



BUSINESS PLAN

tech it

TEAM 1
IOBC 2022

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EXECUTIVE SUMMARY

Tech IT is a project that allows Internet users to donate their used computer equipment on a completely digital and online platform. More than an initiative for computer enthusiasts, Tech IT is dedicated to dusting off the principle of barter and donation.

Modern and futuristic, its brand image is linear and design, pure but technical. Everyone can donate their equipment, whether they are individuals or professionals. It is an initiative that is both supportive and eco-responsible, since it aims to reduce technological waste, which today pollutes certain areas of our planet.

This innovative support will be translated into a multimedia project: an online donation website, which will be surrounded by a strong brand image and a competitive transmedia storytelling.

THE TEAM

Our team is founded by 13 people, of different nationalities, working remotely. Our project manager is Kieran.

With different experiences in the world of programming, design and communication, we are all passionate about digital and project management. Young students soon to graduate, we want to enter the professional world of entrepreneurship.

Dylan, Paul and Maïssa are specialized in the management of digital and print communication campaigns. Kieran and Carla are in charge of design and brand building. Michael, Jean Pierre, Rony, Yordan, Long, Thi Hoa and Othmane are in charge of front-end development.

BUSINESS MODEL

The service we will offer is a website. On this site, it will be possible for users to access a platform for the donation of electronic equipment. Everyone will be able to propose an object, or get one. Each product will be proposed in the same way as a market place.

We have several customer segments. First there are our users, who use the site from time to time in search of something interesting. Then we have the customers. These customers are not necessarily users, since we do not charge our users. These customers are therefore partners from outside the site, companies related to our project, such as institutions that would like us to participate in events. There is also a particular customer segment, the advertising companies that pay us for the ads we broadcast on the site.

BUSINESS MODEL

Our value proposition is simple and addresses many user needs. First, we are in a period of transition. More and more users want to consume better, with the least carbon footprint possible. Then there are people in need, those who are in a situation of digital insecurity. Finally we have companies, who would like to get rid of their used equipment, and who do not want to worry about their pollution impact in the future.

We will mobilize several communication channels, such as social networks (Instagram, Facebook, Tik tok, Youtube), the press, meetings, events or trade shows. We will therefore be in contact with both individuals and companies.

Why do we stand out from other donation platforms? We are modern, young and close to the users. We put forward our objective: to make our users benefit before making profit.

We also spontaneously reach out to users outside the digital world, communicating with print and events.

BUSINESS MODEL

The editorial line of TECH IT is innovative and young. We opt for a casual and punchy tone. To ensure the loyalty of our customers, we provide feedback 7 days a week with a maximum response time of 24 hours. We are very active on social networks, and opt for a sociable personality, as we try to respond to every relevant or funny comment.

Within the framework of this project, many costs are to be taken into account, the salary of each member of the team, the technical costs for each pole. Let's talk about salaries first, we will base ourselves in the case of Europe, given that our members are mostly European and that our site is hosted in France. There are 3 key poles in our project : design, communication and programming, let's consider that each of these 3 poles has a head of department : the lead designer, the lead developer, and the communication manager.

After that, the lower positions follow, the developer, community manager and designer.

BUSINESS MODEL

These figures correspond to what these jobs are generally paid, which does not necessarily reflect the reality:

Communication manager: 2500€/month

Lead Developer : 3500€ / month

Art Director: 3500€ / month

Developer: 2500€ / month

Designer: 2200€ / month

Community manager: 2200€ / month

We are 13 in the team so we have the 3 leaders which is already about 9 500 euros per month. The whole team costs about 33 600€ / month.

In terms of key resources, our platform is made in such a way that we don't need a footprint, since we are an international team. We rely on our partners and subcontractors. For example, the delivery of second hand items is done through an eco-responsible transport partner. The user has to pay in return a low delivery cost. Thanks to our dematerialized market place, we only have to manage the partners, mainly the deliverers.

BUSINESS MODEL

For the fixed costs of the company, we have to pay our internet subscription as well as the hosting of the website.

For the variable costs, it depends on our communication campaigns and events. For example if we want to be present on a trade show, we have to pay the stand. We can also hire interns or freelancers from time to time.

MARKET SURVEY

AND STRATEGIES

The main trends in the international second-hand market are based on the fashion, furniture and literature sectors. The target of the second hand market represents several types of people. First of all, they are people who are concerned about the planet and/or their daily budget. They are also, contradictorily, people who like to consume a lot. They are also people who encounter a more or less big precariousness.

It is a world which is in very great development and which makes more and more turnover. For example in France, the second hand market is already estimated at 7 billion euros.

On the other hand, the donation platforms are more timid, but will soon tend to explode in view of the different critical situations that the world is undergoing. It is not really a niche market, but it is a developing sector.

The donation platform competitors all have different revenue methods. Either they operate at a loss, i.e. they do not make any profit. Or they offer a free service, but allow themselves to collect data and advertise. Or they offer a paid subscription to their users, in return for full access to all the donations offered.

MARKET SURVEY

AND STRATEGIES

The donation platform market environment is plural but not an innovative sector. It is not framed by legal, political or economic issues. No law prevents the act of giving.

The constraints and dangers of the donation platform is that the sources of revenue are limited. In order to manage this kind of platform in a sustainable and innovative way, it is necessary to create new revenue systems in this system, such as offering events to institutions.

Our opportunities for success are that, compared to our direct competitors, we are a movement more than just a website. We rely heavily on communication and transmedia storytelling. Our desire to help and contribute to the ecological and economic transition allows us to get off the beaten track.

STRATEGIES

For our strategy, depending on our target, we have adapted our tools, our networks, our channels, and our distribution.

The products we offer, through user donations, are computer hardware: computer, tablet, phones, accessories, speaker and audio equipment, camera and videos and all spare parts.

We respond to the needs of users by offering them a wide range of products and an "other" section in case the equipment does not fit the sections.

MARKET SURVEY

AND STRATEGIES

The products are free, we do not take any commission on the transactions. Only the price of delivery, if any, is charged.

Our distribution strategy is simple: it is mainly based on the partnership between us and the delivery company and the offline transaction between two users living next door. We stand out from our competitors because we have an eco-responsible delivery network, mostly electric, which also delivers without excessive transport costs. The same goes for the typology.

For our communication strategy, we are always in a young and modern optics, which dedicates to create a social, economic and ecological movement.

CONCLUSION

To conclude, we are designing a working prototype. We have merged our respective strengths, whether in communication, programming or design, to create the best possible version of this donation platform. TECH IT, from the pun "take it", will allow many users to access computer equipment, all in an eco-responsible sphere that leads the population to think and act differently. Thanks to many visual strategies, and transmedia storytelling type communication, we make sure that the user feels at ease on our platform.

Our site in addition to being a platform of donation of electronic devices allows exchanges between humans and create links.

Our project is still young and under development, but it has the potential to become in addition to its initial objective a platform for human and material exchange.

This is how Tech It has the potential to become a useful project for everyone.





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