

# Executive Summary

## Opportunity

### Problem

Every year, the number of aspiring entrepreneurs looking for engaging websites, unique logos, informative business plans, and professional branding increases. For all of that demand, though, there are only a handful of branding companies that specialize in the area of branding from scratch and none of them specialize in creating business plans in addition to the website, logo and other graphic design related materials. Lack of a businesses being able to provide all the necessary assets to officially start a business, is also a common complaint. We are convinced that there is a great market opportunity here for HandyBrand to offer simple, quality, convenient solutions to aspiring entrepreneurs.

### Solution

HandyBrand is comprised of identity creators, storytellers, brand architects and problem solvers who are inspired by innovation. We specialize in building brands from scratch, beginning with tailor making websites, logos, business plans, and more. Our convenient strategic framework allows us to assist entrepreneurs in articulating the meaning of your brand, and quickly developing a story that describes how it adds value to others. We help our customers navigate important brand and business decisions in order to refine their vision and bring it to life. We accelerate the process of propelling brands to new heights beginning with a laser-like focus towards excellent customer service, managing resources and time throughout the process of providing solutions to our clients, and creating the optimal brand for our client's sustained success.

### Market

We expect our strongest market segments to be aspiring entrepreneurs, successful business owners, innovators, and small businesses. According to our research, 63% of 20 to 30 year olds would like to start their own business. Short term, we expect the 18-35 year old demographic to be the most likely to start a business. We also expect the number of 35+ year olds to slightly increase in the short term when it comes to starting businesses.

Long term, the number of 35+ year olds will be more entrepreneurial and technologically savvy, which should subsequently lead to more of that demographic taking the opportunity to create businesses they've been interested in. The number of 18-35 year olds looking to start their own business will continue to grow very rapidly in the long term. According to the Global Entrepreneurship Monitor U.S. Report, 43% of Americans believe there are good opportunities for entrepreneurship. This indicates a 20% increase since 2011, which shows that entrepreneurship as a whole is growing and should continue to grow at a rapid rate.