



Sorry  
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# MarketingPlanNOW

SME Business Tool | Pre-seed Venture

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Danny Abramovich, Founder

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# BIG Problem



**50%** of new businesses survive their first **5** years

**33%** of new businesses survive their first **10** years

**Forbes**

**20%** of new businesses survive their first **1.5** years

Marketing-related issues are  
associated with most SMEs failures

Many marketing tools create **"Paradox of Choice"**; too many tools results in low level of adoption

90% of Google's revenue is generated **PPC**, mainly for SMEs (2015, p. 59).

Source: Alphabet, Inc.

SMEs are urged to use **service providers** or learn how to work with software and tools (DIY approach).

The means that consolidate marketing know-how and coordinate among tools focus on **marketing planning** service providers or tools to use: consultants, training, software, wizards, apps, and templates.

# 1

**An automatic solution is missing.**

One that process the input together with the SMB user - before, during, and after the execution of marketing activities.

# 2

**Marketing planning isn't standardized at all.**

Other business activities such as financial reporting (IFRS) and delivery of quality (ISO 9001) are adapted to SMEs.

## Our Solution

1

For **proactive** SME decision-makers offer an **online service** that will assist in preparing a marketing plan, and will follow-up the execution of its action plan.

2

For **more passive** SME decision-makers offer a **marketplace** that offers to buy ready-made marketing plans with an option to consolidate them into an ideal execution plan.

# Our Solution

The tool is designed to adjust itself to the level of the user

Marketing  
know-how level

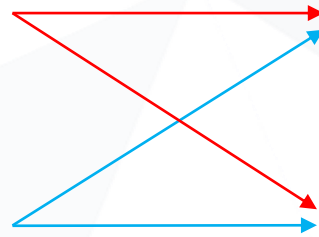
Digital Marketing  
know-how level

non-marketer

Intro

advanced marketer

Advanced



The tool work-flow and its features were specified using a pseudo-code language ▶

The tool development phases were mapped in order to highlight the POC and MVP ▶

A brief technical overview was prepared ▶

Our already running free solution:

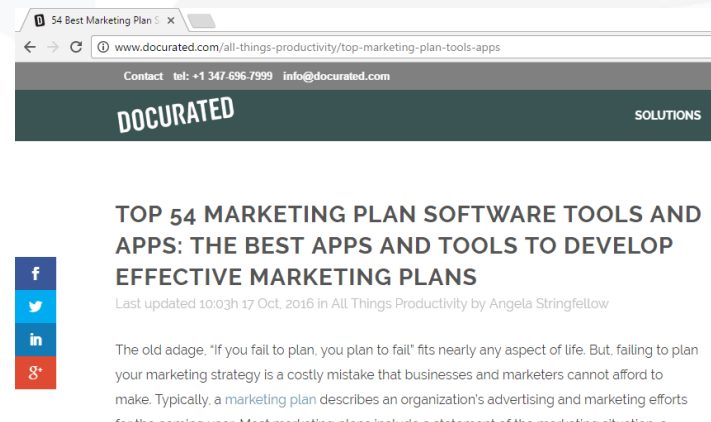
Experience:

The origins of our methodology lie in consulting **250 SMEs** and facilitating **4,500 MBA** and Master business students **in 7 countries** for 20 years.

SDA **Bocconi**  
School of Management



MarketingPlanNOW  
**is already rated 6th** among the leading marketing plan software tools.





Our already running free solution

Buzz:

244,000 YouTube views and 336,000  
slideshare downloads (together 580,000)



Winning a tender as SME specialists:

We were selected to serve as the marketing presenter of the Small and Medium Business Administration, Israel Ministry of Economy and Industry (in Hebrew).



## Phase 1

- A. Sell your marketing plan on our marketplace (revenue share model).
- B. Customer pays to download existing marketing plans.

## Phase 2

HIRE our **marketing plan consultant** to customize a plan to your current SME needs.

# Initial Road Map

Validate existing financial and marketing plans.

Create an introductory POC.

Create a MVP and validate it.

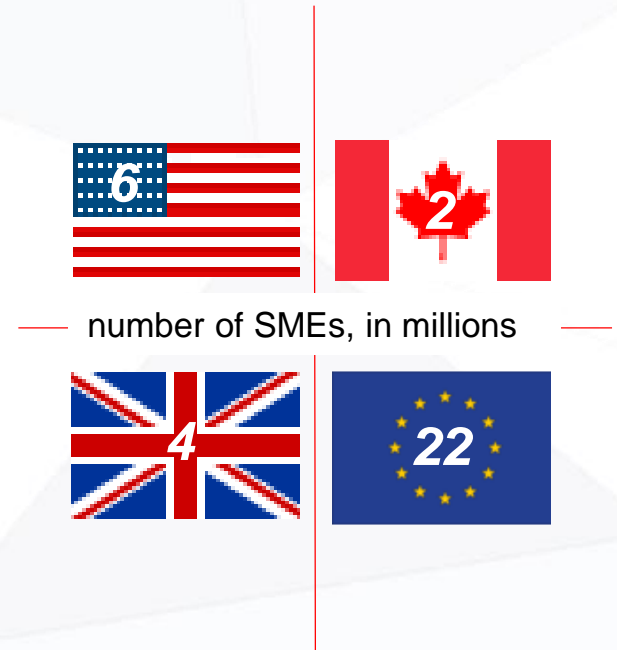
Develop and launch version 1.0 and go to market.

# Test Market

Targeting SMEs in a test market:

One selected English-speaking region in an OECD country.

Preference: one small state in the USA, in collaboration with SBA.gov, or a city, in collaboration with an SME Division of a leading bank.



Source: World Bank

# Competition

## Main competition



**Marketing Plan Pro**

Create your marketing plan with Marketing Plan Pro powered by Duct Tape Marketing®

[Learn more](#)

[www.mplans.com](http://www.mplans.com)

## Other paid-for solutions

[Planbold](#)

[MarketingMo](#)

[PlanLab](#)

[B-Resource](#)

[PlanMagic](#)

[Maus](#)

# The Team



Danny Abramovich, founder & product dev. [Linked in](#)

An Israeli-French marketing professional for the past 23 years.  
Funded Marketing 2 Go Ltd. (2000).

SME marketing presenter online of [sba.economy.gov.il](http://sba.economy.gov.il)  
Since 1997, marketing consultancy, 250 SMEs so far.  
An international marketing lecturer in France and Italy.



Barak Ben-Avinoam, advisor [Linked in](#)

Partner at Benhamou Global Ventures.

An expert in the field of early-stage investments, technology start-ups, accelerators and incubators.

Lecturer at the renowned [Technion](#) Institute of Technology.

Since  1997  
Marketing To Go Consulting & International Training Ltd.  
We believe that it's possible to provide an added value in international training only after understanding the needs of participants, in order to be able to exceed their expectations.







Thank you

# MarketingPlanNOW

SME Business Tool | Pre-seed venture

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# Appendix



# The **tech** solution > pseudo-code specs

The work-flow and its features were specified by using a pseudo-code based on the following signs:

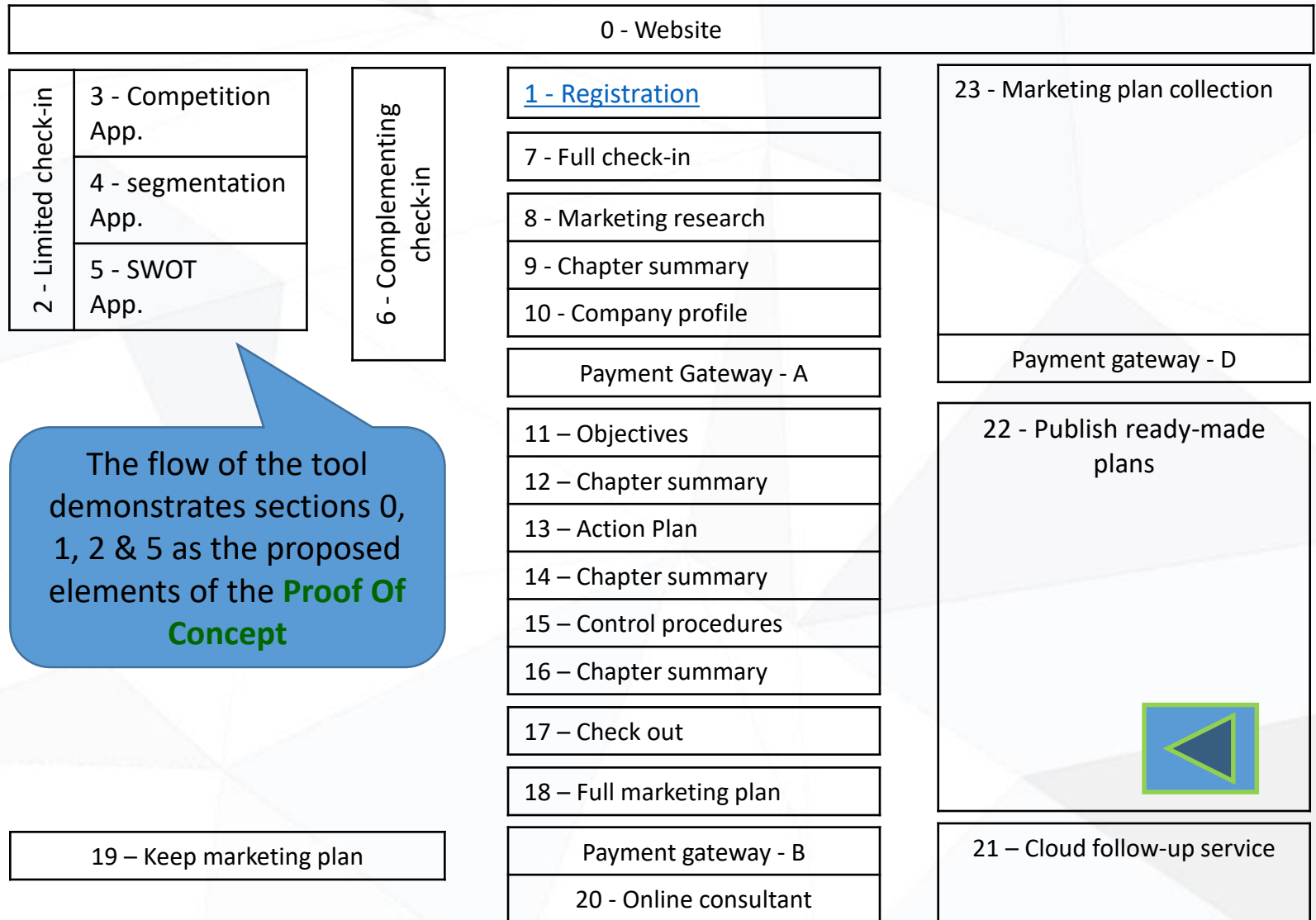
pseudo-code signs	<>	Manual closed-ended input by the user
	[]	A single output by the software
	{}	A sequence of several outputs
	<<>>	A call-to-action button
	<input type="checkbox"/>	Several options from which one or more can be selected by the user
	()	Instructions to developer
	abcde	Text to be highlighted
	term in red	A term & its definition (part of a glossary)

features	tipNOW	A short related tip (mouse-over)
	toolNOW	Example: ready-made company profile
	skipNOW	Allows to skip to the next available step
	pointsNOW	A system of rules of collecting points
	mFACTOR	An algorithm that grades quality of plan

- tech annex -



# The **tech** solution > development phases & POC



The flow of the tool demonstrates sections 0, 1, 2 & 5 as the proposed elements of the **Proof Of Concept**

# The tech solution > basic technical overview

In an ideal world the entire system would be written natively and separately for: Android, IOS, HTML5 for any other use.

However, in order to cut costs and still offer maximum availability and functionality, a responsive HTML5 based, SPA (single page application) solution is ideal.

Client side technologies should be either jQuery or Angular2, in conjunction with (responsive HTML5) such as Bootstrap or other framework implementing SPA with a responsive web site/ web application.

On the Server side, ASP.NET based technologies should be implemented, utilizing a relational database such as MS-SQL, MySQL (free), PostgreSQL (free).

A NoSQL database can be considered if it is found to be a better solution based on requirement docs.

