Tattoo Planner Business Plan

OWNERS

Joshua J Heeley
Flat 4 Hazelburn
Milknowe
Campbeltown, PA28 6HA
Cell: 079 1980 6047
E-Mail: info@tattooplanner.com

Zunelle Heeley
Flat 4 Hazelburn
Milknowe
Campbeltown, PA28 6HA
Cell: 075 7030 7802
E-Mail: design@tattooplanner.com

Ink about it

Table of Contents

II. Executive Summary

The word tattoo is derived from the Tahitian term "tatua", which means "to mark" as well as the Polynesian word "ta" which means striking something. Tattoos have been displayed by people of all cultures for centuries. Adding decorative illustrations to skin has been a popular practice since Ancient Times. Currently there are an estimated 300 million people with tattoos worldwide. In the United States $1.6 billion gets spent annually on tattoos. Appx 2

The Need

A great art idea in your head or on paper doesn't necessarily mean that it is going to look great on your skin. How can you be sure that the tattoo would look good on you? Where is the right place to put it? What size should I you make it? Should it be in colour? And the questions go on. There is a need for ideas to be seen on your virtual skin before its permanent.

The solution

What if you could see how it would look on you before it is permanently inked on your skin? Then you can make a well informed decision, better choices and live with little or no regret.

Our idea

We plan to develop and incorporate into our current website a realistic 3D human character/avatar that users can put their tattoo design ideas onto, in order to visualize and properly plan their body art before its etched on them forever. © 2013

3D Avatar features

The avatar will be able to be edited to closely resemble the user: they can change the facial features, skin and hair colour, body mass and tone, as well as the height. The user can then choose a design or upload a design that they are planning to get tattooed, and drop the design anywhere on their avatar, resize it if needed, rotate their 'tattooed selves' and see how they would look before it is permanent. Users will be able to save their avatar to add more tattoos in the future, as well as share and print their avatar. © 2013

Forecasted usage

Our current website with its few features receives an average of 145,000 views per month. Which compared to Google's is only just over 1.5% of the 10 million searches for tattoos. We believe that after implementing this avatar and running aggressive search engine and social network marketing campaigns, we'll be able to push that number up to 20% which is 2 million monthly views. See Appx 6.

How our profit is generated

Users will have free access to a limited amount of features, and in order to access more features and the more advanced features, they will have to pay a monthly or once-off fee. If 10% of the forecasted monthly viewers pay a once off price of £0.69 to unlock a feature, then the estimated monthly income from this would be more than £138,000.00.

The Tattoo Planner application would be available to purchase on smart phones for £0.69. They are also able to order a custom design that can then be uploaded or printed. We currently have two advertising agencies who run adverts on our site for the US, UK, and Canada market at an average of £0.35 per CPM. With increased traffic to the website, advertising revenue will substantially increase.

Similar Ideas

A marginally similar idea that we found is a tattoo website that allows you to upload a photo of the part of your body that you would like to ink, and then upload a design. It then layers the design over your photo.

Software Development

We are in touch with software developers who have already developed the base software that we plan to use. We will purchase this, then develop and 'tweak' it further to directly suite our needs and add all the features.

Development Cost

Purchase and licensing of Core Software:	£9,000.00 exc.
Further Software Development:	£20,000.00 exc.
Integration of API into website and further programming:	£10,000.00 exc.
Adapting website for smart phone App:	£10,000.00 exc.
Marketing campaigns:	£40,000.00 exc.
Business Monthly running cost for 6 months:	£25,000.00 exc.
Total Funding Needed:	**£114,000.00 exc.**

III. General Company Description

Tattoo Planner is leading the way into the future of body art. Our clean, smart, and user friendly website provides free tattoo designs, tattoo fonts, and tattoo translations. We answer questions and offer inspiration to help the future inked to plan their art.

Mission Statement:

Tattoo Planner is changing the way the world views tattoos. Taking it from prison cells to art galleries, and guiding all the in between. By equipping people with the right tools to professionally plan their tattoos before it's permanent, we are improving the image quality and minimizing personal regret.

Company Goals and Objectives:

Our goal is to become the ultimate tattoo community where the tattooed masses can plan their tattoo from start to finish, get all the answers to their questions, buy tattoo merchandise, and even book their appointments. Our strategy is to create awareness while continually updating tattooplanner.com to meet user needs.

Business Philosophy:

Leading the body art industry to where we invision it.

Our Target Market:

There are over 70 million tattooed people in the United States and in the United Kingdom alone, and the market keeps growing with thousands of people getting tattoos around the world daily. In the last 10 years with technology and art heading in the direction that they are, tattoos have increased in popularity and will continue to be the most popular form of self-expression.

Tattoos have long had a dark and negative stigma, with Tattoo Planner's clean fresh approach we are improving the image of the tattoo industry whilst encouraging people to make wise choices when planning their body art. By changing the world view on tattoos, and focusing on the art, we foresee tattoos becoming more accepted in all social circles. We have many exciting ideas that we look forward to adding in the coming years to our already popular website.

Legal form of ownership:

Tattoo Planner is a Limited Company making business easier and investment more attractive.

IV. Products and Services

Tattoo Translator	Translate words or phrases into different languages.
Tattoo Fonts	Choose a desired font and size.
Tattoo Designs	A collection of free tattoo designs.
Custom Designs	An opportunity to order a custom tattoo design. Prices depend on the size and complexity of the design.
Store Locator	Find a tattoo parlor near you, or in a city of your choice.
Blog	Interesting tattoo articles and information.
Forum	Ask questions, give answers and interact with other users.
Gallery	Get inksperation from hundreds of photos of tattoos.
Shop	We offer links for you to buy numbing cream, after-care cream, tattoo magazines and other merchandise.
3D Avatar	This is in the pipeline. Users will be able to customize a 3D character to resemble themselves, and then they will be able to drag and drop available tattoo designs or upload their own design and place it anywhere on their character. They are then able to save the avatar picture, share to Facebook, Twitter, or Pinterest, and print out their 3D avatar. We would be the first website that provides an accurate visual of how a person would look with a tattoo before it is applied. © 2013

Market research

According to research done separately in the United States and In Britain, 1 in 5 people have at least 1 tattoo.

In the United States 61,800,000 people have tattoos

In the United Kingdom 12,640,000 have tattoos

See Appx 1,2,3,4

We asked a number of people 'if they could see their tattoo on themselves before it's permanent would they want to?'. They all agreed that they would love to be able to do that, and would definitely use a site that does that, as long as it works well.

See Appx 1,2,3

V. Marketing Plan

Economics

Facts about the industry:

- We can only estimate the total size of the tattoo market, but our educated estimate would be over 300 million people around the world are tattooed. With the United states spending $1.65 billion annually on tattoos. Appx 2
- We expect to have at least 20% of the global market to use our website on a monthly basis.
- The current demand for this 3D Avatar phase of Tattoo Planner is immense.

- The growth potential and opportunity for Tattoo Planner is substantial, with more ideas and plans already on paper. We expect to be playing in the 'big leagues' soon.
- Some barriers that we face in order to reach our target are:
  - High production costs
  - High marketing costs
  - Unique technology and patents
- By receiving funding, we will be able to acquire the relevant technology for the 3D avatar and also market it appropriately.

Niche

By offering a clean cut, all-in-one and user friendly website we will continue to be a leading and soon the leading website for tattoos.

Strategy

We will implement a strong marketing campaign via social media and web browsing sites. We will also contact tattoo shops to make them aware of Tattoo Planner and add them to our store locator.

Promotional Budget

We plan to start off by spending £30,000 on promotion and £5,000 monthly afterwards to keep Tattoo Planner's name out there.

Pricing

We will continue to keep some of our services free and to charge a low once off and or monthly fee for other services. By keeping prices low, users will be more inclined to continue using our site and to spread the word.
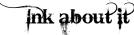
Sales Forecast

Please see our profit and loss projection/sales forecast attached Appx 5

Legal Environment

We have yet to patent our idea. We intend to do this as soon as we have received funding. We also plan to register trademarks for various future ideas. We currently have a copyright policy on our website.

VI. Management and Organization

The business is owned and run by the founder Joshua J Heeley. He works with Zunelle Heeley who has a degree in Information Design. We use various freelance services to meet the different needs that Tattoo Planner has, from website programming to article drafting and custom tattoo designs. As we grow we will employ more permanent staff.

VII. Appendices

1. UK stats http://www.theguardian.com/artanddesign/2010/jul/20/tattoos

2. USA stats http://www.statisticbrain.com/tattoo-statistics/

3. USA stats and graph http://www.harrisinteractive.com/NewsRoom/HarrisPolls/tabid/447/mid/1508/articleId/970/ctl/ReadCustom%20Default/Default.aspx

4. Graph http://www.luckypug.com/tattoo-stats/tattoo-stats-who-likes-tattoos-more-men-or-women-and-what-age-range/

5. Expense and Profit Forecast see attached Excel document.

6. Tattoo Planner site analytics. Please see attached.

VIII. Refining the Plan

For Raising Capital

For Investors

In order for Tattoo Planner to develop this next and main phase we require £115,000.00 investment, we believe that this will be all the funding needed, all further development will be paid for from company profits. Funding received will be used for software development, website upgrading to incorporate new software, smart phone app development, marketing, and monthly business expenses including salaries.

We are offering 16.5% of the business for the full investment amount of £115,000.00. The estimated return on investment in the first year after development and re-launch is £ 231,000.00 which is over 200%.

Please refer to Appex 5

Involvement of investors on the board or in management can be arranged if desired by the investor that holds equity of 10% and more. We require that investors be open to selling back their shares after 24 months at a then negotiable price.