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Nviro Digital

Nviro Digital

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Executive Summary

Global figure and former president of the United States Barack Obama once tackled societal change by stating, "Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek." Leaving an impact on this planet, whether environmental, economic, or societal, is in the hands of today's current living generation, and everyone is responsible for taking it upon their hands to make change. However, the issue with today's society is that everyone has built a lifestyle where they are too busy working on their career ever to have time to dedicate themselves to creating positive change. A solution to this ongoing problem is found when new businesses center themselves on values that generate societal change for the customers around them, economic growth for their industry, and environmental change worldwide. Nviro Digital is a distinct marketing agency that provides social media marketing services for small businesses around New York City, and contributes to and helps fight against climate change. The agency will partner with the Eden Projects Reforestation Organization, where 10% of all the agency's annual revenues will go towards replanting trees worldwide.

Nviro Digital is strategically designed to be as cost-efficient and environmentally friendly as possible by being completely a remote business that uses minimal paper and waste. The increase in industries, depending on technology and specifically, social media, creates a tremendous opportunity for all marketing needs to channel itself through social media. It is thus creating a higher demand for Social Media Marketing.

Feeding off the increase in demand for marketing and operating entirely remotely presents the opportunity for Nviro Digital to work wherever in the U.S. or possibly branch off to sell its services in multiple cities much more accessible and affordable than any brick & mortar business.

Nviro Digital

Nviro Digital wants to strategically target overall small businesses within the Greater NYC Metropolitan area through B2B interactions. Types of small businesses include restaurants, coffee shops, clothing brands, dental offices, law offices, and real estate agencies. The age demographic within the industry Nviro Digital targets range between the ages of twenty-five and forty.

Its first-year revenue projections are realistic and extremely doable. Nviro Digital expects to succeed break even by making a first-year revenue of \$59,500. This would be considering the agency sees slow but progressive growth on a month-to-month basis. Based on the first-year projections and the thorough payment method in place, Nviro Digital proposes \$40,000 in funding needed with high interest of twenty-five percent in return. Any business that can reduce its cost to a minimum while still being able to be just as profitable and contribute to the fight against climate change is worth investing in.

This capstone will cover the mission, vision, and core values of Nviro Digital along with a marketing, management, and financial plan to support the agency. The following pages will go into further detail on how this business venture will unfold.

Mission, Vision, Core Values

Mission

The mission of Nviro Digital is to build impactful social media content through originality, imagination, and innovation to elevate each customer's online presence by offering the most compelling customer experience while being the most influential environmentalist in the industry.

No matter how big or small the accounts are, Nviro Digital will treat all customers with the same personal care through face to face interactions rather than communicating through a website assigning each customer to have one particular social media specialist to handle their account.

Vision

Nviro Digital envisions themselves as firmly recognized and respected within the marketing community as an affordable, yet profitable company whose high-quality services and values will convert the agency into one of the most reliable social media marketing companies.

With donations going to forest rebuild organizations, the long-term goal is to end deforestation around the globe.

Core Values

The venture will implement and enforce the following core values that center around the whole social media marketing agency. These values were made never to change and base every decision on them as they underlie who Nviro Digital is. The purpose of the core values is to make sure they accomplish the venture's mission each day.



Figure 1. WE CAN Core Values

Willingness to learn:

In a world that changes every day, the ability to learn and adapt suddenly becomes a definite asset to possess. One must accept its role as a start-up company that is very young and new, therefore wanting to grow as much as possible through the learning process that comes with it is very important. Believing that through customer feedback, attending industry-related seminars, and learning from imperfections, it will learn a lot and grow from there.

Nviro Digital

Environmentalism:

The reason behind the formation of the social media-marketing agency is that it is entirely remote and requires zero paper usage and minimal waste. Ending climate change has always been the number one priority and is also the reason behind the business's creation. Nviro Digital will help fight climate change by partnering up with Eden Reforestation projects and have a percentage of every client's earnings donated to the cause.

Commitment to customers:

The whole business revolves around the customers, the service provided to them, and the results Nviro provide for them. Each one of the clients will receive one hundred percent commitment every time. Clients will receive professional customer commitment not out of the feeling of obligation, but to commit to customers due to the company's passion and the will to make a difference in the market.

Ambition:

Nviro Digital stands for always wanting to be ambitious in every aspect of the business. Whether it is being determined to help customers get the best marketing results possible, become a well-established and successful marketing agency, and be eager to create enough environmental awareness that will push all small businesses in NYC to become environmentally conscious.

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Noticeable

Nviro Digital wants to be more than just a marketing agency. Nviro strives to make its voice heard in New York not only by small businesses working with the agency but by all people, as the end goal is to help small businesses and help the environment as well. Everything the company does is done with the intent to be grand and wants to be noticeable. Being noticeable in how the businesses help clients but also wanting to be prominent as a marketing force to be reckoned within the industry.

Industry and Proposed Company

The social media marketing industry and the e-commerce industry, in general, have expanded immensely within the last ten years. Entrepreneurs are moving their brick and mortar ventures and are putting their attention to e-commerce and remote work. Notably, the social media marketing industry has seen massive growth since entrepreneurs see how cost-efficient and profitable it is to start a social media marketing agency entirely online.

According to business e-commerce statistics, Tom Jay Law (2019) said that in 2019, e-commerce and online business sales were expected to take 13.7 percent of retail sales worldwide. Which is vital as a start-up to see that business is being more and more dominant online. As big as Ecommerce is becoming, nearly half of American small businesses do not have a website or social media presence. Meaning, in the eyes of an entrepreneur, is an excellent opportunity to form a social media marketing agency to feed their needs. With e-commerce and social media integrating into more businesses with time, as technology shifts online, one should expect that sales will only increase.

To not become a remote business would be environmentally irresponsible and financially careless as that is what was most profitable in 2019. According to the most extensive marketing agency in the world (Hootsuite), currently, there are 3.48 billion people in this world that are using social media. So to put it in another perspective, forty-five percent of the world is online. By marketing via social media, one can reach their business to people without even having to leave their house, making it much more comfortable and convenient to drive more traffic to the online business page just through social media.

Table 1

PEST Analysis of Industry1

Political	Economic	Societal	Technological
<ul style="list-style-type: none"> • Business registration • License requirements • Client contract legalities 	<ul style="list-style-type: none"> • Economic growth • Generate more revenue for our clients • Employment opportunities • Taxes and fees 	<ul style="list-style-type: none"> • Environmental awareness • Reducing climate change • Create internet/ social media presence for every company 	<ul style="list-style-type: none"> • Usage of laptop/ computers • Familiarizing ourselves with software's such as Photoshop, and illustrator

Political

Although this is a remote business, there are still legalities to consider. Depending on the country's location, one might have to register their business within the city or state so it can legally operate. In addition to registering a business, there will be contracts between all clients, stating the services they receive for what they pay and the legalities in the fine print that has to do with payment between the customer and business.

Economic

This venture will bring economic growth to the U.S. economy by generating more revenue for each customer through marketing services. Nviro brings financial growth to customers, but it shows economic development within the company through the employment opportunities provided. As a new start-up, the business will only have one functioning worker who is also the CEO, but throughout time and as the company grows, freelancers will be subcontracted to join the team.

Societal

As much as the focus is on social media marketing, it is important to prioritize saving the environment and create a culture where more and more people care about climate change. Also, by advertising companies' businesses through social media, it creates a society where every business has an online presence. Thus making it much easier to communicate with customers.

Technological

With the advancement in technology, online businesses such as Nviro Digital must stay up to date with all technological advancements by continuously upgrading to the newest computer software there is to offer. The start-up will run via computer or laptop; therefore, being familiarized with new technology is vital to deliver customers the fastest and best possible service.

Products and Services

The social media marketing industry's primary market targets any small or large business from any industry. The purpose of this venture is to provide an online presence via social media to market their products or services in a much more modern and convenient form. In 2017 it was recorded that there are currently 1.8 billion users on Facebook, 313 million active users on Twitter, 150 million users on Instagram, and 106 million users on LinkedIn (2019, September 6). What is even more impressive is that ninety percent of businesses across the United States have emerged in using social media from 2013-2019 (2019, May 13). However, this does not necessarily mean that ninety percent of businesses in the United States use social media as a primary marketing resource. A social media marketing agency creates brand awareness and online content that companies use to generate more customers or to drive genuine traffic to their website. By posting good content, providing the best customer service, and self-promoting taking action against climate change, Nviro Digital would be a distinct change agent for the marketing industry, creating a completely new B2B culture.

Social Media Management

The agency will be offering this service to any businesses that wants to have a presence on social media. Nviro Digital will take full access of the businesses social media pages and will take care of posting content for the businesses to help them grow online. Nviro is comfortable using all social media platforms (Facebook, Instagram, LinkedIn, Twitter, Yelp, etc.) and will choose the platform based on what the customer wants.

Search Engine Optimization

SEO is the process of driving more users to a business' website through adding specific keywords on the website that will allow the webpage to show up on the internet more frequently

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without having to pay for ads. Nviro Digital will offer this service to any business that wants to focus on driving more users to their website.

Email Marketing

Many businesses like to send out mass promotion and ad campaigns through email to their whole email list and oftentimes it is very successful for them. For this reason Nviro Digital will offer email marketing to any businesses that see's the benefit of it.

Google / Facebook Advertisements

A paid advertisement is one of the best ways to promote a business on social media. Paid advertisements work by creating a social media post (promoting a business), selecting what kind of target market wanted, when to post it and having the post show up on consumers social media feed randomly.

Porter's Five Forces

Competitive Rivalry:

The competition in the marketing industry is exceptionally high since there are over fifty million social media marketing agencies around (2018, July 11). However, with millions of businesses using social media, there is room for all to thrive. What will make the difference is the differentiation factor that will separate Nviro Digital from other agencies, is going to be how the company promotes fighting against climate change. In 2018, Marketer's main focus was on generating leads instead of developing loyal fans and customers. Therefore by restoring the value in customer service and producing strong leads for clientele, it gives customers a reason to do business. Aside from social media marketing, promoting environmentalism will encourage societal change through donations and secure a customer for life by building relationships with them.

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Threat of Substitution:

The risk of substitution for social media marketing agencies is medium. Some of its biggest threats include self-marketing agencies such as Hootsuite, or Fire Belly Marketing, businesses taking care of their own social media marketing, businesses surviving without having any social media presence, or lastly, being replaced simply by any of the millions of social media agencies.

Threat of New Entrants:

The threat of new entrants for social media marketing agencies is high. Starting a social media marketing agency requires no permits, no storefront, and in many cases, not even a website. To start a social media marketing agency can cost almost nothing when doing the bare minimum. In 2018, beginning a new E-commerce /remote-based business was rated as the number three best business to start (2019 September 24), which means that online or remote ventures are in usage much more frequently. This growth is why this might be one of the most significant factors to consider.

Bargaining Power of Buyers:

The bargaining power that the buyers possess is very high. Without the buyer, there is no business or profit for a social media marketing agency. In this case, suppliers have to work around the needs consumers to see what sort of content they want to create. Local businesses can survive without a social media presence; however, a marketing agency cannot survive without customers.

Bargaining Power of Suppliers:

The bargaining power suppliers possess in this industry would be considered medium. Since the business provides a service for the needs of customers, and without customers, the agency has no

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purpose. The consumers take a lot of the power away from the suppliers. However, there is still a high demand for social media marketing; therefore, suppliers have the bargaining power to raise the pricing for their services, knowing that the market will always be there.

Service Description

Nviro Digital will be providing social media marketing services, primarily for small businesses in the New York City area. The company will offer various functions depending on what the customer wants to achieve. If the customer only really cares about having an online presence, the agency will charge for that service they are doing. Suppose a business intends to focus on getting clicks and driving traffic to its website. In that case, the agency will charge a different price, or if they want to focus on SEO (search engine operation), then the price would vary with every amount that the Agency charges, the agency will donate a percentage to an environmental organization with the approval of the customer. Although it is completely a remote business meaning the company has no brick & mortar location, does not mean that Nviro Digital will only be interacting with other businesses through online or mobile technology. Nviro Digital wants to create a B2B culture that is still face to face with other businesses. Meetings between the agency and another business can be conducted in a neutral setting (like a coffee shop etc.) or going to the businesses head offices to meet there. Creating that face to face relationship is important for Nviro Digital so the businesses can get a real understanding as to who the agency is and what they stand for. By communicating in person shows that Nviro Digital personalizes each business differently and treats each client in a different way. Of course, due to the covid-19 pandemic meeting can be conducted online for the purpose of public health and maintaining social distancing.

Market Analysis

Industry

The social media marketing industry, in general, has expanded immensely within the last ten years. Entrepreneurs are moving their brick and mortar ventures and are putting their attention to e-commerce or freelancing. Notably, the social media marketing industry has seen massive growth since entrepreneurs see how cost-efficient and profitable it is to start a social media marketing agency entirely remotely.

Business-to-Business Culture:

The idea of Business-to-Business culture in comparison to Business-to-Customer culture is that Nviro Digital wants to essentially become its clients marketing department. Nviro Digital wants to work with its clients rather than work for them. B2B often involves selling to buying experts who know exactly what they want and at what price they want it for. In comparison to B2C where the customer does not always know exactly what they want making it more difficult to work that way. The agency wants to be an integral part of every businesses marketing and take complete ownership to the success of it through cohesion and working with the business. the B2B market strategies that are seen as most beneficial in 2020 are email newsletters, creating social media content and blogging as fifty percent of customers prefer these to be more effective as that is what is currently trending in the B2B industry (Eira, 2020).

Market Trends

The current marketing industry is at an all-time high having over 49% of the local businesses using social media marketing, finding a good ROI in SMM (social media marketing) (Stelzner, 2018), which means that it is becoming more common to have any sort of business presence on social media. As social media marketing becomes more popular each year, the demand for marketing

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agencies will continue to increase. With technology evolving every year, new trends come and go that profoundly change the marketing industry. Some of the trends taking the marketing industry by storm are Podcasting, Multicultural Marketing, and Word of Mouth Marketing.

Podcasting:

A conducted case study by Edison's Research found that individuals age 12 and up are tuning in to online Podcasts more than ever. On average, individuals go through 17 hours out of each week, tuning into their most loved Podcasts and online radio shows. There are likewise 14 million new podcast users in 2019; then, there was in 2018 (Edison, 2019).

Multicultural Marketing

Diversity is one of the driving factors for businesses in 2020 as it is on every companies mind (2020, Chi). It not only encourages a new and diverse set of employees but also expands the market for everyone to be a part of. Marketing and doing business with minority groups exemplify change for the better and demonstrates that they will work with anyone with no questions asked.

Word of Mouth Marketing

Believe it or not, Word of Mouth Marketing is more popular than ever in 2020. Its popularity is due to the saturation of new marketing agencies in the industry whom all have some sort of online presence, making it even more difficult for consumers to distinguish the weaker agencies from the stronger agencies. This is why more and more consumers choose their marketing agencies from word of mouth because hearing it from another individual legitimizes the agency. By creating a B2B culture with clients it is much easier to have a business speak highly of the agency to another business or potential client.

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Word of Mouth Marketing creates a more intimate and personal relationship with small businesses and agencies, which ultimately strengthens relationships compared to agencies that are purely interacting with customers online.

User Habits

Social Media:

When doing a market analysis, getting to know the target market is essential because by evaluating user habits, one can manipulate target markets to attract them to their business. Hootsuite has seen that 50% of the global population uses social media. Meaning that over 3.8 billion people are on social media currently (Cooper, 2020). The more people go on social media, the more significant opportunity there is for business.

Donations:

Many companies are finding many benefits of donating to non-profit organizations. Benefits such as employee morale, company image, networking, and an increase in profits. Knowing this is very beneficial for Nviro Digital, as these are the types of businesses targeted as a potential customer to the agency. By combining the need for social media marketing to some of these businesses, the opportunity to donate to the Eden Projects tree-planting organization presents an excellent opportunity to provide these businesses precisely what they are looking for.

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Competitors

In New York City, there are over two thousand marketing agencies, according to www.Upcity.com, with having some of the most notable names on the industry located right in NYC. Competitors such as WebFX, Wimze, Vab Media, and Boucher + Co. All of these competitors are much more recognized than Nviro Digital; however, Nviro's niche is small businesses specifically, and what differentiates this company over the others is the Partnership with the Eden Projects. It is essential to understand how competitors' businesses function to know how to differentiate one business from another. These agencies have done a great job managing their brand and taking care of many different industries' marketing needs. What differentiates Nviro Digital from them is that the virtual consulting done via phone or email by these agencies is done in person with Nviro Digital giving customers a personal and intimate experience with the inclusion of having partial funds donated to the Eden Projects.

A direct competitor WebFx is one of the many agencies based in New York City and many other cities as well. They offer many similar services that Nviro Digital will be offering such as Search Engine Optimization, Email Marketing, social media marketing and Pay-per click advertising. However their average prices for their services are almost double of what Nviro Digital's starting prices are (www.webfx.com). The reason being is because Web Fx works with all small and large businesses, and they have been around for a long time so over the years they have been able to increase their prices.

**Their Mission:**

“Eden Reforestation Projects is a non-profit whose mission is to provide fair wage employment to impoverished villagers as agents of global forest restoration. We hire the poorest of the poor to grow, plant, and guard to maturity native species forest on a massive scale. Our “employ to plant methodology” results in a multiplication of positive socio-economic and environment measures.” (edenprojects.org)

Their Vision:

"By the year 2025, their objective is to plant a minimum of 500 million trees each year and to offer hope through the employment of tens of thousands of people in countries where extreme poverty is rampant. Keeping their overhead costs low is now recognized as one of the most cost-effective reforestation projects on the planet. While their primary goal is to lift people out of extreme poverty, they have also become a model for environmental restoration and land management" (edenprojects.org, 2020).

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About

Eden projects is a California based non-profit organization that has many projects around the world, planting trees. They have operations in Nepal, Haiti, Madagascar, Indonesia, Mozambique, Kenya, and Central America. How it works is that through donations, they can create tree-planting jobs for many people in these third world countries. Saving them from poverty, slavery, and promoting economic growth in these nations. Each tree is worth ten cents (USD), so through the donations of all of their partners, Eden can pay the wages for these workers and, at the same time, plant trees in their countries.

How Partnership Works

Partners focus on planting a tree, or a specific amount of trees, through their businesses sales and profits, or on some other plan of action for accomplishing corporate social responsibility. Once a mutual consent to going into a business partnership is made, a memorandum of understanding (MOU) understanding will be drafted for the two players to favor and sign. The partners are then in charge of keeping track of the number of trees they have vowed through their business. Partners are required to donate a minimum of \$250 every year toward tree planting to keep their Partnership. Eden offers five unique levels of Partnership for the companies to choose from. The levels are:

- Seed Partners - \$250-\$4,999
- Seedling Partners - \$5,000-\$9,999
- Sapling Partners - \$10,000-\$49,999
- Grove Level Partners - \$50,000 - \$99,999
- Forest Level Partners - \$100,000 - \$999,999

Figure 2: Eden Projects 2019 Finances

Eden Projects Overview

Employee and Customer Morale

Customers respect companies that care for their communities and care for the environment around them. Donations to Eden Projects boosts the corporate culture within the customers Nviro is working with because now any customer that works with Nviro Digital will feel a part of the project and will want to continue making a difference.

Free Marketing

Donating is a great way to put your companies name out there, especially when it is put on a website that thousands come across daily. Not only showing up on their website is beneficial but, involving Eden projects in Nviro's advertising is a great tool to generate interest and to sell a service, as seen in figure ---.

Using Donations in Personal Advertising:

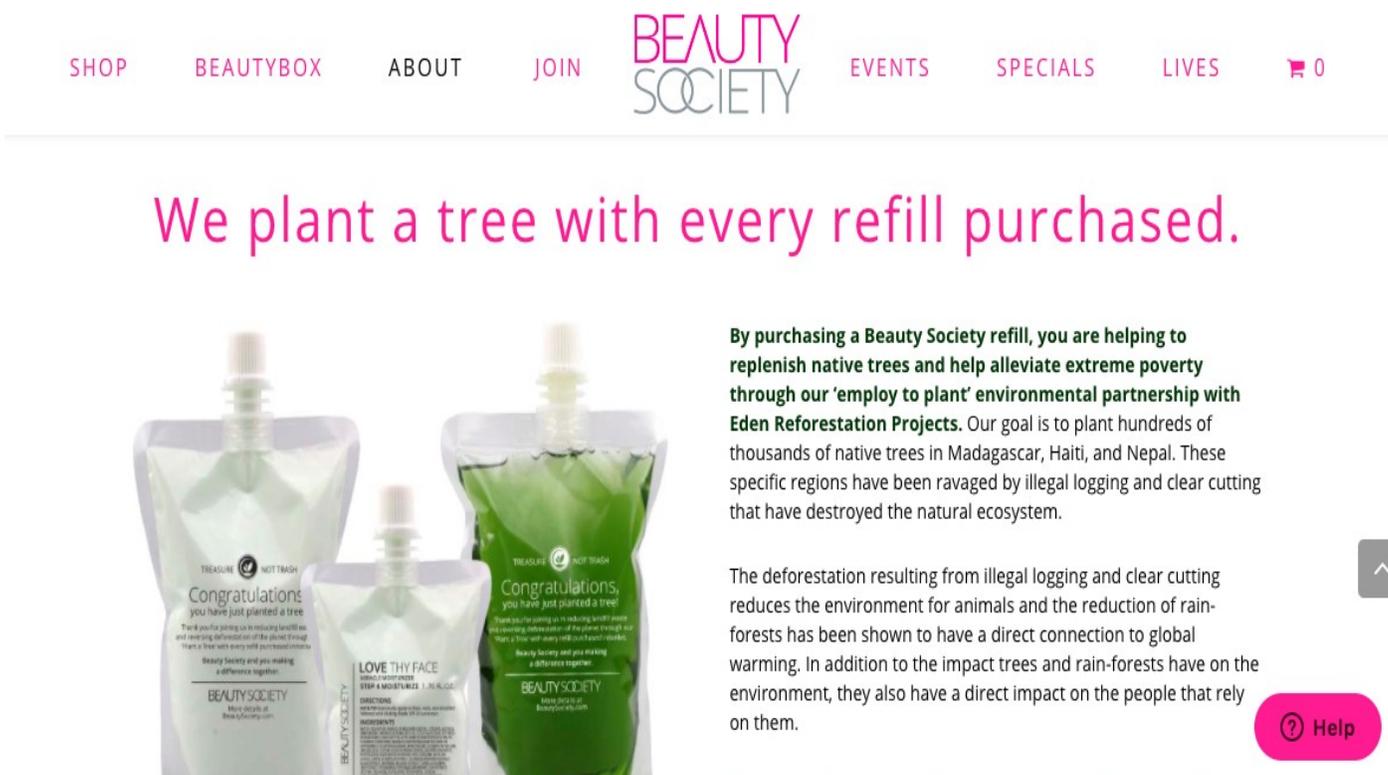


Figure 3. Using Eden Projects for Ads

Free Marketing via Eden Projects Website:

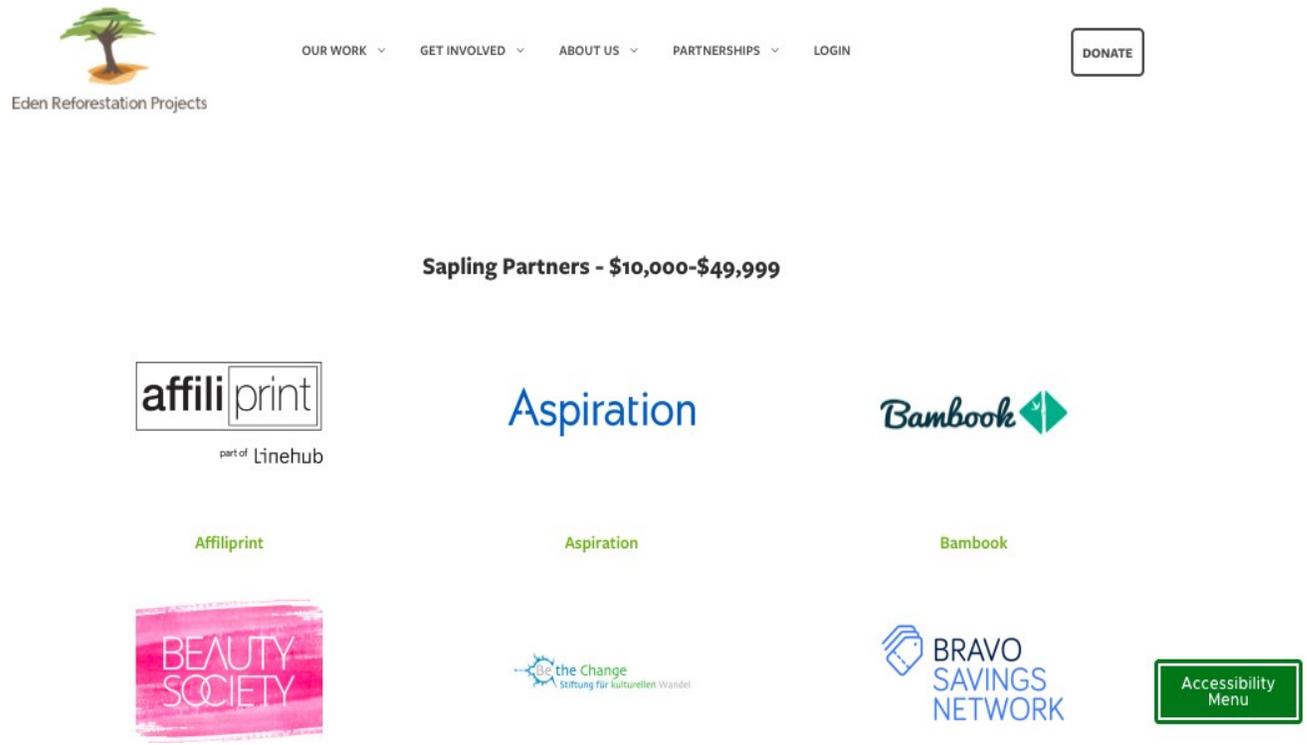


Figure 4. Free Exposure on Their Website

Tax Deductions

Tax Deductions is one of the promptest advantages of donating to non-profit organizations as a business. Tax deductions will be seen manually and will, thus, save the company money. These tax deductions can only be made through sponsoring charities and donating to non-profit organizations.

Economics of the Business

Cost Breakdown

Nviro Digital is trying to solidify its pricing for its customers by varying its customer needs. Prices will vary based on what the client wants to achieve from social media marketing. Whether through paid advertisements, email marketing, search engine optimization, or social media management. As shown in figure: . . . all of the services will start at a certain amount per month for each service; however, each price will vary according to what the client wants, how much time they want to dedicate to the service and how big of a business they are.

Table 2

Service Breakdown

<u>What is offered</u>	<u>Price</u>
Social Media Management	\$1000
Search Engine Optimization	\$1000
Email Marketing	\$1000
Paid Advertisements	\$500

According to the cost analysis and break-even analysis, selling each unit(customer) for \$1000 will take roughly a year and averaging 20 clients to fully break-even. That is considering all total operating costs and fixed costs when adding the revenue of the business. What is not mentioned in the break-even analysis that is considered a total variable cost was the number of donations the agency contributes to the Eden project, as that will add 10% of the annual revenue.

Unit Sales Breakeven Analysis

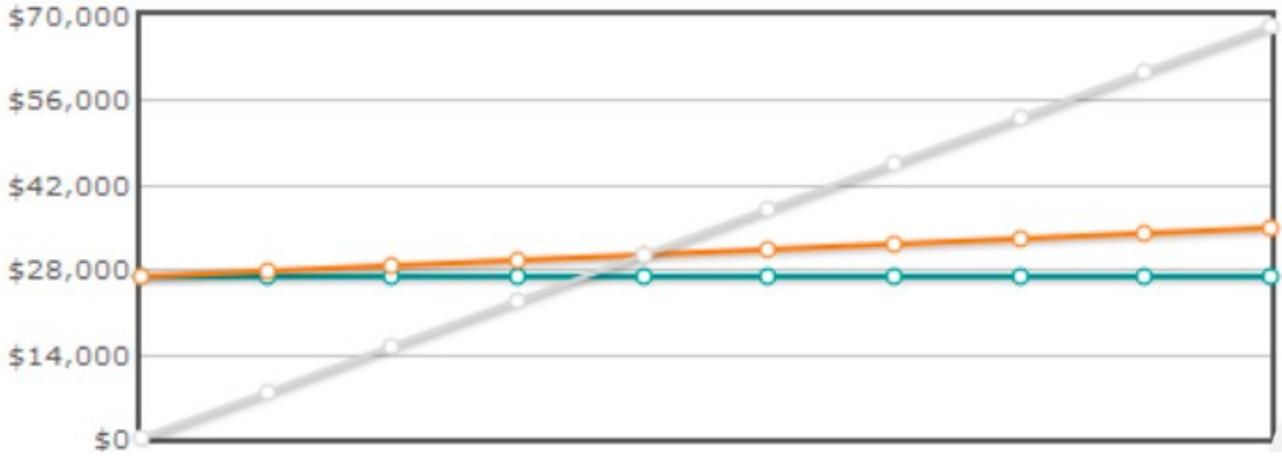


Figure 5. Break-even Analysis Showing That Nviro Digital Will Break-even at 20 Customers

Considering sustainable growth at break-even, Nviro will want only to look to bring another social media specialist onboard by subcontracting them through Upwork.com. By doing so, Nviro Digital will be able to attend more clients as many new clients will be passed on to the new freelancer so the company will be able to take on more and more clients for maximal growth. With that being said, the company looks to surpass break even after a few months as the new workers' wages will not compare to the clients he/she will be serving for the business.

Table 3

Cost Breakdown

Sunk Costs	Fixed Costs	Variable Costs
Business Registration: \$400	Phone Bill: \$80 (monthly) \$960 (annually)	Travel \$120 monthly \$1440 Annually
Computer: \$1000	Advertising Costs: \$2083 Monthly \$25,000 annually	Food: \$12.50 monthly \$150 annually
Phone: \$1000	Website domain: \$80 monthly \$960 annually	Average donations: \$13,200 annually
Website: \$5000		
Total: \$7500	Total: \$2243 monthly \$26,920 annually	Total \$1232.5 monthly \$14,790 annually

This pricing model stands out, in comparison to competitors due to the emphasis on the Partnership with Eden projects, and a large number of donations Nviro will donate to them while they

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return the favor with free publicity and recognition. The pricing model will vary entirely on the needs of the customer. If a small business only wants social media management, the agency will charge \$1000. However, if they're going to pay advertisements as well, the agency will cost the business a total of \$1500. That is why, for every business need, the quotes will vary.

Table 4

Costs of Starting a Brick and Mortar Business (www.calssybrain.com)

Costs	Price
Rent	\$15,000 annually
Insurance	\$480 annually
Internet	\$2040 annually
Website	\$10,000 fixed
Legal	\$3000 annually
Software	\$14, 920 annually

The graph above displays some of the annual costs that other competitors have to consider on a yearly basis with their businesses. Costs that brick and mortar agencies consider is rent, utilities, wages, insurance and legalities. These costs are a cumulative amount considering there are multiple employees, multiple workspaces and multiple wages to pay. A brick and mortar agency can be heavily affected by economic and environmental trends such as a recession or a natural disaster, whereas a remote based business does not have to worry about those trends as much.

Table 5

WebFx (Competitor) Pricing

Service	Price
Email Marketing	\$1300 Monthly
Social media Management	\$2300 Monthly
Google analytics	\$1500-\$3000 Monthly
Content creation	\$12000 monthly

WebEx is a large direct competitor to Nviro Digital which offers many of the same services however, at a much different price. Due to the fact that they are a well-established agency their prices are much higher than Nviro’s prices. They also offer many services that Nviro’s does not offer such as: Marketing CloudFX, CRMROI, Conversion Rate Optimization Website Call Trafficking, Custom SEO reporting, Sales force consulting, Page speed optimization, Lead Management Solutions. WebFX is well known for being one of the larger marketing agencies that charges less than other large agencies in New York. Their prices also heavily fluctuate based on the magnitude of the business they are working with. Whereas Nviro Digital works only with small startups, therefore prices for their services are firm.

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Marketing Plan

Target Market

Nviro Digital wants to strategically target overall small businesses within the Greater NYC Metropolitan area. Types of small businesses such as restaurants, coffee shops, clothing brands, dental offices, law offices, and real estate agencies. These are the small businesses that Nviro Digital sees the most potential for optimal growth in, as it is one small business interacting with another. An article from FreshBooks.com reveals that sixty percent of small businesses in the united states will outsource their work to other small companies around them. This arises an excellent opportunity for small businesses such as Nviro Digital, knowing that many other start-ups are willing to outsource their marketing needs.

The age demographic Nviro Digital targets range between the ages of 25-40, making up twenty percent of start-ups in New York City, according to Smallbiztrends.com. The reason being is because social media marketing is becoming one of the most innovative and useful tools for advertising, making it easier to sell the idea to a generation that grew up seeing the benefits of social media. On the contrary, it is much more difficult trying to convince a generation who did not use social media and its benefits. Pre-planning the agency's target market is vital as it allows for the business to know whom to try to attract beforehand and to give the agency a better understanding of what the desired target market habits are.

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Selling Proposition

As mentioned earlier, the greatest strength Nviro Digital will have over any other agency is that it will use its Partnership with an environmental organization to sell to its customers. Many businesses would instead do business with an agency knowing portions of their money is being donated to an environmental organization rather than working with an agency that is doing the same quality of work for them but is not doing anything but pocketing all their money. By encouraging environmental change, small business owners feel good about themselves, knowing they are being change agents. Nviro Digital will also offer a rewards system that will help clients to continue doing business with the agency. Nviro Digital will offer a rewards program that gives them a discount for every new customer that they refer to Nviro. Rewards programs allow Nviro Digital to grow much faster, but it also encourages other businesses to become a part of the environmental movement. Below is a draft of what an email would look like when trying to sell Nviro Digital's services to a local business:

"Hello there,

My name is Nicolas Plaja, and I work with a small team of marketing experts here at Nviro Digital.

I'm looking to connect with you about your marketing efforts. As you know, these days, most people are glued to their mobile devices and are spending an extraordinary amount of screen time on social media.

Nviro Digital is in the Social Media marketing space and is passionate about saving the environment through our Partnership with the Eden Projects Tree planting organization, helping them in every way possible through generous donations. I'd like to connect with you to demonstrate how much exposure your company could be getting with everyone on social media. With 1.49 billion members

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worldwide and 22 billion ad clicks per year, Facebook is rapidly providing businesses with the biggest marketing opportunity ever and other social media platforms. So stay optimistic, your audience is on there somewhere. It is just a matter of finding them!

If, elevating your business sales through marketing attracts you with the addition of becoming a part of the largest environmental movement in the world. Feel free to reach out to me, and I'd be happy to connect with you for a brief chat or answer any questions over email or phone.

Cheers,

Nicolas Plaja at Nviro Digital "

Pricing Strategy/ Offers

As the vision of Nviro Digital is to be noticed as an affordable yet profitable company, the goal is to base a strategy that allows the agency not only to generate profit, all while being a business that other start-ups would like to work with due to the affordable prices that are offered. The reason the prices are set at a more affordable price rather than a high price is all derived from the target markets' needs. Most small start-ups have less of a budget than larger businesses, thus restricting their spending limits. So for a small business, Nviro Digital is the perfect fit as prices are based on the customers' needs and budget. The rates will be varied completely and entirely depending on what the consumer wants. Whether it is just social media management or if they wish to, paid advertising, SEO, and brand creation. With that information and based on their budget, a proper quote and proposal can be given to each customer that satisfies them and Nviro Digital.

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Distribution

This section covers how customers will pay Nviro Digital for the services included. This part will be as quick and as easy as possible as it will all be through online banking transfers as it is the most straightforward, most effective, and fastest way to exchange money. Most interaction will be done face to face or over the phone or email because it is all locally in NYC. However, it is most professional and most accessible to exchange any money through direct depositing; that way, all profits, and expenses can be tracked. With that, although all services will be provided remotely through computer and social media platforms. The agency plans on conducting each business meeting in person when possible to maintain a strong relationship with each client.

Promotion Strategy

The best and most useful promotion strategy for Nviro Digital will be through social media, email outreach, and free exposure on Eden Projects website. As social media is the most powerful and beneficial tool for a social media marketing agency, it is imperative to have an excellent social media and website presence. By having a strategic marketing plan, Nviro will create content calendars that allow the agency to pre-plan posts to know what days to post certain promotional content. With these posts, it will be essential to use strategic skills such as knowing when to post specific hashtags to use to attract more users as well as SEO keywords that will lead more users on Google to Nviro's website or social media pages. Email outreach and social media recruiting will also be important in promoting business. However. The emphasis will not be on email and social media outreach as much because Nviro Digital is not a sales agency, and trying to sell services to customers is often ineffective. The last Promotion strategy Nviro Digital will use will be through the website and social media of Eden Projects. On the Eden Projects website and social media, they always post

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content of their partners, thanking them for their donations. This will be great free promotion as Eden Projects has over seventeen thousand followers on Instagram, thirty thousand followers on Facebook and thirty-five thousand followers on Twitter, so it is great free exposure.

SWOT Analysis

Strengths:

Functioning as a remote business will save Nviro Digital the majority of the money that startups almost always have to spend on rent, utilities, and mortgage. Paying bills is the reason why most startups fail because they simply cannot afford to pay the month to month bills. That money and attention that would typically be spent on bills will be allocated to strengthening the website and boosting advertising. Another strength that plays in the agencies' favor is that most marketing agencies have a specific focus or niche to whom they cater to. However, in Nviro's case, they will be catering to all types of small businesses regardless if they are in the food, music, medical or law industry. Environmentalism will also be a strength as it encourages customers to use Nviro's services to have their donations help an environmental cleanup organization. With Eden Projects, Nviro will gain good exposure on its website, having the name on it as a partner, which plays a good tool for advertising.

Weaknesses:

The rates of failed start-up companies in the U.S. increase every year, automatically putting Nviro Digital at a disadvantage. Studies show that twenty percent of new start-ups fail in their first year, and fifty percent fail after five years (McIntyre, 2020). To succeed within the first five years is just as high as failing. Nviro Digital also has no creditability since there are no prior customers to speak highly of the agency, making customers question why they would not give their business to an

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already established company. Another weakness to consider is that the company would not be prepared for rapid growth as there are currently no other employees aside from one. Although the agency plans to contract freelancers once the business begins to grow, there is always the risk that no freelancer would be interested in the position, or that there would not be any suitable candidate for the role.

Opportunities:

The increase in dependency on technology creates a tremendous opportunity for all marketing needs to channel itself through social media. It is thus creating a higher demand for SMM. Functioning as a remote business presents the opportunity to branch off into multiple cities much easier and affordably than any brick and mortar business. One of the weaknesses of the agency is that it has no reputation because it is so new. However, Nviro Digital plans on tackling that by offering special pricing to environmentally sensitive businesses(ex: Businesses that make products out of recycled materials, Fair trade businesses or other environmental organizations. By doing this, both the agency and the customer benefit it as they are getting their services done for a cheaper price, while Nviro Digital gets to use their business as a reference account to grow a positive reputation.

By there not being any other social media agency that donates a percentage of their earnings to non-profit organizations, it provides an opportunity to be the only inclusive agency in the industry. As the agency grows, Nviro would like to create their own non-profit organization in the future rather than partner with organizations such as Eden projects, and like Eden Projects, the NPO can function off other companies donating money to the organization.

Threats:

Not having as much experience running a business creates a risk since the agency will provide poor results for customers. In addition, insufficient funds to run the company acts as a massive threat.

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As it could be why the business closes down, considering funds are the main cause of start-ups going out of business. Another threat to consider is the threat of a possible economic recession. In 2020, the Coronavirus pandemic struck the entire world and placed many countries into a recession. In recessions, the small businesses are the ones that are affected the most because of reduced cash flow, staffing reductions, loss of demand and lack of government assistance that large corporations receive (Sanidlands, 2019). This in itself, could be detrimental to the success of Nviro Digital considering it being a small business itself that relies on other small businesses.

Significance

Opening this social media marketing company is significant because not only does it create a chance to give small businesses in New York a social media presence, but it will encourage other business owners to join the movement of trying to end climate change. However, the businesses themselves are not doing anything for the environment. The percentage of donations going to the Eden Projects will help the environment and on top of that will encourage small business in New York City to be more environmentally conscious.

Table 6

SWOT Analysis

NVIRO DIGITAL SWOT ANALYSIS

STRENGTHS

- Environmentalism
- Cost efficient
- Servicing a wide range of different types of small businesses
- Free advertising from Eden Projects
- Entirely Remote

WEAKNESSES

- High failure rates for startups.
- No Credibility.
- Lack of experience.
- Small amount of employees
- possibility of struggling to find freelancers

OPPORTUNITIES

- Due to working remotely Nviro digital can easily branch off into working in multiple cities.
- eventually launch Nviro's very own non-profit environmental organization.
- Work with larger companies and firms.

THREATS

- Insufficient funds.
- Poor services that results in bad reviews and bad reputation.
- Larger agencies take over the small businesses industry
- Economic recession affecting small businesses the hardest

Design and Development Plan

Development Status and Task Assignment

Creating a strong structure or program for Nviro Digital is very important to the company's success as an organization. Nviro Digital has created a very straight forward plan that will not only avoid confusion but will reduce costs drastically in comparison to other marketing agencies. For starters, the business will be a "one-man-band" for the most part and subcontract other freelancers when needed. Each customer will receive a free in-person consultation where a Nviro Digital marketing expert will meet with a small business owner and discuss what the agency can offer to them and for how much. Based on how the first meeting goes, a formal proposal will be informed and presented to the small businesses displaying what Nviro will offer them and how much.

Of course, every customer will be treated individually for their needs. If a customer only needs Facebook advertisements, the fee would be much less than a customer who needs a photo-shoot for new content where an additional fee would have to be charged to hire a photographer for the day. The material for all the clients will be organized on a paid site that allows one to plan each social media post for each client much easier than having to go on each social media platform and posting everything one by one.

As demand grows and Nviro Digital reaches the point where one worker cannot maintain all clients, the company will subcontract a freelancer through Upwork (a freelancer networking app) where they will be paid fifty percent of what Nviro Digital is charging the client. This way, they are still being paid well, and the company still profits off of them.

Nviro Digital wants to make everything personal and face-to-face to give the client a more dedicated experience, so the website will only serve its purpose to display what the agency offers,

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some examples of previous jobs, and contact information. No consultation and pricing will be displayed online because Nviro Digital wants to keep everything personal and local.

Challenges and Risks

Starting any business with only having one worker always has its challenges. Challenges such as being overwhelmed with workloads, and having difficulties staying organized with everything. But there are also challenges to consider once the agency begins to expand and begins to contract more freelancers. This can be challenging because as a business, a proper median has to be put into place where one can pay the freelancer an amount of money where they are content while still being able to profit off of them as a business. Along with that challenge is the challenge of controlling the freelancer. Often times, freelancers are very independent and do not like to feel like they are working under someone. However, if the job is not being done properly, it jeopardizes the agency's image; therefore, the business owner might sometimes have to put more pressure on the freelancer to do a better job.

Product Improvement

Every day is an opportunity to improve as a new and growing business. Nviro Digital will be keen and dedicated to growing day after day continuously. Once the agency grows to a certain point, the agency will look to bring on two or three full-time employees. One or two social media managers and one outside sales representative will receive a commission for every new client they bring. The agency will still be entirely remotely to save on costs and to promote environmentalism. Online courses and seminars will be standard for Nviro Digital to seek growth. That is the only way one can improve on a personal level and on a business level.

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Costs

Although Nviro Digital functions on cost-saving, there are always going to be costs to consider. Expenses such as the website, Sprout software, travel, advertising, and proprietary aspects. The website will be an essential standard website made on Squarespace.com, where it is straightforward to make at an affordable price. With the domain costs and maintenance fee monthly, it will cost \$332 annually for the website. Sprout will allow for up to fifteen different accounts under one profile for an annual fee of \$2,988. All travel will be done within New York City, making it very affordable and convenient to get around. Travel expenses will range up around five-hundred dollars annually, depending on factors such as meetings and new clients. Advertising is something that will be based on how well the business is doing.

Nevertheless, Nviro Digital hopes to invest in roughly \$50,000 in advertising annually (Facebook ads, Google, Instagram, LinkedIn). Nviro Digital will incorporate itself under the New York State as an LLC for a sunk cost of one hundred and twenty-five dollars. All costs, expenses, and income strategies will be covered in depth in the financial plan.

Proprietary Issues

Nviro Digital will register as an LLC because it is the most basic proprietary license it needs. However, since it will be partnering up with the Eden Projects, making it a non-profit was considered one point however, because Nviro is making profit off of their services, becoming a NPO would not be legal.

Management Team

Rather than a management team, it will be a management individual. Nviro Digital will be one of the cost-effective businesses to start with no brick and mortar location, and no staff as everyone will be subcontracted, to begin with. Since it is a one-man-band to start off with, it will be one person in charge of the social media platforms, and client meetings. This individual will also be in charge of searching for subcontractor freelancers for future social media management positions and subcontracting photographers for content shoots. This manager will be in charge of making sure Square space is maintaining the website on a month-to-month basis.

Start-ups typically do not become profitable until year two or three of being in business (Davidson, 2019). This means that as the manager, taking a lower compensation in order to keep the business sustainable will have to be done for a while until Nviro Digital surpasses break-even.

In the future, when Nviro Digital Expands hiring two/ three full-time remote workers, management will be in charge of finding suitable employees that will fit what Nviro Digital stands for and does it at the terms Nviro Digital agrees to. This will be beyond the period where the agency is subcontracting freelancers and is at a more stable period where full-time workers are needed. Depending on the experience level, Nviro will hire social media managers and pay them based on their previous experience. A salary that ranges between \$40,000- \$60,000 will be offered to these workers when the time comes.

According to Global Workplace Analytics, companies save roughly \$11,000 per year working from home (each employee). There are fewer travel expenses considered, fewer employees to manage and less departments to pay (smith, 2019). Nviro Digital's business concept is straightforward for a start-up as it is as simple as managing social media platforms and running advertisements for small

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businesses all via a computer. There is little to no employees to manage, which allows the CEO/manager to focus on growing the business and doing the best work possible.

Impact and Sustainability

The formation of Nviro Digital was based on creating a business that will not only be profitable, benefit the economy but will help the environment as well. Nviro Digital is committed to being wholly remote and not brick and mortar as well as committed to being completely digital and paperless.

The partnership with Eden Projects tree-planting organization will help reforestation all around the world. This creates a societal change because it will encourage customers to pay the marketing agency that is doing something good for the environment rather than just overpay another marketing agency that has no environmental impact because they know a portion of their money is going towards the Eden projects. By doing so, not only are they putting money towards environmental change, but they are also paying an agency and allowing themselves to become successful in their industry.

By covering the marketing necessities of many small businesses, Nviro Digital is helping them grow their businesses to become more profitable prior. Doing this for many small companies boosts the local economy by increasing demand for these small businesses, as it means that more consumers are spending.

As Nviro Digital continuously grows, it will be essential to plan ahead and have an exit strategy. Since the business is entirely remote, it would be very easy to sell the companies if it is attractive enough for buyers. Having a profitable business that does not have many costs is very appealing for future buyers as all they are doing is buying the rights to the company and buy the clientele

Overall Schedule

Table 7

Official Schedule

Section or Task	Priority	Persons Responsible	Date to begin	First Draft Due Date	Date Completed or Final Version Due Date
1. Create business name	Medium	All responsibility is to be taken by Nviro Digital CEO in the scheduling and timing of the business plan	1/3/21	8/1/21	8/1/20
2. Create logo	Medium			4/10/2021	6/10/2021
3. Register Business as LLC				3/10/2021	7/10/2021
4. Create website	High			5/10/2021	7/10/2021
5. Create social media platforms	High			5/10/2021	7/10/2021
6. Advertise	High			5/10/2021	7/10/2021
7. Outsource to hire freelancers scenarios.					
8. Hire fulltime employees.	low			3/10/2022	5/10/2022

Product Services Development

After registering the businesses, completing the website, designing the logo, and creating the Partnership with Eden Projects, Nviro will start out with a series of stages as to when services will be offered as the agency grows more and more. For the first three months, the agency will focus on only offering social media management, Facebook advertisements, and content photo-shoots. As a new start-up company, it is better not to become overwhelmed with different workloads that one may not be used to. It is preferable to focus on fewer things in order to perfect the services being worked on.

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Upon the first three months, Nviro Digital will then incorporate the remainder of the services to be offered to clients. Those services entail Search engine optimization, Google advertisements, email marketing, and content/ brand creation.

Market Planning

Considering Nviro Digital is a marketing agency, marketing is one of the most critical factors in its success. The marketing side of the business will be panned out more and more throughout the year. To start off, the agency will focus on social media marketing and using the organic popularity that it brings to the agency. As Nviro's presence grows on social media (three or four months into the year), the agency will invest in social media advertisements to attract larger crowds. For most of the year, the main marketing strategy will be channelled through social media; however, after a year or so (depending on how things are financially), the agency will also focus on a print marketing campaign. The main attraction would be to create print ads on subway trains or bus stops. Print advertisement is the primary focus on public transit, as people sit and read the ads in front of them, especially after sitting there for a while. In comparison to a billboard where the cars driving past it only see it for a brief second.

Sales Programs

Each customer will drive sales. After five months, Nviro Digital wants to have four/five current clients already. Starting with one client, Nviro will be heavily searching for a second client as both of the first two clients can be used as examples in a portfolio when prospective new customers ask for previous work examples. The target is to have eleven clients after the first year, which falls short of break-even, seventeen.

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Critical Milestones

For the first year of Nviro to be as successful as predicted, the company must meet some milestones. Milestones such as purchasing the LLC business license to incorporate the venture, finish the website before having a client, and have a strong presence on social media. Without these three factors, the businesses will not be able to function or thrive. These goals will be prioritized to ensure that there is nothing that will prevent the agency from succeeding. The business will be incorporated in early January of 2021, and the website will be fully constructed for late February. In that meantime, the company will be searching for its first client through word of mouth. By mid/ late March, the company will have its first client and will be fully functioning from this point on. Also, by May, the company anticipates already having a strong presence on social media, legitimizing the business through social media.

Critical Risks, Problems and Assumptions

Creating a business is a risk in itself, but to become successful, there always has to be some sort of risk taken. What makes Nviro Digital so unique is that it is seen as a "low risk, high reward" business.

Some reasons why many start-ups fail is because many of the risks they take, fail them. Whether it is a financial risk, competitive risk or reputational risk, and unfavorable industry trends. What causes these start-ups to fail is lack of planning. Financially, many start-ups struggle after a short-lived few months (or years) where bills begin to pile up with not enough revenue coming in to pay for them. Bills such as rent, electricity, technology, payroll, office supplies, and stock can be costly when there is no money coming in. The reason why Nviro Digital's financial risk is much lower than other start-ups is that everything is remote, paperless, and economically friendly, meaning there is fewer financial burdens to pay on a month to month basis.

Nevertheless, there is still a financial risk being taken. The risk of running paid advertisements for clients on social media and not seeing any results. This can be a major issue for any marketing agency as it makes the customer question the expertise of the social media manager. Another financial risk that must be considered is investing thousands of dollars on advertising for the agency and not seeing a return in customers/sales. This could be detrimental to the success of Nviro as much more money would be outflowing on advertisements, and not enough revenue would be coming in to pay for the publications, which could, later on, lead to advertisement budget cuts or in the worst-case scenario, bankruptcy.

The competitive risk being taken by Nviro Digital is that New York City is one of the most saturated markets in the world for marketing agencies. According to Manifest.com, there are well over one hundred marketing agencies in New York City alone, meaning that it is very easy to lose a

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client to the hands of a competitor. The good news is that there is still room for so many marketing agencies to thrive since the demand for marketing has never been higher in New York City. Nviro Digital will be diligent and weary of not basing its business model on a "competitive pricing strategy." Many start-ups lower their prices much below market demand to attract customers, and often, this works only for a short period (Chappelow, 2019). Bankruptcy occurs because these agencies cannot afford to run their businesses, offering their services at such a low price.

Basing the business model off of cheap services often destroys the business's reputation. No company wants to be seen as the business to go to because "they're cheap." Nviro Digital envision themselves to be firmly recognized and respected within the marketing community as an affordable. Yet, a profitable company whose **high-quality** services and **values** will be the result of becoming one of the most reliable social media marketing agencies in New York City.

Unfavorable industry trends are very unpredictable and frequently, there is nobody to blame. However, to know that they happen and to plan is a call to action that any well-planned startup should consider. Trends such as the current Covid-19 pandemic that sadly, the world is suffering through these last few months, can be detrimental for marketing agencies. When recessions affect countries, oftentimes small businesses are the ones hit the hardest. The first reaction for these businesses to make budget cuts on all non-essential things and to many, social media marketing will be cut out from their budget. That is why Nviro Digital is prepared for any economic hardship by searching for clients who are mostly based online or through e-commerce and still need social media marketing every day to succeed in their business.

In the case that Nviro Digital's expected annual revenue is not met, finding new ways to allocate money will be important. Nviro Digital will then expand its target market to different industries such as industrial, medical and education. In addition, Nviro will try to work with larger companies as

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well, rather than just small businesses. Ideally, that is not the initial plan, but there always has to be a backup plan in case Plan A does not work.

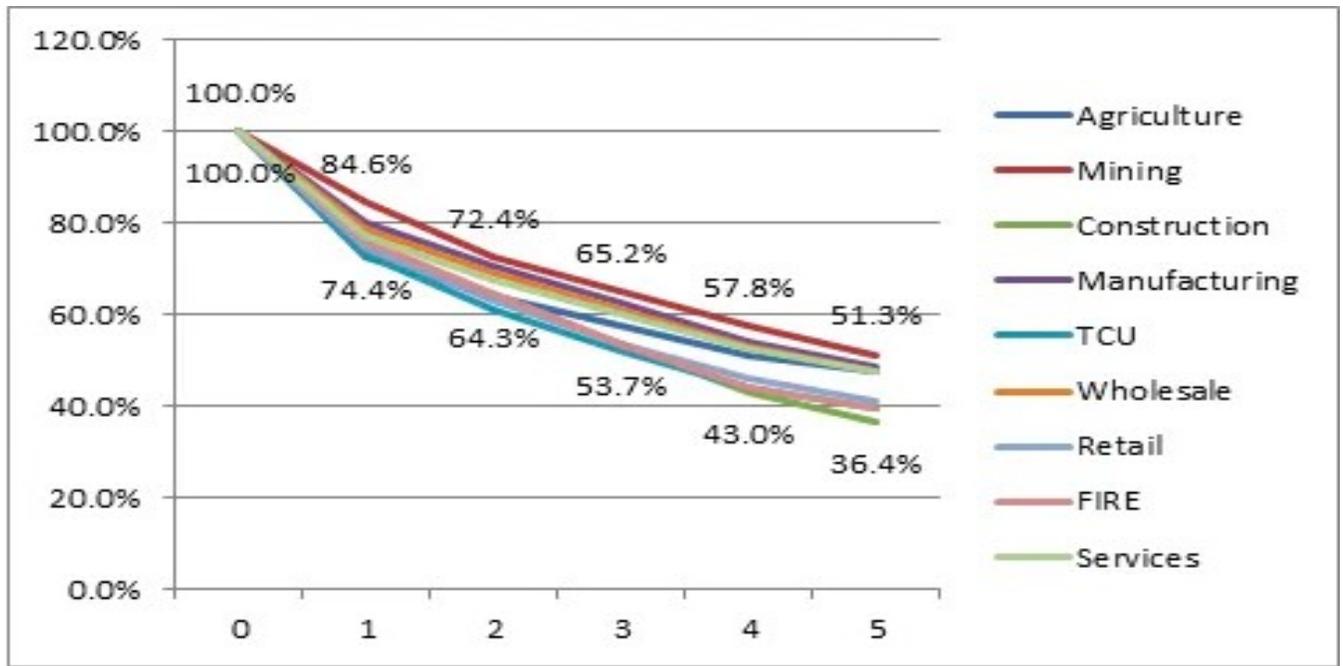


Figure 6.

Failure Index for Startups per Industry.

The graph above shows the failure index of which industries are most prevalent to fail in their first few years of functioning. Nviro Digital would under the "Services" industry, which falls somewhere in the middle of the table at a failure rate of 47.6%. This number does seem high; however, take into account that the majority of service businesses include brick and mortar entities such as hair salons and mechanic shops. Typically, Brick and mortar stores are more likely to fail in their first year for many reasons. Mainly because other businesses are realizing that they run just as good of a company, but remotely or online at a much lower price and for that reason are able to sell their product or services at a much cheaper rate than any brick and mortar store that has many more bills to pay (Adams, 2020). The factor of Nviro Digital being completely remote and based online is a

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vital cost-saving factor that allows them to stand out amongst the rest of startups whose chances of failing are much higher because of the increase in bills they have to pay.

The Financial Plan

The following financial plan will be cover Nviro Digitals pricings, expenses, projections, expected break-even analysis and a best/worst-case scenario. Nviro Digital plans on being diligent, thorough and organized as a business. Therefore in order to do so, one has to be organized initially from the business plan.

As a marketing agency, there are various services offered to the small businesses they work with. Every service has its individual fee as not all companies will choose to use every service being offered. Of course, the option for selecting multiple services is also available. However, the cost will be more. Nviro Digital will be providing social media management, Search engine optimization, email marketing, Facebook advertisements, Google advertisements, content creation /branding, and lastly, content photo-shoots. The prices will range from five hundred dollars to up to one thousand dollars per service.

These prices are broken down and structured off primarily three to four hours a day, five days a week for the whole month at a rate of approximately twenty dollars an hour. So yes, although Nviro Digital essentially charges just over minimum wage, it sounds much more affordable than other agencies, but that would just be considering there is one client just paying for one service alone. Nviro Digital expects to have eleven clients by the end of the year.

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Table 8

Services Offered

Services Offered	Price
Social Media management	\$1000 (per month)
Search Engine Optimization	\$1000 (per month)
Email Marketing	\$1000 (per month)
Facebook Advertisement	\$500 (per month)
Google Advertisement	\$500 (per month)
Content creation/Branding	\$500 (per month)
Content Photo-shoot	\$400 (per photo-shoot)

The full expenses and total costs of Nviro Digital will be discussed in the cash flow projections. However, the following fees have been highlighted in Table 7 below. The reason these expenses are highlighted over the rest of the costs in the cash flow projections is that these are the main expenses that will cover the majority of Nviro Digital's bills. Expenses will be at a minimum because it is all done remotely; however, most expenses will be technological expenses relating to the website, software design or internet. Advertising costs, business registration and travel will also be core expenses covered in the annual bill.

Table 9

Expense Breakdown

Total Expenses	Price
Website	\$332 Annually
Sprout (software)	\$2,988 Annually
Internet	\$480 Annually
Travel	\$1440 Annually
Canva (Software)	\$119.40 Annually
Business Registration	\$125
Advertising	\$20,000 - \$50,000 Annually

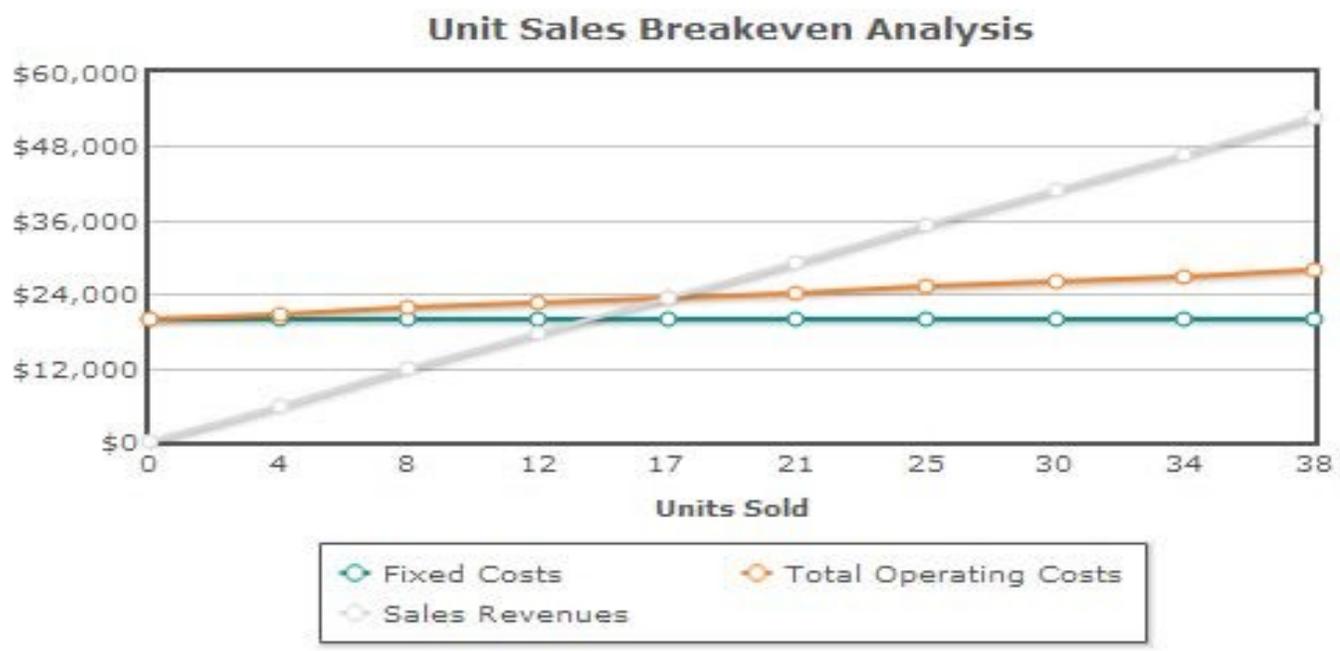


Figure 7. Break-even: Financial Plan

According to the cost analysis, as well as the break-even analysis, selling each unit(customer) for a price of \$1000 will take roughly a year and averaging a total amount of 20 clients to fully break-

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even. That is considering all total operating costs and fixed costs when adding the revenue of the business. What is not mentioned in the break-even analysis that is considered as a total variable cost was the amount of donations the agency contributes to the Eden project, as that will add up to be 5-10 % of the annual revenue.

Considering sustainable growth at break-even, Nviro will want to only grow from there and look to bring another social media specialist onboard by paying them an hourly wage of \$25 per hour. By doing so, Nviro Digital will be able to attend more clients as many new clients will be passed on to the new employee so the company will be able to take on more clients for maximal growth. With that being said, the company looks to surpass break even after a few months as the new workers' wages will not compare to the clients he/she will be serving for the business.

Three-Year Projections

Table 10

Year 1-3 Projection

YEAR ONE	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	TOTAL
UNITS SOLD													
Social Media managemē	1,000	1,000	2,000	3,000	2,000	3,000	4,000	5,000	4,000	2,000	3,000	1,000	31,000
SEO clients	0	1,000	0	0	1,000	2,000	1,000	2,000	1,000	0	1,000	1,000	10,000
email marketing clients	0	0	1,000	2,000	1,000	2,000	1,000	1,000	0	1,000	1,000	1,000	11,000
facebook ads clients	500	0	500	500	0	500	0	0	500	500	1,000	500	4,500
google ads clients	0	0	0	500	0	0	500	0	500	0	1,000	500	3,000
TOTAL UNITS SOLD Y1	1,500	2,000	3,500	6,000	4,000	7,500	6,500	8,000	6,000	3,500	7,000	4,000	59,500
													AVG
Social Media managemē	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
SEO clients	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
email marketing clients	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
facebook ads clients	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
google ads clients	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00

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YEAR TWO	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	TOTAL	% CHANGE
UNITS SOLD														
Social Media managem	2,000	4,000	3,000	5,000	5,000	5,000	4,000	6,000	4,000	6,000	5,000	5,000	54,000	74%
SEO clients	1,000	0	1,000	2,000	0	0	3,000	1,000	1,000	1,000	1,000	2,000	13,000	30%
email marketing clients	3,000	2,000	1,000	1,000	0	3,000	3,000	4,000	2,000	1,000	1,000	0	21,000	91%
facebook ads clients	1,500	2,000	1,000	2,500	2,000	1,000	500	1,000	1,500	0	1,000	1,500	15,500	244%
google ads clients	1,500	1,500	1,500	0	1,000	2,000	2,000	1,000	1,500	0	1,000	1,500	14,500	383%
TOTAL UNITS SOLD Y2	9,000	9,500	7,500	10,500	8,000	11,000	12,500	13,000	10,000	FALSE	9,000	10,000	118000	58,500

UNIT COST OF GOODS COGS													AVG	Difference	
Social Media managem	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00
SEO clients	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00
email marketing clients	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00
facebook ads clients	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$0.00
google ads clients	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$0.00

YEAR THREE	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27	TOTAL	% CHANGE
UNITS SOLD														
Social Media managem	8,000	6,000	6,000	7,000	8,000	6,000	6,000	7,000	7,000	6,000	8,000	7,000	82,000	52%
#VALUE!	5,000	4,000	5,000	1,000	1,000	2,000	2,000	2,000	4,000	3,000	1,000	0	30,000	131%
email marketing clients	4,000	3,000	4,000	3,000	4,000	4,000	4,000	4,000	5,000	2,000	1,000	4,000	42,000	100%
facebook ads clients	2,500	2,500	3,500	1,000	500	500	2,000	0	0	1,000	1,500	2,500	17,500	13%
google ads clients	4,401	7,273	4,286	4,322	5,750	6,900	7,411	4,573	4,999	4,036	6,777	6,421	67,149	363%
TOTAL UNITS SOLD Y3	23,901	22,773	22,786	16,322	19,250	19,400	21,411	17,573	20,999	16,036	18,277	19,921	238,649	120,649

UNIT COST OF GOODS COGS													AVG	Difference	
Social Media managem	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
#VALUE!	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00
email marketing clients	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00
facebook ads clients	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$0.00
google ads clients	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$0.00

Year One Projections:

For the first year in business, Nviro Digital expects to succeed break even by the bare minimum by making a first year revenue of \$59,500. This would be considering the agency see's slow but progressive growth on a month to month basis. As seen in the projection, not every month will a client be requesting each and every one of Nviro Digital's Services. For that to happen, the agency would need either a large client who will pay for many services on a monthly basis. Or the agency needs to build a clientele that large enough that will pay for each individual service.

Nviro Digital

Year Two Projections:

Year two predicts word to mouth referrals would spike an increase in demand for the agencies services, thus increasing annual revenue by over 100%. Considering sustainable growth, the agency is looking at having almost double the amount of monthly clients then year one predicts. Year two, demand is expected to be so high that the agency will then be looking to subcontract 2 freelancers to take care of some of the agencies clients while paying them whatever wages they charge for their services.

Year Three Projections:

Year three, the agency anticipates being a well-established start-up and hopes to hire a fulltime team of social media specialists and photographers/videographers. The agency predicts that with sustainable growth through word to mouth referrals, advertising and free publicity on the Eden Projects website. Annual sales will be at over \$200,000 in annual sales. Having a team of 2/4 fulltime workers instead of hiring freelancers will not only be more cost-effective because the workers are paid by the hour in comparison to the freelancers who are paid more expensively by the whole job they do.

Nviro Digital
Table 11 Cash-Flow Projection

Small Business Cash Flow Projection

<Nviro Digital >

Starting date														
Cash balance alert minimum														
	Beginning	Jan-00	Feb-00	Mar-00	Apr-00	May-00	Jun-00	Jul-00	Aug-00	Sep-00	Oct-00	Nov-00	Dec-00	Total
Cash on hand (beginning of month)		0	404	1,118	1,737	2,356	2,975	3,598	4,217	4,238	4,255	3,980	3,370	
CASH RECEIPTS														
Cash sales		4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	52,800
Returns and allowances														0
Collections on accounts receivable														0
Interest, other income			5			5								10
Loan proceeds														0
Owner contributions														0
TOTAL CASH RECEIPTS		4,400	4,405	4,400	4,400	4,405	4,400	4,400	4,400	4,400	4,400	4,400	4,400	52,810
Total cash available	0	4,400	4,809	5,518	6,137	6,760	7,379	7,998	8,617	8,638	8,655	8,360	7,770	
CASH PAID OUT														
Advertising														0
Commissions and fees		3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	39,998
Contract labor									800	800	1,200	1,200	1,200	4,800
Employee benefit programs														0
Insurance (other than health)		80	80	80	80	80	80	80	80	80	80	80	80	960
Interest expense														0
Materials and supplies (in COGS)														0
Meals and entertainment		40	40	40	40	40	40	40	40	40	40	40	40	480
Mortgage interest														0
Office expense														0
Other interest expense														0
Pension and profit-sharing plan														0
Purchases for resale														0
Rent or lease														0
Rent or lease: vehicles, equipment														0
Repairs and maintenance														0
Supplies (not in COGS)														0
Taxes and licenses		125												125
Travel		40	40	40	40	40	40	40	40	40	40	40	40	480
Utilities														0
Wages (less emp. credits)														0
Other expenses														0
Other expenses														0
Other expenses		287	287	287	287	287	287	287	287	287		287	287	3,152
Miscellaneous														0
SUBTOTAL		3,908	3,781	3,781	3,781	3,781	3,781	3,781	4,381	4,381	4,698	4,981	4,981	50,012
Loan principal payment														0
Capital purchases														0
Other startup costs														0
To reserve and/or escrow														0
Owners' withdrawal														0
TOTAL CASH PAID OUT		3,908	3,781	3,781	3,781	3,781	3,781	3,781	4,381	4,381	4,698	4,981	4,981	50,012
Cash on hand (end of month)	0	404	1,118	1,737	2,356	2,975	3,598	4,217	4,238	4,255	3,980	3,370	2,798	

Nviro Digital

Cash Flow Projection

The cash flow's purpose represents the cash receipts and cash disbursements as a result of business activity. The cash flow statement permits users of the financial documents to decide how well an organization's salary produces money and foresee the organization's capability to create money later on. In the projection above is shown the steady incline of income, demand, and customers for Nviro Digital. The numbers are projected based off what the company predicts they will be having on a month to month basis considering organic and sustainable growth. After calculating the total amounts of cash paid out on a monthly basis and comparing it to cash coming in monthly; the company will just be exceeding break even after the first twelve months by only \$2798. Of course, one must be mindful that this is only a projection. However, the purpose of the projection is for it to be as accurate as possible. After only one year, turning into a profitable company would be a great success as it typically takes small businesses in New York City two-three years to become profitable (Davidson, 2019).

Nviro Digital

Best & Worst Case Scenario

When creating a formal business plan, one must consider every aspect of the business from economics, marketing, and finances. One must not leave any idea or think behind in the construction of the business plan. Planning for the best is what everyone is expected to do, but they often do not plan for the worst. Planning for the best would mean that one has to have a plan and a cap for how well they can do, but planning how bad a new business can do is just as important as it teaches you what must occur in order for the worst possible scenario to occur. When considering the projections of a business, the factors that must be considered are the total expenses, total income and revenue. Nviro Digital projects that in a worst case scenario will be falling short of breakeven just after one year with total revenue of \$-2,000. That is very promising because most businesses do not become profitable until two years or more. To know that after one year the business is (almost) at break-even, it shows signs of optimism. As for the expected scenario, Nviro Digital predicts annual revenue of \$56,000 after one year. This revenue breaks just about a minimum wage paying salary job after one year working in New York City. Lastly, the best-case scenario (assuming everything goes perfectly) would leave Nviro Digital to make over \$100,000 in annual revenue just after one year. Of course, a lot has to happen in order for that to happen, but planning ahead is always important.

Table 12

Worst/Best Case Scenario

<u>Worst Case:</u>	<u>Expected:</u>	<u>Best Case:</u>
Total Expenses: \$34,000	Total Expenses: \$34,000	Total Expenses: \$34,000
Total Income: \$45,000	Total Income: \$103,500	Total Income: \$160,000
Total Donations: \$4500	Total Donations: \$10,000	Total Donations: \$16,000
Annual Revenue: \$ -2,200	Annual Revenue: \$ 59,500	Annual Revenue: \$ 110,000

**NVIRO DIGITAL
BALANCE SHEET
January 2022**

ASSETS

CURRENT ASSETS

Cash:	\$20,000.00
Accounts Receivable:	\$52,000.00
Inventory:	\$0.00
Prepaid Expenses:	\$20,000.00
Notes Receivable:	\$1,500.00
Other Current Assets:	\$0.00
TOTAL CURRENT ASSETS:	\$93,500.00

FIXED ASSETS

Long-Term Investments:	\$13,296.00
Land:	\$0.00
Building:	\$0.00
<i>Accumulated Building Depreciation:</i>	(\$0.00)
Machinery and Equipment:	\$1,500.00
<i>Accumulated Machinery and Equipment Depreciation:</i>	(\$200.00)
Furniture and Fixtures:	\$0.00
<i>Accumulated Furniture and Fixtures Depreciation:</i>	(\$0.00)
Other Fixed Assets:	\$0.00
NET FIXED ASSETS:	\$14,596.00

OTHER ASSETS

Goodwill:	\$0.00
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TOTAL ASSETS:

\$108,096.00

Figure 8. Balance Sheet Assets

CURRENT LIABILITIES

Accounts Payable (A/P):	\$19,920.00
Accrued Wages:	\$14,400.00
Accrued Payroll Taxes:	\$576.00
Accrued Employee Benefits:	\$0.00
Interest Payable:	\$1,200.00
Short-Term Notes:	\$20,000.00
Current Portion of Long-Term Debt:	\$0.00
TOTAL CURRENT LIABILITIES:	\$56,096.00

LONG-TERM LIABILITY

Mortgage:	\$0.00
Other Long-Term Liabilities:	\$0.00
TOTAL LONG-TERM LIABILITIES:	\$0.00

OWNER'S EQUITY

Paid-In Capital:	\$0.00
Net Income:	\$52,000.00
TOTAL EQUITY:	\$52,000.00

TOTAL LIABILITIES & EQUITY: \$108,096.00

TOTAL ASSETS:	\$108,096.00
TOTAL LIABILITIES & EQUITY:	- \$108,096.00
	\$0.00

Figure 9. Balance Sheet Liabilities

Nviro Digital

Balance Sheet:

The balance sheet's purpose gives an image of a company's assets, liabilities, and equity at the end of an accounting period. These specific areas allow business owners and investors to evaluate the financial position of the business, as well as its liquidity of the business as well. This balance sheet shows that given total current assets (TCA) is \$93,500 and fixed Net Assets are \$14,596, then total assets must be \$108,096. Likewise, given that total current liabilities are \$56,096 and owners' equity is \$52,000, total liabilities must also equal \$108,096, meaning that both sides are balanced.

Income Statement

Nviro Digital
Statement of Income
For the Year Ended 12/31/2021

Revenues	
Products	0
Less Returns and Allowances	
Services	0
Other	103,500
Total Revenue	103,500
Costs	
Products	0
Services	0
Other	34,000
Total Cost	34,000
GROSS PROFIT	69,500
Operating Expenses	
General and Administrative	0
Insurance	480
Non Recurring	0
Payroll Taxes	1,152
Rent	0
Research and Development	0
<hr/>	
Salaries and Wages	14,400
Sales and Marketing	20,000
Utilities	0
Other	0
Total Operating Expenses	36,032
OPERATING INCOME	33,468
Non-Operating or Other	
Interest Revenue	0
Interest Expense	0
Gain on Sale of Assets	0
Loss on Sale of Assets	0
Gain from Legal Action	0
Loss from Legal Action	0
Depreciation and Amortization	0
Other Gain	0
Other Loss	0
Total Non-Operating or Other	0
PRE-TAX INCOME	33,468
Taxes	
Income Tax Expense	9,128.70
NET INCOME	\$24,339.30

Figure 10. Income Statement

Nviro Digital

The purpose this income statement is to provide the financial earnings of Nviro Digital throughout the year. The statement shows that after one year the agency will be profitable and have a net income of \$25,491.30 considering all annual operating expenses. Total revenue is predicted to be \$103,500 after year one. However, with all costs and operating expenses Nviro Digital's net income will be a lot less. Although the amount of expenses is still minimal in comparison to larger brick and mortar businesses where they have to pay rent, utilities, permits and more insurance. The point of this income statement is to show that after all expenses have been paid, the company will still see a profit.

Proposed Funding

Statement of Need:

Nviro Digital seeks to pass break-even by the end of one year in businesses. Projecting to generate over \$50,000 after year one, Nviro Digital asks its investors for \$40,000 with high interest of twenty-five percent. The interest is so high because Nviro does not think it will take over three years to pay back the loan. Also, Nviro wants to make it attractive to investors. This way, investors will see it profitable to invest in the agency with it still being manageable to pay off the loan in such a short time frame and considering all the expenses, including; operations, Travel, Supplies, Technology, and wages. The agency projects close to \$50,000 in costs for one year. By asking for \$40,000 from investors, it shows that the agency uses its own savings to cover for the rest of the expenses. Nviro Digital believes in themselves as a start-up and believes in their ability to be successful. One must believe in their abilities in order for anybody else to believe so which is why the agency is putting down \$10,00 of their own savings.

40,000 investment	25% interest	60,566 Return
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List of Key Expenses and Costs Needed for Funding:

Table 13

Key Expenses

Expense	Amount
Operations	\$25,000
travel	\$1440
supplies	n/a
technology	\$3919.4
wages	\$14,400

Funding Management Plan:

The agency predicts to be generating an average of \$4958.33 in revenue on a monthly basis throughout year one of functioning. To remain functional while still paying back the lenders, Nviro has created a three-year payment plan of \$1682.4 monthly. After three years of monthly payments, the investors will receive their initial investment back plus an additional 25% in interest.

Table 14
Payment Schedule

Year:	1										
Month	Jan	Feb	March	April	May	June	Jul	Aug	Sept	Oct	Nov
Amount	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4
Year:	2										
Month	Jan	Feb	March	April	May	June	Jul	Aug	Sept	Oct	Nov
Amount	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4
Year:	3										
Month	Jan	Feb	March	April	May	June	Jul	Aug	Sept	Oct	Nov
Amount	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4	\$1682.4

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Appendix

EDEN REFORESTATION PROJECTS
(A California Non-Profit Corporation)

STATEMENT OF FINANCIAL POSITION

	December 31, 2018
ASSETS	
Current assets:	
Cash and cash equivalents	\$ 428,179
Contributions receivable	141,570
Prepaid expenses	5,000
Total current assets	574,749
Website development costs, net	78,387
Other assets	8,500
	\$ 661,636
LIABILITIES AND NET ASSETS	
Current liabilities:	
Accounts payable and accrued expenses	\$ 116,466
Commitments and contingencies	
Net assets:	
Without donor restrictions	362,107
With donor restrictions	183,063
Total net assets	545,170
	\$ 661,636

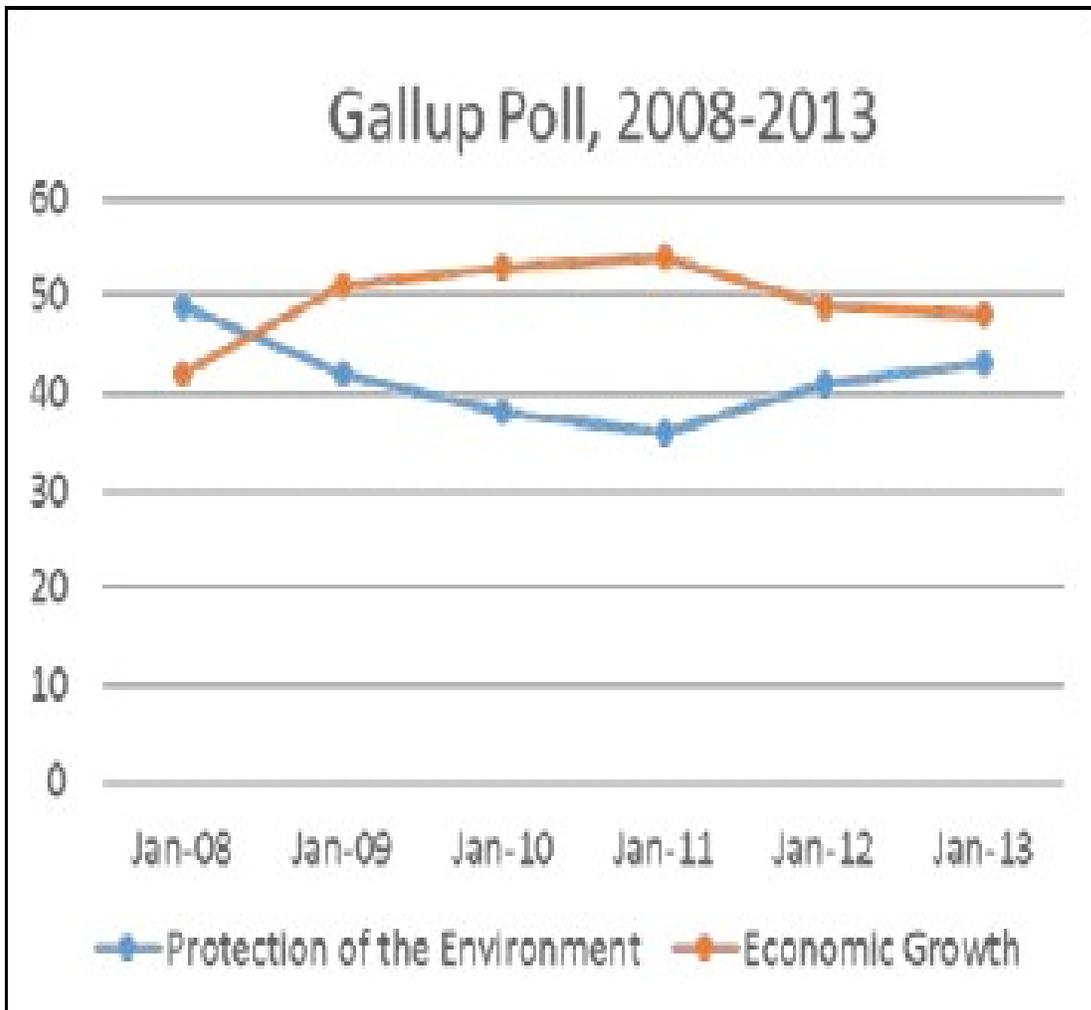


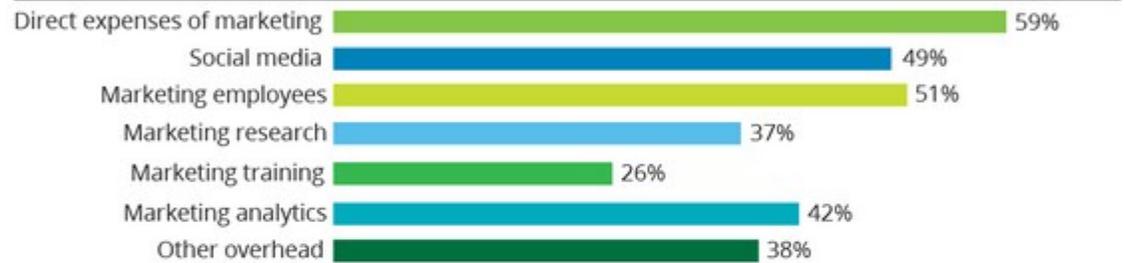
Figure 2: Marketing Expenses by Industry

Marketing expenses in your company include the following (check all that apply):

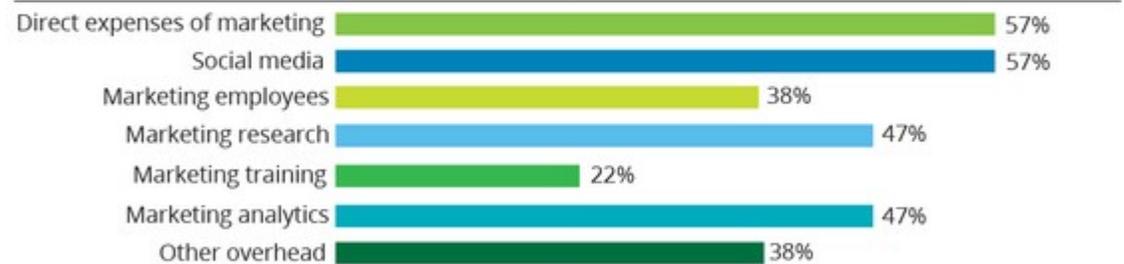
B2B Product



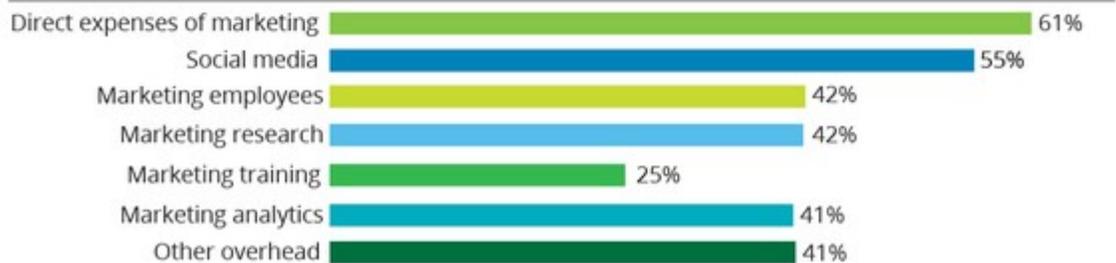
B2B Services



B2C Products



B2C Services



Source: The CMO Survey and Deloitte Digital

