



Platon.com

**Business Model Summary
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Platon.com

Business Model Summary

If you're looking for an easy way to save money and help the environment, Platon.com is the website for you. Platon.com is an internet platform that allows users to track their carbon footprint while also providing free recommendations on how to save money by creating a greener lifestyle. Using an interactive online interface, users will have the opportunity to input information regarding their house, preferred mode of transportation and lifestyle. This information would include aspects such as the home heating system, the type of windows in the home, insulation, appliances, current total energy consumption as well as commuting time. By evaluating the results and comparing data of the average person in a user's area, the platform will generate a Platon Score which would indicate a user's overall carbon footprint. In this system, a user would seek to lower their Platon Score as much as possible.

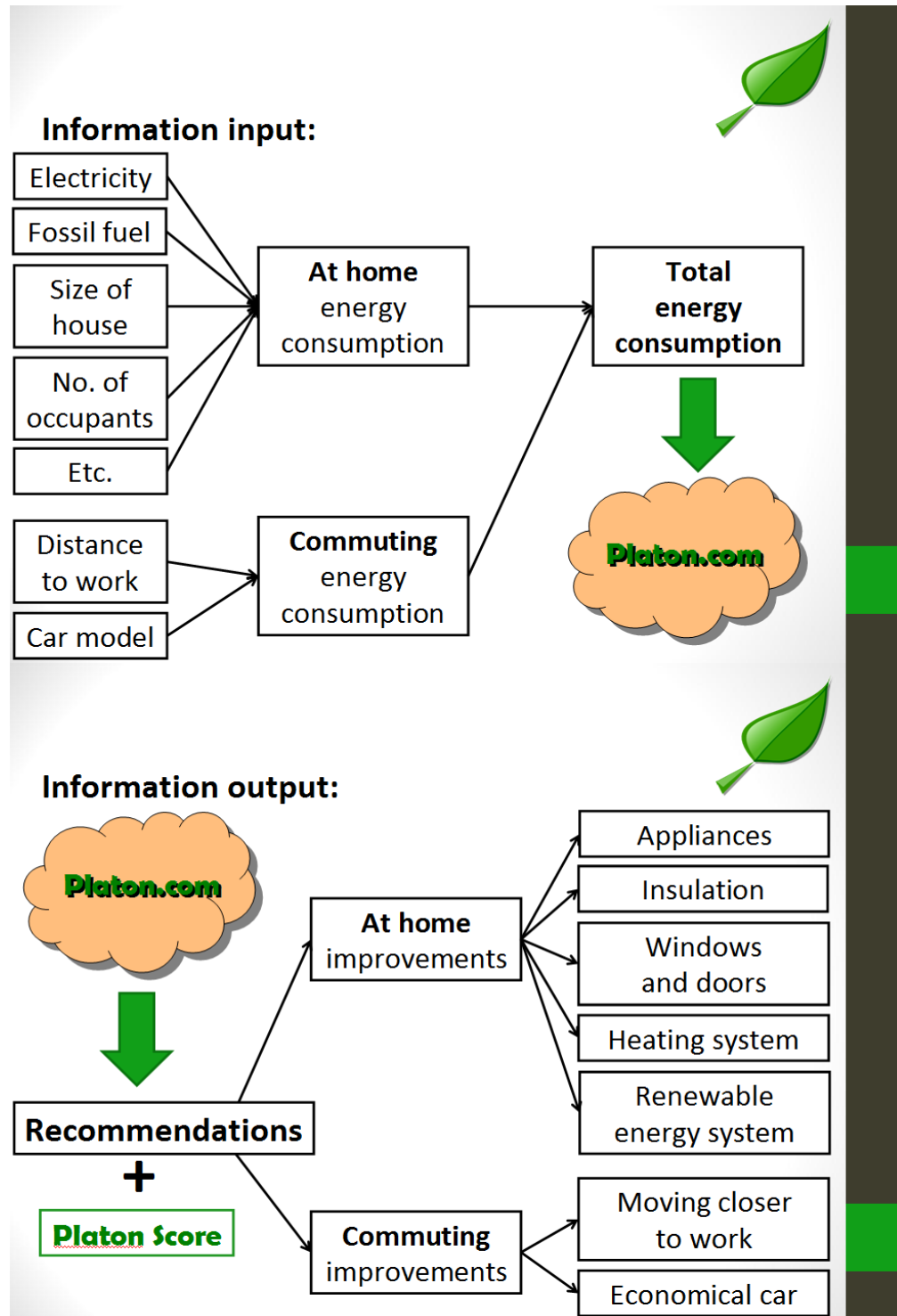
Platon.com is no ordinary carbon calculator. In addition to the carbon footprint indicator, the user will be given recommendations on how to improve a Platon Score. These recommendations would be greener products, appliances, and services available in a given area. Product recommendations could then be filtered by factors such as overall Platon Score reduction, carbon reduction, cost savings and price. This creates a significant amount of value for the user. A customer would need to contact at least a dozen providers and manufacturers such as plumbers, window framers, car dealers, contractors and other home experts in order to get accurate information on green and cost saving products. However, by using Platon.com, a user has access to a one stop shop where all the information has been grouped, categorized and made readily available. This creates a strong value proposition for the user as it saves time, provides information and facilitates transactions.

All product recommendations would be fuelled by strategic partnerships to sell products as well as general advertising throughout the site. Long-term main streams of revenues will be commission based sales facilitated by the website and advertising spots on the website itself. However, in order to create initial bootstrap capital for the firm, Platon.com will offer a trial period for the first twenty service providers. These providers would be allowed to feature five products on the website recommendations for a flat fee of \$500 per month. This would generate a total of \$10,000 per month and \$120,000 for the year. This money would serve as the initial capital for the firm. In time, these twenty providers would be given the option to opt into a commission based sales agreement or keep the current agreement. By linking green conscious with eco-friendly manufactures, Platon.com provides an easy, straight forward solution for service providers to reach an online community of their target customers.

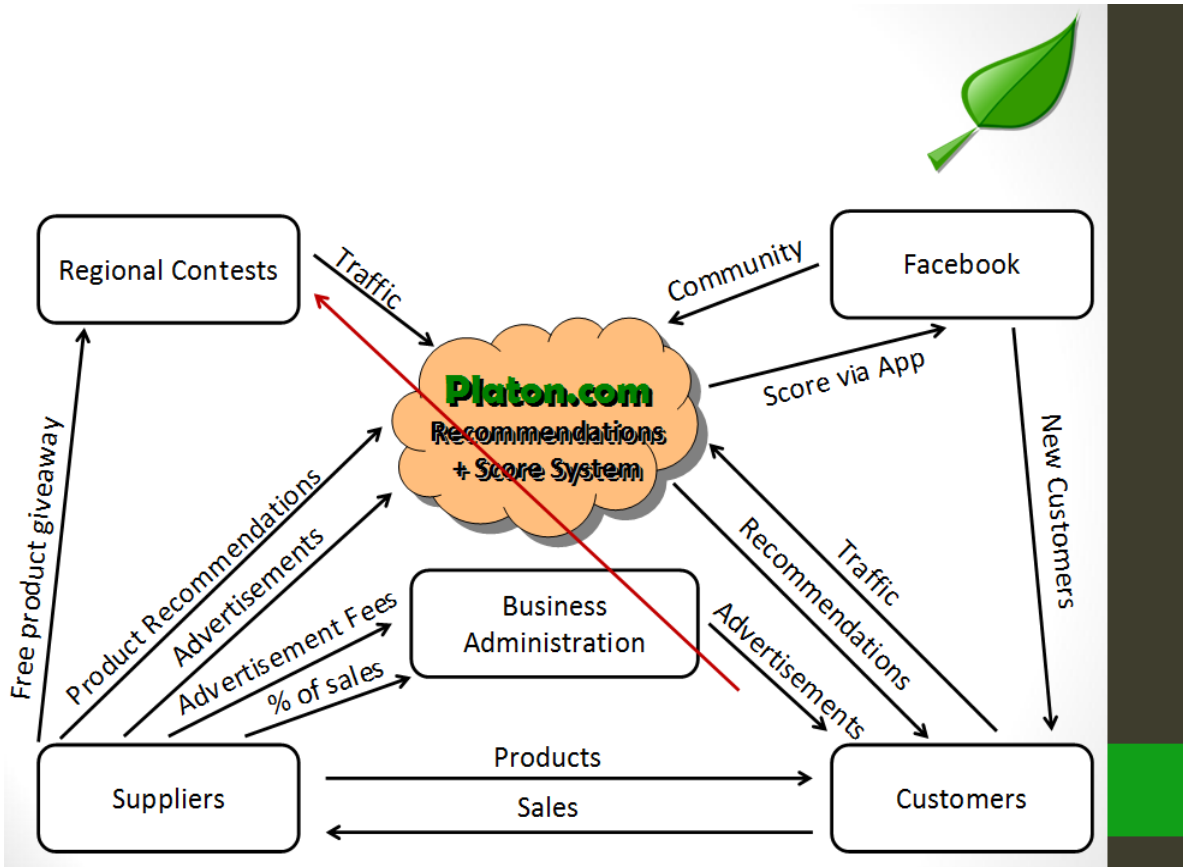
In addition to creating value for users and service providers, the business is scalable and presents opportunities to use low cost forms of advertising. Competition, friendship, and ego are major motivators for everyone and it will certainly be a critical element to Platon.com's success. By linking the Platon Score with social media applications such as Twitter and Facebook, an online community will be created. This community will connect as many people as possible and encourage friendly rivalry among users who will be seeking ways to reduce their Platon Score. The group will be further encouraged to keep inviting their friends and to keep participating through an ongoing series of regional contests. These contests will reward users with the lowest acknowledgeable scores with free sponsored merchandise.

Therefore, as the founders of Platon.com, we are very confident that this start-up will yield a healthy profit margin. With our value creation strategy for users as well as manufacturers we are looking forward to achieving our company objectives.

Platon.com Input/Output Charts



Business Model Flow Chart



Value Proposition

Differentiated value:

Platon
All-in-one comparative and customizable sorting system



Enables the user to browse by:

- Best return on investment
- Most savings
- Price
- Availability
- Greenest solution
- Etc.



**Personalized
best possible
investment**



Platon.com adds value by:

- Creating a one stop shop for the customer
- Enabling real-time product comparisons
- Establishing a user friendly tracking system

Overall Benefits for users of Platon.com

- Saves Time
- Saves Money
- Saves the Environment

Financial Outline

Revenue	Monthly		Total
Flat Fee Bootstrap	\$500	x 12	\$6,000
Initial Clients	\$6,000	x 20	\$120,000

Cost	One Time	Monthly	Total
Domain Fee	\$100		\$100
Website Construction	\$3,000		\$3,000
Hosting Plan		\$100 x 12	\$1,200
Telephone Plan		\$120 x 12	\$1,440
			\$5,740

Profit	Total
Revenue	\$120,000
Costs	\$5,740
Total Profit	\$114,260

Cash Conversion Cycle

$12 \times \$500 = \$6000 \times 20 \text{ companies} = \$120,000$

Collect \$120,000 in Monthly Fees (Bootstrap Capital)

$CCC/\text{year} = (\$5,740 - \$120,000)/365\text{days}$

= -\$313/days