

BUSINESS PLAN

“The Story behind the UNKNOWN”

Company Description:

Legal Form - Limited Partnership

Name – “UNKNOWN STORY”

Located in Vienna at the UNKNOWN-Office

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Management:

Julian JUHAS – CEO & Founder

Julian Juhas attended a technical higher school in the 20th district of Vienna at the department of economical engineering. During his education there he had to do during his summer holidays internship. His father had for over 20 years a small sized company (ten to fifteen workers) at the branch of motorcycles. The company of his father sold, repaired and dealt with mainly the brands of KTM (Austrian brand) and TRIUMPH (British brand). He did an internship at his father's company and helped there also when it was needed. Besides that he also gained many information about the whole business because of his father and because of that he has a well estimated mindset about economical processes.

He started his military career in 2017 and is now at the fourth semester at the Theresian Military Academy. Because of his military career he gained strengths like power of endurance, forced his knowledge about leadership and acquired many other necessary characteristics that are needed in a company according to managing a business.

Simon GSAXNER – Co-Founder

Simon Gsaxner attended the upper secondary school Polgarstraße and graduated in 2010. During his school years, he had several jobs in sales. He was able to gain a lot of experience in sales and purchasing. He has been working for the Austrian Armed Forces since 2011. Since 2019 he is studying at the Theresian Military Academy and is in the fourth semester now. Among his strengths are assertiveness, perseverance, and a good sense of humor.

Christoph THALLER – CTO

Christoph Thaller has started to get in contact when he was young. He likes programming and playing games. Therefore he attended the university for the study of information and communication technology (ICT). Although he did not graduate, he has still a good knowledge about programming and ICT-processes.

Co-Workers:

3-5 teams of 2 people at an age of 18-25 with an open-minded mindset. If they have any charity experience as helping homeless people in cooperation with a charity company as "CARITAS" it would be good. They should have good speaking skills and somehow psychological skills for speaking. To start a conversation, you have to know which questions you are able to ask and which not and in order to do so, you should be able to "read your interviews partners face". They also should have charisma and should not be consisting of having difficult or strange communications.

In short one team should have two or maximum three people, but two points must be fulfilled:

- One student has to have language skills (possibly a journalism or psychologic student)
- One student has to have a basic knowledge of photography (possibly a photographic or arts student)

What every co-worker must fulfill are the points below:

- Age 18-35
- Language skills A-level German and English (more languages would be better)
- Open-minded, Down to Earth, Flexible
- A sense for people

Target Group for the Project:

- Homeless people on the streets
- Homeless people in care centers
- Age from 16-100

Market:

Target Group:

From manager to a normal worker everyone because everyone can experience by the book how fast it is possible to lose everything.

Profit:

Distribution of the Profit: 50% charity (shower bus) – 50% to the company

The charity project that our profit will invest to is a so called shower bus. It is a project of german former homeless people and they started it a few years ago. It is a bus that has a shower cubicle in it and drives right now in the city of Hamburg. We have seen an interview with one of the founders of the project, who lived on the streets from the age of sixteen to thirty, and he said there that he always felt dirty. So it was a real necessity for him that he gives homeless people nowadays the chance to feel more comfortable.

In our opinion we can feel empathy with his suggestion about this necessity and so we have chosen this as our target for the project.

Partner of Contact for the Project:

GRUFT (CARITAS) Vienna – Support of homeless people Time Demanding – After collecting about 200 Stories we will start with the first post.

Content of the Book:

First, there will be social media posts (Instagram, Facebook, Twitter) about short stories, which have a range from short daily happenings to a life story full of hard and frustrating moments, of homeless people and their life. The posts will contain a short summary of the story with a picture of the person. Especially about a thing that they always carry with them.

Two weeks after publishing the story we will get again in contact with the homeless people, have a look on the number of likes the story gained.

If the post gained 5.000 likes we will write the story into the book and therefore we will talk about their story more detailed.

If it gets less likes we will only meet them and have lunch with them.

If the topic succeeds by increasing popularity to a number of followers of approximately 50.000, we should continue with the next step.

Second, the book will be in the form of a paperback book. It will have 50 to 150 pages.

After raising popularity, we will make a book about the story of homeless people in Vienna. The book will be filled with short stories (8 to 10 pages) about homeless men and women on the streets. Only those stories that gained enough likes on Instagram will be

To get in contact with these people we choose the GRUFT because they have a long history as a care center for homeless people.

Vision and Mission:

To develop a brighter and wider mindset for the lowest class in our society. To try to close the gap between the higher classes and the lowest class for even just a short time (during the reading). To raise the awareness for homeless people and to maybe give someone special a chance to escape his/her “horrible” (maybe someone has accepted his faith and does not want to get out) situation. To help closing the gap between middle and lower class so that in a brighter future maybe nobody has to live on the streets.

Specially to open the mind of the broad mass and for example give a smile to a stranger sometimes.

Project Strategic Goals Management:

1. Achieving of 50.000 followers on Instagram, at least 30.000, by 01.04.2022
2. When achieving 30.000 followers - start of publishing the books, earliest date is the 01.04.2022.
3. Achieving of 30.000 sold books, at least 22.500 while staying within the budget of 60.000 Euros, by 01.04.2023.
4. After achieving at least 22.500 sold books starting with the creation of a second edition.

Market Estimation:

Nothing similar to this idea is on the market. There are books describing the life on the streets and documentary books about certain persons living on the streets but nothing that is going into detail with the stories of a range of homeless people and their history of becoming homeless. Most of them only describe their life but not how they get there.

Development Phases

1. Brainstorming and finding of ideas – done.
2. Finding workers and publishing first stories – in progress.
3. Creating range of follower – future.
4. Finding publisher – futures.

5. Printing books – future.
6. Publishing books – future.

Market Research and Analysis

Research:

Most books we found on the internet, for example in Amazon, are autobiographies (from people who are “famous” now) or books about the topic “Homeless”. These books mainly focus on the sociality and about the Topic in general.

For example, the book from Uwe Mauch called “Die Armen von Wien”. This book is a summary of 13 social experiments about the poor and homeless.

Another example we found is the organization “VinziRast”. This organization has an “Open Door” for homeless people who want to tell some stories. Most stories are about daily events which happened in their life. All of this short texts together are published in one book. Also, their main focus is not the publishing of their books, their main goal is to give homeless people a chance of work and shelter.

Also, we found a diploma thesis from the FH St.Pölten. This Thesis is about homeless children, who are from 14 to 18 years old, about their motivation and their feelings but it’s not really specific about one person in general. The next paragraph is a short summary about this thesis.

“Diploma thesis from the year 2007 in the subject area Social Education / Social Work, University of Applied Sciences St. Pölten, language: German, abstract: Executive Summary Cornelia Gundacker Homeless young people in Vienna Motives of homeless young people aged 14-18 Diploma thesis, submitted to the University of Applied Sciences St.Pölten in May 2007 The content of this diploma thesis is the motives of homeless young people, which are shown under consideration of the gender aspect. In order to be able to answer the research question, relevant terms are explained, causes that can be found in the literature are given, and scientific attempts at explanation are shown. After the presentation of the methodological approach, the results of the qualitative research are presented. From these, motives that young people in Vienna have for moving their centre of life to the streets are derived. The motives of homeless young people can be derived from the system of origin, the subjective perception, the attractiveness of the street and the social context. It should be noted that the young people's motives can be traced back to massive problems in their families. It seems interesting that the possibility of being able to direct one's own life on the street, as well as the phenomenon of wealth neglect, emerged as motives that could not be found in the literature. It is worth mentioning that in the case of homeless young people, it is always an individual and usually multiple motive that leads to the decision to leave one's own home. No explicit differences were

found with regard to the gender aspect. Finally, relevant social work approaches were elaborated. “

Analysis:

Market volume:

2.3mio Instagram-User in Austria who are from 14 to 18 years old

Book Sellings in Austria in the year 2017 made about 637 Million Euro. With an average cost of 30 euros per book so in the year 2017 were about 21 233 333 books sold. So, every citizen of Austria bought two to three books per year. In conclusion this means, that the people of Austria are still reading even though there is an uprising with eBooks at the market.

Market growth:

Every year Instagram grows by five percent. In comparison to that, the rate of people who are buying books is annually increasing by 0,5 percent. Also, the rate of people who are buying eBooks is increasing by 1,4 percent. This means the “Market of Books” is still alive whether it’s the hardcopy or the electronic book market. Both are consistently rising and growing so the connection of these three markets we wrote about is one of our main goals.

Market potential:

First, we have to focus on our main group, which will be the people in the years from 20 to 65. In Austria are currently living 5.486.544 people, for better calculation we round the number up to 5.500.000 people, within this lifespan. If we consider that about five percent of this group will buy our book than there will be 275.000 customers. The five percent’s is a very low factor to calculate with because five percent as a factor is the part of the market that are buying twenty or more than twenty books per year.

Another way of distribution we thought about is an offer for schools. In Austria we have 370 grammar schools. 55% of these schools would probably take our book (200 books per school) into their lecture for half of the list prize (9,99 Euro). In summary this would be a total income of 399.600 Euros.

Project Personal Provision:

Number of Workers:

Constantly approximately three pairs of students consisting of one with communication skills and one with writing and photographic skills. They get an announcement at the Instagram-Post and also get paid per story, but they don't have an employment at our company. They will be self-employed like for example paparazzi. Therefore, we will build a network with about six pairs to have constantly three pairs working per week on a story. Firstly, the pairs are students from Vienna and in a further moment there will be more pairs from every federal state of Austria.

Their motivation will be to be part of a sociological and humanitarian project and of course the easy way to earn money during their study. If some of them need more time for studying at the university possibly during the exam period they have no engagement with us and can easily concentrate on their study. Here we can mention that this exam period, when maybe only one group can produce a story per week, we can bridge the gap with stories who have been produced before to keep a constant publishing.

Project Area Provision:

The stories will be mainly recorded and documented on the streets, eye in eye with the homeless people, but some stories also will be documented in homeless care centers.

There will be no common office as in a business company, the so-called office for the company will be everywhere where an internet accessibility is provided to publish the stories in the first step.

Ways and Costs of Promotion:

The primary form of promotion will be on social media, mainly Instagram. There will be no costs for our social media page in the first time, because firstly we are going to make stories on our own. In a further step there will be teams of students (two or three) that we will pay for each story. In the early stages each story will be worth 50 euro. The math behind these 50 euro is as followed. One story will take the student about one hour to find someone, one or two hours for the conversation with the homeless person and one or two hours to finish the "Post" (Picture, Story). In our opinion the average loan of ten euros per hour will be fine. The promotion will be inside the students. For example, if one student from the UNI WIEN is working for us, he will talk with his friends and colleagues. And talk with them about his/her work and his/her

new job etc. With this he will be doing promotion for our book and our project. So, the promotion for our book and the process to gain more workers goes hand in hand.

There is also a possible chance to win some Austrian celebrities who often supports charity projects to gain more focus and range for our project.

Another form of promotion we thought about was with flyers. We can publish them at restaurant (for example the Ottakringer Brewery where the Co-Founder has contacts) or events to gain more focus and the costs for flyers are quite low (1000 flyers cost 30 Euro)

Financial Analysis – Project Budget

Calculation of the costs in the different phases of the project:

- Instagram

In the first phase of the project we are going to raise the awareness for our story and therefore we choose Instagram as the right we to gain attention. The costs for an account at the social media platform are zero. The only costs that we have to pay in the first phase are our co-workers. Therefore we estimated 50€ per story and we want to publish a story every second day. The co-workers will collect those stories that we are going to publish. So the weekly costs will be about 175 € - the monthly costs about 750 € - the yearly costs about 9.000 €.

- The first book

The costs for the workers stay at the same level: 50€ per story (2 workers – students)

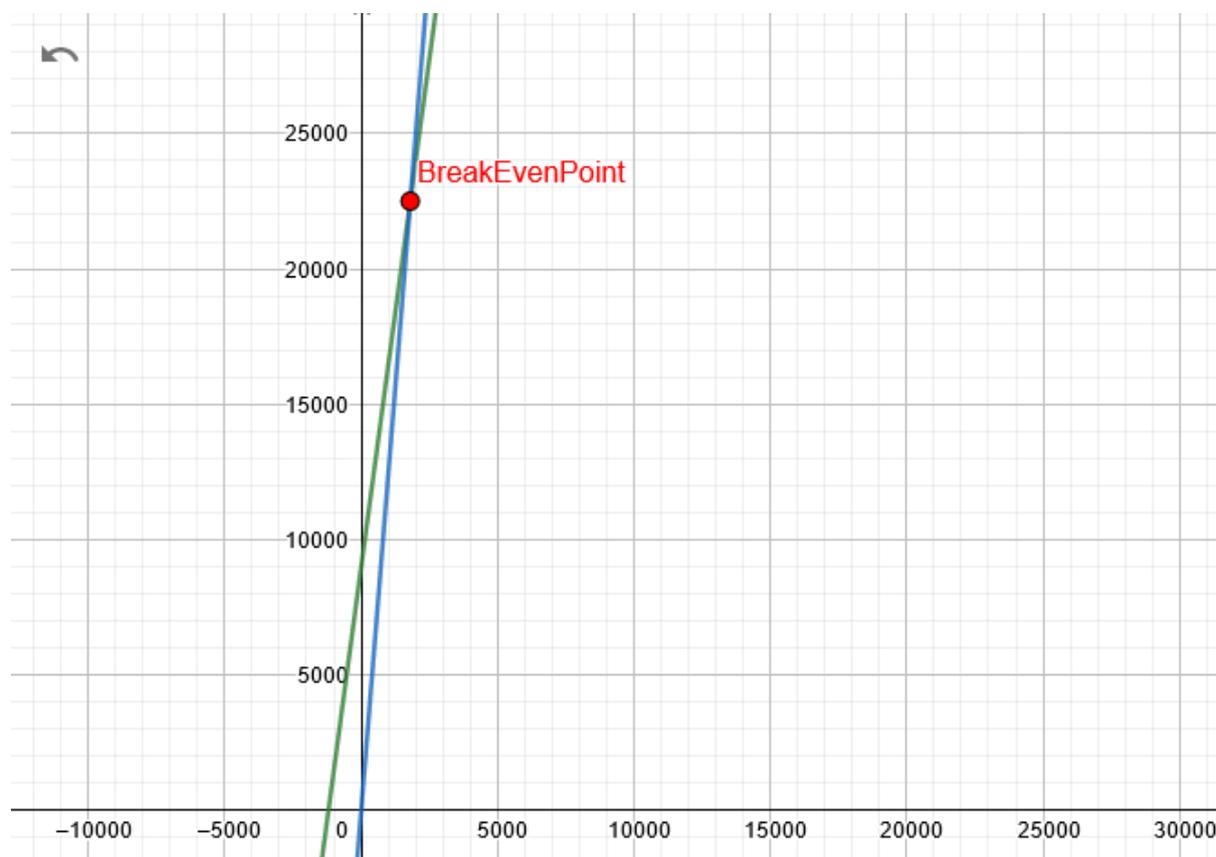
We have calculated the costs for 1000 books to get a knowledge about the pricing of the book.

Costs for 1000 books: Print – 2500€, Writing of the book – 1.500€, Publisher – 20%, Taxes – 5%

Turnover: approximately 20€ per book

Turnover for 1000 books	20.000€
Costs for Publisher	- 4.000€ (20%)
Costs for writing	- 1.500€ (7,5%)
Costs for Print	- 2.500€ (12,5%)
Taxes	- 1.000€ (5%)
Earnings	11.000€ (55%)

After calculating the Break-Even-Point we analyzed a number of 22500 books that we have to sell in one year to start earning profit.



● $y_1(x) = 7.5x + 9000$

● $y_2(x) = 12.5x$

● BreakEvenPoint = Schneide(y_1, y_2)
→ (1800, 22500)