

bizezi The Intelligent Business Analysis and Planning Tool

THE PROBLEM

For the small business owner:

Many Entrepreneurs struggle to validate their business idea, let alone know where to start. When asked for a business plan to support funding (for example) the problem can grow exponentially.

While this is true at start-up it is often difficult for the existing business owners to take a helicopter view of their company looking for areas to grow their organisation.

For the lender:

The issue for funding organisations such as banks, is that lack of clarity does not breed confidence to lend money. To mitigate risk, some banking institutions require business plans when opening a business bank account.

Accountants and Bookkeepers often have to do additional work to enable these functions for their clients.

THE SOLUTION

Bizezi is an intuitive, web-based tool that guides the user through a series of prompts to firstly validate and then with supportive tools to the app helps to further their business education.

The user will be asked to explore and detail their customer segments(s), the business value proposition(s), to design their marketing strategy, consider revenue and expenditure as a forecast. This education process creates clarity for the business owner. Importantly, throughout the journey, the web-based app will ask for validation of assumptions.

In the background, bizezi is progressively creating a thorough business plan.



WHAT IS BIZEZI?

Simply put...

Bizezi gamifies the business analysis and business plan process. Through a series of interactive tools the entrepreneur is guided to complete a series of activities, questions and validations:

- Business Validation
- Business Structure
- Business SWOT
- Business Model
- Financial Projections



Bizezi seamlessly collects data and builds a business plan to be polished and delivered.

The Bizezi team know that every day, somewhere on planet Earth, an entrepreneur or business owner will be wanting to get a deeper understanding of their business model. Building a meaningful business plan can be challenging and that is exactly why we built Bizezi - to simplify the business plan process.

BUSINESS FUNDING AOTEAROA

- New Zealand's small and medium-sized businesses make a vital contribution to the national economy.
- A report by KPMG found that SMEs represent 97% of New Zealand businesses, accounting for 28% of employment and generating over 25% of the nation's GDP.
- When necessary, new small business owners often need to borrow money to buy equipment and supplies, pay employees, and otherwise finance their operations. Lending institutions will typically ask for a business plan. Business.govt.nz's website states: *Business planning is about **setting a clear plan** for where you and your business are going **and how to achieve goals**.*
- Xero Report on getting SME finance advises:
 - Get your **financial requirements** and **business plan** together.
- Bizezi enables small business owners to understand their business model and present a formative plan to funding organisations.



REVENUE MODEL

For the individual customer (All pricing USD):

- Validate \$ 50 or 4 x \$12.50 (Plus \$5.25 / month subscription)
- Model \$ 75 or 4 x \$18.75 (Plus \$5.25 / month subscription)
- Plan (Gold) \$100 or 4 x \$25.00 (Plus \$5.25 / month subscription)
- Each Gold plan comes with 2 x Business Plans
- Each customer buys a lifetime purchase with a monthly subscription as detailed above.

For the Advisor:

- 5 Licenses \$375 (Plus \$5.25 / month subscription)

For a country, Region, Corporate License:

- Pricing by negotiation
- May include:
 - Localisation by country
 - Specific dashboard design

bizezi

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Bizezi bridges and automates the 'gap' between the business model and the business plan.

CASE STUDY

LEE-THAL LATTE

Lee-thal Latte's mission is to bring a healthy coffee alternative to the market through its natural healthy ingredients.



THE PROBLEM

To scale Lee-thal Latte, founder Lee needed to explore funding avenues. Being a small business meant looking for grants and or funding from her bank; and that meant the need for a business plan.

But where to start. Business plans can be daunting but with the right support and a roadmap, the process of creating a business plan can be insightful.

THE SOLUTION-Bizezi

Lee heard about Bizezi through word of mouth and was drawn to give it a go. As Lee says, "I thought I already knew about business. What Bizezi did was to lead me through the business landscape.

I got clearer on who my customer really is so I could focus more clearly on marketing relevant to that customer segment. I was also in the process of bringing a new product to market. That led to questions about product to market fit? my value proposition? my competitors?

What transpired during the process of being led by the app through the various aspects of the business jigsaw, was that the business plan was writing itself. That was a revelation."

THE BENEFITS

- Funding was approved
- Clarity on business approach
- Increased sales and lower overheads
- Introducing a new product

Full Case Study:

www.semainegroup.com/casestudies

A LOOK AT THE WEB-BASED APP



Validation

The business idea is easily deconstructed into its key assumptions via the adapted Lean canvas. This allows you to trace the components of the business jigsaw and assess feasibility.



Business SWOT

Risk-resistant approach gives you an opportunity to get ahead of mistakes and provides a chance to enhance the top qualities of your business.



Business Model Canvas

Well-structured approach to analyse your business encapsulated in the app guiding you through the analysis process.



Financial Forecast

Get ahead of your finance flow - create and elaborate your clear plan to handle your income and expenditure like a pro.

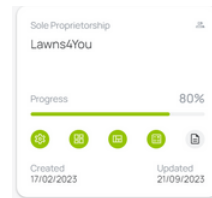


Business Plan

Every step of your business analysis journey is compiled into a printable and fully editable Business plan. Polish it up by adding the valuable details using the app guidance and built-in template.

Bizezi Startup Dashboard

The dashboard tracks user progress and provides key areas to access funding' additional business start-up information and help guides.



BIZEZI DIFFERENTIATION

FEATURES

Bizezi carries multiple features for users of different skill levels:

- Business Validation
- Business SWOT
- Business Model Canvas
- Financial forecast
- Business Plan
- Step-by-step guidance
- Easy to follow workbooks
- Advisor level

BENEFITS

Bizezi carries multiple benefits for users of different skill levels:

- Focus on education
- Step-by-step guidance
- Seamless business plan construct
- Easy to follow workbooks
- Easy upgrade path
- Online Training Option