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**IT BUSINESS SOLUTIONS**

IT Business Plan Document Format

**1. Executive Summary**

Business Name: Elevate IT Services

Tagline: “We Build Startups. From Code to Culture.”

Vision: To become a trusted partner for startups needing reliable and creative IT support.

Mission: Help startup founders build their digital products by providing complete IT services including development, design, security, and business support.

Summary of Products/Services: We offer website and app development, simple games, branding and design, cybersecurity checks, and basic analytics.

Target Market: Startup founders, students launching apps, local businesses going digital.

Competitive Advantage: One team for both tech and creative needs, flexible pricing, and easy to work with.

Financial Highlights: First-year goal of PHP 1.2M revenue; aim to break even in 9–12 months

Funding Needs: PHP 800,000 to cover tools, early salaries, and marketing

**2. Company Description**

Legal Structure and Ownership: Privately owned by founding members

Company Background: Started by a group of IT students and freelancers who saw the need for startup-friendly tech support

Location and Facilities: Work-from-home setup with plans to rent a small office or co-working space

Core Values: Teamwork, Honesty, Creativity, Simplicity

Strategic Objectives: Build 20+ projects in the first year, partner with 2–3 schools or incubators, launch a basic online platform

**3. Products and Services**

Web & App Development: Custom websites, booking systems, MVPs

Game Development: Simple 2D games, educational or promo games

Design & Branding: Logos, social media kits, UI mockups

Cybersecurity: Basic site audits, password policies, data protection setup

Business Support: Budget tools, pitch deck design, simple analytics dashboards

Why Choose Us: We can do both design and code, and we explain things in a way non-tech founders understand

Development Process: Plan → Design → Build → Test → Launch

Ownership: Clients keep full ownership of all their project files; NDAs available

**4. Market Analysis**

Trends: More students and small teams are starting businesses; digital presence is a must

Target Users:

- College founders or capstone teams

- First-time business owners

- NGOs or organizations with no tech team

Customer Preferences: Fast delivery, flexible changes, one team that does both dev and design

Main Competitors: Freelancers, basic agencies, student dev teams

SWOT:

Strength: One-stop service, friendly and fast

Weakness: Still new, small team

Opportunity: Many startups need help but can't afford big agencies

Threat: Freelancers offering very cheap rates

**5. Marketing and Sales Strategy**

Brand: Friendly, startup-friendly, student-rooted

Where We Promote: Twitter, Facebook groups, Discord, referrals, school partnerships

How We Sell:

- Simple online form > chat > quote > contract

- Show past work and samples

Pricing:

- PHP 25k–100k for projects

- PHP 5k–15k monthly for updates or support

Promos: First design free or 10% off first project

**6. Technology and Operations Plan**

Tools We Use:

- Development: React, Supabase, Node.js

- Game: Unity 2D

- Design: Figma, Canva, Photoshop

- Security: Use basic checklists and tools like OWASP Top 10

Workflow: One lead handles client, team assigned per task (design, code, etc.)

Security: Password protection, data backups, limited access per project

Scalability: Can grow by adding part-timers or interns if needed

**7. Management and Organization**

Structure: Core team + freelancers when needed

Roles:

- Developer

- Designer

- Game Developer

- Business Support (planning, proposals, client updates)

Hiring Plan: Ask referrals, school job boards, and online freelancers

Training: Practice projects, mentoring by seniors, internal notes

**8. Financial Plan**

How We Earn:

- Fixed-price projects

- Monthly service retainers

- Some free projects for experience or referrals

Year 1 Target:

- 20 projects × average PHP 50,000 = PHP 1M

Main Costs: Software, hosting, part-time help, marketing

Break-even: Within 9–12 months

Cash Flow: Manage monthly to ensure team payments and tool renewals

Funding Needed: PHP 800,000

Use of Funds:

- 40% salaries

- 20% software and hosting

- 20% ads and promotions

- 10% office costs

- 10% savings/emergency fund

Exit Plan: Possibly grow into a full service agency or sell custom tools

**9. Appendices**

- Screenshots of sample work

- Diagram of how we build projects

- NDA and simple contract template

- Market research notes

- Team resume summaries