

Executive Summary

W-Corp provides online-based translation combined with online marketing services for worldwide clients with a focus on the German-speaking market. Each company faces the opportunities and challenges of entering new markets. The geographical extension of business activities demands local expertise in countries where the product or service will be sold. In many cases these resources are not present in small and medium sized companies, thus a need for specialised experts arises.

The mission of W-Corp is to provide clients with individual and high quality solutions to adapt their existing content and marketing strategies within new markets, consequently, increasing their reach. The objective is to build long-term relationships with corporate clients aiming to enter foreign markets. W-Corp will employ translators and marketing experts on a freelance basis and establish standard quality procedures and guidelines to ensure high quality results.

Objectives and Keys to Success:

- Providing translations of exceptional quality by establishing systematic quality procedures for experienced native translators
- Assuring fast turnaround on every project and maintaining competitive prices by keeping a lean organisation and employing freelancers
- Facilitating increased reach for clients by applying local expertise and adapting existing content and marketing approaches into relevant markets

1. Company and Founder

“ Expertise in online-based translation services, online marketing solutions and digital collaboration

W-Corp offers translation and marketing services focused on the needs of small and medium sized businesses aiming to enter new markets with existing portfolios. A pool of native and accredited translators as well as marketing experts for the most common languages will provide these services.

The company is owned by Sebastian Kuehn, who worked in the field of marketing and sales in different industries and countries for the last 10 years before focusing on online-related services.

Professional experience in online marketing, translation and marketing services enable the founder to set up systematic working guidelines in order to train freelancers and market the services of W-Corp.

The founders' professional relationships to companies and financial assets will help to grow the company during the start-up phase.

2. Service Portfolio

“ Combination of individual translation and online marketing solutions to extend the reach for existing portfolios

The service portfolio of W-Corp includes translations, editing and proofreading in English, German, Spanish, Portuguese, Italian, French, Dutch and Mandarin although the main focus will be on German as a target language. Additional services for the promotion of content, products and services are provided to extend the online reach of the clients' portfolio. This includes reaching out to journalists, providing content marketing, search engine optimization and social media marketing.

After the assessment of the clients' needs a unique solution for their individual goals will be offered. The service will be provided on a retainer or project base and is supervised by a project coordinator who is the direct contact person for the client.

3. Industry Overview

““ Many providers with broad portfolios and little focus on local and linguistic niches

Each new product or service instantly creates translation and marketing needs. The larger part of medium sized companies employs either translation agencies and marketing consultants or hires freelancers through job portals. The first option is rather expensive and does not necessarily provide an individual solution, whereas freelancers can be inexpensive but are not able to handle larger projects with high quality outcomes.

The problem businesses facing is finding translators and marketers that understand local needs and handle large projects with reliable results at a moderate price. W-Corp aims to cover this need mainly for companies looking for opportunities in the German market.

4. Target group

““ Medium sized companies around the world aiming to extend their business activities

W-Corp operates exclusively online and serves companies around the world. The target group consists of small to medium sized businesses intending to extend their existing portfolio by entering new markets.

Due to the founders' experience W-Corp can offer broad expertise for clients with information products (apps, eBooks, magazines), software solutions and online-shops. Further expertise will be acquired through freelancers, eventually resulting in a broader target group.

5. Strategy and Implementation

👉 Focus on few clients and delivery of outstanding results in long-term collaborations

W-Corp positions itself as inexpensive translation and online marketing service provider that offers individual and comprehensive solutions to its clients. The flexibility in providing the services and procedures for quality assurance are the competitive edge of W-Corp.

During the start-up phase, existing relationships of the founder will be utilized to acquire larger projects. A steady increase in clients through referrals, web presence and online advertisement combined with an increasing database of translators, proofreaders, general assistants and market experts will drive a sustainable growth in profits.

Milestones (Years 0 – 3):

- Year 0: Utilizing existing clients and increasing order volumes. Employing and training translators for German, English, Spanish and Portuguese. Offering PR/Marketing for the German market.
- Year 1: Gaining new clients through online advertisement and social media. Adding new language pairs such as Dutch, Italian, French and Mandarin.
- Year 2: Increasing efforts for client acquisition through enhanced web presence. Training more freelancer for translation, online marketing and web design.
- Year 3: Continuing moderate growth of workforce and client acquisition with focus on quality assurance and long-term customers on a retainer base.

Freelance Workforce Forecast for years 0 - 3

Year	Translator	Proof reader	Web design	PR/ Marketing	Quality assurance	General Assistant	Total
0	5	2	-	2	1	-	10
1	8	3	1	4	2	1	19
2	11	4	2	5	2	2	26
3	15	5	2	6	3	2	33

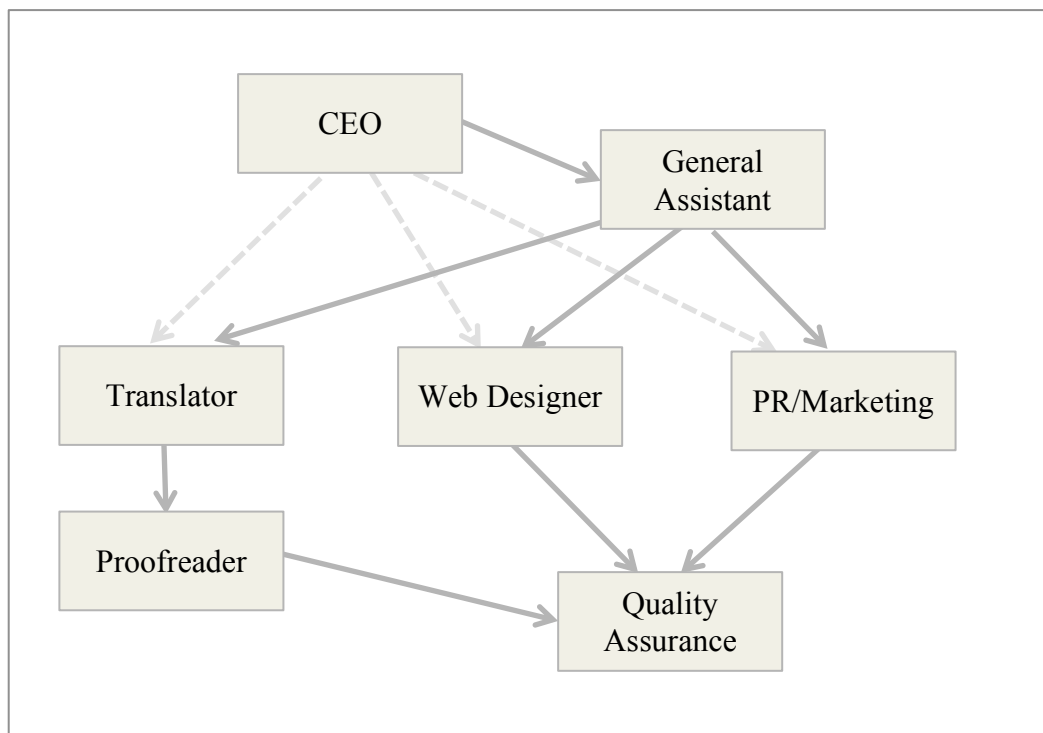
6. Organisation and Operation

“ Systematic operational guidelines and quality procedures to ensure an efficient digital collaboration

Sebastian Kuehn is responsible for managing the business. W-Corp does not intend to employ full-time staff for the first 3 years but instead use flexible freelancer that are paid on a retainer base. The fee for freelancers will vary between 50 and 65% of the project revenues.

Freelancer are hired and tested via online job portals and through professional relationships of the founder. Standard operation procedures will be in place in order to train and guide freelancer through the work process. After the first year, general assistants will be added to the team allocating and coordinating projects. Proofreaders and general quality checks provide further quality assurance.

Operational Workflow Overview



7. Financial Plan

☞ Marginal start-up costs, low financial risk and focus on sustainable increase in profits

The financial projection for W-Corp is almost free of financial risk and shows a moderate growth in sales and profit for the first 3 years. Start-up investments are virtually non-existent since costs only evolve if revenue is generated. Typical on-going expenses will include:

- Translation and collaboration software (Wordfast, SDL Trados, Basecamp)
- Hardware (Laptop, Accessories)
- Other operational costs (Insurance, Accounting, Communication)
- Sales & Marketing (Membership fees, online advertisements)
- Freelancer Fees

A risk for the cash flow could arise through payment defaults or unfavourable terms of payment. Reserve assets will be hold to counteract such circumstances. General payment terms are the same for clients and freelancer to avoid cash flow shortcomings.

Projected profitability for years 0 - 3

	Year 1	Year 2	Year 3
Total Sales	\$90,000	\$225,000	\$400,000
Costs of Sales & Marketing	-	\$3,600	\$3,600
Freelancer Fees	\$50,000	\$150,000	\$260,000
Operational Costs	\$3,000	\$5,000	\$6,000
Total Expenses	\$53,000	\$158,600	\$269,600
Profit before Tax	\$37,000	\$66,400	\$130,400
Taxes Incurred (19%)	\$7,030	\$12,616	\$24,776
Net Profit	\$29,970	\$53,784	\$105,624