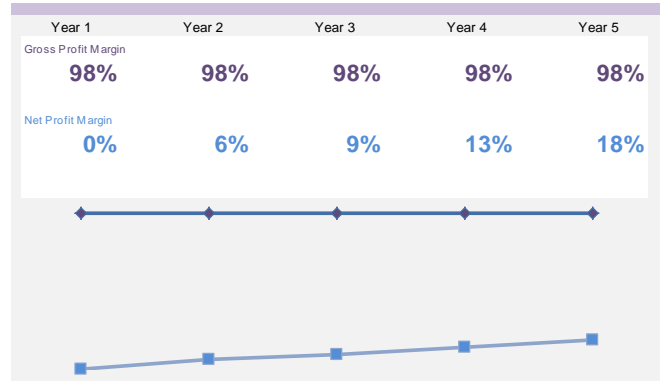


FINANCIAL SUMMARY: Below are the highlights of projected financial statements.

PROJECTED GROSS REVENUE (\$'000)



NET PROFIT & GROSS PROFIT MARGIN



GROSS & NET PROFIT (\$'000)



CASH GENERATED AND CASH BALANCE (\$'000)



START-UP SUMMARY

Start-up funding includes all the assets and startup expenditures that are necessary for the Company to initiate its business operations.

Start-up Funding Utilization

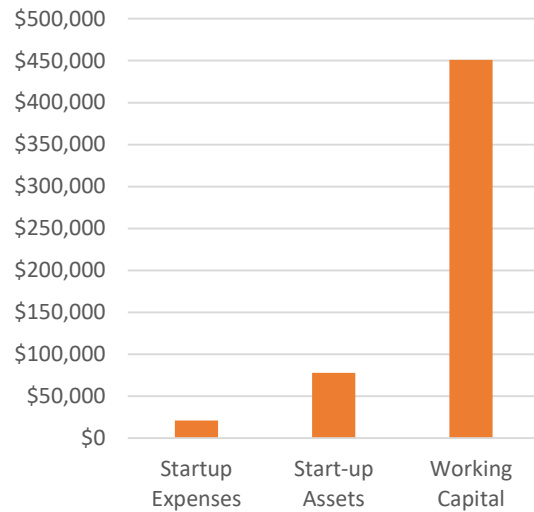
Start-up Expenses

Legal Fees	\$2,500
Website Development	\$3,000
Office Improvement	\$10,000
Office Supplies	\$2,000
Prepaid Insurance	\$3,500
Total Start-up Expenses	\$21,000

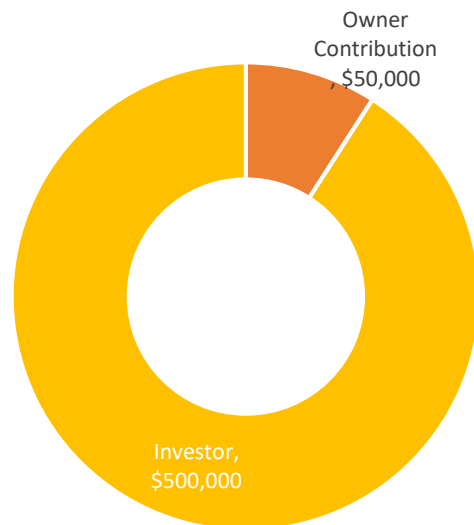
Assets

Furniture & Fixtures	\$15,000
Computer & Accessories	\$35,000
Software	\$10,000
Working Capital	\$451,000
Total Assets	\$451,000

Total Funding Requirements \$550,000



Start-up Funding	
Owner Contribution	\$50,000
Investor	\$500,000
Total Financing	\$550,000



ABOUT THE COMPANY

SOFTWARE & APP DEVELOPMENT SERVICES

Mobizire Inc. will offer an array of mobile app development services. The Company will offer the specialized mobile app development services including native as well as cross platform, provides client with a brilliant mobile application development team. The company will develop a strong corporate identity and diligent team of mobile app developers. The Company's experienced developers will turn customer's ideas into a feature rich and easy to use application that will help in achieving business goals.

The Company understands the industrial challenges faced during the process of developing mobile

The Company will offer app development services for the following platform:

- iPhone Application
- Android Application
- Windows Phone Application



applications, from native application development to cross platform app development. The Company will offers exclusive mobile application development services for all types of operating systems, including IOS and Android.

The Company will design the level of collaboration and teamwork involved with application development to build predictable and long-term relationships.

The Company will target the business ideology behind the creation of any mobile application rather than just developing attractive apps with industrial relevance.

MISSION STATEMENT

To become one of the most trusted, competent and customer focused software and app development companies in the world.

MARKET RESEARCH

Key Statistics Snapshot

Revenue

\$12.6bn

Annual Growth 10-15

43.3%

Annual Growth 15-20

28.3%

Profit

\$391.8m

Wages

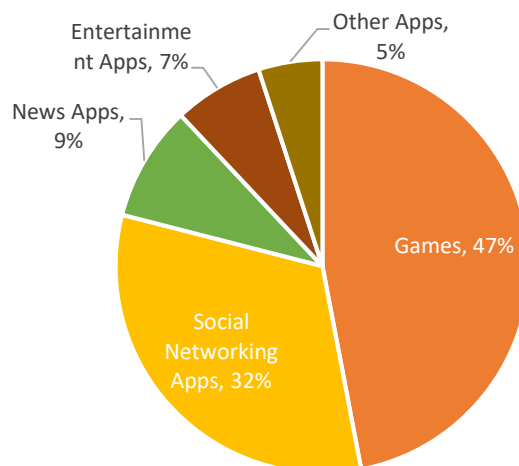
\$8.4bn

Businesses

227,110

The past five years have been generous to Smartphone app developers, who focus on tools and productivity apps as well as gaming and social apps. As a result, industry revenue has grown at a strong annualized rate of 43.3% over the five-year period, to reach \$12.6 billion in 2015. Apple's introduction of the iPhone in 2007 gave the Smartphone App Developers industry a boost of mystical proportions. Apple's App Store was launched in 2008 and was an instant success, causing revenue to shoot up 292.6% that year. Inspired by Apple's achievement, Google quickly jumped on board and released the Android in 2008, causing a second epic revenue upsurge of 468.1% in 2009. BlackBerry, Symbian and Windows followed the market trend as well. By 2010, the Smartphone adoption rate was so high that total shipment outpaced those of personal computers. The ability of Smart phones to run mobile apps offers consumers far greater functionality than other mobile phones. A quickly increasing number of developers have been attempting to introduce a growing number of consumers to the full capabilities of their new devices. The number of apps downloaded per device has grown significantly over the past five years. As a result, employment increased at a dramatic 62.6% since 2010, reaching an estimated 591,510 individuals in 2015. Although the majority of app developers are full-time employees, a significant proportion work in app development only part time, while holding another job.

Although growth of mobile apps shows no signs of slowing down, revenue derived from these apps is expected to increase at a slower rate. In the five years to 2020, revenue is expected to experience a 28.3% increase, reaching a total of \$43.9 billion, as Smartphone sales overtake sales of other phones. Over the next five years, consumers are expected to continue migrating away from pay-to-download apps, forcing developers to embrace the freemium business model that relies on monetizing free downloads after the fact via in-app purchases. As an increasing number of mobile applications are offered for free, the average app price is expected to fall, pressuring profit margins. In 2020, free downloads are expected to account for about 95.5% of total mobile app store downloads. According to Gartner, an information technology research and advisory firm, in-app purchases are expected to increase and account for about 48.2% of total mobile app store revenue in 2017 (latest forecast), up from the 17.0% share in 2013, as monetization becomes more difficult with an estimated 94.5% of downloads being free in 2017. Revenue from advertising is also expected to increase significantly.



OPERATIONS & MARKETING STRATEGIES

Company Structure

The Company is registered as an S corporation in the state of Wisconsin. Sam Nguyen is the owner of the Company.

Office Location

The Company is currently operating in Milwaukee, WI and is exploring business opportunities all across the United States, Europe and Asia Pacific through online marketing.

Pricing Strategy

Competitive pricing is critical from the customer's perspective. The Company will quote after assessing the scope of work and quote a single pricing for the customer.

Organizational Structure

The functional structure will work well for the Company's business model in which each department can rely on the talent and knowledge of its workers and support itself. There will be a sale and marketing department, and an operational department under the managerial supervision.

Key Success Factors

- Access to highly skilled workforce: The Company will hire in-house developers and programmers. App developers and programmers need to be highly trained and skilled in programming and coding to create user-friendly and successful apps.
- User friendly apps: The Company develop apps that are user friendly, as consumers will turn away from difficult to use apps.
- Market research and understanding: Conducting market research to understand the app's audience and what services are most required is crucial to an app's success.

Marketing Strategies

Marketing strategies include:

Trade Shows, Seminars & Workshop

- Annual conferences and exhibitions are germane to the business will be utilized to expand the business exposure and scope.

Social Media

- The target market will be reached through social media marketing on well-known platforms such as Facebook, Twitter and Instagram.

Website & Search Engine Optimization (SEO):

- The Company's website will be search engine optimized to increase the amount of visitors to the website. SEO optimization are specifically designed to get potential customers searching for app developer.



COMPETITIVE LANDSCAPE



As many individuals and corporations compete for a piece of the pie, establishments are expected to increase at 42.2% over the five-year period, reaching about 298,839 in 2015, largely due to low barriers to entry and the high concentration of non-employers.

1

COMPETITOR1

Headquarters: Deerfield Beach, Florida
Website: www.competitor1.com

Competitor1 provides IT solution, both domestically and abroad, with an opportunity to differentiate their business by reselling the company's highly competitive and innovative software and applications. Additionally, the company works with third-party technology companies to complement and extend its enterprise solutions.

2

COMPETITOR2

Headquarters: Atlanta, GA
Website: www.competitor2.com

Competitor2 is an enterprise software company providing applications and software accessible from both Android and iOS. An enterprise can provide its employees and external users with an enterprise owned virtual mobile device, ensuring clean separation between personal and enterprise apps and data.

Competitive Advantages

There are numerous companies that offer various software and applications, but such solutions come with glaring weaknesses. These competitive advantages include:

Combination of skills and well qualified management team

Company will own its trademark logos and application

Exceptional customer service



Focused marketing campaigns

Focus on new innovation that meet the needs of current technological demand

Provides reasonable values at lower price

MANAGEMENT TEAM

About the Founder

Mr. Sam Nguyen is the owner and CEO of the Company. His background entails more than 25 years' enriching and diverse experience in system designing and software engineering. While working with Huawei, he has been credited for expertly managing multiple projects, while ensuring successful completion of the projects within the approved budget and time. He has been successfully executing state-of-the-art research in both large-scale systems and data science fields. He has gained invaluable experience in understanding customer needs, translating them into requirements, and reflecting those requirements in the simplest software complex design. He has a genuine passion for technical management and achieving and retaining high standards; he continually strives to understand the bigger business picture and utilize excellent communication skills to solve business issues.

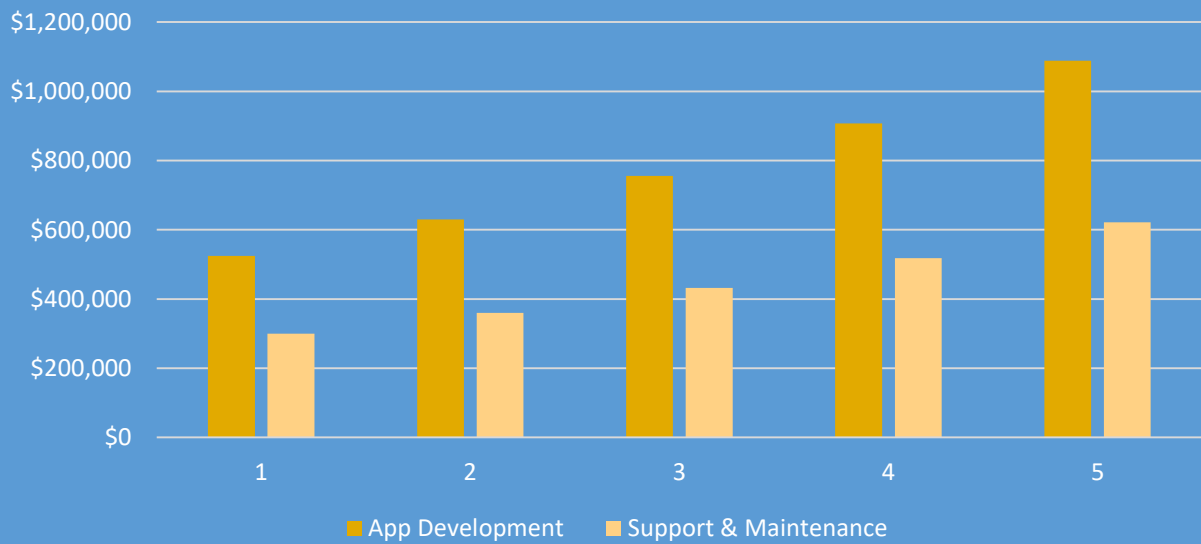


FINANCIAL PROJECTION

Based on assumptions, Mobizire Inc. has prepared financial projections for the next five years.

Revenue Projections

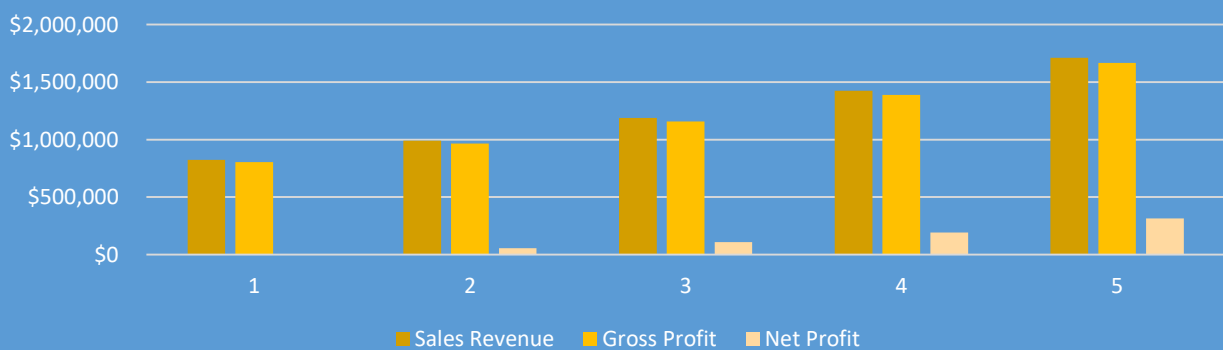
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
App Development	\$525,000	\$630,000	\$756,000	\$907,200	\$1,088,640
Support & Maintenance	\$300,000	\$360,000	\$432,000	\$518,400	\$622,080
Total Revenue	\$825,000	\$990,000	\$1,188,000	\$1,425,600	\$1,710,720



Projected Profit & Loss Account

Below is the projected profit and loss account of the Company for the next five years.

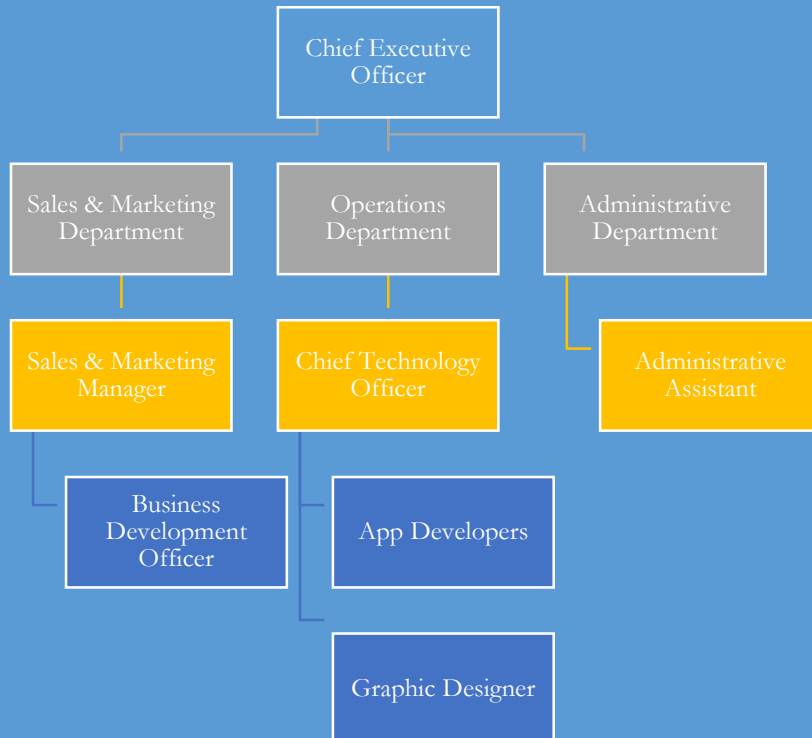
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$825,000	\$990,000	\$1,188,000	\$1,425,600	\$1,710,720
Other Direct Cost	\$20,625	\$24,750	\$29,700	\$35,640	\$42,768
Gross Margin	\$804,375	\$965,250	\$1,158,300	\$1,389,960	\$1,667,952
Gross Margin/Revenue	97.50%	97.50%	97.50%	97.50%	97.50%
Expenses					
Advertising & Marketing	\$18,000	\$18,450	\$18,911	\$19,384	\$19,869
Rent & Rates	\$30,000	\$30,750	\$31,519	\$32,307	\$33,114
Fees & Subscription	\$1,200	\$1,230	\$1,261	\$1,292	\$1,325
Telephone, Internet & Postage	\$3,000	\$3,075	\$3,152	\$3,231	\$3,311
Utilities	\$3,600	\$3,690	\$3,782	\$3,877	\$3,974
General Insurance	\$1,608	\$1,648	\$1,689	\$1,732	\$1,775
Office Supplies	\$3,000	\$3,075	\$3,152	\$3,231	\$3,311
Professional Services	\$1,800	\$1,845	\$1,891	\$1,938	\$1,987
Startup Cost	\$21,000	\$0	\$0	\$0	\$0
Bank Charges	\$360	\$369	\$378	\$388	\$397
Miscellaneous	\$1,200	\$1,236	\$1,273	\$1,311	\$1,351
Depreciation & Amortization	\$7,800	\$7,800	\$7,800	\$7,800	\$7,800
Payroll Taxes & Benefits	\$71,249	\$80,851	\$92,030	\$102,710	\$111,815
Total Personnel	\$639,000	\$725,120	\$825,380	\$921,169	\$1,002,828
Total Operating Expenses	\$802,817	\$879,139	\$992,219	\$1,100,369	\$1,192,858
Profit Before Interest and Taxes	\$1,559	\$86,111	\$166,081	\$289,591	\$475,094
Taxes Incurred	\$530	\$29,278	\$56,468	\$98,461	\$161,532
Net Profit	\$1,029	\$56,833	\$109,614	\$191,130	\$313,562
Net Profit/Revenue	0.12%	5.74%	9.23%	13.41%	18.33%



Projected Personnel

Below table shows the staffing requirement for the next five years:

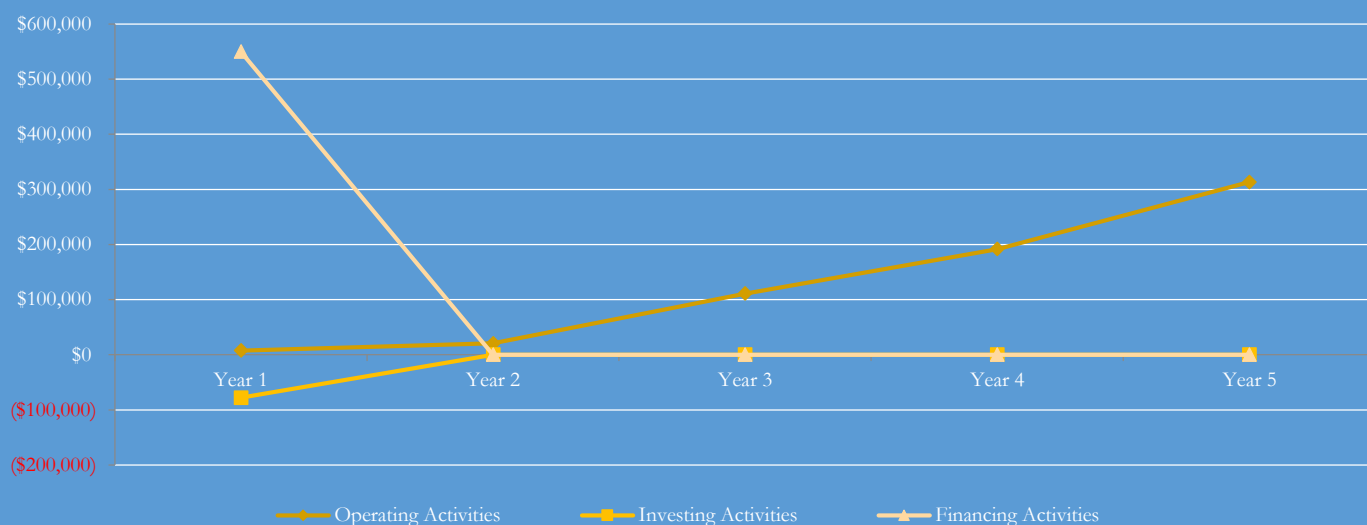
	Year 1		Year 2		Year 3		Year 4		Year 5	
	No.	Salaries	No.	Salaries	No.	Salaries	No.	Salaries	No.	Salaries
Staff										
Chief Executive Officer	1	\$110,000	1	\$113,300	1	\$116,699	1	\$120,200	1	\$123,806
Sales & Marketing Manager	1	\$100,000	1	\$103,000	1	\$106,090	1	\$109,273	1	\$112,551
Chief Technology Officer	1	\$93,000	1	\$95,790	1	\$98,664	1	\$101,624	1	\$104,672
App Developers	2	\$148,000	2	\$152,440	3	\$235,520	3	\$242,585	3	\$249,863
Graphic Designer	2	\$96,000	2	\$98,880	2	\$101,846	2	\$104,902	3	\$162,073
Administrative Assistant	1	\$27,000	1	\$27,810	1	\$28,644	1	\$29,504	1	\$30,389
Business Development Officers	1	\$65,000	2	\$133,900	2	\$137,917	3	\$213,082	3	\$219,474
Total Staff & Salaries	9	\$639,000	10	\$725,120	11	\$825,380	12	\$921,169	13	\$1,002,828



Projected Cash Flow Statement

Below is the projected cash flow statement of the Company for the next five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flow from Operating Activities					
Profit Before Taxation	\$1,559	\$86,111	\$166,081	\$289,591	\$475,094
Less: Non-Cash Items					
Depreciation & Amortization	\$7,800	\$7,800	\$7,800	\$7,800	\$7,800
	\$9,359	\$93,911	\$173,881	\$297,391	\$482,894
Working Capital Changes					
Account Receivable	(\$4,747)	(\$47,034)	(\$10,356)	(\$12,427)	(\$14,913)
Other Current Assets	(\$10,000)	\$0	\$0	\$0	\$0
Accounts Payable	\$13,564	\$3,288	\$3,973	\$5,121	\$6,882
	(\$1,182)	(\$43,746)	(\$6,383)	(\$7,306)	(\$8,031)
Cash Generated/(Used) Before Taxes Paid	\$8,176	\$50,165	\$167,499	\$290,084	\$474,863
Less: Taxes Paid	(\$530)	(\$29,278)	(\$56,468)	(\$98,461)	(\$161,532)
Cash Generated/(Used in) Operating Activities	\$7,646	\$20,887	\$111,031	\$191,623	\$313,331
Cash Flow From Investing Activities					
(Acquisition)/Proceed from Long-term Assets	(\$78,000)	\$0	\$0	\$0	\$0
Cash Generated/(Used in) Investing Activities	(\$78,000)	\$0	\$0	\$0	\$0
Cash Flow from Financing Activities					
Issued Share Capital	\$550,000	\$0	\$0	\$0	\$0
Cash Generated/(Used in) Financing Activities	\$550,000	\$0	\$0	\$0	\$0
Cash Generated from All Activities	\$479,646	\$20,887	\$111,031	\$191,623	\$313,331
Beginning cash balance	\$0	\$479,646	\$500,533	\$611,564	\$803,188
Cash & Cash Equivalent	\$479,646	\$500,533	\$611,564	\$803,188	\$1,116,519



Projected Balance Sheet

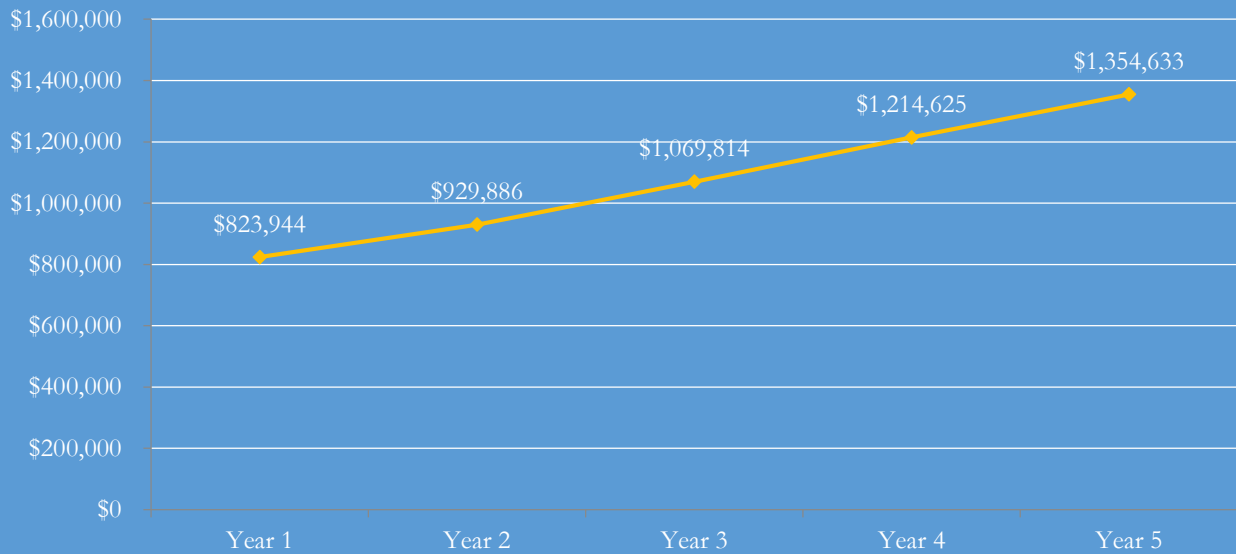
Below is the projected financial position of the Company for the next five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$479,646	\$500,533	\$611,564	\$803,188	\$1,116,519
Account Receivable	\$4,747	\$51,781	\$62,137	\$74,564	\$89,477
Other Current Assets	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Total Current Assets	\$494,393	\$562,314	\$683,701	\$887,752	\$1,215,996
Non-Current Assets					
Long-term Assets	\$78,000	\$78,000	\$78,000	\$78,000	\$78,000
Accumulated Depreciation	\$7,800	\$15,600	\$23,400	\$31,200	\$39,000
Total Long-term Assets	\$70,200	\$62,400	\$54,600	\$46,800	\$39,000
Total Assets	\$564,593	\$624,714	\$738,301	\$934,552	\$1,254,996
Liabilities and Capital					
Current Liabilities					
Accounts Payable	\$13,564	\$16,852	\$20,826	\$25,947	\$32,829
Subtotal Current Liabilities	\$13,564	\$16,852	\$20,826	\$25,947	\$32,829
Total Liabilities	\$13,564	\$16,852	\$20,826	\$25,947	\$32,829
Capital					
Paid-in Capital	\$550,000	\$550,000	\$550,000	\$550,000	\$550,000
Retained Earnings	\$0	\$1,029	\$57,862	\$167,475	\$358,605
Earnings	\$1,029	\$56,833	\$109,614	\$191,130	\$313,562
Total Capital	\$551,029	\$607,862	\$717,475	\$908,605	\$1,222,168
Total Liabilities and Capital	\$564,593	\$624,714	\$738,301	\$934,552	\$1,254,996

Projected Break-Even Analysis

Below is the projected annual break-even analysis for the next five years:

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$825,000	\$990,000	\$1,188,000	\$1,425,600	\$1,710,720
Other Direct/Variable Cost	\$21,155	\$54,028	\$86,168	\$134,101	\$204,300
Gross Margin	\$803,845	\$935,972	\$1,101,832	\$1,291,499	\$1,506,420
Gross Margin %	97.44%	94.54%	92.75%	90.59%	88.06%
Salaries & Benefits	\$710,249	\$805,971	\$917,410	\$1,023,879	\$1,114,644
Fixed Operating Expenses	\$92,568	\$73,168	\$74,809	\$76,490	\$78,214
Total Fixed Business Expenses	\$802,817	\$879,139	\$992,219	\$1,100,369	\$1,192,858
Breakeven Sales Calculation	\$802,817	\$879,139	\$992,219	\$1,100,369	\$1,192,858
	97.44%	94.54%	92.75%	90.59%	88.06%
Breakeven Sales (Annual)	\$823,944	\$929,886	\$1,069,814	\$1,214,625	\$1,354,633



Ratio Analysis

Below is the quantitative analysis of the Company's financial projections.

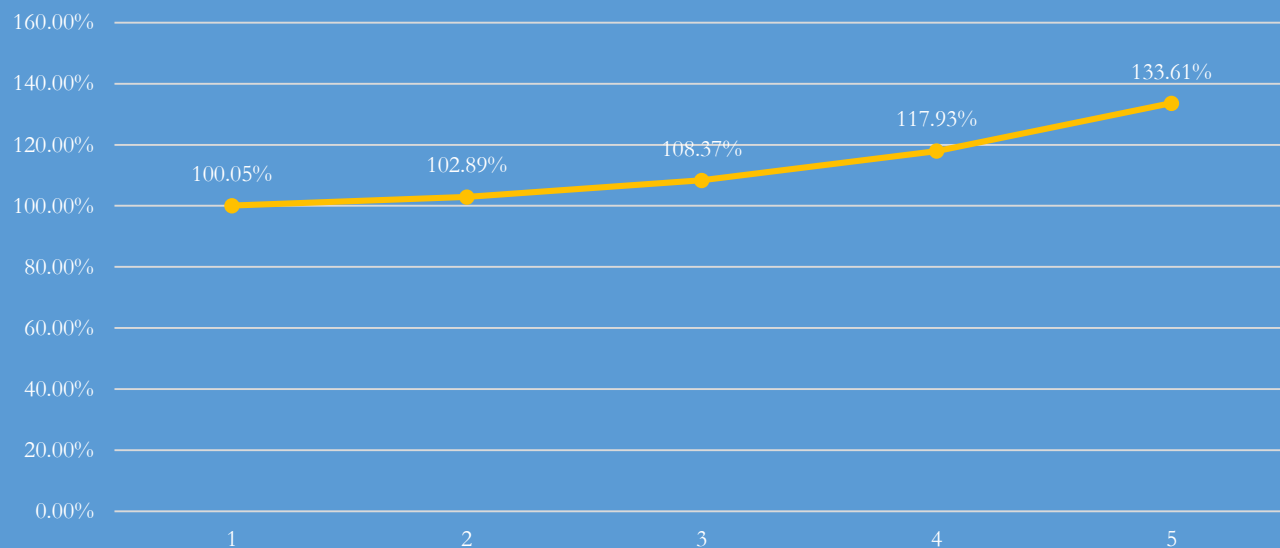
	Year 1	Year 2	Year 3	Year 4	Year 5
Liquidity Ratios:					
Quick Ratio	36.45	33.37	32.83	34.21	37.04
Current Ratio	36.45	33.37	32.83	34.21	37.04
Current Debt to Total Assets Ratio	2.40%	2.70%	2.82%	2.78%	2.62%
Times Interest Earned Ratio (Times)	N/A	N/A	N/A	N/A	N/A
Solvency Ratios:					
Debt to Equity	0.02	0.03	0.03	0.03	0.03
Debt to Assets Ratio	2.40%	2.70%	2.82%	2.78%	2.62%
Interest Coverage Ratio	N/A	N/A	N/A	N/A	N/A
Efficiency Ratios:					
Account Receivable Turnover in days	30.00	30.00	30.00	30.00	30.00
Asset Turnover	1.46	1.58	1.61	1.53	1.36
Inventory Turnover	N/A	N/A	N/A	N/A	N/A
Accounts Payable Turnover	1.52	1.47	1.43	1.37	1.30
Revenue to Equity Ratio	1.50	1.63	1.66	1.57	1.40
Profitability %'s:					
Gross Margin	97.50%	97.50%	97.50%	97.50%	97.50%
Net Profit Margin	0.12%	5.74%	9.23%	13.41%	18.33%
Return on Assets	0.18%	9.10%	14.85%	20.45%	24.99%
Return on Equity	0.19%	9.35%	15.28%	21.04%	25.66%

RETURN ON INVESTMENT (ROI)

Mobizire Inc. is looking investor funding of \$500K for 25% ownership of the Company.

	Contribution	Ownership
Owner	\$50,000	75.00%
Investor	\$500,000	25.00%
	\$550,000	100.00%

	Year 1	Year 2	Year 3	Year 4	Year 5
Profit/(Loss) after tax	\$1,029	\$56,833	\$109,614	\$191,130	\$313,562
Total Share Capital	\$550,000	\$550,000	\$550,000	\$550,000	\$550,000
Retained Earning	\$1,029	\$57,862	\$167,475	\$358,605	\$672,168
Return on Investment - Total	0.19%	10.33%	19.93%	34.75%	57.01%
Investor Share Capital	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Share of Retained Earning	\$257	\$14,465	\$41,869	\$89,651	\$168,042
Proceed from Sale	\$500,257	\$514,465	\$541,869	\$589,651	\$668,042
Return on Investment - Investor	100.05%	102.89%	108.37%	117.93%	133.61%



NOTE TO READERS

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