

2009

i-corp

i-Corp[®]

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I-CORP[©]

BUSINESS OUTLINE AND STRATEGY DOCUMENT

VISION

Across the globe, businesses have failed to live up to the great expectations of their initiators. Statistically, most businesses, projects and programmes fail within two years, due to a variety of reasons. These include:

- Lack of capital
- Limited knowledge
- Limited market exposure and experience

There is a clear need for a bridge between the nascent stages of brilliant ideas and their actual success. This threshold is what I-Corp[©] is looking to occupy.

WHAT

I-Corp[©] is a business entity that serves upcoming businesses in their day-today support services. These services are not their core business, but are nonetheless the critical carry-through towards the success of any business.

WHO

The primary target customers are start-up businesses that are less than two years of age. These represent the niche that most needs administrative services but lack the resources to recruit extra personnel.

Businesses that have stagnated are also target customers. These typically need an appraisal and focusing in order to regain profitability.

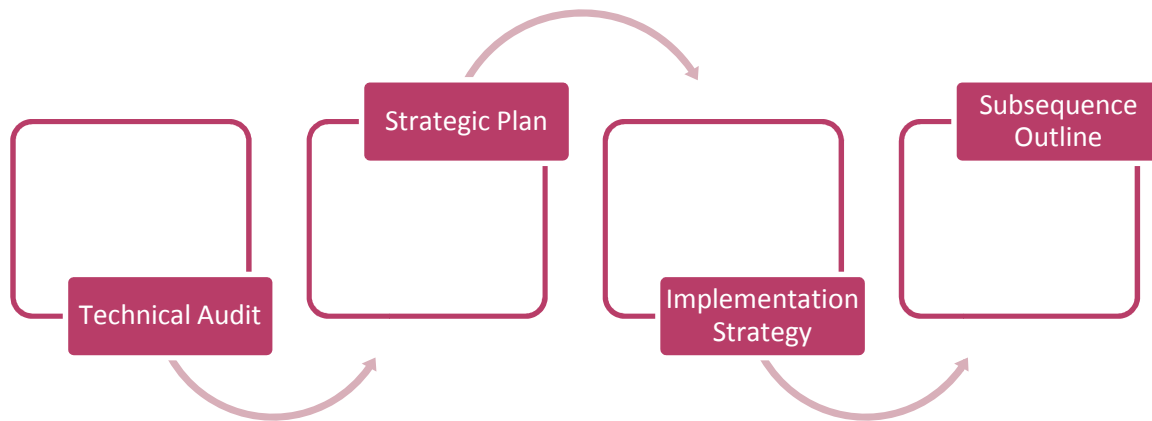
Revamped and restructured businesses may benefit from I-Corp[©] through administrative relief services as they focus on their core competencies.

Immediate niche markets that can benefit from this service include:

- ICT
- Conferencing
- Event Organization and Management
- Operations Departments
- Personal Training and Development

HOW

The I-Corp® process is a cyclic process as illustrated below:



TECHNICAL AUDIT:

This entails a candid self-assessment by business-owners. This is done concurrently with an I-Corp® assessment. This audit includes:

1. What the business was set out to do
2. What the business has been doing
3. What services have been utilized in the course of the business life
4. What services are critical yet lacking in the modus operandi of the business

STRATEGIC PLAN:

Directly following from the above, I-Corp® then undertakes to come up with a strategy that shall take care of the time-consuming administration of the business as the owners focus energy on the creative aspects that inspired them to set up shop.

Special attention shall be paid to cost-effectiveness and time-saving techniques in order to minimize administrative overheads, for the most part, to 20% or below.

IMPLEMENTATION STRATEGY:

I-Corp® shall then walk with the business owner through day-to-day administration and see to it that the support services do not in any way compromise the returns to the business. I-Corp® shall advise accordingly on the right way forward should these services and core business clash.

WHERE

The I-Corp® process can be applied anywhere in the world; even in space!

MARKETING

- Face-to-face talks and presentations. These shall be given in order to present the I-Corp® process and its added value. It is useful for business incubators and revamping, rebranding and launches.
- Publications. Colourful ads and pictorials will draw the attention of readers to something new. Emphasis is on the novelty of the I-Corp® process.
- Television. Fun, vibrancy and testimonials shall be the identity of the I-Corp® brand.

COST PLAN

Technical Audit, 10%*

Strategic Plan, 7.5%*

Implementation Strategy, 2.5%*

*Pegged on book value of business

BUDGET

Administration:

- Coordination et al
- Accounting
- Literature and research

Resources:

- Communication (phone, fax, email)
- Office (space and materials)