

# BUSINESS PLAN



My Investor Choice

YOUR STRATEGIC  
PARTNER IN  
BUSINESS PLAN  
BRILLIANCE

## Dear Valued Clients,

As the CEO of My Investor Choice, I am delighted to welcome you to our organization. We are committed to providing exceptional financial, business, and marketing services tailored to your unique needs. Our dedicated team of professionals is devoted to delivering top-notch solutions that align with your goals and aspirations. We understand that many clients face confusion when deciding which investor-ready documents are best suited for their investment needs. In some cases, a business plan may be requested, but investors may prefer a pitch deck or short proposal. To address this, we are here to guide you.

We offer a complimentary 30-minute consultation to share our strategies and help you gain investor confidence through these crucial documents. Before making any payments, ensure you select the right document by talking to our experts. As the CEO, I personally take clients onboard and provide guidance, leveraging my 18 years of experience in this field.

At My Investor Choice, we take pride in offering custom-made content with captivating language, setting us apart from competitors who sell templates. Our documents are of the highest quality and come with a money-back guarantee.

We look forward to partnering with you on your journey to success.  
Best regards,

*Fahad Sarwar*



**FAHAD SARWAR**  
Founder & CEO

*Thank you* for considering our company as your trusted partner!

# Why Hire Us?

At MyInvestorchoice, we stand proudly as the premier business planning agency on Upwork for an impressive three-year streak. Our unwavering commitment to excellence has earned us this esteemed recognition, and we invite you to discover the compelling reasons why we are your unrivaled choice for strategic business development.

**-A Dedicated Platform for Precision:**

As part of our commitment to efficiency and exceptional service, we have established a dedicated online hub to streamline our offerings.

**-Tailored Brilliance, Every Time:**

Unlike generic solutions, our approach centers on crafting custom business plans tailored precisely to your needs.

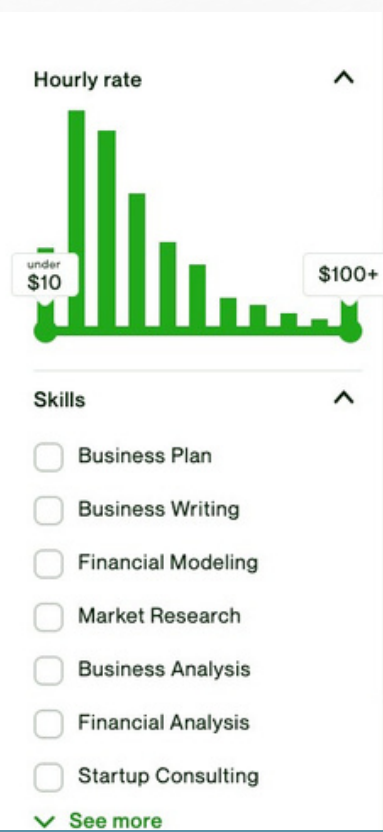
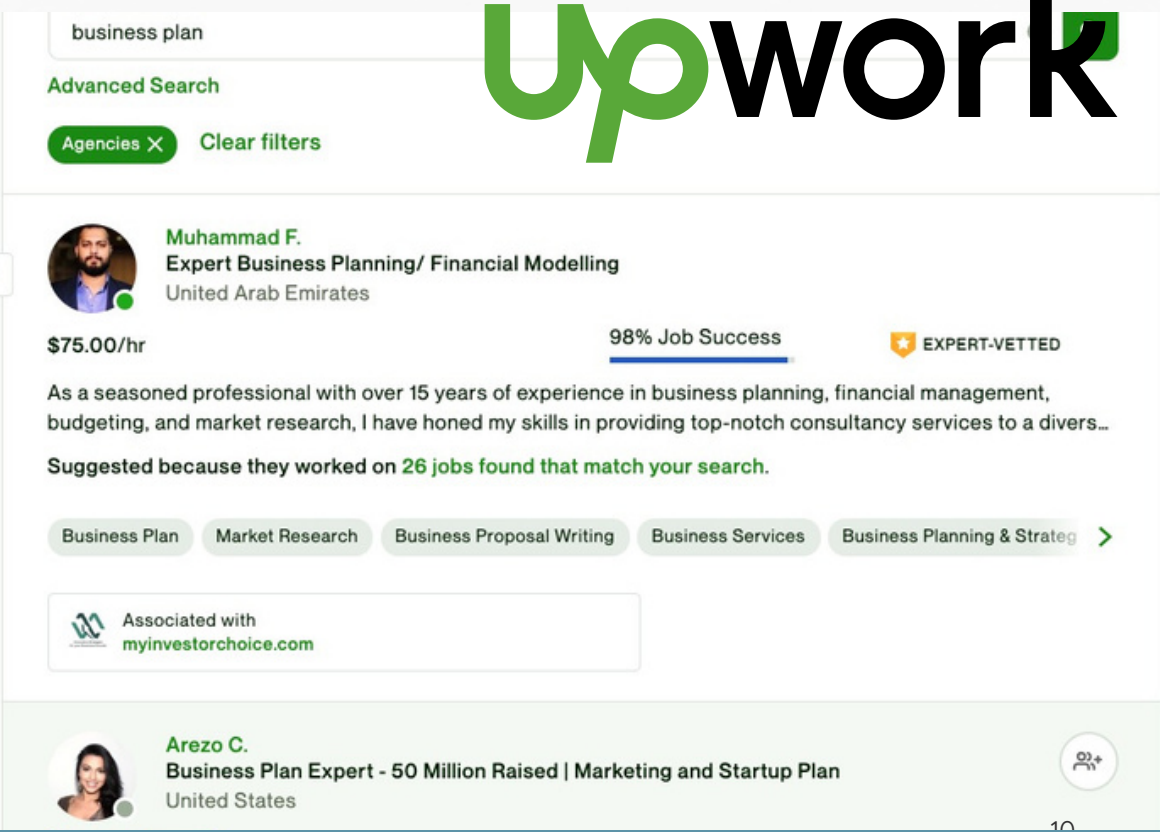
**-The Art of Research and Financial Precision:**

Backed by meticulous research and data-driven insights, our business plans are fortified by a robust financial model that underscores the viability and potential of your venture.

**-Design that Captivates, Content that Convinces:**

Beyond aesthetics, our content is strategically curated to resonate with investors, evoking trust and confidence.

## Unmatched Success on Upwork for Two Consecutive Years, & Acclaimed as the Leading Business Plan Creator

business plan

Advanced Search

Agencies X Clear filters

**Muhammad F.**  
Expert Business Planning/ Financial Modelling  
United Arab Emirates

\$75.00/hr

98% Job Success

EXPERT-VETTED

As a seasoned professional with over 15 years of experience in business planning, financial management, budgeting, and market research, I have honed my skills in providing top-notch consultancy services to a divers...

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Associated with [myinvestorchoice.com](http://myinvestorchoice.com)

**Arezo C.**  
Business Plan Expert - 50 Million Raised | Marketing and Startup Plan  
United States



My Investor Choice

# Do you Know?

Having a business plan doubles the chances of success of a new venture

**600,000** New businesses starts every year in USA

**80%**  
SURVIVE THE FIRST YEAR

**20%**  
FAIL WITHIN THE FIRST YEAR

Source:  
(Lending Tree & SBA)



**Reason?** No Business Planning



# How to get started?

Begin your journey by acquainting yourself with the pinnacle of business planning expertise. Explore how MyInvestorchoice has achieved the esteemed position as a global leader in crafting bespoke business plans.



## Comprehensive Review of Brochure

We kindly request that you thoroughly peruse our brochure, ensuring a clear understanding of the precise business document you require. This initial step is crucial to align our services with your unique needs and objectives.

## Schedule a Consultation

For personalized assistance, you can book a meeting with our seasoned experts. Alternatively, if you prefer, kindly provide your contact details, allowing our expert team to reach out to you promptly. This ensures that your specific requirements are comprehensively addressed.



## Confidentiality & Detailed Insights

In our commitment to maintain utmost confidentiality, we will provide you with a Non-Disclosure Agreement (NDA) form. Additionally, we will send you with a comprehensive questionnaire aimed at extracting the essential details of your project. These steps form the foundation for crafting a tailor-made solution for your business aspirations.

## Seamless Payment Process

As you scroll down our business plan page, you will discover a user-friendly option to "Buy the Business Plan." Upon selecting this option, you will be presented with the choice of your preferred payment method, empowering you with control over the transaction process. You have the flexibility to choose between making a direct payment via PayPal or requesting a Stripe payment.



## Payment stripe

To facilitate a seamless collaboration, we offer the convenience of two secure payment options. You may opt to make a direct payment via PayPal, or you can request a Stripe payment. Our dedicated specialist will subsequently furnish you with an invoice, guiding you through the payment process.

## Project Kickoff

Your satisfaction is paramount, and each of these steps has been meticulously designed to ensure the delivery of a document that not only meets but exceeds your expectations. Upon receipt of your payment, our dedicated team is poised to initiate work promptly within a span of 24 hours.



## Recommended

We advise ensuring a clear understanding of your business plan requirements prior to purchase. To assist with this, we highly recommend scheduling a preliminary consultation before initiating the process.



**BUSINESS PLAN**

traderate

WWW.TRADERATE.CO

123-456-7890  
info@traderate.co  
123 Anywhere St., Any City



traderate Business Plan | 2023

**traderate**

Traderate, a digital payment platform based in Melbourne, was launched in 2021 and provides trade customers with flexible interest-free instalment plans.

By offering 48-hour payment and increasing customer conversion at the point of sale, we are able to ensure better cash flow for our trades and a higher rate of repeat business for them.

With Traderate, customers have the flexibility to pay over a period of 6-12 months of repayment options. A trade completes the job and we pay them in 48 hours, it's that simple.

- Improved cashflow
- Guaranteed job payment
- Repeat business

We offer a 48-hour payment option...  
....With 6-12 months of repayment opportunity to its customers

Page 8



traderate Business Plan | 2023

**Source of Australian Fintech Investments in 2021**

According to the KPMG Australian Fintech Survey Report 2022, the source of Australian fintech investment in 2021 remained broad across VC, PE and M&A as illustrated below.



**MELBOURNE, VIC**

**TIMELIO**  
Investment from Goldman Sachs (AUD \$270 million) – VC / Funding

**SYMPLE**  
Acquired by Latitude Group (AUD \$200 million) – M&A

**AIRWALLEX**  
Investment from Lone Star Capital and 1556 Ventures (AUD \$100 million) – VC

**VC** – Venture Capital  
**PE** – Private Equity  
**M&A** – Mergers and Acquisitions

**BRISBANE, QLD**

**FIN-PAY**  
Investment from high net worth individuals and family offices (AUD \$10 million) – VC

**SYDNEY, NSW**

**AFFERPAY**  
Acquired by Block (AUD \$39 billion) – M&A

**\$6.400**  
Acquired by NAB (AUD \$220 Million) – M&A

**TILL PAYMENTS**  
Investment from Aventia Growth, Workday Capital, and Akanso Capital (AUD \$110 million) – PE

**ZESTMONEY**  
Acquired by Zip (Sydney, NSW) (AUD \$70 million) – M&A

**STAKE**  
Global and DST Global (AUD \$40 million) – PE

**SPRIGGY**  
NAB ventures investment (AUD \$35 million) – VC

Page 13

# Traderate Fintech.

Digital payment platform based in Melbourne, was launched in 2021 and provides trade customers with flexible interest-free instalment plans.

5.5 Rating ★★★★★



traderate Business Plan | 2023

**KEY SUCCESS FACTORS**

Six key success factors have been identified to help us compete successfully in the trade marketplace.

- Ability to sustain innovation by correctly identifying and implementing new innovative technologies in the selling process.
- Acquire and retain knowledge workers, who are critical intangible assets.
- Identify and target the best customer segments. Promote the different tailored value propositions to each of these segments.
- Become a complete end-to-end solution provider for the customer to achieve lock-in and increase switching costs.




Page 10



traderate Business Plan | 2023

**Referral Marketing**

Our customers do not simply arrive on our platform and purchase services. Traderate will have to build trust and establish a good working relationship. We do not seek to acquire one-time customers, but rather to get regular consumers to take advantage of our offers and to be part of our referral program. A referral link and instructions on how to use it will help us achieve better results. Moreover, it allows us to track referral activity and identify our most influential users. A sign-up page will be embedded on our website as well as a pop-up that will request feedback after a purchase has been made. In addition, a 'Refer a Friend' link should be provided to allow users to create a referral link that can be shared with others. Our business relies heavily on referral marketing.




92% Consumers  
create word of mouth, accommodate more other types of advertising

54% Marketers  
are referred marketing program one per lead

60% Marketers  
are referral marketing programs a high volume of leads

Page 11

# Our Client.



## BUSINESS PLAN

November | 2022



PREPARED FOR:  
Gleam & Glow

Gleam & Glow  
North York, Ontario, Canada  
info@gleamandglow.ca

## About us

Gleam & Glow is a natural, consciously crafted skincare brand on a mission to deliver all-natural plant-based skincare from naturally pigmented and cruelty-free ingredients specially formulated in Canada for sensitive skin and are clinically proven to work at the highest standards. All of our vegan ingredients are sourced ethically from the emotional intelligence of nature, without any toxins or fillers.

- Guaranteed PURE
- Cruelty-Free
- Chemical-Free

### Our Products

The products are formulated with potent plant actives known for their health-promoting effects, such as vitamins, essential fatty acids, and antioxidants.



Gleam & Glow Business Plan | 2022

## E-commerce in Canada

E-commerce market, where consumers and businesses can buy and sell products and services exclusively through electronic channels, has continued to develop rapidly in the past decade. Retail sales from worldwide electronic commerce are forecast to exceed seven trillion U.S. dollars in 2025. Thanks to its sizeable digital population, Canada has become a particularly profitable market in recent years. In early 2022, e-commerce retail trade sales amounted to around three billion Canadian dollars per month, and approximately 29 million Canadians were expected to purchase online by the end of the year. Revenue generated within the retail e-commerce market in the North American country is expected to surpass 90 billion U.S. dollars by 2025, nearly double the revenue in 2021.

**61 \$ Billion**  
Retail E-commerce Revenue in Canada

[https://www.statista.com/chart/2728/e-commerce-in-canada/#chart-reader...&page=1](https://www.statista.com/chart/2728/e-commerce-in-canada/#chart-reader...)

Gleam & Glow Business Plan | 2022

# Gleam & Glow Cosmetics.

Gleam & Glow is a natural, consciously crafted skincare brand on a mission to deliver all-natural plant-based skincare from naturally pigmented and cruelty-free ingredients specially formulated in Canada for sensitive skin and are clinically proven to work at the highest standards.

5.5 Rating ★★★★★

## Digital Marketing

### Company Website

Undoubtedly, our online presence is the most critical aspect of our business. A large amount of traffic can be handled by our website, and it is compatible with a variety of web browsers, such as Mozilla, Firefox, Internet Explorer 5+, Netscape, etc., as well as mobile operating systems such as iOS and Android. Our website has a complete backup of its data on an external and cloud-based server.

### UI/UX Design

A user-friendly and attractive online platform allows seamless interaction with the user.

### LinkedIn Account-based Marketing

Social media can be an extremely powerful tool for B2C marketing, primarily when used in conjunction with professional platforms such as LinkedIn. LinkedIn is a strategy that helps focus on a particular set of target accounts. Once we identify these accounts, we further refine audiences to capture the most significant opportunities with the highest value. As an organic skincare and wellness company, we are going after those customers who can choose us as their daily wear and promote our business to their intellect circle. LinkedIn is the best social media platform to connect with people in those roles.

Gleam & Glow Business Plan | 2022



## Value Proposition

- Since our formulations are cold-pressed and handcrafted in small batches with complete care, our products are more straightforward, more effective, and of higher quality (containing higher medicinal phytonutrient content).
- We are providing nature-loving consumers with a higher standard of skin care appreciation with products they would approve of. Products that will coincide more naturally with their body- products they can feel good about using.
- We are solving the issues of long ingredient lists, animal testing in skin care, water waste (we are water-free), and unsustainable practices. We use eco-friendly packaging and don't cause skin irritation (we are chemical, phthalate & synthetic fragrance-free).



Gleam & Glow Business Plan | 2022

# Our Client.



# Visage

## Marketing Agency.

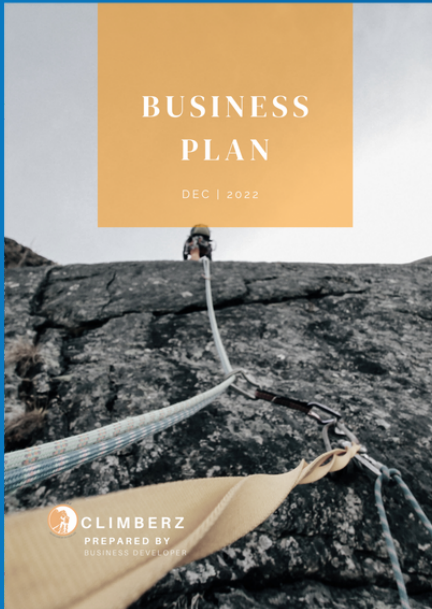
Visage is an LLC Company established in Dubai in 2022, equipped with the latest technology used in video production, ads, video clips, art direction, photography, digital content, scripting.

5.5 Rating ★★★★★



# Our Client.





# Climberz

## Leisure & Tourism.

Develop and manufacture the product for vertical discipline, including mountaineering, climbing, and all professional fields related to safety (work at heights and rescue).

5.5 Rating ★★★★★



**Problems**

- 01** If the gate is struck, it tends to flutter. Due to inertial forces acting at the CCM of the gate in current products, the gate tends to flutter without human intervention.
- 02** The rope can escape from the carabiner. The fluttering of the gate can result in the rope escaping from the carabiner, which can lead to fatal consequences.
- 03** Difficulty in handling of the carabiner. The Lead climber have difficulties with heavy duty screw locking carabiners.

**Solutions**

Solution 1	Solution 2	Solution 3
By providing a hinge at the gate's CCM, we propose to absorb most of the inertial forces by deforming the hinge.	As the carabiner's spine strikes the rock, the split gate deflects inward, it prevents the gate head from deflecting outward by maintaining contact with the carabiner's nose.	We intend to make our carabiners easy to use with improved gates and single-handed handling capabilities.

**App Store Optimisation (ASO)**

At its core, Search engine optimization (SEO) for the Google Play and App Store is, at its core, app store optimization (ASO). App store optimization pays attention to keyword relevance, search relevance, and keyword density in the description, just like SEO. Almost half of iPhone users worldwide find apps through search engines. App descriptions are one of the most critical aspects of our mobile app marketing efforts. Furthermore, it is effortless to get started using platforms such as Google or Apple Store, where people can search for and review apps and check their rankings.

**Promotional Video Content**

We should employ promotional videos, images, user-generated content, and other details that will immediately pique our audience's interest. It is similar to any other movie; when the trailer is released, people begin to buzz about it and look forward to seeing the entire film. Our customers will be able to see through a sneak peek - visual - that we have made all the necessary efforts to provide them with the best products.



# Our Client.



My Investor Choice



**Payment Gateways**  
The secured multiple payment gateways are integrated into our website and App which include visa card payment and Paypal options. It makes the purchase easy for the users at their convenience.

**Acquire New Users**  
With a fast and fun customer referral program, we will encourage users to refer our mobile app to their friends. Additionally, we will offer members an incentive program that triggers their participation while making financial sense for us.

**How to GET STARTED!**

**How to use FutureStarr.com**  
First, create an account. Once that's set up, use the talent dashboard to discover and view another talent, upload your own, and create an artist page.

**Visit upcoming talent on FutureStarr.com**  
Discovering new talent on FutureStarr is free. Browse through songs, books, or videos uploaded by emerging talents specializing in various genres.

**Create an artist page on FutureStarr.com**  
When a customer creates an Artist Page on FutureStarr.com, they get an entire page that showcases the images, videos, eBooks, up to five mp3 songs, and overall persona.

Future Starr Business Plan | 2022

**Risks Assessment**

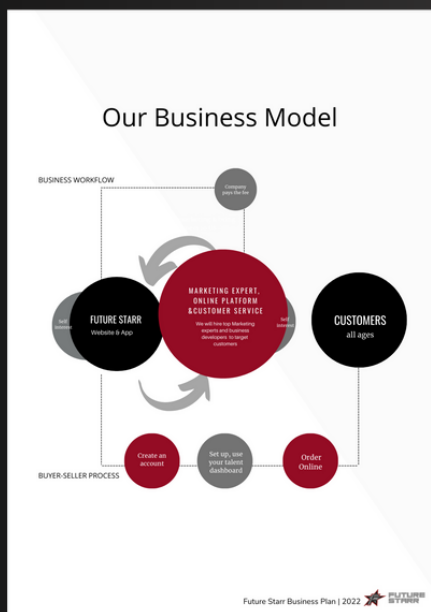
- Unauthorized data sharing** - Theft of protected information such as customer or payment information does happen and it poses a huge financial risk.
- Difficulties in enforcing cybersecurity practices on personal devices** - As our staff often work online, they may not be aware of the cybersecurity risks in their environment, leaving our website vulnerable to data breaches and cyberattacks.
- Mobile Application response time** - A slow response time for mobile applications is also a significant risk for our business.
- Limited Marketing Budget** - Our Marketing budget is low, so we need to be very smart with using these numbers.

Future Starr Business Plan | 2022

# Future Starr Talent Marketplace.

Future Starr Media LLC is a unique talent platform that ensures direct engagement between talent and targeted audiences. Future Starr provides talented individuals worldwide with an opportunity to showcase their talents to a global audience, sponsors, and mentors.

5.5 Rating ★★★★★



**UI/UX Design**  
The UX and UI design of the app improves the user experience, which influences customer satisfaction. And satisfied users are often a source of conversions and recommendations for our application.

**Android/iOS App**  
Our mobile App will be an intuitive App that gives almost the same possibilities as the website. The mobile App allows customers to select their favourite items, browse our categories, add details, and confirm their orders.

Future Starr Business Plan | 2022

# Our Client.



# Terms & Conditions

1

A period of 5 business days will be allocated for your thorough review and approval of the financials. During this timeframe, you are entitled to request changes to the financials up to a maximum of 3 times.

2

Work on your project will commence within 24 hours following receipt of payment, demonstrating our commitment to prompt and efficient service delivery.

3

In the event that there is no response from the client for a duration exceeding 10 business days, the company reserves the right to terminate the project. Effective communication is vital to ensure the progress and success of the collaboration.

4

To engage with our experts, we kindly request that you book a meeting at least one day prior. This helps us allocate resources and ensure a focused and productive interaction.

5

Clients have a 15-day window from the submission date to request changes. Major alterations to the document will be accommodated up to 2 times, while minor changes can be requested up to 3 times.

6

Clients are welcome to request up to 2 meetings per week. This ensures effective communication and progress tracking.

7

Clients are required to provide their marketing budget. If the budget not identified, our team will conduct research and provide recommendations.

8

Our work is customized, ensuring originality, except for data-driven marketing research that may utilize existing data and statistics.

9

If the client expresses dissatisfaction, they may request a meeting with our CFO. If valid reasons are presented, a refund may be granted, subject to tax deduction.

10

Upon completion, the client will receive editable documents in PowerPoint (PPT), Word, and PDF formats. These formats offer versatility and convenience in utilizing and sharing the final document.



## My Investor Choice

### Get in touch!

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🖱 [www.myinvestorchoice.com](http://www.myinvestorchoice.com)

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