

seizeit.com



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A portal to your lifestyle...

The Shopify platform has attracted some of the most extraordinary e-commerce communities in the world. It has allowed new, unique and interesting ideas to see the light of day on the web. Seizeit.com taps into this unique network to create a new marketing paradigm – a community of communities – to help promote, advertise and feature Shopify shops, their products and their raison d'être to new and devoted customers.



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Business Model Summary

The Shopify platform has attracted over the past few years some of the most extraordinary e-commerce communities in the world. It has allowed new, unique and interesting ideas to see the light of day on the web. Seizeit.com taps into this unique network to create a new marketing paradigm – a community of communities – to help promote, advertise and feature Shopify shops, their products and their raison d’être to new and devoted customers.

Every week, members of the Seizelt community will be able to purchase a single new, unique and exclusive product from one Shopify store. While this product is featured, the Shopify store will be featured as well, and its mission statement will be promoted as heavily as the product itself.

Each promotion will run for a total of seven days. Most products will be sold in limited quantities to increase the exclusivity factor. Once the product is sold out, the sale will end. However, no new product will ever be featured until the seven day period expires. The Shopify shop’s mission statement however, will remain available for the whole period.

Seizeit.com is structured around the concept of lifestyles. Unlike some Seizelt alternatives, products offered to our community are tailored to our members’ likings and lifestyles. Each lifestyle section has its own set of featured products, shops and mission statements. This structure increases greatly our conversion rate, as each member is already inclined to buy the products featured in his lifestyle section.

In the long run, Seizelt will become a community of communities – an amalgam of lifestyle communities and Shopify communities. We wish to nurture this community and over time, provide it the necessary tools to become completely autonomous. We want the knowledge of the community to flow freely and the interaction between members and sellers to become seamless and bidirectional.

Value Proposition (A)

Our value proposition is presented in greater detail later in the report. The value proposition for our clients, the Shopify Shops is as follows:

- i. **Increased exposure** of the product that will be made exclusive to seizeit.com, but also exposure for the company that is providing this exclusive product and their raison d’être: their mission statement.
- ii. **Increased revenues** from the Seizelt exclusive sale. Our model allows our clients to sell their unique products to a new community of potential customers that they would not have reached otherwise through conventional channels.
- iii. Since our structured around the concept of lifestyles, our clients have the chance to present their products to customers who are devoted to their lifestyles, and thus, more likely to be interested in the products offered. By exposing our client’s mission statement, our clients will be able to find **new and loyal customers**, who not only like the product, but the company behind it.
- iv. Our tiered revenue sharing system allows our clients to sell their products with **little to no risk**. The revenue sharing system allows our clients to receive a high percentage of the revenues for each unit sold, and attain their break-even sales point quickly, even in the case of lower than expected sales. Our client’s products are featured for free no matter the level of sales.
- v. **Valuable marketing data** will be generated for all our clients. This information will be gathered via our sales system, but also through our community tools.

The value proposition for our client's clients, the members of our community, is as follows:

- i. **Lifestyle.** LifeActive. LifeGeek. LifeFashion. LifeGreen. Our members get the chance to become part of a community centered on a lifestyle that defines them. Unlike so many marketing competitors, Seizelt tailors the experience to the user's most defining traits, and connects the right client (shop) to the right customer (community member).
- ii. Our members will be given the chance to buy a limited edition **exclusive** product: the opportunity to become one of the few to own this uniquely designed and branded product that fits their lifestyle. Availability is also limited in time, so our members really do need to seize the opportunity!
- iii. Each member is participating in **building a community** centered on his or her own lifestyle. Eventually, this community will be able to participate in deciding which products and which Shopify store will be featured.
- iv. Any member purchasing a product on seizeit.com is also buying our client's mission statement. Our members will be encouraged to engage and participate in acting out the mission statement of our client. This will allow the shoppers to feel **part of the community** and to create a lasting relationship with our clients based on trust and mutual agreement.

Pre-Launch clients (B)

It is important to note that our primary clients are the Shopify Shops. Our clients' clients however are also members of our community and are, as such, as much our clients than our client's clients. Our role as administrators of seizeit.com is to recruit as many pre-launch Shopify Shops to prepare exclusive products that will match our community members' lifestyles. At the same time, we will have to grow our own community's size and determine the best products to suit the needs of the members. It is therefore as important to us to get as many suppliers as possible involved in our endeavour, but also, as many community members as possible.

Marketing wise, seizeit.com will try to make the most out of the "Internet social ecosystem". While Twitter, Youtube and Facebook are obvious options, we will also try to use open platforms, such as reddit.com, to attract new members and provide them with a forum to express their opinions under their own moderation rules. Using Reddit will allow us to keep development costs low while also integrating one of the biggest and most active communities on the web into our business model.

Our marketing efforts will be two-pronged. Seizelt will advertise the upcoming products to its community members, while the Shopify Shops will advertise to their current customer base.

We will use Youtube to create weekly videos showcasing our clients and their products. We will continually update our Twitter feed to announce new products, partnerships and events. We will also create a fan page for Seizelt, where a copy of our Twitter feed will be displayed. We will also use the page to encourage people to become "fans" of our clients, during the sales period.

Internet (C)

The Internet is the most important component of our business. It allows us to connect Shopify Shops to a whole community of potential customers. The Internet is our playground. Without it, Seizelt would not exist. Transactions, communication between our clients and suppliers, marketing... you name it, it will be Internet based. For our launch site, very few to no community tools will be featured. However, as our cash flow increases, we will introduce features that will allow deeper interaction between

community members, Shopify Shops and seizeit.com. These tools will in turn allow us to provide more useful marketing data to our clients.

In the long run – several years after launch –, we will try to use our members' knowledge and motivation to steer the ship: selecting and curating new products and Shopify Shops will become the role of our community.

Bootstrap & Self-capitalization (D)

As presented in our financial model, seizeit.com does not require a lot of capital to cover fixed costs. The costs of goods are covered before the sale is even registered with our client. However, even the most basic e-commerce venture needs a good web developer. We will need to invest in a unique, user-friendly and attractive website, based on Shopify's platform. In order to bootstrap our business, we will be using the Shopify platform to save some of the cost of having to build a website from scratch. However, considering the features we will require for launch, web development of seizeit.com will require between 7 and 9 thousand dollars. All the required capital is already in possession of the founding members. We are working however on obtaining a government subvention to cover the web development cost, as well as appropriate mentoring for web based endeavours.

Cash Flow & CCC (E)

Our cash flow is based on our ability to 1) get interesting suppliers to participate in our model and 2) get enough members to create a viable ecosystem for our suppliers. Once we have a strong base of suppliers and buyers, our cash flow will be determined by three key variables: the price of the goods featured, the number of items per "limited" collection and the resulting sales. To create this "strong base" however, we will need to spend most of our own time – sweat equity – contacting potential clients (suppliers) and negotiating agreements. We will also be using social network tools to attract as many potential members to seizeit.com. Most, if not all, of our initial free cash flow will be reinvested in marketing & promotion.

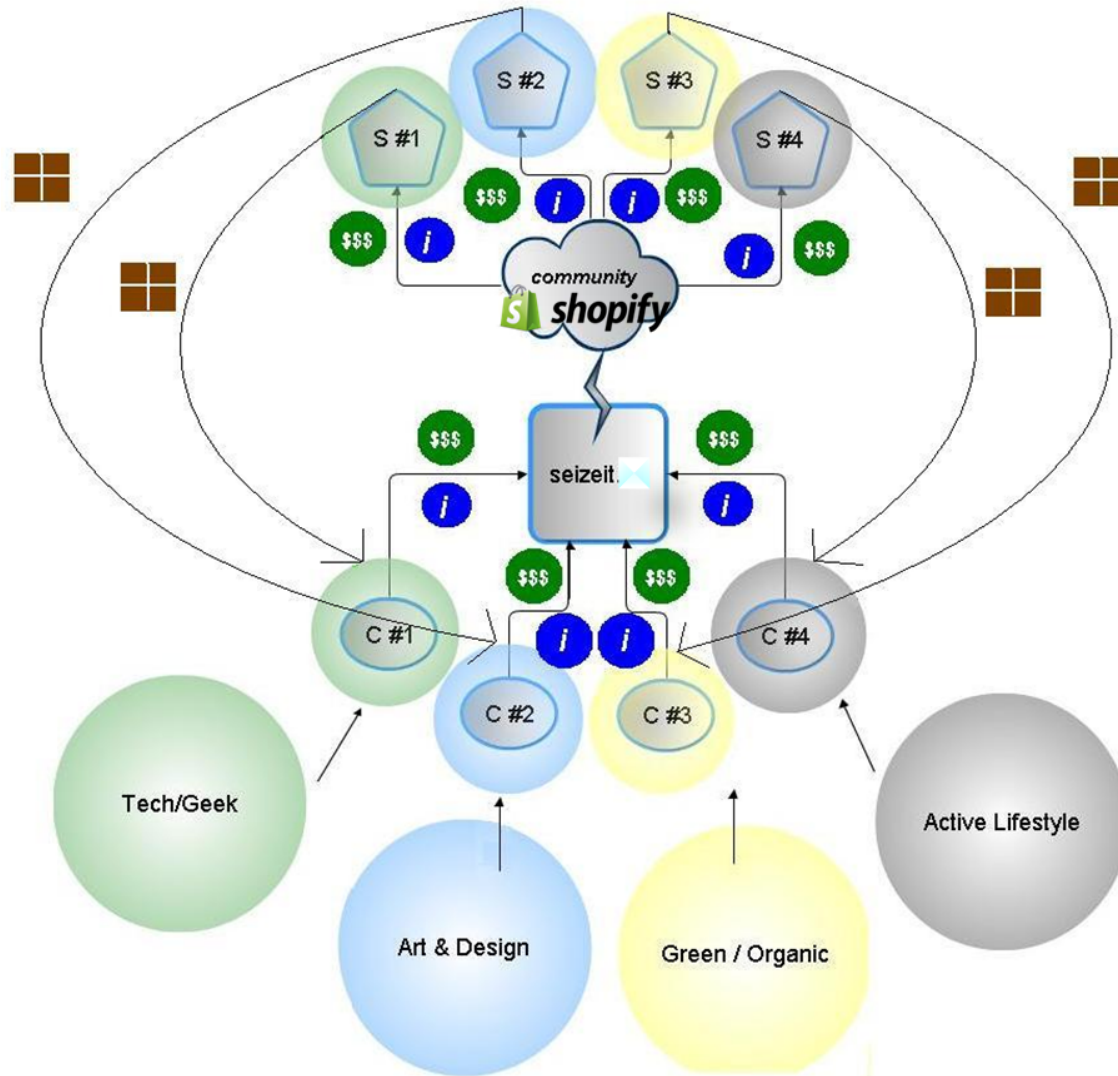
Our cash conversion cycle is slightly negative. As we do not handle production, inventories or shipping – our clients handle the sales themselves – we do not have any inventory at year end (INV). Since we receive money from sales directly from our client's clients, we also do not have any significant accounts receivable at year end (AR). Finally, since the majority of our accounts payable are handled immediately for each transaction, we do not have a significant amount of accounts payable at year end (AP). As a result our CCC is only very slightly negative. We make money before having to spend it on the costs of goods sold. Fixed costs are relatively low.

The Right People (F)

Our team is capable of executing this business model. Together, we have gathered important knowledge and expertise in various fields: accounting, e-commerce and finance; through various work experiences: trades, accounting, business software development and e-business. We can also rely on a solid network of contacts that we have developed through school, work, volunteering and networking events. Furthermore, we function very effectively as a team. We thrive under pressure and complement each other well. Our communication is top notch. We are creative, determined and not afraid to take on new challenges.

- Mohamed Benchaouche: ECQ 85
- Dania Balaa: ECQ 80
- Christopher Baetz: ECQ 60

Business Model Flowchart



The business model flowchart for seizeit.com is shown above. Seizeit.com aims to be a community driven shopping experience where exclusive products pertaining to a certain lifestyles will be featured. Seizeit.com will act as a broker between the online retail shops and the product purchaser/Seizeit member. Each customer “bubble” depicted above represents a certain lifestyle to which the customer subscribes. We will include up to around a dozen lifestyles eventually, but for the purpose of the model we have chosen four (tech/geek, art & design, green/organic, and active lifestyle), most likely the lifestyles we will be creating for Seizeit’s launch.

After the end user has identified their own lifestyle of choice, they will then be redirected to the online retail shop for that particular lifestyle and the product that is offered during the weeklong period. Buyers can then browse and purchase the product through seizeit.com. Once the purchase has been made, the online retail shop will collect the funds from seizeit.com and ship the product to the customer. The “brain” of the organization is the community; Seizeit.com wants to nurture a socially responsible community and create a unique relationship between the end-users and the online retail storefronts themselves. This will essentially become a community within a community.

Value Proposition

We estimate that within the first year of the launch of Seizelt, we will be able to gather approximately 2,000 users (created accounts) per lifestyle; a total of 8 thousand for the whole community. We believe to be able to sustain a growth rate in memberships of 50% for the following three years. After those three years, our community would be approximately 27,000 members strong.

Year 1 = 8,000 users (2,000 per lifestyle)

Year 2 = 12,000 users (3,000 per lifestyle)

Year 3 = 18,000 users (4,500 per lifestyle)

Year 4 = 27,000 users (6,750 per lifestyle)

The value proposition for our clients, the Shopify Shops consists of the following elements:

Marketing

Seizelt will provide **increased exposure** for the product that will be made exclusive, but also exposure for the company behind it and their raison d'être: their mission statement. The product and mission statement will be presented to members of our community who identify strongly with the company's business; either because the product fits their lifestyle, or because the mission statement is meaningful to them. As a result of this increased exposure, Seizelt aims to increase the revenues of its clients through the weekly promotions, and in the long run, through a new set of loyal, trendsetting customers.

Valuable marketing data will be generated for all our clients. This information will be gathered via our sales system, but also through our community tools. In the long run, we hope to gather this information before the promotions are set in motion, to help our clients create designs and branding that will be as successful as possible within the targeted lifestyle community.

Revenues

Our clients will benefit from **increased revenues** from the Seizelt exclusive sale. Our model allows our clients to sell their unique products to a new community of potential customers that they would not have reached otherwise through conventional channels. However, Seizelt is much more than an advertising concept. As it is part of our mandate to create a socially responsible community, Seizelt will promote its clients' mission statements as much as the products themselves. A Shopify Shop with no mission statement could therefore never be part of the Seizelt community.

Customer base

Since our structured around the concept of lifestyles, our clients have the chance to present their products to customers who are devoted to their lifestyles, and thus, more likely to be interested in the products offered. By exposing our client's mission statement, our clients will be able to find **new and loyal customers**, as the customers will not simply be buying a new item – they will be "buying" our client's mission statement as well.

Therefore, for every unit sold via Seizelt, our clients will receive a new, lifelong & loyal customer; granted they remain true to their mission. As members of our community identify strongly to their lifestyle, we consider them "trendsetters" within their circle of friends, family and coworkers for their particular lifestyle. As such, recommendations given by our members have a great influence in the decision process of the people they know. Our members are therefore much more likely to refer their friends and family towards our client's products after a successful sale, and they're more likely to

convince them too! In the long run, through Seizelt, Shopify Shops win more than one customer for every item sold, and lock in future customers as well.

Risk-free

Our tiered revenue sharing system allows our clients to sell their products with **little to no risk**. The revenue sharing system allows our clients to receive a high percentage of the revenues for each unit sold, and attain their break-even sales point quickly, even in the case of lower than expected sales. Our client's products are featured for free no matter the level of sales. The system is presented in greater detail in the financial model.

The value proposition for our client's clients, the members of our community, is as follows:

Seizelt is a community that matches your **lifestyle**. *LifeActive*. *LifeGeek*. *LifeFashion*. *LifeGreen*. Our members get the chance to become part of a community centered on a lifestyle that defines them. Unlike so many marketing competitors, Seizelt tailors the experience to the user's most defining traits, and connects the right client (shop) to the right group of customers (community members).

Our members will be given the chance to buy a limited edition **exclusive** product: the opportunity to become one of the few to own this uniquely designed and branded product that fits their lifestyle. Availability is also limited in time, so our members really do need to seize the opportunity!

Each member is participating in **building a community** centered on his or her own lifestyle. Eventually, this community will be able to participate in deciding which products will be featured. We are currently developing a points system that will help the community become autonomous down the road, and require little to no intervention from our part.

Any member purchasing a product on seizeit.com is also buying our client's mission statement. Our members will be encouraged to engage and participate in acting out the mission statement of our client. This will allow the shoppers to feel **part of the community** and to create a lasting relationship with our clients based on trust and mutual agreement.

Financial Model

Let's consider the following four clients, units available, prices and potential sales:

Client (Shops)	Units available	Price	Total Potential Sales
A - Lifestyle One	75	\$300	\$ 22,500
B - Lifestyle Two	300	\$150	\$ 45,000
C - Lifestyle Three	650	\$75	\$ 48,750
D - Lifestyle Four	1,200	\$25	\$ 30,000
Average	556	\$66	\$ 36,563

The revenues generated for our client under our tiered revenue sharing system would be the following:

Revenue generated for client								
10%	100%	10%	75%	60%	65%	20%	60%	100%
Tier 1	Tier 1 Revenues	Tier 2	Tier 2 Revenues	Tier 3	Tier 3 Revenues	Tier 4	Tier 4 Revenues	Total
8	\$2,250.00	8	\$1,687.50	45	\$8,775.00	75	\$2,700.00	\$15,412.50
30	\$4,500.00	30	\$3,375.00	180	\$17,550.00	300	\$5,400.00	\$30,825.00
65	\$4,875.00	65	\$3,656.25	390	\$19,012.50	650	\$5,850.00	\$33,393.75
120	\$3,000.00	120	\$2,250.00	720	\$11,700.00	1,200	\$3,600.00	\$20,550.00

Tier 1 represents the first 10% of units available. Tier 2 represents the following 10%. Tier 3 represents the next 60% units available. Tier 4 represents the last 20% units available. For tier 1, our client receives 100% of the revenues generated. For tier 2, our client receives a 75% cut. For tier 3, our client receives 65% of the revenues generated. Finally, for any tier 4 units sold, the revenues are split 60%/40% between our client and Seizelt.

This tiered system allows us to reduce the risk for our clients. The system allows them to cover their expenses as quickly as possible, by giving them most of the revenues of the first two tiers sales. This system also rewards us (while also motivating us), as the effectiveness of our sales techniques and marketing efforts will result in higher margins in tiers 3 and 4.

In the scenarios presented above, Seizelt's revenues and gross margin (with all units sold) would be:

Revenues generated for Seizelt				
Gross revenues	Shopify Cost 800\$/month	PayPal 2.50%	Gross Margin \$	Gross Margin %
\$7,087.50	\$20.00	\$385.31	\$6,682.19	30%
\$14,175.00	\$20.00	\$770.63	\$13,384.38	30%
\$15,356.25	\$20.00	\$834.84	\$14,501.41	30%
\$9,450.00	\$20.00	\$513.75	\$8,916.25	30%

Community size

The size of our community is directly related to our financial success. However, it is hard to determine precisely the number of members our website will attract, and how much growth we could expect one, two or three years after launch. Nonetheless, we can make simple assumptions about our future community to try and determine an ideal number of members per lifestyle to sustain important sales, while also keeping the products "exclusive".

Assumptions

The following assumptions are somewhat pessimistic. This allows us to compensate for the missing data points that can truly only be captured once the website is online.

1. Assuming a general conversion rate of 15% for every 100 members.
 - a. We are assuming here that for every 100 members, only 15 will end up buying the current featured product. This percentage is slightly higher than similarly designed websites (GroupOn, Woot, DealFind, LivingSocial) that do not use any "lifestyle" feature to sort through their client base.
 - b. The higher our conversion rate, the better we are at marketing the products to specific users. It is also an indicator of our ability to curate the products and Shopify shops effectively.
2. Assuming a base price of 25, each unit sold requires at least seven members (100 / 15).
 - a. The base price is the price at which our conversion rate is best (15%). Any increase in price above 25\$ decreases our member's ability to pay for the item. This base price is high.
3. For every five dollar increase to the base price, 75 more members are needed.
 - a. We are assuming here that our community is really inflexible when it comes to increases in price. The number of additional members required for each 5\$ increase in price is high.

To go back to the four scenarios presented above, our assumptions on the community allow us to determine the number of members needed per lifestyle to sell out the products in the quantities defined previously:

Visitors required	
A - Lifestyle One	4,625
B - Lifestyle Two	3,875
C - Lifestyle Three	5,083
D - Lifestyle Four	8,000
Average	5,396

Annual figures

Using the four examples above as the basis our financial model, we could hypothetically generate over 5 million dollars in revenues for Shopify Shops per year, assuming 4 lifestyles and 52 promotions per year. Seizelt would generate an additional 2.3 million dollars. Seizelt's gross margin would be of over 2 million dollars. Assuming a total community of 21 thousand members over four lifestyles, this would represent a per member revenue of \$333.33 annually, which is reasonable considering the importance of the lifestyle for those members, and the exclusivity offered, and the number of promotions running during a year.

	Shops	Seizelt	Shopify Cost	Transaction costs	Gross margin
Average	\$25,045.31	\$11,517.19	\$20.00	\$626.13	10,871.0547
*52 promotions	\$1,302,356.25	\$598,893.75	\$9,600.00	\$32,558.91	556,734.8438
*4 lifestyles	\$5,209,425.00	\$2,395,575.00	\$9,600.00	\$130,235.63	2,255,739.3750

Fixed costs

We've listed our business' fixed costs below. Some of these costs are optional. They are not mandatory to launch the website, but would be "nice-to-have" as cash flow increases.

Fixed Costs	Annual cost	Optional
Web development contract	\$50,000	No
Web domains related costs	\$500	No
In house info design	\$60,000	Yes
In house marketing	\$100,000	Yes
Marketing contracts	\$100,000	Yes
Shopify Apps	\$20,000	No
Total (all)	\$330,500	
Total (not optional)	\$70,500	

The web development contract includes long term support and upgrades. The initial development plan is much more limited in scope and does not require as much capital. Web domains related costs are negligible.

Our in house design and marketing costs represent salaries that we would optionally spend. We would like to have employees dedicating their time to the website to present the shops and the products in a beautiful and meaningful way. We would also like to have an expert dedicated to marketing our community (Seizelt).

Finally, while the Shopify Apps are not marked as optional, they are not required for the launch of the website.

Key variables

We've identified 5 key variables that will determine the long term success of our company. We will monitor those variables continuously to improve our business model.

1. Conversion rate – how good are we at marketing each product?
2. Base price – how rich are our members?
3. Demand curve elasticity – how sensible are our members to price fluctuations?
4. Lifestyles – how many lifestyles can we handle without having to hire help?
5. Promotions per year – how many promotions can we organize for any given year?

Cash Conversion Cycle

CCC = -0.4 days. It takes Seizelt.com negative 0.4 days to be cash positive.

Accounts Receivable at Year End (AR)	\$0		
Days Per Year	365.25	Days	
AR x Days Per year	\$0.00	Dollar-Days/Annum	
Annual Sales	\$7,604,961	Dollars/Annum	
AR x Days Per year/Annual Sales	0	Days	ART
Inventory at Year End (INV)	\$0		
Days Per Year	365.25	Days	
INV x Days Per Year	\$0.00	Dollar-Days/Annum	
Cost of Goods Sold (COGS)	\$5,323,473	Dollars/Annum	
INV x Days Per Year/COGS	0	Days	INVT
Accounts Payable at Year End (AP)	\$5,875		
Days Per Year	365.25	Days	
AP x Days Per year	\$2,145,844	Dollar-Days/Annum	
Cost of Goods Sold (COGS)	\$5,323,473	Dollars/Annum	
AP x Days Per year/COGS	0.403090965	Days	APT
CCC*	-0.403090965	Days	
* CCC = ART + INVT - APT			
COGS	0.7	of sales	
Annual Sales per lifestyle (52 weeks)	\$7,604,961		
COGS	\$5,323,473		
Inventory	None		

Branding

Seizeit.com will build leverage into its business model using existing tools and technologies in order to create and sustain a competitive advantage. In order to be successful, seizeit.com must develop and maintain a strong brand. Brand image, awareness, and brand equity are important factors to keep in mind when developing the seizeit.com brand.

The website will be built around the existing community of Shopify users and will reflect the strong brand of seizeit.com as well as our affiliate shops', using Shopify's platform. Strategic awareness will occur when not only the customer recognizes the seizeit.com brand, but also when they understand the distinctive qualities that make us better than the competition. This will occur when we have differentiated the brand enough in the mind of our target market. The distinction as to why our brand is unique, or our "pixie dust", will tell our target market what we do and why we will be different than other competitors. Seizeit.com must be successful in making a connection with people and communicating our distinct advantage; people will want to tell others, and word-of-mouth advertising will develop naturally. Brand equity will emerge as the sum total of all the different values that our customers will attach to the brand; it must enjoy some equity in the marketplace, otherwise seizeit.com will just become another commodity.

One way that seizeit.com will build leverage into our brand will be a customer-focused, TNT "Top Notch Treatment" customer service. We want to create a simple, easy, and pleasant shopping experience for both our sponsored online shopping retail stores, but also for the end-user consumer. Our TNT customer service will help identify and solve any problems or questions that our stakeholders may have.

With the emergence of a top-quality brand, seizeit.com will look to quickly make an impact on the community. By networking with the target market and professionals in our "lifestyles" categories, seizeit.com looks to capitalize on a strong brand management and will help articulate our company's values and build a strong name recognition for our company.

Guerrilla Marketing Test Score

- Guerrilla Marketing Test Score: 67%

Your Score

Total Score: 67%

Question 1: 5	Question 6b: 1	Question 16e: 0	Question 19: 5
Question 2: 5	Question 6c: 0	Question 16f: 0	Question 20: 2
Question 3a: 0	Question 6d: 0	Question 16g: 0	Question 21: 6
Question 3b: 0	Question 6e: 5	Question 16h: 0	Question 22: 0
Question 3c: 0	Question 6f: 0	Question 16i: 0	Question 23: 5
Question 3d: 2	Question 6g: 0	Question 16j: 0	Question 24: 0
Question 3e: 0	Question 6h: 0	Question 16k: 4	Question 25: 5
Question 3f: 2	Question 7: 4	Question 16l: 0	Question 26: 5
Question 3g: 4	Question 8: 0	Question 16m: 0	Question 27: 8
Question 3h: 3	Question 9: 3	Question 16n: 0	Question 28: 8
Question 3i: 0	Question 10: 3	Question 17: 0	Question 29: 6
Question 3j: 5	Question 11: 3	Question 18a: 1	Question 30: 6
Question 3k: 0	Question 12: 3	Question 18b: 2	Question 31: 0
Question 3l: 3	Question 13: 2	Question 18c: 2	Question 32: 1
Question 3m: 3	Question 14: 0	Question 18d: 3	Question 33: 6
Question 3n: 0	Question 15: 3	Question 18e: 0	Question 34: 10
Question 3o: 3	Question 16a: 0	Question 18f: 2	
Question 4: 4	Question 16b: 1	Question 18g: 0	
Question 5: 4	Question 16c: 0	Question 18h: 1	
Question 6a: 0	Question 16d: 0	Question 18i: 2	

Your Results Category: 55% - 69%

Guerrilla marketing is not a significant part of your marketing efforts either because you don't feel that GM can add much to your efforts or because you aren't doing much marketing anyway. In entrepreneurship, making sales is usually priority number one and effective marketing can help you achieve this. Perhaps you need to rethink your business model or your marketing and sales plan.

Business Model Test Score

- Business Model Test Score : 95%

Your Score

Total Score: 95%

Question 1: 10	Question 11: 12	Question 21e: 8
Question 2: 15	Question 12: 7	Question 21f: 3
Question 3: 15	Question 13: 10	Question 21g: 5
Question 4a: 6	Question 14: 12	Question 21h: 3
Question 4b: 3	Question 15: 12	Question 21i: 0
Question 4c: 10	Question 16: 1	Question 21j: 0
Question 5a: 10	Question 17: 15	Question 21k: 4
Question 5b: 6	Question 18: 6	Question 22: 6
Question 5c: 8	Question 19: 10	Question 23: 4
Question 6: 8	Question 20: 12	Question 24: 6
Question 7: 15	Question 21a: 0	Question 25: 5
Question 8: 8	Question 21b: 3	
Question 9: 12	Question 21c: 0	
Question 10: 8	Question 21d: 0	

Your Results Category: 85% +

You may have a 'can't miss' opportunity on your hands except that there is no such thing as a 'can't miss' opportunity. Having said that, you do have an extraordinary business model and with an abundance of effort, focus, concentration and some luck, you should be able to plan on success. Planning for success is a position to be envied-- you aren't trying to 'capture lightning in a bottle' like the Hoola Hoop folks needed to do before they could enjoy success and you don't have to win the lottery of life to become rich and successful.