



BUSINESS PLAN
POWER INDUSTRY
MARKETPLACE

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Executive Summary

Introduction

Company ABC (the 'Company') is a unique initiative in electrical power industry which focuses on the B2B equipment and services sourcing by providing a comprehensive online marketplace. The platform, with the help of artificial intelligence (AI), automates time-consuming and laborious steps of the procurement process such as writing RFQs, approaching suitable suppliers, gathering quotes, comparing proposals for final decision making, and ensuring secure transactions, and thereby simplifies, accelerates, and secures overall procurement cycles.

Business Model

The Company shall implement a commission-based model, where registration on the marketplace will be offered at no cost and a nominal fee of X% of each transaction value will be levied as a marketplace fee. This structure ensures accessibility and encourages participation across a broad spectrum of users.

Non-premium, registered users will be granted complimentary access to the majority of the marketplace's functionalities. However, access to certain exclusive features aimed at sellers will necessitate a subscription to a premium tier. This premium membership will be available for an annual subscription fee of CAD X,XXX.

Industry Overview

The global power generation market size was estimated at USD X.X trillion in 2022 and it is expected to hit around USD X.X trillion by 2032, growing at a CAGR of X.XX%¹. Global demand for electricity is on the rise thanks to increasing population and electrification of transport. Moreover, there is a global focus on shifting towards more sustainable sources of energy to minimize the environmental impact. Therefore, the electric power industry is experiencing unprecedented transformation and huge investments in the electrical power infrastructure. This evolution presents unique challenges and opportunities for B2B procurement and sourcing because traditional procurement methods are increasingly proving to be inadequate in addressing the complexities and pace of the current energy landscape. In face of these challenges, efforts are underway for devising innovative solution that can simplify procurement process and enhance



operational efficiency by fostering a more agile and responsive ecosystem encompassing all sectors of the supply chain.

Product Description and Value Proposition

Through its platform, the Company offers a unique sourcing tool for equipment and services that connects buyers and sellers to automate the whole procurement process. Moreover, COMPANY ABC empowers procurement teams with the ability to enlist quality inspection and logistical services directly through the marketplace, ensuring the quality of goods and facilitating seamless transportation. On the other side, it offers manufacturers and distributors a distinct advantage by widening their market reach, furnishing them with actionable market insights through sophisticated data analytics and facilitating data-driven inventory management. A defining aspect of COMPANY ABC is its seamless compatibility with other organizational software systems, thus rendering it as a one window solution that addresses the comprehensive sourcing, and procurement needs of both buyers and sellers. This integration is pivotal in promoting operational coherence and optimizing the procurement process across the board.

Go-to-Market Strategy

The Company will deploy a phase wise go-to-market strategy with initial phase focused on testing the developed software. In this phase, Beta Testing of the product will be conducted to gain actionable insights from the market and use the feedback to prospect sales. For launch, the Company will focus on developing partnerships with key market influencers, accompanied by SEO and press releases, uplifting brand's awareness and users' familiarity with the platform. Subsequently, the Company will shift its focus on targeted digital marketing to amass web traffic and subscription to its marketplace.

Competitive Analysis

Company ABC's comprehensive solution and focus on electrical power industry minimizes direct competition. The only market player focusing on the power industry is Competitor 1. Although Competitor 1 lists some products on its outdated website, it is mainly a source of information and analysis for the global power generation industry. Indirect competition exists from entities providing marketplaces for broad range of industrial equipment. For instance, Competitor 3 and Competitor 4 offer a marketplace for a variety of industrial equipment along with a variety of other products. On the other hand, Competitor 2 offers marketplace for a wide range of industrial equipment. Competitor 4 focuses on used equipment from various different industries. As Company ABC aims to revolutionize procurement cycles for equipment and services in the electrical

power industry, understanding, and navigating the dynamics and ongoing developments in this evolving market will be crucial to establish dominance in the industry.

IP Strategy

Company ABC's IP strategy is developed to protect its revenue-generation capability and ensure long-term sustainability of the business as an online marketplace for B2B equipment and services sourcing.

Why Now

The entry of COMPANY ABC into the COUNTRY's market is positioned to significantly benefit the economy in various aspects. The COUNTRY'S electrical power industry is evolving due to the government commitment to achieve zero carbon emission by 2050² and aging of existing infrastructure. This transformation presents a massive challenge for procurement teams to source advanced sustainable technologies in a cost-effective and efficient manner. This unique juncture offers Company ABC the opportunity to establish itself as an indispensable resource in the industry's ecosystem, catering to the emergent needs of B2B procurement efficiently.

Moreover, Company ABC aims to serve manufacturers and distributors of equipment in COUNTRY by providing them a broader outreach and actionable market insights. Moreover, Company ABC's venture into COUNTRY is anticipated to generate new employment opportunities, fostering job creation. Through its comprehensive business strategy, Company ABC is set to make a substantial contribution to the COUNTRY's community and economy by eliminating the operational inefficiencies associated with the B2B sourcing and procurement processes.

Management Team

Owner 1 (Chief Executive Officer & Lead Applicant)

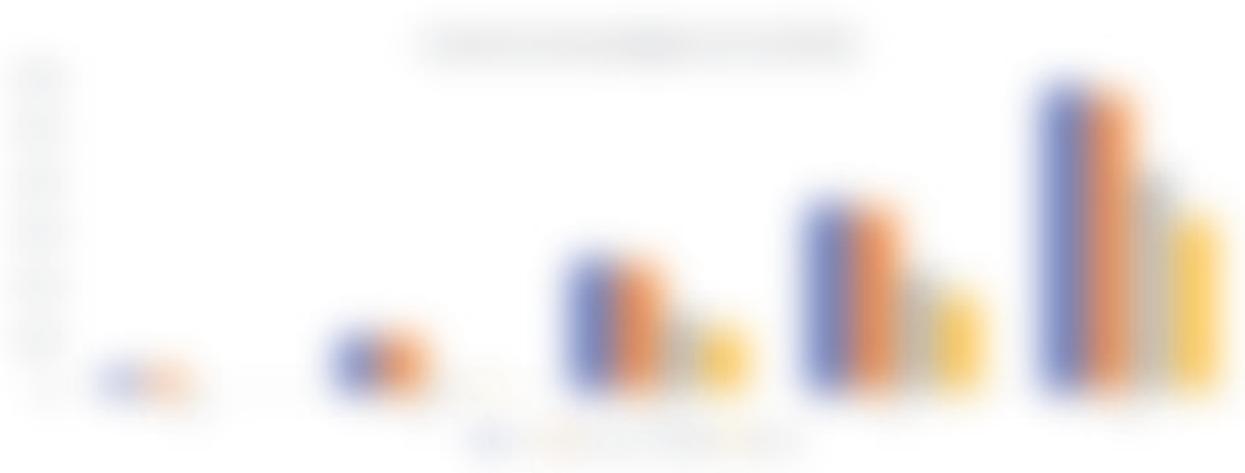




Financial Highlights

The CEO will invest \$X from personal finances.

The following chart illustrates the financial goals of Company ABC in the next five years. The Company anticipates breaking even in Year 1 of operations, earning a gross revenue of around \$X; thereby growing its business in the following years to achieve \$X million in gross revenues and \$X million in net profits, or X% by end of year 5.



Company Overview

Company ABC is the cutting-edge online marketplace for all B2B equipment and services procurement in electric power industry. Through its platform, the Company offers a unique sourcing tool for equipment and services that connects buyers and sellers to automate the whole procurement process. Once registered, buyers can search for a specific part or service, compare prices, chat with vetted sellers, send request for quotation (RFQ) and close deals online on a single platform. On the other hand, sellers can automatically sync their inventory from their existing software systems, chat directly with buyers, effortlessly share offers and optimize order fulfillment process.

Vision

Company ABC is set to revolutionize the B2B procurement processes in electric power industry, first across North America and then across the globe, by developing an end-to-end integrated marketplace for all kind of B2B procurement on its digital platform.

The Company aims to become industry leader by becoming the go-to-marketplace for all B2B procurements, empowering businesses to achieve unparalleled efficiency, traceability and cost-effectivity in operations.

Mission

The Company's mission is to simplify the complexities of procurement processes by automating the cumbersome processes through cutting-edge and user-friendly solution, tailored to meet the unique needs of procurement teams in electrical power industry.

At the same time, the Company will protect the interest of sellers of these materials and services as well by providing direct access to the end-user, enhancing their outreach and providing them with the market insights relevant to their operations.

Company Ownership/Legal Entity

The Problem

Though procurement processes for materials as well as services in industries have been very much streamlined thanks to latest advancements in enterprise resourcing planning (ERP) systems, steps related to sourcing and quotation processing, still require intensive human intervention. Given the fact that world has

already adopted Industry 4.0 and accelerating towards Industry 5.0, there is an emerging double-ended problem that's impacting the overall efficiency of procurement processes.

First End of the Problem: Procurement Teams

Sourcing Complexity:

Finding reliable suppliers for specific, often highly specialized materials and services, can be a challenge for procurement teams. This complexity is often compounded by the fact that most of the manufacturers are foreign. Therefore, finding the right source and evaluating reliability and compliance with relevant standards and regulations becomes more challenging.

Quality Assurance:

Ensuring the quality of goods is crucial in the power industry, given the high stakes involved at all steps of the supply chain. Warranting that materials are delivered as per specifications is very important as failure to meet the specifications may result in equipment downtime, complete plant shutdowns and huge business loss. For this purpose, quality inspection teams are hired by the buyers to make sure that ordered materials are manufactured as per the specific requirements. Hiring these quality inspectors is usually a cumbersome, resource intensive and manual process with much of the communication and coordination happening over the emails, independent of the original procurement process.

Transactions Security:

The procurement of equipment in the power industry involves substantial transactions yet lacks a centralized platform for ensuring secure and seamless transactions. Presently, payments occur directly between buyers and sellers, posing risks such as fraud and unauthorized access. There's a critical need to develop comprehensive transaction security measures tailored to this industry to mitigate these risks and safeguard against financial losses and fraudulent activities.

Second End of the Problem: Suppliers

Limited Access to End-User:

Most of the times Original Part Manufacturer (OPM) is not directly in touch with the end-user. OPM supplies the material to Original Equipment Manufacturer (OEM), who then supplies the material to end-user as part of overall solution package, with its own part reference number. In this way, the end-user does not have any direct communication with OPM and is dependent on OEM to arrange the materials for

critical pieces of machinery. This lack of access to end-user impacts the overall outreach of OPM and makes it difficult to gather feedback from end-user.

Ineffective Inventory Management

Effective inventory management is a significant challenge. Supply chain disruptions, combined with the fact that most of the manufacturers and distributors do not have access to market insights, result into raw material shortages, manufacturing bottlenecks or surplus inventories. Such situations ultimately lead to customer dissatisfaction, poor inventory turnover and lost sales.

Solution: COMPANY ABC

Company ABC is aiming to resolve the above mentioned double-ended problem in the following ways:

AI Powered Automated Sourcing

Company ABC's proprietary machine learning algorithm simplifies sourcing by automating the process. The platform, with the help of artificial intelligence (AI), seamlessly orchestrates RFQs, gathers quotes from suitable suppliers and steers decisive outcomes, enabling swift PO dispatch in tandem with organization's purchase history and real-time market shifts.

Quality Inspection and Logistic Services

Buyers can hire quality inspection companies and logistic companies on the platform for ensuring quality and hassle-free shipment with live tracking of the ordered materials. Using the same platform, buyers will be able to hire suitable quality inspection companies to inspect the materials at any stage in the order fulfilment process. This will provide an unwavering assurance to the procurement teams for the quality of materials. In the similar manner, buyer will be able to hire logistic companies to handle the shipment of the goods from the seller's facility to buyer facility. The ability to handle all these critical operations on a single platform will help procurement teams to eliminate inefficiencies and operate with greater confidence.

API Driven Integration

With its integrability via APIs, the solution can fetch the data from Computerized Maintenance Management System (CMMS) regarding materials to allow procurement teams make more effective RFQs and include maximum possible details. Moreover, platform can seamlessly integrate with ERP system enabling real-time monitoring of Periodic Automatic Replenishment (PAR) levels, automatic demand uploads and effective inventory management.

For sellers, COMPANY ABC allows seamless integration into existing inventory management systems (IMS) for including the part numbers, inventory levels and prices of the offered materials in the catalogues. This information will improve the searchability of the seller and will facilitate in establishing direct communication link with the end-users, thus enhancing their overall outreach.

Advanced Data Analytics



COMPANY ABC Platform

Typical User Journey – Buyer

A typical user journey on the portal for any buyer (members of procurement teams) of the on-boarded entity can be summarized as follows:



Typical User Journey - Seller

A typical journey with COMPANY ABC for any seller (material supplier) can be summarized as follows:

Complimentary Services Offered to Buyer

Apart from the platform features, buyers can also avail following services without any additional charge:

- View validation document of material suppliers.
- Recommendation of companies for shipping and quality inspection of the materials.
- Link to track the vessel carrying shipment.
- 24/7 support for all the platform related technical queries.
- Monthly analytical newsletter emphasizing industry trends and major market updates.

Complimentary Services Offered to Seller

Apart from the platform features, buyers can also avail following services without any additional charge:

- Provision of OEM reference numbers for the offered materials for buyer-friendly cataloging.

- Support for material listing and product cataloguing.
- Integration with existing ERP system for automated updating of order status.

Business Model

Premium Subscription for Sellers

The premium subscription is aimed for sellers who want to take their business to next level and know their customers in a better way. Premium subscription will unlock following features:

Business Goals

The Company aims to achieve the following business goals:

Short-term Business Goals (Year 1-2)

Intermediate Business Goals (Year 3-5)

Long-Term Business Goals (Year 5 Onwards)

Keys to Success

The Company has identified the following keys to success:

QUESTIONNAIRE

Technology

COMPANY ABC is a comprehensive online marketplace and collaboration space designed specifically for businesses involved in the generation, transmission, and distribution of electric power. This innovative solution addresses the unique challenges and needs of the industry to simplify procurement cycles by automating sourcing processes, unifying document management and offering advanced analytics.

Key-Features:



Development Stage

The Company has successfully developed its MVP with the assistance of an external service provider. The product is ready to be beta-tested in the Canadian marketplace. The software development team to whom the MVP was outsourced, continues to provide support in updating the product. The Company aims to outsource continuous development and maintenance of the platform in the initial 3 years of operations while also having a Full Stack Developer and Machine Learning Engineer in-house to assist in collaboration with the partner agency.

Equipment and Technology Requirements

The Company has outsourced the development and regular maintenance of the platform. However, an In-house technical team will be deployed to ensure technical oversight and communications with the service provider. The Company will use readily available laptops for the technical team to look after the overall development process. Utilization of cloud platforms will allow the Company to eliminate the need of hosting on-premises IT infrastructure.

The Company's utilization of advanced computation technologies such as data processing, machine learning for predictive analysis and real-time data analytics is pivotal to business model, providing a unique experience to users. These technologies and resultant features are what set Company ABC apart. Company

will leverage the solutions already available in the market and integrate these with its platform using open-source APIs to reduce the development effort and focus more on overall platform development and maintenance. Keeping in view the business model, following technologies will be the cornerstone of the platform:

Cloud Data Management

The Company will utilize third-party cloud databases to support all database management tasks, such as server provisioning, patching, configuration, and backups. As a result, development team can focus on actual application development.

Cloud Analytics

Proven capabilities of on-demand cloud computing platforms will be leveraged to provide real-time analyses to the users.

Cloud Data Visualization Tools

Immersive UI/UX design and interactive visualizations will be utilized to create effective dashboards by leveraging capabilities of cloud-based data visualization tools.

Platform for Machine Learning (ML) Modelling

Open-source platform will be utilized to develop machine learning models. This approach will facilitate integration of platform with other digital solutions in a seamless manner.

Platform Development

The Company has developed the MVP platform with the help of a third-party contractor. The development process is being managed using Agile Framework.

User Testing

A detailed strategy for testing will be developed to manage unit testing, integration testing and regression testing throughout the development process.

Before MVP roll-out, real-time usability testing with potential users will be done as part of Beta Testing to record the feedback on different features. The feedback will be collected and incorporated to improve the product offerings.

During this user testing, User Persona for typical users will be finalized and validated. These persons will be utilized for targeted marketing to improve overall conversion rate.

Future Opportunities

Given the rapidly evolving dynamics of the target market, it is expected that many new features will be required to keep pace with the technological advancements. Some of these features include:

- **Interactive Drawings of Parts and Materials:** Buyers will be able to see interactive drawings of the parts and materials to have a better understanding of the items and more confidence in the overall process.
- **Selling of Unused Inventory by the Buyers:** Buyers will be able to put the unused inventory up for sale. This feature will allow buyers to monetize their unused inventory items and minimize their overall inventory value.

Economic Benefits

Apart from contribution in Canadian economy through taxation (at the federal and provincial level), the Company has identified the following secondary benefits to Canadian economy:

Job Creation:

By hiring at least X full time employees (not including the owner) over the five years at competitive wages, the Company will create long- term employment opportunities.

Transfer of Knowledge and Expertise:

Expertise and experiences of founder will present an opportunity for the transfer of unique connections, knowledge, and technical expertise. This presents a great opportunity for the transfer of knowledge and expertise to the Canadian workforce, further bolstering their capabilities and competitiveness in the global market.

Economic Stimuli:

In addition to the income and employment taxes, CPP, EI, and downstream and upstream market stimuli, the \$X investment made will directly contribute to the economy through the purchase of equipment, leasehold improvements, rent and utilities, professional expenses, and more, with a considerable level of impact across several different industries.

Support to Electrical Power Sector

COMPANY ABC will provide the much-needed support to country's Electric Power Sector. Canada is targeting to reduce the carbon emissions by 40 to 45 per cent below 2005 levels by 2030 and net-zero emissions by 2050³. This target requires a huge investment in clean energy and the Company's marketplace is in perfect position to support construction, operation and maintenance of these clean energy initiatives.

Innovation and Technology Development:

By focusing on AI-driven solutions, the Company contributes to advancing digital solution in electrical power industry. Canadian segment of this market is still developing, and this innovation will provide this sector a much-needed boost, encouraging further technology adoption and digital advancements.

Economic Diversification:

By supporting electrical power sector on the whole and providing improved business opportunities to suppliers, the Company aids in diversifying Canada's economy. This diversification is crucial for economic resilience, reducing dependence on traditional industries and fostering growth in emerging sectors.

Market Analysis

Industry Overview:

Electricity demand has increased massively in the past four decades. Rising populations, technological advancement, and a widespread usage of consumer electronics has led the global electricity consumption to rise from around X,XXX terawatt hours in 19XX to more than XXXX terawatt-hours in 2021⁴. With almost a billion people around the world still lacking electricity access, demand is projected to continue growing in the coming decades. As per forecast, by 2050 global energy consumption is expected to reach about XXXXX terawatt hours⁵.

The power market can be segmented into generation, transmission, and distribution. The global power generation market size was estimated at USD X trillion in 2022 and it is expected to hit around USD X.X trillion by 2032, growing at a CAGR of X% during the forecast period from 2023 to 2032. The power generation market includes Hydroelectricity, Fossil Fuel Electricity, Nuclear Electricity, Solar Electricity, Wind Electricity, Geothermal Electricity, Biomass Electricity and Other Electricity.⁶.

Moreover, ~XXK medium to large scale power plants are currently operating in the world. Following is their distribution on the basis of energy sources⁷. In North America, there are XXXX and XXXXXX utility-scale electric power plants (having nameplate electricity generation capacity of at least 1 megawatt (MW)) in the Canada and United States respectively.

On the other hand, the global electricity transmission and distribution market size was estimated to be worth USD XX.X billion in 2022. The market is forecasted to a readjusted size of USD XX billion by 2031 with a CAGR of X% during the period⁸.

Following the trend of overall electrical power sector, the electrical power industry related equipment market size has grown strongly in recent years. It has grown from USD XXX billion in 2023 to USD XXX billion in 2024. As per the forecast, it will grow to USD XXX billion in 2028 at a CAGR of X% during the 2024-2028 period.

Another important sector of the market is the power plant maintenance market, which deals with the maintenance and repair of power generation facilities. The



global power plant maintenance market size was valued at USD XX billion in 2021, and is projected to reach USD XX billion by 2031, growing at a CAGR of 4.8% from 2022 to 2031⁹.

Considering the services sector of the industry, power plant services market was valued at USD XX million in 2021 and is expected to reach USD XX million by the year 2028, at a CAGR of X% over the forecast period 2022- 2028¹⁰

As far as regional segmentation is concerned, Asia-Pacific region holds the largest share of the energy demand fueled by the huge population. The region has maintained positive yearly growth rates in electricity demand¹¹.

Key Market Drivers

The Company has identified following key drivers which are driving growth for the market of electrical power industry related equipment and services:

Increasing Population

World's population is increasing which directly boosts electricity demand through higher residential consumption, expanded commercial activity and intensified urbanization.

Global Shift toward Renewable Energy Sources

The transition to renewable energy, including solar, wind, hydro, and biomass, in response to climate change concerns and sustainability goals is fueling demand for related equipment.

Electrification of Transportation

The rapid growth of electric vehicles (EVs) necessitates expanded EV charging infrastructure and updates to existing power systems, driving demand for new electrical equipment and services.

Government Policies and Funding

Government policies, incentives and regulations, promoting energy efficiency, renewable energy adoption and reduction of carbon emissions, are stimulating organizations to invest in latest and sustainable equipment.

Market Opportunity:

Aging Infrastructure:

The average age of COUNTRY's electricity generating units is about X years¹². Transmission lines are also getting older. Similarly, the average age of the transmission infrastructure in Country B is X years old, with more than a quarter of the grid fifty years old or older¹³. These facts underscore the need for regular maintenance, repair, and upgrading, presenting a continuous demand stream for the equipment and services and a huge opportunity for the Company.

Need for Efficiency and Cost Reduction

Power companies are continuously seeking ways to optimize operations, reduce costs and improve efficiency. Moreover, the power industry is also undergoing a significant transformation, with a shift towards renewable energy sources, digitalization, and smart grid technologies. These evolving requirements can only be fulfilled by a platform that consolidates this fragmented supply base and offers buyers a one-stop-shop for their needs.

Target Market:

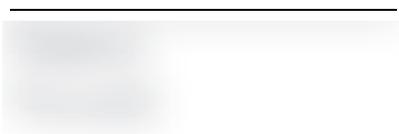
The target market for the Company is the market for equipment and procurement services relevant to electrical power industry. The Company's target market can be segmented based on the different kinds of users on its platform:

Sellers:

- Manufacturers of power plant equipment
- Wholesalers of power plant equipment
- Authorized distributors of power plant equipment
- Resellers of power plant equipment

Buyers:

Buyers on the platform will consist of power plant companies, mainly in:



Competitive Advantage

Currently there is a lack of an adequate cost-effective solution that focuses on the electrical power industry. Most of the marketplaces are generalized platforms covering a wide range of industries; thereby lacking niche-specific features. Company ABC has an ideal opportunity to be a market leader within the niche of electrical power industry, serving stakeholders with services tailored to industry-specific needs.

Moreover, Company ABC's commission and fee structure is transparent and highly competitive, compared to other marketplaces – thereby incentivising industry stakeholders to pivot their procurement process towards the Company's platform.

SWOT Analysis:

Strengths	Weaknesses

Risk Assessment and Mitigation Plan

COMPANY ABC anticipates the following risk factors in launching the platform. It has developed the accompanying mitigation steps:

Risk	Mitigation Plan

Marketing Plan

Marketing Objectives

The aim of all the marketing efforts will be as follows:

[Redacted content]

Marketing Strategy

Following are the key themes that will be followed as part of marketing strategy for COMPANY ABC:

[Redacted content]

Advertising & Promotion Strategy

COMPANY ABC will focus on digital advertising and content marketing to establish awareness and adoption of the platform. The Company will launch the following advertising and promotional campaigns throughout the year:

Press Release

[Redacted content]

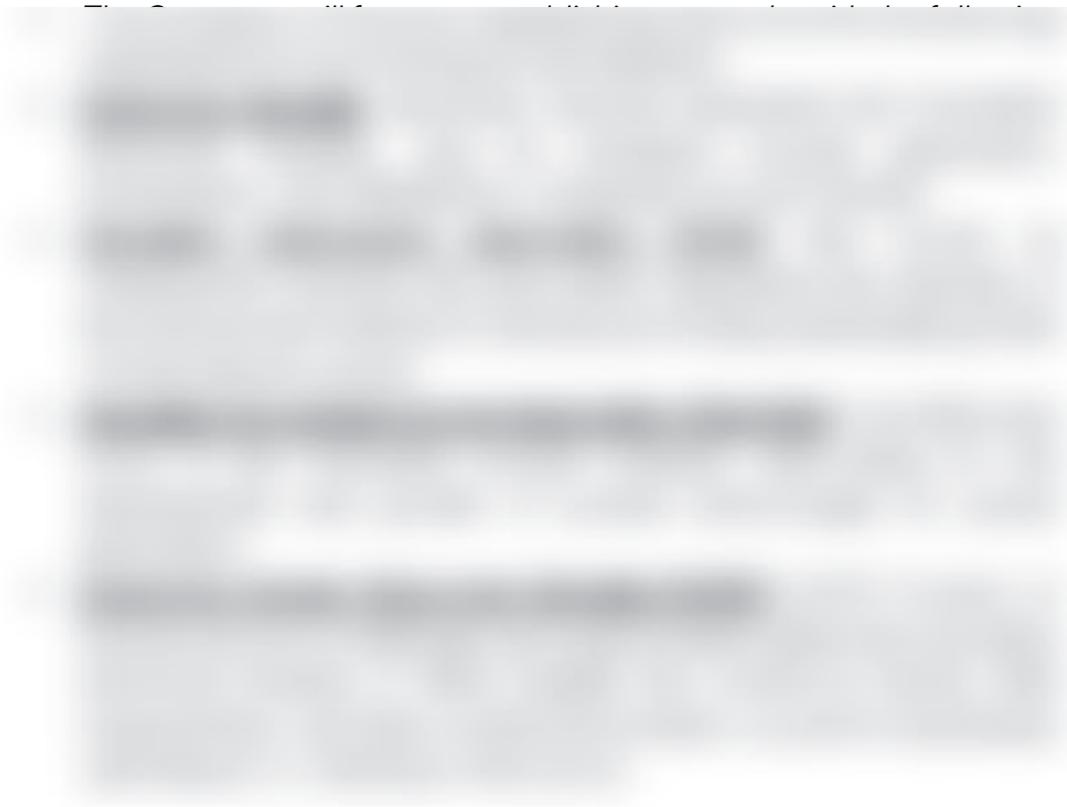
Social Media



Industry Conferences and Events

Throughout Company ABC's go-to-market phases and subsequent business development activities, the Company will attend leading events (e.g., conferences, expos, etc.) related to electrical power industry. Major industry events are essential for professional networking and relationship-building, providing opportunities to build a meaningful physical presence in the market and throughout the industry. COMPANY ABC will actively tailor presence based on event type – from a simple booth at a local event to a team presence at annual conferences of associations – to bolster the COMPANY ABC's image.

Industry Rapport & Personal Relationships



Search Engine Optimization

Company ABC will also utilize search engine optimization– majorly with first-tier search engines –to increase web traffic and more qualified leads coming through the user funnel. SEO keywords directly linked with electrical power sector will be targeted, ensuring that the Company consistently reaches its target customers when they browse online.

Marketing Metrics

Company ABC will closely monitor its marketing ROI by focusing on the following metrics:

Customer Acquisition & Retention Strategy

Several strategic focuses (outlined below) help COMPANY ABC minimize the cost of acquiring and retaining customers. Customer acquisition and retention are essential KPIs that team will continue to monitor, as the cost associated with retaining existing customers is significantly less than attracting new customers.

The nature of its business model allows the Company to effectively utilize existing customer base to generate recurring revenue. Subsequently, surety that all steps are taken to raise customer acquisition and retention rates will be accomplished through the following strategies:

Customized Alerts and Suggestions:

This strategy pertains to the segmentation of target customers based on customer type, along with associated needs, habits, and patterns.

Customized alerts and suggestions will be shared with users along with newsletter containing all the latest trends and developments in the market.

Pre-emptively Soliciting Customer Feedback:

Ensuring Quick and Effective Problem Resolution:

[Redacted content]

Strategic Partnerships

[Redacted content]

Pricing Strategy

[Redacted content]

Go To Market Strategy

A phased approach will be adopted by the Company as its go to market strategy.

Phase 1 – Due Diligence

[Redacted content]

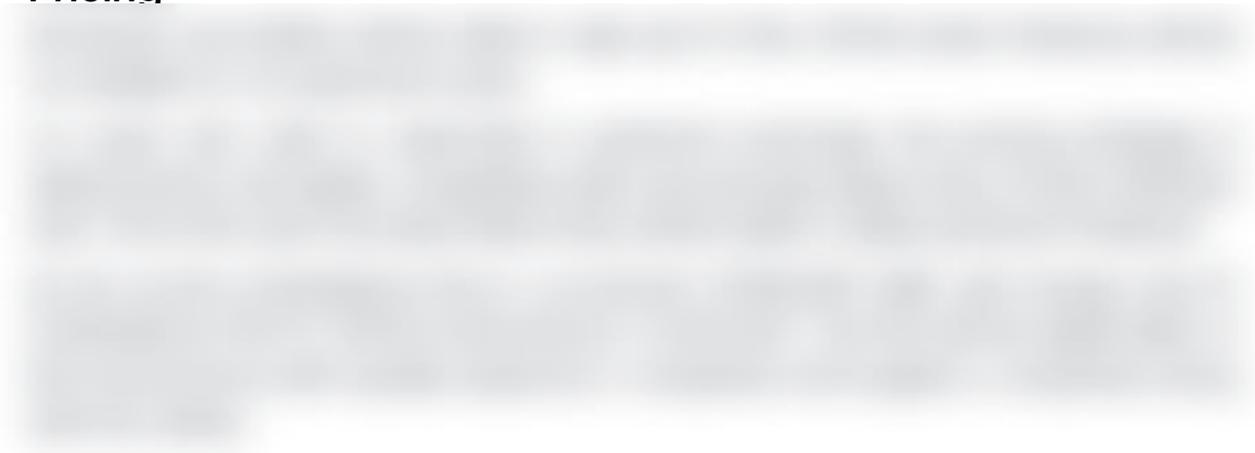
**Phase 2 – Brand Awareness Campaign & Platform Launch |
Months 3-12**

Sales Plan

Revenue Streams

Operating with commission-based revenue model, the main revenue stream for the Company will be through charging marketplace fee. On top of that, the other revenue stream will be through premium subscriptions to platform.

Pricing



Operations Plan

Office

IP Strategy

Objectives

Company ABC's IP strategy is developed to protect its revenue-generation capability and ensure the long-term sustainability of the business as leading marketplace in the industry.

IP Assets

The Company's intangible assets encompass the software algorithm and machine learning algorithms well as the data analytics algorithms.

Implementation

The implementation of Company ABC's IP strategy encompasses:



Seller Assessment

At the time of registration, the Company will conduct a thorough assessment of all the sellers, quality assurance companies and logistic companies to validate their credentials. This assessment will be valid for three years, after which a re-assessment will be conducted. This assessment will not only ensure that these companies adhere to the applicable regulations but also ensure quality of materials and services offered in the marketplace.

Human Resources

Organizational Structure



Staffing Requirements

The Company's founder will not receive salary in the first year, to accommodate the start-up and commercialization costs to successfully launch COMPANY ABC.

Moreover, the Company will put focused efforts to hire graduates from Canadian universities, especially graduates of Machine Learning and Data Analytics degrees from University of Toronto, Toronto, Ontario, and University of British Columbia, Vancouver, British Columbia.

The CEO will not withdraw salary in the first year of operations to ensure enough cash flows to maintain smooth running of operations.

S CEO
Head of Product
Head of Commercial
Full Stack Developer
Machine Learning Engineer
Digital Marketing Lead
Business Development Officer
Customer Services Representative
Total Payroll



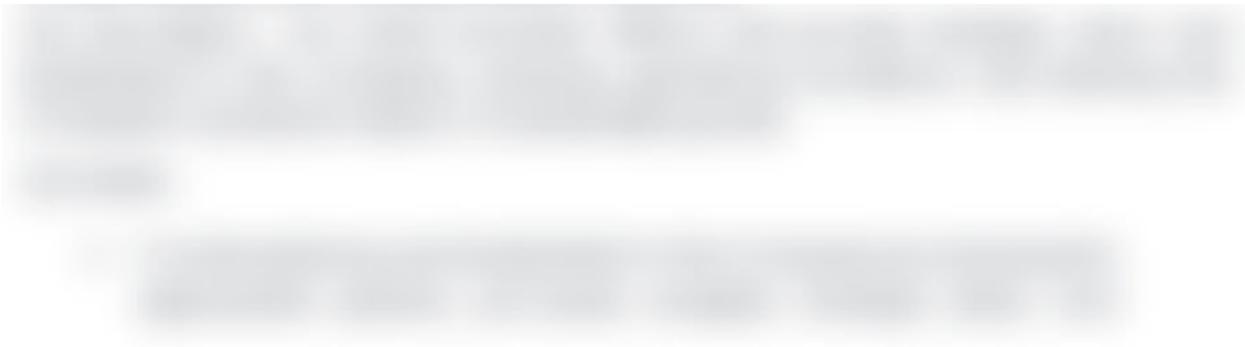
Key Members

Owner 1, Founder & Chief Executive Officer (CEO)



Job Descriptions

Chief Executive Officer (NOC 00013)



Incumbent: CEO position is held by Mr.S, founder of the Company, whose diverse experience, combining technical expertise and business acumen, positions him uniquely as an effective leader for the initiative.

Head of Product (NOC 20012)

Job Description: The Head of Products will be responsible for the overall technology strategy, blue-printing platform features and leading development of platform with the help of 3rd party subject matter expert to make sure that platform is user friendly for non-technological users.

Job Duties:

- Responsible for development of the platform with the help of 3rd Party SMEs.
- Collaborate with cross-functional teams to define, design, and introduce new features, and to troubleshoot and resolve issues.
- Ensure that the customer feedback is considered and included in the overall product design.

Incumbent: To be hired

Head of Commercial (NOC 60010)

Job Description: The Chief Commercial Officer will be responsible for overseeing the planning, development and execution of organization's marketing and advertising initiatives, while ensuring a high conversion rate among the potential leads.

Job Duties:

- Responsible for defining and implementing Company's marketing strategy alongside the CEO.

- Responsible for managing the Company's image in the market.
- Responsible for protecting the Company's interest by establishing liaisons with key external stakeholders such as associations, relevant government authorities and other key players in the industry.
- Setting comprehensive goals for revenue growth
- Develop and refine functional KPIs.

Incumbent: To be hired

Full Stack Developer (NOC 21234)

Job Description: Full Stack Developer will be responsible to support the development of platform and maintain the Company's technological infrastructure.

Job Duties:

- Support in creation of blueprints of the Company's platform.
- Finalized UI/UX design and oversee development.
- Fix the identified bugs.
- Managing and documenting changes to the codebase.
- Oversee API development and integration.

Incumbent: To be Hired

Machine Learning Engineer (NOC 21211)

Job Description: ML Engineer will be tasked with the development of proprietary generative AI tools.

Job Duties:

- Support design of proprietary adaptive-AI algorithm.
- Research and implement appropriate ML tools.
- Oversee development of machine learning applications according to requirements.
- Select appropriate datasets and data representation methods.
- Run machine learning tests and experiments.

Incumbent: To be Hired

Digital Marketing Lead (NOC Code 10022)

Job Description: Digital Marketing Lead will effectively execute Company's digital marketing strategy.

Job Duties:

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.
- Maintaining social media presence across all digital channels.
- Measuring and reporting on the performance of all digital marketing campaigns.

Incumbent: To be Hired

Business Development Officer (NOC 41402)

Job Description: Business Development Officer will be responsible for accelerating business growth, pro-actively growing the existing seller base on the marketplace while encouraging new businesses to join.

Job Duties:

- Expanding the Company's footprint by onboarding more sellers, quality inspection companies and logistical companies through successful lead conversions.
- Manage sales cycles through multiple touch points.
- Follow up on inbound leads.
- Build a relationship of trust with the key accounts to improve overall retention rate.

Incumbent: To be Hired

Customer Services Representative (NOC 62023)

Job Description: Customer Service Representative will be responsible for making sure the highest levels of customer satisfaction by providing high quality customer support in a timely manner.

Job Duties:

- Serve as the primary point of contact for subscribers.
- Drive subscriber retention through effective customer engagement.
- Handling customer complaints and ensure closure in a timely manner.
- Collect customer feedback and ensure its proper communication.

Incumbent: To be hired.

Employee Policies and Procedures:

Employee policies and procedures for COMPANY ABC will be designed to comply with federal and provincial labor laws, privacy regulations and ethical guidelines. Given that marketplace operation may involve handling confidential data and procurement transactions, the Company will formally develop policies including, but not limited to:

- Privacy and Confidentiality Policy
- Harassment and Discrimination Policy
- Ethic and Compliance Policy
- Code of Business Conduct
- Performance Management Policy
- Transparent Procurement Policy

Regular employee trainings and periodic reviews of these policies and procedures will be conducted to keep them current and effective.

The Company will consult with legal experts and human resource professionals specialized in the Canadian online marketplace sectors to develop these policies.

Employee Growth Plan

The Company will develop a talent development plan to focus on nurturing talent within the Company, promoting a culture of innovation and continuous learning, and retaining top performers. The plan will be developed for all the key-positions in the Company organizational chart and will include:

The plan will be flexible enough to accommodate the growth stages of the Company and the evolving needs of its workforce.

New Employee Onboarding Process

All the on boarded employees will be given an onboarding plan, which will be developed by its line manager keeping in view the unique requirements of individual and the position. The line manager will be responsible for smooth execution of the onboarding plan so that new member can be seamlessly integrated into the team.

Financials

Use of Funds

The CEO will invest \$xxx,xxx from personal finances. The funding will be used to develop and commercialize proprietary software for the platform (\$x,xxx) and purchase computers and servers (\$xx,xxx). Key Startup expenses include initial marketing budget (\$xx,xxx) and legal services (\$xx,xxx). The remaining \$xx,xxx will be utilized as working capital to ensure smooth operations in the initial months of operations. The table below outlines the use of the funding:

Use of Startup Funding	
Start-up Expenses	
Legal, Business and Admin Fees	
Initial Marketing	
App Commercialization	
Total Start-up Expenses	
Long-term Assets	
Computer, Server & Cloud	
Total Long-Term Assets	
Short-Term Assets	
Working Capital	
Total Short-Term Assets	
Total Expenses & Assets	
Total Start-up Expenses	
Total Start-up Assets	
Total Funding Requirements	

Revenue Projections

Market Capture

	\$ bn
TAM	
SAM	
Market Share	

Year 1

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
%age of Target Market Share												
Cumulative Transactions Processed												
Transactions Processed (CAD mn)												
\$ Commission (x)												

Yearly:

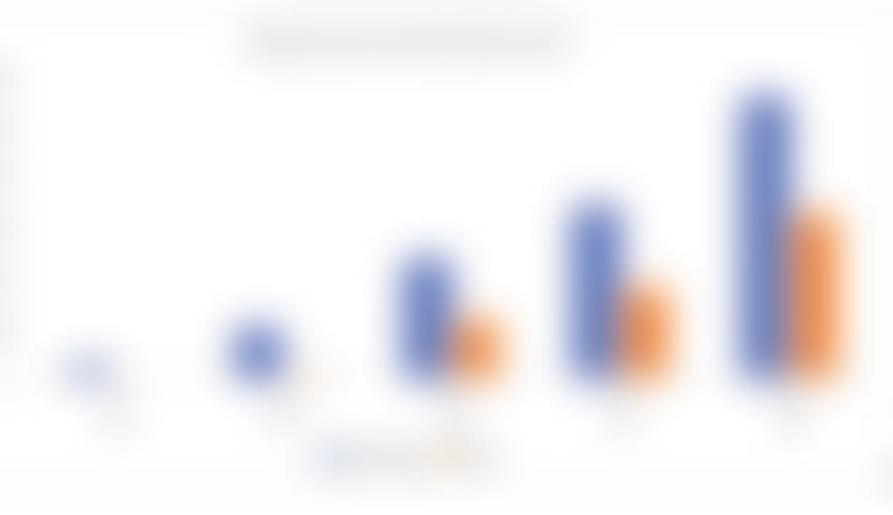
	Y1	Y2	Y3	Y4	Y5
%age of Target Market Share					
Transactions Processed (CAD mn)					
\$ Commission (1%)					

Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue Forecast					
Commission (1%)					
Annual Subscription					
Total Revenue					

Projected Profit & Loss Statement

Pro Forma Income Statement

Revenue		
Cost of Revenue		
Merchant Credit Card Fees		
Total Cost of Revenue		
Gross Margin		
Gross Margin/Revenue		
Expenses		
Rent		
General Insurance Liability		
Business License/Permits		
Telephone/Internet		
Platform Support		
Marketing & Advertising		
Supplies		
Subscriptions		
Professional Services		
Travel and Gas		
Startup Cost		
Miscellaneous		
Payroll Taxes		
Total Personnel		
Depreciation		
Total Operating Expenses		
Profit Before Interest and Taxes		
EBITDA		
Interest Expense		
Taxes Incurred		
Net Profit		
Net Profit/Revenue		



Proforma Cash Flow

Pro Forma Cash Flow	
Cash Inflows	
Income from Sales	
Co-founders' contribution	
Total Cash Inflows	
Cash Outflows	
	Capital Expenditure



