

Macroansy

'E-Commerce of Consulting Business'

Business Plan

By: King Krish, Founder

King Krish is alias name used by founder k t ponnusamy

Email: business@macroansy.org

<https://macroansy.org>

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1.0 Abstract

Introduction:

8am to 5pm white collar jobs, typically belongs to the Global Consulting Services, the traditional Offices, Teams, Projects, Earnings, Buying Homes, Marriage, Children, Cars, long life loan payments and finally one morning we understand that life is too short and without a godly purpose. That was the point which made me to realize that to run projects, it is required a good team with good infrastructure but have to leave the long lived community and travel elsewhere for a job and also the work life balance is at stake for a job. Having a good work life balance and for having global seamless opportunities on global projects requires an 'ice breaker' from the traditional way of working.

E-Commerce has made a revolution in the way people shop for their living and life style and has created an avenue for shopping an international quality product seamlessly with ease and from their home dining room, which otherwise becomes impossible due to geographical locality and mobility constraints.

'Macroansy Business Process' was conceived on the concept of E-commerce for Global Consulting Professionals for Projects. The inherent Distributed

nature of Professionals and Projects and Offices creates a Disjointed Interface in the workflow of a group of people who have to interact hierarchically together to successfully complete a project. Connecting the disjointed interface with online E-commerce type of solution is the core of our Business Process Framework. That is what we have achieved, this project is not on paper, but our 'Business Process Framework' has been planned, coded and tested for commissioning by the founder. This Business Plan is intended to be a fair business analysis document to help equity investors to review and make investments on this business startup. Now let us describe our Business Process, its core features, and how it enhances the global consulting professional's life and the opportunities it creates.



Macroansy Business Process:

Macroansy Business Process is an Online Platform Connecting Global Professionals with Global Consulting Services and its Hierarchy Online, to work from Anywhere to Anyone, breaking the Geographical Barriers for work, Creates Avenue for E-Commerce of Global Human Talent, Creates Value for Wonderful work life balance. It is programmed on web server php script, JavaScript, Linux & MySQL platforms. Testing offline platform was on Microsoft OS and the corresponding packages noted above. The project

was started from Jan 2011 and was tested beta during Aug 2014. From thereupon marketing awareness was done through email, linkedin and twitter campaigns and by email through a period upto 2017. The founder, an engineer also worked intermittently on his engineering domain at Beijing and Malaysia. 2017 December was the time, Founder decided to expand through Venture Capital Partners, hence the genesis of this Business Plan. The Founder also has proposal to fund the startup through Initial Coin Offering through Ethereum Block Chain Platform. This Business Plan is also intended to showcase the Business Environment for ICO Investors.

Opportunities and Efficiency of Online Consulting Platform:

Seamless Hierarchy Online Formal Connection Creates a Rainbow of Opportunities as follows...

- Access to Global Experts for Global Consultants
- Revolution in 'working' and taking 'vacations' due to seamless opportunities for the experts in consulting by connecting online
- Distributed use of Co-Working spaces across the globe
- Creating & Executing Own Projects like Low Cost Housing Renewable Energy of Solar/Wind, by any aspiring entrepreneur without investing for large office space & infrastructures
- Global Consultants can seamlessly engage with global professionals for job opportunities on the fly
- Online Subscription Sale of Time Protected Docs like Spreadsheets, Business/Tech Data, Apps
- Real Time Formal hierarchy workflow Management of Distributed Entities and Services like Brexit Deals, Tender Process

Real Time Management of Distributed Consulting Business:

Online connection supports for Real Time Access & Management of consulting businesses as identified in the following sectors:

- UN projects + NGO's interface
- Government Services + Public interface
- Global Project Owners + Consultants interface
- Global Consultants + in-house workflow Management

- Global Consultants + Construction Site Interface
- Global Doctors + Patients Second Opinion interface
- Media Real Time Edition Management + Onsite Journalists
- Global Research Entities + Real Time Space Science Events
- Formal Authorities + Real Time Emergency Management
- Global Trainers on Consulting Areas + Global Trainees
- Global Government Entities + Deals like Brexit
- Global Contractors + Tenders

note:'+' refers to automated online connecting a disjointed informal/manual interface...

Potential Revenue Streams:

Our Business Process Framework has the potential to be a similar segment like Microsoft Productivity & Business Processes...

a) Main Revenue Stream

Online Subscription monthly / yearly



b) Secondary Revenue Streams...

- Franchise for Business Process Training
- Franchise for Co-working Spaces at Local Community
- Consultancy Services
- Payment Management for other Consultants on the Platform
- Human Resource Outsourcing
- Partnering with HR consultants for HR Outsource
- Advertisement Revenue

Cost Structure abstract:

Fixed Cost: Rental, Infrastructure-servers/office capital & Maintenance, General Admin

Variable Cost: Salary, Product Development, Marketing, Sales & Training, Franchise, Customer Service

Competition Risk:

Even with a similar new competitor the Global opportunities are enormous and cannot Strip down the Profits of the First Spear Head & sticky user base established globally...

Moat:

Business Process Framework is a unique concept and requires complicated programming to successfully establish, and we have already coded, tested and is ready for launch.

2.0 Market and Industry of Our Business...

Industry:

Global Consulting Business

(~100 million employee population globally, based on oecd data-employment by activity - industrial services. Consulting Industry Population assumed as 10 million, ie., 1/10 of 100 ml)

Market:

I.T Enterprise Software as a Service

Segment:

IT Productivity & Business Processes

~3 billion \$US Revenue attainable at 100 % penetration globally

(ie benchmark approximately compared with 1/10 of Microsoft 'Productivity Business Processes' segment with average growth rate of 5% year on year.

Ref: MicroSoft annual report 2017)

Pricing:

Online Subscription per user per month (forecast \$US 3 to 9)

(+secondary revenue streams)

Note: market size is forecast for Consulting Industry alone. For services related with Government Public Services the industry population size would be the total adult population.

Critical Success Factor for the business:

After Sales Support & Training.

Establishment of descent Co-Working Office Spaces at every Local Community

Competitors:

Currently our Business Process is Unique and New.

Our Business Process can be an established first spear head with sticky users.

3.0 Value proposition, Key products, Customers, Differentiation

Industry Sectors Typical Customers:

Our Typical Customers belong to the Sector of Consulting Projects, which requires a group of personnel to interact together, work and create Projects/Service on Paper leading to executing Projects Physically on Ground or providing an ID for a Service.

Customers belong to various sectors as below:



- Engineering / Technology Consulting
- Government & Public Service interfaces
- United Nations & NGO Services & charity Claimants interface
- Global Doctors and Patients Second Opinion Consulting
- Real Time Media Edition and Broadcasting
- Real Time Event Managements related with Space events like comets, Emergency workflow Management for the Communication of formal authorized documents across formal channels
- Connecting Distributed Projects like Farming technology at Site and Research Institutions
- Global Practical Trainings connecting Trainers and Fresh grads
- HR Consultants outsourcing to Project Consultants interface
- Global freelance Professionals with Global Consultants interface
- Ecommerce Subscription Sale of Time Protected Docs like Spreadsheets, Apps...

Key Product & Value Proposition:

A seamless Hierarchy Integration of the above Services with the Physical and Human Entities is the core service we are targeting in this business.

This seamless hierarchy integration is a unique concept which would be a new revolution in the 'project workflow management concept globally'.

- This Removes the Inefficiency and Pain involved in the Informal and Manual Interface between the Distributed Disjoint Services and the Human/Business Entity.



- Responsibility and Accountability of Project Hierarchy is enforced automatically.
- Formally connects the Global Professionals & Hierarchy with Global Consulting Services which are Distributed across the Globe and aids the Professionals to formally work with the Services from any Geographical Location providing good work life balance and job security with global opportunities.
- This helps Professionals to do Global Consulting on this Platform without investing in large office infrastructure.
- Provides an avenue for Services like Global doctors + Patients consulting, Real Time Emergency Management + Disaster Relief Teams.

4.0 Examples of Key Services...

B2C-Government Public Services + Citizens:

One of the most important service sector(B2C) is the interface between the Government Public Services and the Citizens. By creating a Private Consulting mirror of Govt offices hierarchy, Citizens can submit the services through the Private Consulting mirror online from home and the Private consulting mirror can coordinate formally online with Govt Offices to successfully execute citizen welfare services and despatch the final product like the Certificates, Formal Docs and IDs online to the citizens. Definitely the Govt offices would welcome this approach. This service would remove the stigma, pain and delay in approaching the Govt body. Citizens would like to pay easily to seek help through a Private Consulting Mirror who can directly deal with the Govt body for the descent service. The online subscription population for this service would be equal to the adult population of a country/ state and ever growing.

B2B - Project Owners + Consultants

A similar important service(B2B) is the Engineering/Technology Projects Review interface between the Design Contractors and Govt Department or Project Owners. The Total Project Review can be connected in Real Time removing the pain and inefficiency of physical paper document submissions 'review and return back' and the significant amount of time delay in the project due to this disjoint between the submissions review cycle. The Project Owners have an opportunity to review and track projects on an everyday basis and provide valuable corrections before it reaches the final submission phase. Project Owners would be greatly relieved of the pain in seeing final unqualified service and would definitely enforce the contractors to use our Business Process for their Engineering/Technology work execution. This online subscription consulting population is in millions globally.

B2C - Global Hospitals, Doctors + Global Patients

A great life saving consulting service is the formal interface between Globally located experts like a Doctor and a Critical Patient who likes to have a couple of second opinion of critical illness with global experts. This Business process platform can spawn an exclusive HealthCare Service for this purpose and can help doctors and patients to consult, send medical records online, receive reports online and pay online.

B2C / B2B - E-Commerce Sale of Time Protected Digital Data

Online Subscription E-commerce for sale of Time Protected Digital Data like Spreadsheets, Business/Tech Literature, Apps, Books by way of access to data by monthly/yearly subscriptions..., anyone having such Data can sell that to public on a subscription with our business process.

B2B - In-House Project WorkFlow Management

Project Consultants can automate the Hierarchy Workflow Management replacing the manual intervention between the hierarchy for Document Submissions and Review which creates an avenue for an efficient stress free and time saving workflow and seamless connection of global professionals to projects across the globe and saves travelling for professionals for work.

B2B - Global Consultants + Global Construction Site Offices

Global Design Consultants Hierarchy and Construction Site Hierarchy can seamlessly connect with each other on a Project without manual intervention or without adhoc channels like email for receiving Design Documents for Construction issues and any Techno commercial queries related with it and As-Built Issues of Design Documents.

B2C- Govt Emergency Management Entities + Natural Disaster Relief Teams

Govt Emergency Management Entities Hierarchy can formally and seamlessly connect with Natural Disaster Relief Teams for the requirement of Real Time Formal Authorized Signed Docs for the Execution of Emergency Disaster Relief works.

B2C- Real Time Media Edition Hierarchy + Free Lance Journalists Hierarchy on site.

Media Edition can seamlessly connect with Real Time Journalists Data for a Fast Authorized broadcasting.

B2B - Real Time Management of formal communication across Govt Entities to handle deals like Brexit.

It would be a nightmare to communicate with paper work between informal disjoint interfaces connecting formal Govt entities dealing with issues like Brexit. Connecting the Hierarchy teams of the Entities online helps to discharge the hierarchy work seamlessly and with formal responsibility and accountability enforced automatically...

B2B - Real Time Management of formal communication and execution of Global Tenders Online.

Tender activities are disjoint interfaces between the Project Owners and Project Contractors. All happens by physical paper work and each amendments and queries have to issued to every one of the parties independently. Our Business Process would make this Tender Process a Seamless formal connection between all parties involved and both can send queries and responses formally online through e-signed docs and amendments can be posted on a general document area wherein all parties get access to the amendments in one go. By adopting e-signed docs all physical 'paper and human intervention' could be replaced by automatic online postings and the Tender floating and finalizing would be like a knife on butter act of smoothness.

B2C / B2B - E-Commerce of Human Talent to Consulting Business

One of the most important Gem of this Business is the prospects for creating our Own Global Consultancy harnessing global professionals as associates and execute our own infrastructure projects for essential Humanity needs like Low Cost housing; cotton growth and market; Bio Fuel and Renewable energy; Farming and Food Processing to help Farming community...

can do Consultancy Services for other Project Owners with our seamless Global Human Power...

can Outsource seamlessly our Global Human Power to Global Consultants...

can Partner with existing HR consultants globally to help them outsource their Human Resources seamlessly across the global consulting services...

How about bringing 90% of Global Consulting Professionals under our one Umbrella of Macroansy Global Union?...and we treat the Global Professionals as Associates, not workers anymore...



5.0 Financials, Capital, Organization, Management...

Present Status:

The Business Process has been planned, coded, tested and is ready for launch. Further Business needed to be expanded further from sole proprietor firm.

Present Location is Coimbatore/Chennai India, founder's own home offices at Present. Team is a single founder.

Existing Capital:

Existing Capital is the Business Process Framework software, planned, coded & tested for commissioning by the founder through a period from Jan 2011 till this date. We value this as a License for further developments & partnership. An approximate valuation of this Life Time License is valued at \$US one billion. This software business process framework can generate revenues of ~\$US 3 billion a financial year for a 100% assumed market penetration. Please refer to Market and Industry section above for the authentic references for the above data.

Proposed Capital:

New Head Office at Chennai / Coimbatore, India

New Main Servers secured at HO and served globally. Global scale up is planned for future.

New Local Community Level Descent Co-Working Space by Franchise

Proposed Management & Organization:

Senior Team: Founder, New HR and New Finance, New Admin General, New Admin Servers.

Key Activities: Server Admin, Payment/Access service processing, office general administration & Customer Service, Marketing & Sales, Product Development.

Sales & Marketing: Aggressive Sales and Marketing team located through co-working spaces at important cities, preferably as Associates.

The core product team to be newly recruited based on a case by case basis.

The 'Business Process Framework' version 1 is ready for launch globally

End of Business Plan

Note: Personnel represented in Photos presented herein in business plan and white paper is not employee of Macroansy. It is deemed to represent a content description for the business context.