



CONFIDENTIAL

ShopEat®

# Business Plan



Owners: xyz...

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## **1. EXECUTIVE SUMMARY**

ShopEat® is a startup company that is beyond the development stages and planning to launch in the Israeli market as of mid 2011 and the international market at the early part of 2012.

ShopEat® introducing a new and advance platform based on a unique algorithm to meet the growing demands in the culinary sector (i.e. recipes formulas, grocery list management, personalized menus, and a vendor advertising and marketing platform)....

### **The Vision**

ShopEat® vision is to create a platform mostly for the use of the culinary end user, which can consolidate and simplify the process of managing the user daily needs as far as groceries, food, cooking, etc.....

### **Background**

Shopping for food can be very tedious and complicated task at times especially in the B2B arena. Buyers have thousands....

### **The Market and the Business opportunity**

The grocery shopping, and culinary sector in general is growing rapidly in recent years and the E-commerce social behavior model is gaining popularity.

The large Shopping Centers offering online shopping platform to their....

.... The food merchants are using the media as one big marketing tool to publish and distribute their coupons and products to draw shoppers...

### **The solution**

The main goal of the company and its mission is to offer a new internet based platform that is innovative and.....



## 2. PRODUCTS AND SERVICES

The product is a web based culinary platform that starts with a simple shopping list and offers the user a time saving concept for his culinary needs, either a daily shopping list or a matching recipe with an accurate ingredient....

.... ShopEat® unique platform allows the user to retrieve any groceries list according to any recipes on any web site page by scanning the page...

.... ShopEat® also enables the user to compile any shopping list and retrieve recipes that can match that.....



## 3. THE TECHNOLOGY and INNOVATION

### **I. Abstract**

The main concept of the idea is to match any ingredient found on recipe website against ShopEat database and to create a saved and synched shopping list in a manner that anyone can manage weekly or daily lists...

### **II. Technical Description**

ShopEat® comprised of a search engine which creates a shopping list and performs various search functions.....

## 1. INDUSTRY OVERVIEW

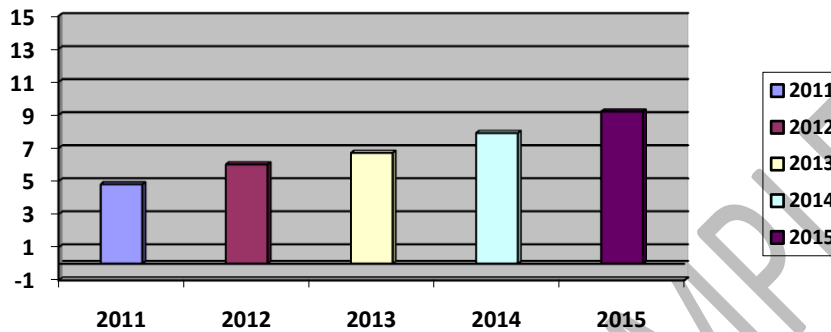
### **I. The Industry and the Market**

The culinary industry is growing rapidly in recent years especially as a result of easier and faster accessibility via the internet and media exposure (more TV shows, Advertisements, etc.). While that industry grows, new technology and tools are being developed to support the demand...



## I. Market Growth and Forecast

"The Food Marketing Institute (FMI) has identified reasons that people generally speaking, choose to shop online (FMI, 2000). FMI research revealed that 86 percent of...



### 1. COMPETATIVE ANALYSIS

#### ShopEat® Advantages

ShopEat® is a new and innovative platforms which offers a more advanced and useful tools in the culinary sector to consumers and...

#### The Competition

ShopEat® main competitors are shopping list applications made to work on mobile devices, and also online media platforms...

### 2. THE BUSINESS MODEL

#### The Business Opportunity

The on line grocery shopping and the culinary sector in general enjoying a tremendous boost in recent years, while at the same time the development of efficient and better tools to handle that market is lagging behind...

#### Source of Income

ShopEat® source of income comes in different methods:

The first and foremost source will be merchants advertisers related to the culinary sector (i.e. online grocery vendors, food franchises...



## Marketing Plan

The initial stage of marketing will take place in the domestic market (Israel) where the program will be launched first.

Local advertisement tools such as Supermarket franchises...

## Revenues Forecast

ShopEat® revenues forecast rely on few factors:

The growth in the on line culinary sector, coupled with the usage of....

## 3. FINANCIALS

### General

ShopEat® financials is drawn for a 3 year period starting from Q3 of 2011 to Fiscal Year 2014, and after the product is already launched...

Manpower		structure			
	Q3/2011	Q4/2011	2012	2013	2014
<b>Management</b>					
CEO	1	1	1	1	1
CTO/R&D	1	1	1	1	1
VP Marketing/Bus. Dev.		1	1	1	1
Administraton			1	1	1
<b>Sub Total</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b>Markeing and Sales</b>					
Telemarketing			1	2	4
Salesmen			1	2	2
<b>Sub Total</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>
<b>Customer Support</b>					
Support Team			1	2	3
<b>Sub Total</b>			<b>1</b>	<b>2</b>	<b>3</b>
<b>TOTAL</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>10</b>	<b>13</b>
<b>Salaries Structure (\$ 000)</b>					
	Q3/2011	Q4/2011	2012	2013	2014
<b>Management</b>					
CEO	9	9	48	90	120
CTO/R&D	9	9	48	90	120
VP Marketing/Bus. Dev.		9	60	90	100
Administraton			18	18	18
<b>Markeing and Sales</b>					
Telemarketing			14	28	56
Salesmen			14	28	28
<b>Customer Support</b>					
Support Team			18	36	54
<b>TOTAL*</b>	<b>18</b>	<b>27</b>	<b>220</b>	<b>380</b>	<b>496</b>