

SHORTY

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BUSINESS
PLAN

SRIICONSULTING



SRIII Consulting

Helping people help themselves

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SriiiConsulting's mantra is **helping people help themselves** through providing business advice, education, and workforce development for social good with originality, ingenuity, and innovation.

EXECUTIVE SUMMARY & BUSINESS OVERVIEW

Chief Learning Officer, Reed, aka Samuel Reed III, is an accomplished **Teacherpreneur** and **Consultant** with more than **25** years of success across business, education, and workforce development industries. Our nimble operations provide synchronous and asynchronous training and consulting for large, small organizations, and side hustlers alike, providing training, instructional design, grant writing, donor events, program development, community engagement, business, and marketing plans.

MARKET INSIGHT, PRICING STRATEGY, SALES & PROMOTIONS



According to the **United States Bureau of Labor Statistics** in the USA, small businesses, side hustlers, and gig economy workers total more than **53 million people**. SriiiConsulting uses referrals, word of mouth, and social networks to increase our client base. Our virtual boutique-style service has recently increased offerings using **Zoom, Slack** and other productivity platforms. The recent success of the **Business 101 /Side Hustle Accelerator** embodies our ethos of **Side Hustling for Social Good**. 18 fledgling entrepreneurs participated in a proof of concept pilot program, which represents a tremendous opportunity to cater to an underserved market niche.

SriiiConsulting's sliding scale price point of **\$75- \$35 per hour** caters to clients who are often overlooked by traditional professional business advisory and training firms. The company provides highly sought-after instructional design and entrepreneurial supports not found in many companies within the side hustle category.

OBJECTIVES

SMART

GOALS

Sales Objective- Increase Training & Service Contracts with for profit and non profit organizations

Promotion Objective- Increase brand awareness through word of mouth referrals and launching a business-to business website.

Management Objective- Outsource training contracts and limited use A.I. to target new clients

\$15,000

TOTAL REVENUE

Specific: increase revenue by adding new online training contracts with local and regional profit and non profit organizations.

Measurable: increase sales by over \$7,500 within 6 months by signing 2-3 contracts.

Attainable promote business through referrals, and new website.

Relevant: subcontract with teacher networks and private ed-tech companies

Time-bound: increase revenue by the end of the coming sixth months.

50%

SALES INCREASE/ TRAINING CONTRACTS

COACHING

Make sure to feature your bestsellers or signature products or pieces. Keep it simple and to the point by listing the name, price and brief description.

BUSINESS 101 ACCELERATOR

Make sure to feature your bestsellers or signature products or pieces. Keep it simple and to the point by listing the name, price and brief description.

FRESHBOOK ACCOUNTING

Make sure to feature your bestsellers or signature products or pieces. Keep it simple and to the point by listing the name, price and brief description.