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RP: NG/P/2014/398

BUSINESS PLAN FOR THE PROMOTION, PRODUCTION, TRAINING AND CAPACITY BUILDING OF MULTIFUNCTIONAL MOBILE TEACHING AID AND INTERVENTION LABORATORY FOR SCHOOLS (Basic, Science, Secondary and Virtual)

1.0 MARKETING PLAN:

1.1 Product Description and Value Proposition: The Multifunctional Mobile Teaching Aid and Intervention Laboratory for Basic, Science, Secondary and Virtual Educational system is a home-grown and purpose-built invention that aids teaching, learning, demonstration and display for effective delivery of improved and quality education in Sciences, Technology, Education and Mathematics (STEM) at the Basic, Science and Secondary/high school levels and can also be deployed virtually deliberately or as situation may demand especially during lockdown.

1.2 The target markets for the educational support innovation are High market demands/collaboration/grants/contract awards by numerous educational stakeholders such as Federal and state Governments, Private School owners, Legislatures, Investors, local agencies such as NASENI, FMOE, FMSTI, SUBEBs, UBEC, NECO, WAEC, NNPC, PTDF, TETFund and international Educational supports NGOs and groups like GPE, World Bank Education, AfDB, UNESCO and UNICEF. Etc.,).

1.3 We intend to engage our customers and clients by delivering quality, durable and game changing product that will positively disrupt the educational system and landscape for the better. Interpersonal relationships through phone calls and physical visit, training and capacity building has given us the overwhelming feedbacks from teachers and schools that have used this innovation and has been a strong endorsement of the product utility and versatility. Recommendations have been obtained from the relevant educational stakeholders including the Nigerian federal Ministry of Education (FMOE), Federal Ministry of Science, Technology and Innovation (FMSTI) and the Nigerian Educational Research and Development Council (NERDC) culminating into market interests from educational managers.

1.4 The channels for getting the innovation to stakeholders is by submitting proposals and application for contracts, grants, awards, collaboration, investment and supports. Social Media deployment, websites and Newspaper bulletins, face-to-face networking, handbills and Fliers with branded project vehicles are equally utilized in reaching out to our investors, governments at all levels, schools owners, teachers and grant/awards sponsors.

2.0 PRODUCTION AND SERVICE DELIVERY PLAN:

2,1 The key activities includes Consultancies, Factory set up and maintenance, Machines purchases and installments, Engineering Designs and drawings Materials Procurement, skilled Workers' training and capacity building, fabrications and Production, casing, trade marking, branding, storage, on loading, promotion, advertisement and marketing, transportation to training centers and schools, Training Workshops and capacity building for resource persons and teachers and distribution to benefitting schools.

2.2 Our key resources are Factory (University workshop and Start-up innovation hub), office computers and laptops, printers, machines, Project Vehicles, Trucks, Capital, Store/warehouse, Skilled and competent personnel, consultants, workers and Training Resource Persons, Monitoring and Evaluating personnels and transporters.

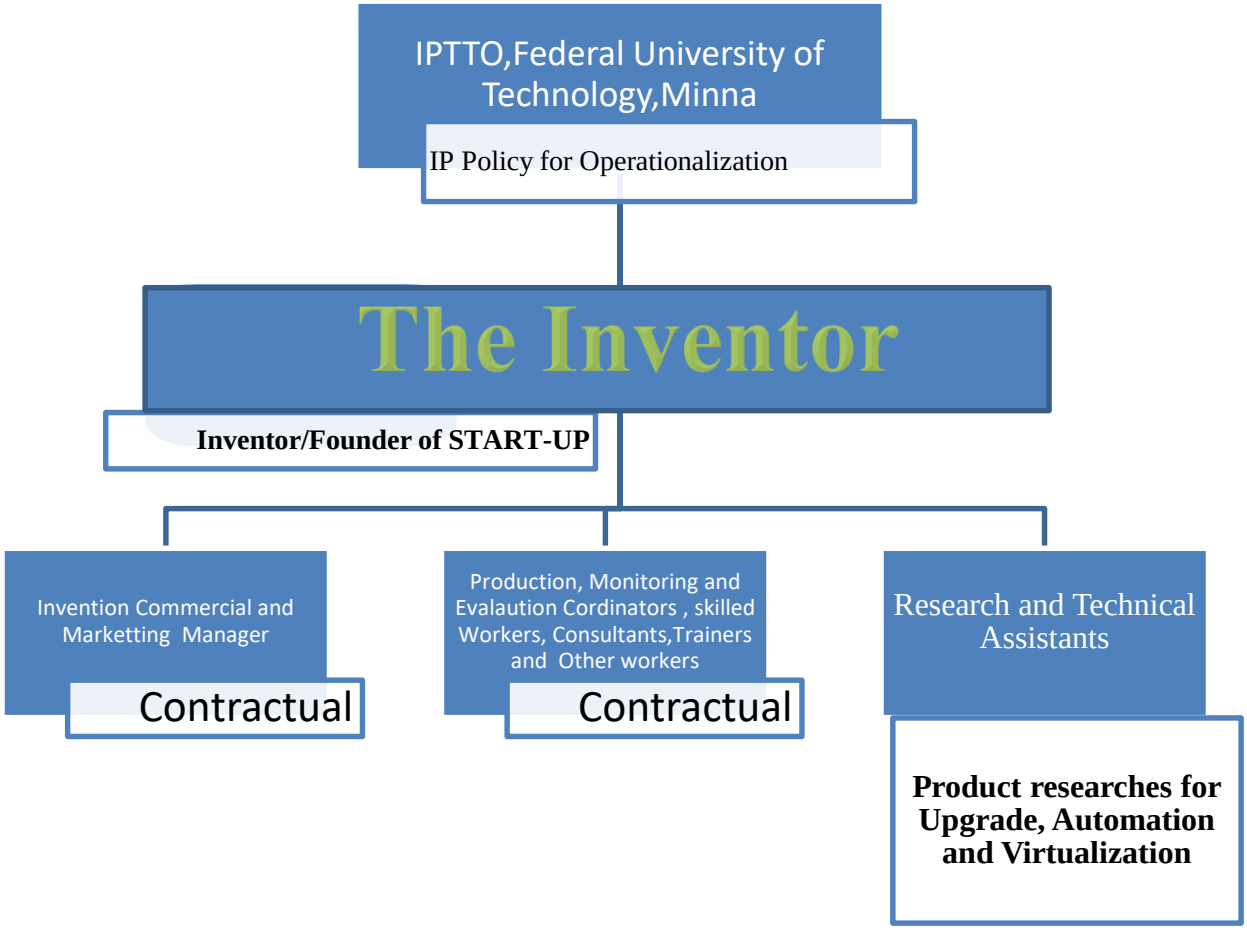
2.3 Our Value Proposition is that the invention is a game changer that enhances practical science class delivery in schools that addresses effectively the often pervading dearth of equipment, improved quality of delivery and hence enhancing teachers' and students' performances and value for money. It also reduces capital flight in acquiring foreign or imported equipment as it complement effectively the conventional laboratories and teaching aids as the innovation is Mobile, flexible ,cheaper and utilize small space to deploy for all form of usage.

3.0 ORGANISATION AND MANAGEMENT PLAN

3.1 Our Key Partners consists of the University (Federal University of Technology, Minna, Niger State, Nigerian) Intellectual Property and Technology Transfer Office (IPTTO), Materials dealers and Merchants, Factory development and Maintenance experts, Transporters and Drivers, Federal and States Governments, NERDC, NASENI, FMOE, FMSTI, SUBEBs, UBEC, NECO, WAEC, NNPC, PTDF, TETFund and international Educational supports NGOs and groups like GPE, World Bank Education, AfDB, UNESCO and UNICEF. Etc.)

3.2 The team as ably lead by the Inventor comprises of competent and skilled professional Engineers and production designers and engineers, consultants, transporters and highly knowledgeable certified entrepreneurs, commercial and marketing managers, resource persons and robust university Intellectual Property university experts and regulators.

3.3 The business model and Management Set up of the start-up is as represented in the organogram below;-



4.0 FINANCIAL PLAN:

4.1 First Year Financial Plan:

COST (₦)	**REVENUE (₦)**
4.1.1 Fixed Costs 1. **Factory, Office, Innovation Start-up Hub and store/ware house Set up ……. 100,000,000** 2. **Machineries……50,000,000** **(On the interim, 1 and 2 available at University Workshop for temporary Use Though).** **4.1.2 Variable Coat** 1. **Cost of production and auxiliary Materials& consumables….120,000** 2. **Production/Designs Consultancy per Product …….. 50,000** 3. **Labour Cost of production Per Product …… 30,000** 4. **Training Workshops, Resource Persons and Materials, Training Consultancies……...100,000** 5. **Project Vehicles and Trucks Per Product…….20,000** **Total Variable Cost = 320,000** **4.1.3 Total production Output** **1. Total Output per Month.... 350 Products** **2. Output/Year…..12x35 = 4,200 Products** **4.1.4 TOTOL COST PER YEAR** **1. Fixed Cost…… 150,0000,000** **2. Variable Cost….. 320,000x4200 = 1.344,000,000**	**Selling Price Per Product at 32% Royalty/Proceed/Profit….422,400** **Revenue Streams/Year** **1. Sales….422,400x4200 =1,774,080,000** **2. Consultancy(Production and Training)/Product = 20,000x4,200 = 84,000,000** **TOTAL REVENUE =** 1,774,080,000+84,000,000 = **1,858,080,000**
TOTAL COST = 150,000,000 + **1,344,000,000 = 1,494,000,000**	**B/D 1,858,080,000**
PROFIT/YEAR	**364,080,000**

SSL SEMILAB START-UP AND CONSULTANCY SERVICES

FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA, NIGER STATE

A Multifunctional Mobile Teaching Aid And Intervention Laboratory For Schools
(Basic, Science, Secondary, Tertiary and Virtual)

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