

# The Story of the UNKOWN

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A BUSINESSPLAN MADE BY  
JUHAS, FHR GSAXNER, FHR  
THALLER, FHR

*“The poverty of being unwanted, unloved, and uncared for is the greatest poverty. We must start in our own homes to remedy this kind of poverty.”*

– MOTHER TERESA

# Agenda

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1. The Team
2. The Idea
3. The Content
4. The Goals
5. The Costs
6. The Market

# The Team

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CEO & Founder – Julian JUHAS

Co-Founder – Simon GSAXNER

CTO – Christoph THALLER

Co-Workers – 3-5 Teams, Skills, Experiences, Students

# The Idea

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- ❖ Unique Idea
- ❖ With people
- ❖ Bring a message to people
- ❖ Earn money
- ❖ Change the mindset of the broad mass
- ❖ Support young students
- ❖ Close the gap between the classes (in the mind)

# The Content

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- A Book (Paperback book)
- Different stories
- Different opinions
- The incentive (Social media)
- The creating of the first book (vienna only)
- The creating of other books (federal state wide)

# The Goals

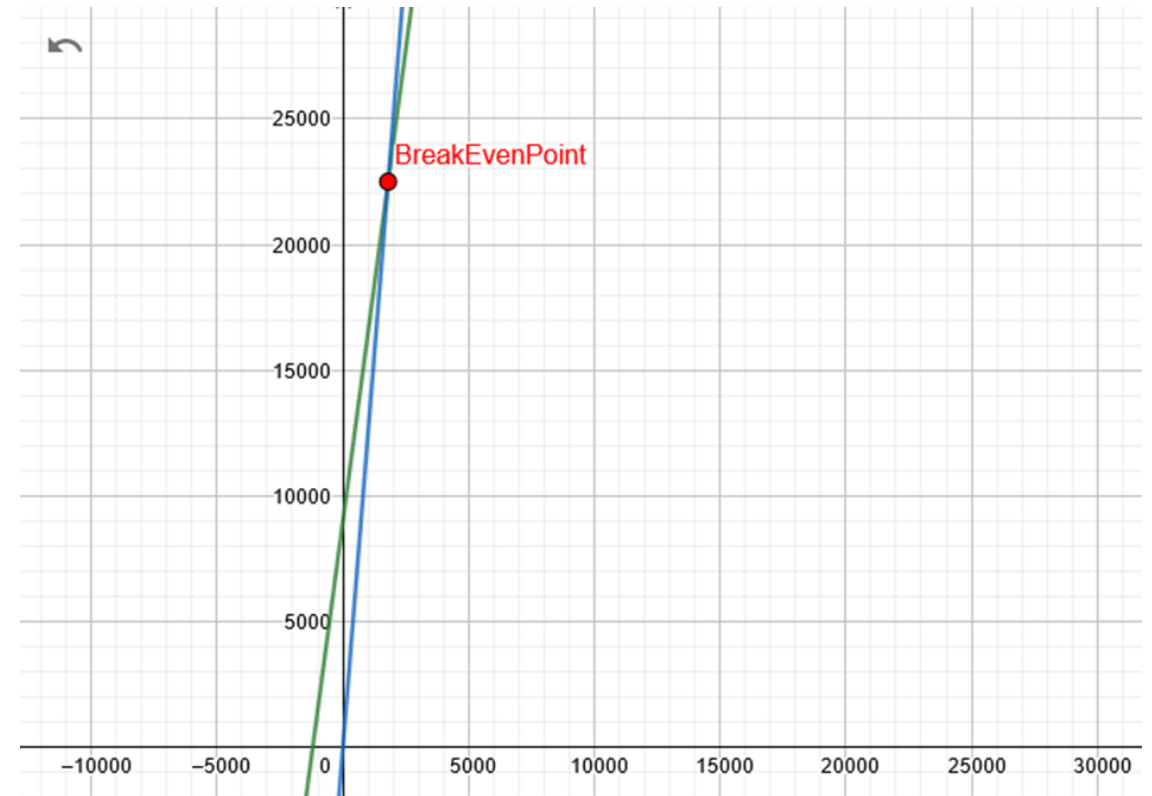
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1. First goal social media
2. Second goal creating the first book
3. Third goal achieving 22.500 selled books
4. Fourth goal the second edition

# The Costs

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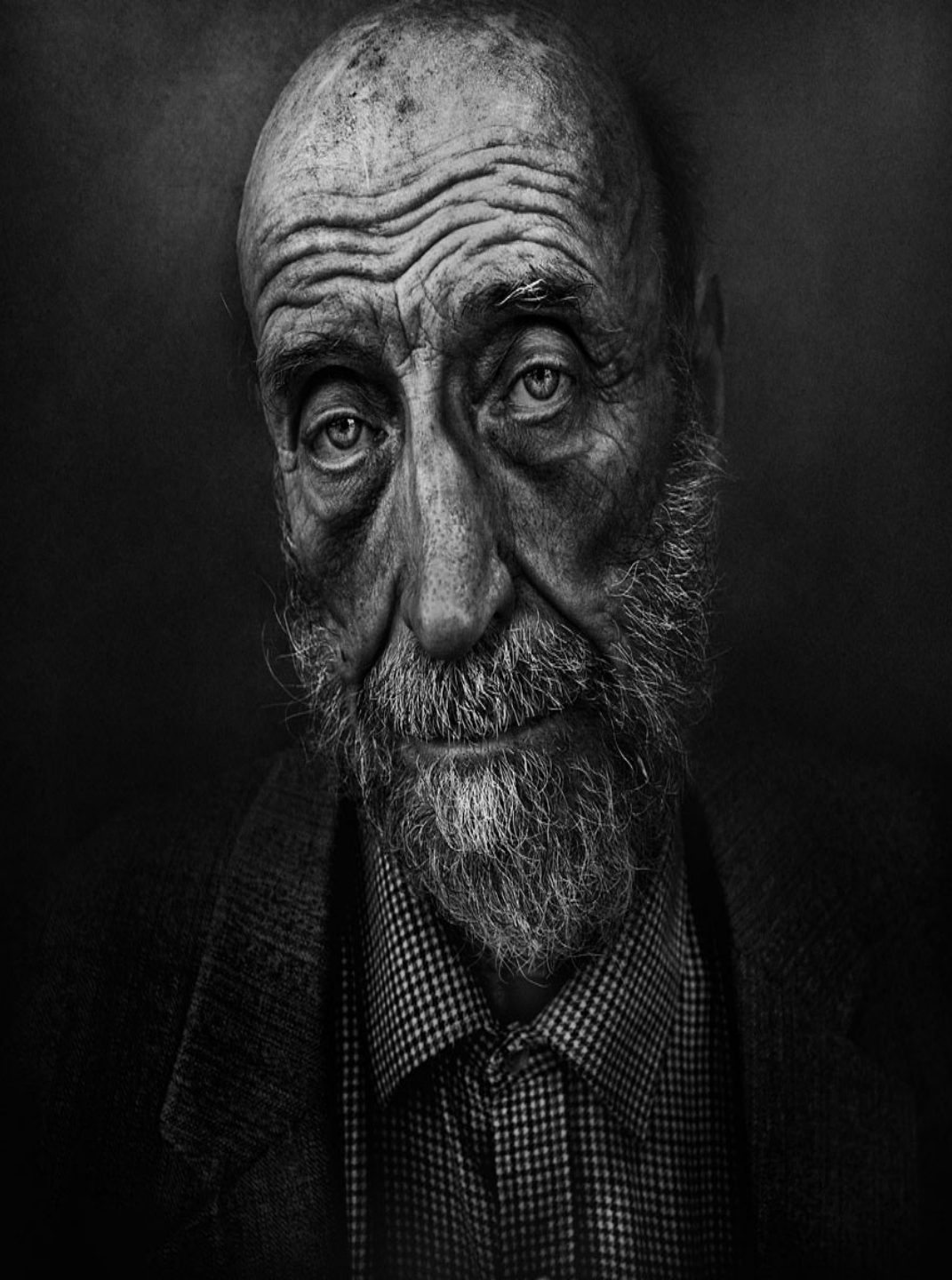
Turnover for 1000 books	20.000€
Costs for Publisher	- 4.000€ (20%)
Costs for writing	- 1.500€ (7,5%)
Costs for Print	- 2.500€ (12,5%)
Taxes	- 1.000€ (5%)
Earnings	11.000€ (55%)



# The Market

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- Some Books
- Some Organizations
- A Diploma thesis
  
- Volume
- Growth
- Potential



Thank you

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