

Current State Objectives Success Factors



Current State

- 1) ClientPlaza.com is:
 - a. Developed
 - b. Tested
 - c. Validated with Clients and Service Providers
 - d. Generating revenue on a small scale, with zero awareness in the market
- 2) Developers:
High-trust relationship with the team who programmed ClientPlaza.com
- 3) Key Staff:
Sourced and vetted

Objectives

- 1) Marketing Plan achieves 60- and 90-day Cash-Flow Projection targets.
- 2) Physical plant is secured and commissioned within 30 days of funding.
- 3) ClientPlaza.com operates at scale, supporting 60- and 90-day targets.

Key Success Factors

- 1) The CMO is effective;
else, a replacement is prepared and working in time to meet Objective 1)
- 2) The sales function is effective
Appropriate Service Provider(s) developed fast enough to satisfy Clients
- 3) Marketing and Sales cost is < 49% of revenue, on a 3-month rolling basis
- 4) The ClientPlaza.com process works at a large scale