



AEI Limited

OCT 2023

Startup Business Plan

Our Future is Bright

Presented To:

Presented By:

Include address here





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Tip: Use links to go to a different page inside your template.

How: Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.

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Executive Summary

Give a brief explanation for the page

Mission

To provide ethical, sustainable consumer electronics

Vision

To be a key contributor to a sustainable world

Tip: Design with the /Magic shortcut - the quickest way to make your work stand out!

How: While on the page, simply press the "/" key and scroll for whatever you need on the dropdown menu — text boxes, lines, shapes, tables, stickers, videos, and many more!

The Product	AEI Ltd makes and sells PC accessories made from recycled and renewable materials.
The Leadership	Leslie Boatwright founded the company after years in the tech industry. She serves as Founder and CEO.
The Overall Industry	Five major players dominate the PC accessories market. However, VerdTech aims to offer consumers a greener alternative.
The Competitors	Major competitors include Weisenham Tech Solutions, Lamplight Mobile Systems, and Tektias. VerdTech will differentiate its products from theirs by using recycled and renewable materials.
The Financial Status	VerdTech wants to raise \$7 million to scale its operations. So far, the company has raised 75% of its target. Financial resources will be focused on developing a collection and recycling program.
Future Plans	By 2026, the company plans to implement its collection and recycling program in three cities. By 2040, it expects to manufacture ethical and sustainable electronics for leading brands.

The Organization

Give a brief explanation for the page



Leslie Lee

Chief Executive Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



Alfonso Smith

Chief Financial Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



Agnes Bolaji

Chief Operations Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

The Organization

Give a brief explanation for the page

Map of the Organization



Business Description

Give a brief explanation for the page



Green Technology Solutions

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

Canva Tool for Mockups

Select an image on your template. Then click 'Edit Image' on the toolbar and scroll through our Smart Mockups and Frames available to you. You may also use our Background Remover to make photo cutouts of your products.

Product List

PAGE 7

Give a brief explanation for the page

£50.00

Bluetooth Keyboard and Mouse

Made from renewable bamboo and recycled metals. Letters are carved into each key for durability.

£40.00

Telefona Charging Station

A refurbished vintage telephone that can be placed on your desk or installed on a wall.

£00.00

Item Name

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

£00.00

Item Name

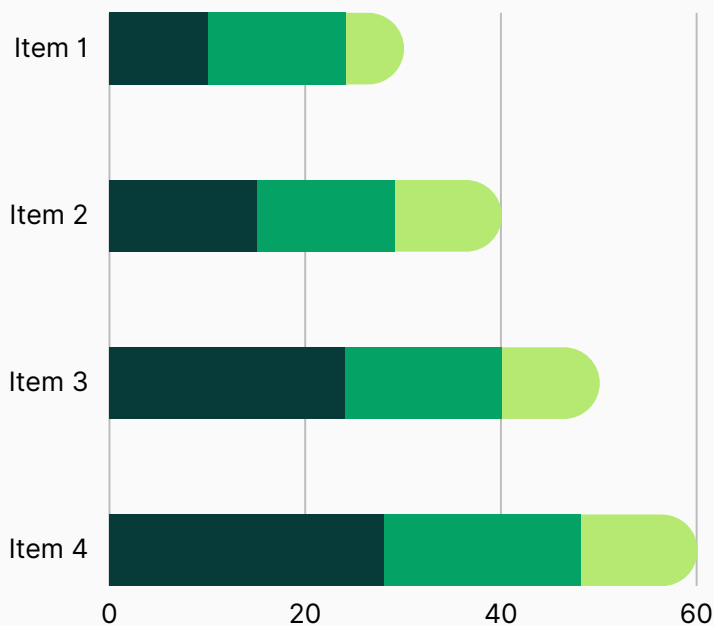
Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

Industry Background

Give a brief explanation for the page

The PC Accessories Market

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.



Lack of sustainable brands

Even though five major players dominate the PC accessories market, VerdTech aims to provide consumers with a greener alternative.

Competitor Analysis

Give a brief explanation for the page

Lamplight Mobile Systems

Duplicate the SWOT table as you evaluate other competitors.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Affordable consumer electronics• Attractive and trendy designs• Readily available to consumers	<ul style="list-style-type: none">• Does not meet quality standards• Adds to e-waste in landfills• Slow customer service	<ul style="list-style-type: none">• Growing number of remote workers• High demand for PC accessories that reflect one's personality• Increased spending on technology	<ul style="list-style-type: none">• Increasing number of competition• Shift towards sustainability• Supply chain disruptions

Sustainability Matters

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.

Market Analysis

Give a brief explanation for the page

Green and Ethical Consumer

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.



Olivia Wilson
She/Her

30 | Freelancer | Brooknew

Olivia is a freelance writer who cares for herself, the community, and the planet.

Goals

- Practice self-care daily
- Reduce household waste
- Win more clients

Challenges

- Dealing with stress
- Managing an eco-conscious household
- Meeting her work deadlines

Likes

- Productivity apps
- Yoga
- Lean cooking

Dislikes

- Smog
- Wasteful packaging
- Fatty food

Personality

- Creative
- Resourceful
- Educated

Products They Enjoy

- Greenery Lifestyle groceries
- Flawless Green skincare line
- Year Yoga Gear mat

Marketing Plan

Give a brief explanation for the page

Touching More Lives

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.



Marketing Plan

Give a brief explanation for the page

The 4Ps of Marketing

Use this table to map out your marketing mix

Product

The brand, its features, its packaging

Common questions:

- What needs does this product fulfill
- What frustrations does it address?
- What makes it compelling to customers that they will want to have it?

Price

Discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market?
- How will this price compare with competitors?

Promotion

Print & broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

Place

Physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?

Financial Plan

Give a brief explanation for the page

Capital Requirements

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

	Value	Percentage
Research and Development	£456,000	44%
Marketing and Advertising	£456,000	44%
Daily Operations	£123,000	22%
TOTAL	£1,035,000	100%

Financial Outlook

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

US\$ B	FY'26	FY'25	YOY change
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

Future Plans & Milestones

Describe what the page is about

Transforming Consumer Tech

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.





Tip: Download your document as a PDF.

How: On the top right corner of the screen, click 'Share'. Go to 'Download' and choose 'PDF' among the options.

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VERD TECH

hello@reallygreatsite.com | +123-456-7890 | www.reallygreatsite.com

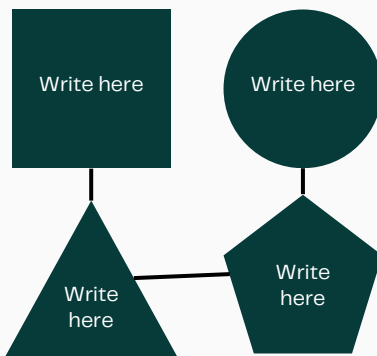
Resource Page

Use these elements for your pages



Standardize designs across different pages!

After choosing pages across multiple templates, click on the element whose style you prefer, click the 'copy style' icon on the top-right corner of your screen, and use the icon to click on the element you want to change! Ta-da! The elements now share the same style.



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Use smart shapes and connectors to build a map or flowchart.

In the elements tab, search for 'shapes'. You may also press C for a circle, R for a rectangle, and L for a line. Attach them together and drag them along the page!

Personalize and edit your tables.

Right-click on the table to browse through the options. You can add and delete rows, merge cells, move columns, and more!

Resource Page

Use these elements for your pages

