

# DigiDot LLC.

# Marketing Plan

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## Executive Summary:

'DigiDot' is a virtual companion that connects seamlessly to your desktop, perched on top of your monitor. DigiDot will provide gentle reminders for self-care - hydration, breaks, and more, with a friendly character guiding the way to better digital wellbeing. Our product links to a free-to-use desktop app that offers a variety of customisation options. For example, users can craft personalised 'focus modes' to boost productivity and wellness by tailoring specific notifications or reminders. The DigiDot app serves as a central hub for personalised analytics, guiding you towards a balanced digital lifestyle. With DigiDot, take control for a harmonious blend of productivity and wellbeing.



Figure 1: Advertising banner for 'DigiDot LLC' with tagline.

## Mission Statement:

At DigiDot, our mission is to enhance the mental and digital wellbeing of individuals working from home. We are committed to encouraging a deeper understanding of the impact of screen time on personal wellness by providing analytics and suggestions. For those working remotely, DigiDot recognises the potential harm to social skills, creativity, and attention spans caused by extended online engagement. Our purpose is to empower individuals with the tools to manage and optimise their screen time effectively.

## Core Values:

DigiDot is guided by the belief that every person's screen time usage and work life are unique. We value adaptability by tailoring our approach to individual needs, promoting empathy, and offering constant encouragement and support. Rather than passing judgement on screen time habits, we strive to encourage positive change by helping your online usage become more suitable to your lifestyle to enhance overall wellbeing.

Our commitments extends to advocating for decent work practices, particularly in online or digital job settings, supporting the United Nations sustainable development goal 8 (SDG 8) - 'decent work and economic growth' (United Nations, 2023). DigiDot actively promotes environments that support regular breaks, aiming to alleviate stress caused by the challenges of an online

world. Through our suggestions and encouragement, we empower individuals to cultivate a healthier digital life and achieve a balanced work experience.

## Our Business:

### The Problem:

Amidst the global Covid-19 pandemic in 2019, employers worldwide were forced by prolonged lockdowns to adopt hybrid working models, allowing their workforce to transition to online, remote work. In the aftermath of the pandemic, a new 'normal' emerged, with a substantial number of employees choosing to stick with the hybrid working model due to its perceived benefits for their personal and family lives. However, this shift has led to a significant increase in digital usage and screen time among employees, causing a noteworthy impact on both their long-term digital and mental wellbeing.

According to a study by McNaughton et al. (2021), increased digital usage is associated with declining social skills and a reduced capacity for understanding social situations, caused by spending more time at home away from interacting with others. Birimoglu Okuyan and Begen (2021) argue that remote work, if not effectively managed, can contribute to fatigue, stress, and tension among individuals, emphasising the importance of effective strategies to mitigate these challenges associated with the work-from-home model.

Furthermore, there exists a prevailing lack of awareness regarding digital awareness, with many individuals remaining uninformed about the detrimental effects of prolonged screen time on their overall health. This underscores the critical need for increased awareness of ways to promote a more balanced and mindful approach to digital engagement.



The Solution:

DigiDot seeks to tackle the issue of prolonged screen time caused by this transition to hybrid working by incorporating timely reminders for regular breaks and self-care, such as staying hydrated, spending time outdoors and engaging in physical exercise. By fostering an emotional link between the character and the user, DigiDot aims to motivate individuals to prioritise their well-being for the sake of the character’s happiness. As users prolong their screen engagement, their character within DigiDot will exhibit signs of tiredness, sadness, or boredom, providing an incentive for users to take necessary breaks.

Beyond creating an emotional connection, DigiDot aspires to empower users with a comprehensive understanding of their digital usage patterns. By promoting awareness, DigiDot seeks to enlighten users about the potential negative impacts of excessive screen time when not managed effectively. This multifaceted approach positions DigiDot as a solution to encourage healthier digital habits.

Business Name	DigiDot LLC.
Legal Status	Limited Liability Company
Founding Date	10 <sup>th</sup> January 2024
Founders	Keira Geary

Figure 2: Table detailing the business’ name, legal structure, founders and founding date.

## Business Structure:

DigiDot intends to establish itself as a Limited Liability Company (LLC), a strategic choice intended to fortify personal liability protection. This legal structure effectively shields personal assets from potential business debts, protecting any individuals associated with DigiDot and their personal finances. Opting for an LLC provides DigiDot with advantageous flexibility in both management structure and ownership arrangements, empowering this startup to tailor its organisational framework to meet evolving needs and objectives. Furthermore, the decision to register as an LLC is supported by its cost-effectiveness in comparison to alternative business structures. Given DigiDot's status as a startup with limited resources, this financial efficiency positions the LLC structure as a smart choice for the company's establishment and sustained growth.

DigiDot will be based in Winchester and harbour a dynamic team of creative individuals who will bring DigiDot to life. Our team will consist of skilled designers and developers tasked with creating a visually appealing application, product, and overall brand, along with a dedicated marketing team and legal/financial advisors.

Team Role	Description
Founder / CEO	Provides overall leadership and direction for the company, overlooking the development of the DigiDot app and product
Product Manager	Drives the product development processes, collaborating with development and design teams
UI/UX Designers	Create an engaging and user-friendly user interface for the DigiDot app
App Developers	Application developers responsible for bringing the UI/UX designers' concepts to life and QA
Marketing Team	Develops marketing strategies to promote the DigiDot app and product
Accountant	Handles financial matters and accounting for the company
Legal Advisor	Assists with the legal aspects of a Limited Liability Company, contracts, and intellectual property protection.

Figure 3: Table detailing the intended team at DigiDot and their job role descriptions.

## Market Analysis:

### Industry Opportunities:

The shift towards widespread remote work due to the Covid-19 pandemic has created opportunities to support and enhance the experiences of individuals working from home. For example, there is an opportunity to develop tools and applications that promote digital wellness, addressing issues such as screen time management, stress, and tension, and maintaining a healthy work-life balance. Additionally, there is an opportunity to advocate for decent work practices by encouraging workplaces to recognise the significance of promoting regular breaks for their employees, even in a remote work setting (SDG 8).



Figure 4: Digital Companion, productivity, and wellbeing competitors

## Competitive Analysis:

To take advantage of these opportunities with DigiDot, a comprehensive analysis of industry competition is essential to identify successful strategies and identify our unique selling points (USP's). Notable contenders in the market, such as Emo Pet and Divoom, also create desk companions with features like customisable designs and online communities. Meanwhile, apps like Forest prioritise productivity by blocking notifications, and Amazon Alexa serves as a voice-activated personal assistant tailored to your individual needs.

Although DigiDot does not move around like Emo Pet, or utilise voice activation like Alexa, it pulls together the strengths of these products while introducing unique features to set it apart. DigiDot's inviting user interface and motivational prompts create a unique emotional connection, positioning it as a virtual friend dedicated to the user's well-being. Additionally, DigiDot makes a great gift for others by enabling connections between devices, allowing users to exchange motivational messages with friends, adding a personal touch to the virtual companion experience.

## Target Audience:

Our target audience includes individuals working from home or adopting a hybrid working model, aiming to enhance screen time management and sharpen focus by minimising distractions from unnecessary background

applications. We serve those seeking solutions to optimise their work-from-home experience without compromising overall wellbeing.

Recognising the potential to mitigate the negative impacts of growing up in an online world (Dienlin and Johannes, 2020), our business could offer valuable solutions for younger generations also. Therefore, we aim to expand our target market with business growth, extending our reach to younger individuals with high screen time, including gamers and students.

### Marketing Strategy:

Our marketing strategy revolves around crafting a compelling narrative that emphasises the importance of digital wellbeing within today's fast-paced, technology-driven world. Aligned with our business core values, we will use this narrative to demonstrate how DigiDot can address common work-from-home pain points, fostering a balanced and fulfilling work life.

To captivate our target audience, our content strategy will utilise various mediums, including social media, infographics, and videos, showcasing the apps features and digital wellbeing tips.

Strategic partnerships play a key role in our marketing approach. Collaborating with wellbeing apps like Headspace will allow us to promote unified messages on overall wellbeing. We also aim to partner with companies with remote workforces, strategically distributing our product to expand our reach and gather authentic feedback and testimonials.

## Milestones:

### Design and Prototyping:

Embarking on the journey to create DigiDot involves a carefully structured roadmap that navigates through key milestones. The initial phase involves the creative process of character, app, and product design, including animation. Prototyping takes shape in both app and product realms, refining the visual and functional aspects of DigiDot.

### Production and Assembly:

Advancing to the production and assembly stage, careful planning ensures we get the materials, put the product together, and develop the app cohesively. This is a crucial step where we start turning the idea of DigiDot into a tangible product.

### User Testing and Feedback:

A pivotal milestone involves engaging users through rigorous testing and seeking valuable feedback. This phase is crucial for fine-tuning DigiDot based on user insights, ensuring alignment with the intended target market. Continuous adjustments are made to enhance the product's effectiveness and user experience.

## Distribution and Marketing:

The final milestone centers around the distribution and marketing of DigiDot. For this milestone, we should engage careful considerations towards shipping, online advertising strategies, and establishing partnerships for distribution in physical stores. This phase aims to bring DigiDot to a wider audience, highlighting its unique features and benefits.



## Financials:

### Startup Costs:

When diving into DigiDot's financial landscape, it's crucial to consider the diverse startup expenses it will require to get started. Among these costs is the necessity to consider the costs involved in officially registering our business with the government (£12), ensuring compliance with standard tax regulations. Furthermore, we must factor in expenses linked to obtaining essential licenses and permits, ensuring legal operation within our industry, and chosen location, especially concerning the office space we intend to occupy.

In addition to these considerations, we must evaluate the costs associated with office space rental - with offices in Winchester leasing for around £11,500 pa - utilities, and necessary equipment to facilitate the beginning of our startup. Additionally, careful attention should be directed towards the expenses linked to website domain registration and hosting. Leveraging platforms like Webflow (Webflow, 2020), which offers a business website plan at £367 per month, will enable us to craft visually appealing and user-friendly websites, tailored to effectively showcase our products while ensuring that the content requirements are met. While there may be other startup costs associated with launching our business' journey, these expense considerations form the financial groundwork that demands our primary attention and planning.

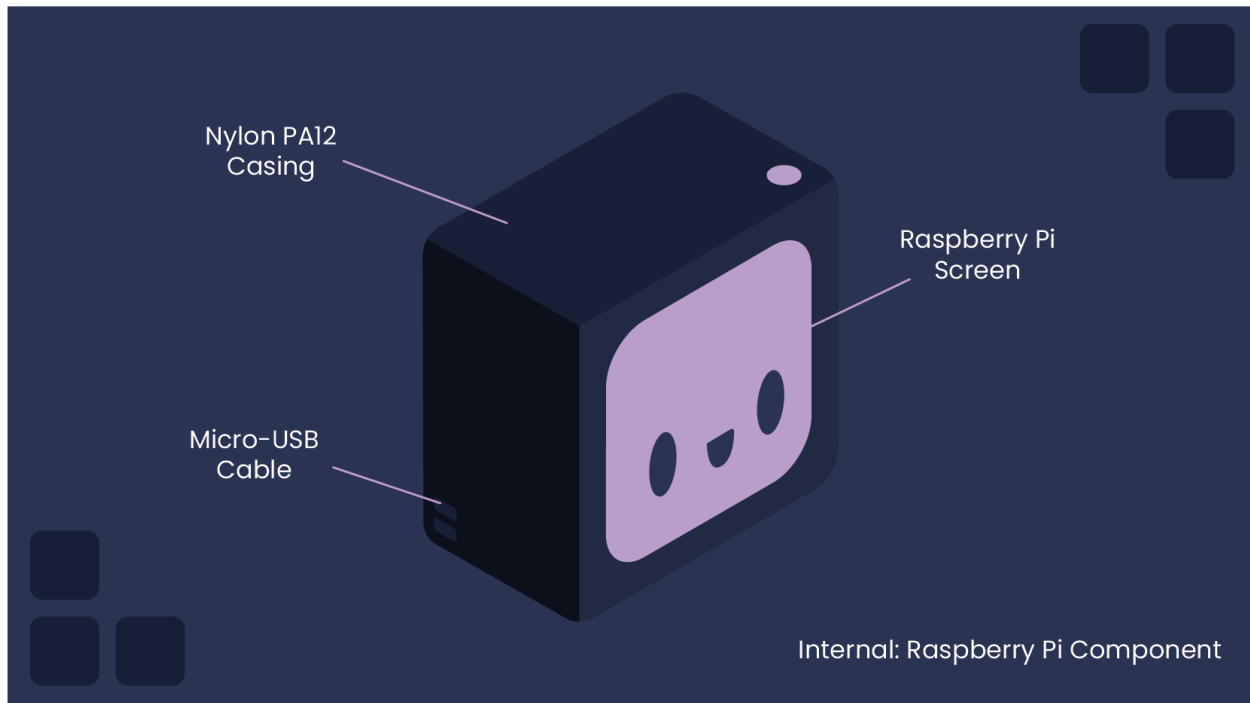


Figure 5: Annotation of production components in the DigiDot product

### Expenses:

Determining the pricing for our product involves analysing production methods and material costs. Based on my own research, using a Raspberry Pi screen and component, along with a micro-USB cable for connection, totals to £22.90 per unit. 3D printing costs for a Nylon PA12 casing (60mm x 45mm x 20mm) are £182 for 20 units, resulting in an average cost of £36 per unit. It's important to note that, at this stage, this proposal is conceptual and my expertise in production are very limited. Therefore, engaging product management experts could unveil more cost-effective methods.

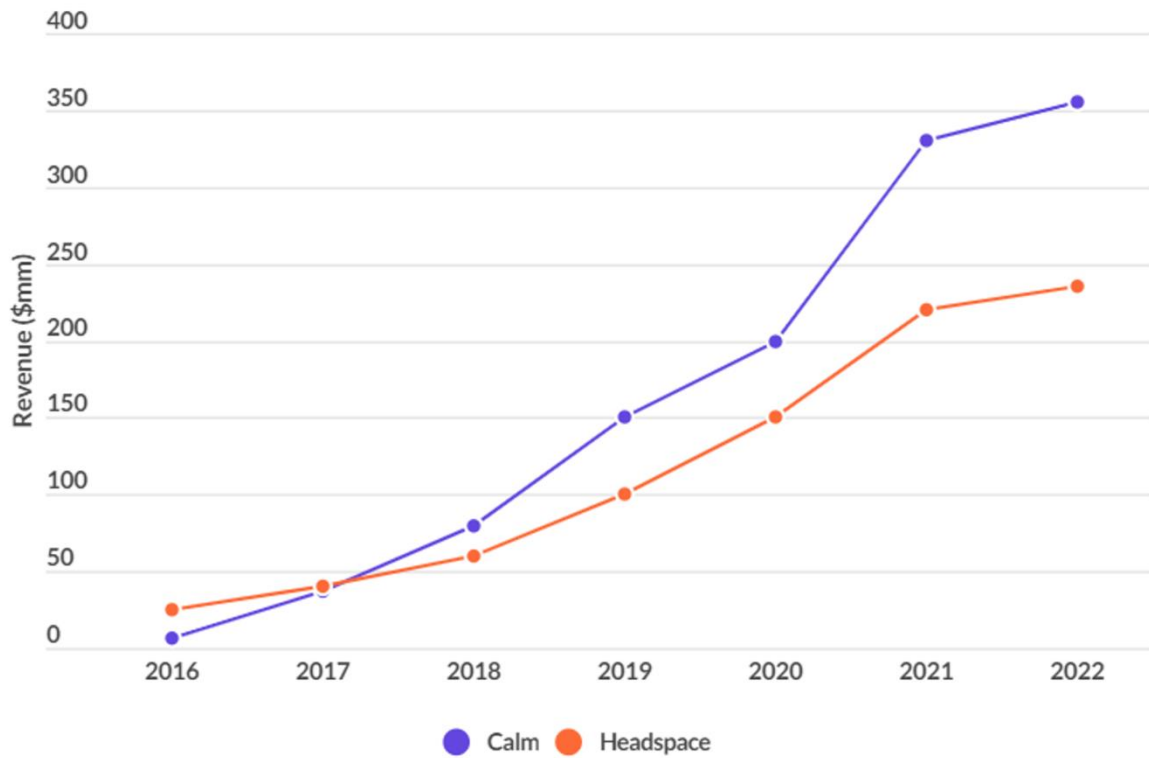
After reviewing competitor's pricing, which typically hovers around £60, we strategically set our product price at £49.99. This approach positions us competitively, offering a more affordable option compared to rivals, while ensuring we cover our production cost of £36 per unit and generate a profit.

For our application, we've decided to introduce a paid subscription for users who haven't purchased the product, allowing the app to attract users independently of the physical product. Users who acquire the desktop companion receive a complimentary upgrade to the premium app, enhancing the product's appeal by offering a one-time purchase option instead of a monthly subscription.

In determining the subscription price, we benchmarked against competitors like Headspace (Headspace, 2017) and Calm (Calm, 2019), which charge around £10 per month. In line with our strategy to provide value, we priced our subscription at £6 per month, gaining a competitive advantage and enticing users with its affordability. This decision is also influenced by the app's limited premium features, such as multiple focus modes and unlimited customisation options, ensuring users appreciate the substantial free content. This aligns with the successful revenue model seen in Calm, where a higher percentage of free features has contributed to increased revenue compared to competitors like Headspace (Curry, 2020).

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## Headspace vs Calm: revenue



Sources: Appfigures, Sensor Tower

[DOWNLOAD CHART](#)



Figure 6 – Headspace vs. Calm revenue chart detailing the revenue growth difference between the two applications.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Income:</b>												
Subscriptions	6,667	13,333	20,000	26,667	33,333	40,000	46,667	53,333	60,000	66,667	73,333	80,000
Product	50	60	72	86	103	124	149	180	216	259	311	373
	-	-	-	-	-	-	-	-	-	-	-	-
<b>Profits:</b>												
Subscriber Profit	£40,002.00	£80,004.00	£120,006.00	£160,008.00	£200,010.00	£240,012.00	£280,014.00	£320,016.00	£360,018.00	£400,020.00	£440,022.00	£480,024.00
Product Profit	£2,249.50	£2,699.40	£3,239.28	£3,899.14	£4,649.97	£5,599.76	£6,749.24	£8,198.20	£9,998.04	£11,149.41	£13,695.89	£16,821.27
	-	-	-	-	-	-	-	-	-	-	-	-
<b>Expenses:</b>												
Production	£1,800	£2,160	£2,592	£3,096	£3,708	£4,464	£5,364	£7,200	£7,776	£9,325	£11,196	£13,428
Staffing	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520
Office Renting	£935	£935	£935	£935	£935	£935	£935	£935	£935	£935	£935	£935
Website Hosting	£367											
	-	-	-	-	-	-	-	-	-	-	-	-
<b>Deductions:</b>												
	£12,822	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455
	-	-	-	-	-	-	-	-	-	-	-	-
<b>Net Profit:</b>	£27,378.50	£70,543.40	£108,653.28	£146,811.14	£185,951.97	£226,147.76	£266,398.24	£306,413.20	£346,241.04	£386,146.41	£426,323.89	£466,618.27

Figure 7: Financial Forecast for DigiDot for the first year post-startup, detailing monthly income and expenses.

	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
<b>Income:</b>												
Subscriptions	88,000	96,667	106,667	116,667	126,667	136,667	146,667	156,667	166,667	176,667	186,667	196,667
Product	448	539	647	777	932	1118	1341	1610	1932	2328	2810	3391
	-	-	-	-	-	-	-	-	-	-	-	-
<b>Profits:</b>												
Subscriber Profit	£528,034.00	£576,036.00	£624,038.00	£672,040.00	£720,042.00	£768,044.00	£816,046.00	£864,048.00	£912,050.00	£960,052.00	£1,008,054.00	£1,056,056.00
Product Profit	£21,399.35	£26,262.89	£32,028.15	£39,034.24	£47,682.35	£58,506.42	£72,181.04	£89,474.66	£111,340.36	£138,944.86	£173,676.37	£217,188.22
	-	-	-	-	-	-	-	-	-	-	-	-
<b>Expenses:</b>												
Production	£17,220	£19,345	£23,135	£28,128	£34,683	£42,881	£52,832	£64,665	£78,518	£94,333	£113,858	£136,661
Staffing	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520	£11,520
Office Renting	£935	£935	£935	£935	£935	£935	£935	£935	£935	£935	£935	£935
Website Hosting	£367											
	-	-	-	-	-	-	-	-	-	-	-	-
<b>Deductions:</b>												
	£12,822	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455	£12,455
	-	-	-	-	-	-	-	-	-	-	-	-
<b>Net Profit:</b>	£517,666.45	£556,754.11	£601,930.15	£647,946.24	£695,358.35	£743,581.58	£793,388.04	£844,857.66	£897,872.36	£952,464.14	£1,008,872.37	£1,066,583.22

Figure 8: Financial Forecast for DigiDot for the second year post-startup, detailing monthly income and expenses.

## Financial Forecast:

In projecting our financial outlook for the first two years post-startup, we considered monthly expenses spanning production, staffing and office rental. Based on our startup cost research, we anticipate an office space rental expense of approximately £935 per month, coupled with staffing costs amounting to £11,520 monthly for a team of six members at £12 per hour.

With the ambitious target of reaching 200,000 subscribers for the DigiDot premium app and a projected 20% increase in unit sales each month, our calculations suggest a net profit of £466,618 at the end of a 12-month period, and a net profit of over £1m at the end of a 24-month period, before accounting for taxes and unforeseen monthly costs.

## Funding Requirement:

Inevitably, securing funding is pivotal for any business startup. Our primary strategy involves pursuing a bank loan, specifically the Government start-up loan program, offering a maximum sum of £25,000. This loan allows us flexibility in repaying over a 1–5-year period, aligned with our sales-driven profit predictions, and benefits from government backing with a fixed 6% annual interest rate.

Should this option face challenges, we remain open to alternative funding approaches, such as initiating a Kickstarter campaign. This approach not only

provides financial support but also fosters a community that expresses early interest and support for our product. Leveraging social media, we aim to spark discussions and cultivate growth. However, it's crucial to acknowledge that if we fall short of the funding goal, the Kickstarter campaign will not materialise, prompting us to regroup and explore other avenues.

# Risk Analysis:

## Market Risks:

Market risks for our startup LLC, DigiDot, include several factors. First, there's the risk of rapid shifts in consumer preferences, where user preferences for well-being products or specific features may change swiftly. Additionally, the market is characterised by increased competition from both new entrants and existing businesses, posing a challenge to the startup's market share. Economic downturns pose a further risk, potentially impacting consumer spending on non-essential services, including digital well-being products.

To address these risks, we should make continued efforts to diversify the customer base and stay current with market trends to quickly recognise and implement any changes in consumer preferences. It's also important that we regularly assess the competitive landscape and emphasise our unique selling points when marketing to create an appealing brand image that stands out from the others. Finally, developing contingency plans for economic downturns provides a proactive approach to navigate any challenges related to decreases in consumer spending. These strategies aim to enhance our presence and competitiveness in the dynamic digital well-being market.



## Operational Risks:

Operational risks for DigiDot include the potential for downtime or disruptions in service resulting from technical issues, the vulnerability to cyber-attacks targeting our users' screen-time analytics, and the risk of inadequate support resources. The dependence on third-party providers for essential services or components could also introduce a further operational risk, as does the possibility of losing key team members, leading to knowledge gaps and potential disruptions.

To address these operational risks, we should implement backup systems and invest in reliable hosting to minimise the impact of downtime or disruptions. Providing training for support staff and utilising a ticketing system could enhance the efficiency of issue resolution. Consideration of community support through platforms like Discord servers may also provide an additional layer of assistance. Diversifying suppliers and having contingency plans for alternative suppliers can reduce dependency risks associated with third-party providers.

## Financial Risks:

Financial risks for DigiDot include the risk of insufficient funding to cover essential areas such as development, marketing, and operational expenses. Another concern is the potential for unexpected increases in operational costs, which could impact the overall financial health of the business. Additionally,

potential chargebacks and fraud poses a threat to revenue streams, as does non-compliance with financial regulations that could lead to the risk of fines and penalties.

To address these financial risks, we need to utilise thorough financial planning to ensure substantial funding for all essential aspects of the business. Regular budget reviews, including quarterly meetings and the formulation of comprehensive 1-year, 3-year, and 10-year plans may help maintain our financial stability. The use of reliable payment processors and the implementation of fraud detection measures can help safeguard against potential revenue-related challenges. Staying well-informed about financial regulations is also crucial to ensure compliance and avoid fines and penalties.

# SWOT Analysis:

## Strengths:

DigiDot stands out by significantly enhancing the digital awareness and workflow efficiency of individuals working remotely. Its compact design takes up little space and will not clutter up users' desks. Moreover, its straightforward 'plug and play' setup caters to ease of use, making it simple enough for anyone. The application is designed to be accessible to everyone, promoting a user-friendly experience with clear navigation.

## Weaknesses:

While DigiDot excels in several areas, it does have limitations. Notably, the absence of sound cues for notifications through the product might be a drawback, despite this feature being available through the desktop app. Furthermore, the product lacks voice activity or recognition, limiting its interactive capabilities. Its dependency on a continuous power source, without Bluetooth capabilities, may be a constraint for users seeking wireless flexibility. Additionally, the absence of a touch screen restricts control to the desktop application.

## Opportunities:

The current trend of remote work, accelerated by the Covid-19 pandemic, presents a significant opportunity for DigiDot. As more individuals choose to work from home, there is a growing demand for tools that enhance digital

awareness and productivity. Additionally, in an increasingly digital world, there is a rising need to educate young individuals on effective screen time management. DigiDot is well-positioned to capitalise on this opportunity and contribute to the digital wellbeing of the younger demographic.

### Threats:

Despite its strengths, DigiDot faces certain threats in the market. Competitors with larger financial resources may pose a challenge by adjusting their prices to compete with DigiDot's lower costs. The quick distribution times and next-day delivery capabilities of competitors could potentially erode DigiDot's market share. Moreover, the risk of idea replication or theft by competitors or new entrants poses a threat to the unique features that set DigiDot apart in the market. Consistent innovation and protective measures are essential to mitigate these threats and maintain DigiDot's competitive edge.

## Conclusions:

In summary, our digital well-being product and application are specifically designed for individuals working from home or adopting a hybrid work model, seeking to elevate productivity without compromising their well-being. As a business, we value positive work environments and the right to decent work, supporting the United Nations SDG 8 – Decent Work Economic Growth (United Nations, 2023). Envisioning a subscriber base of almost 100,000 subscribers for the premium application at the end of the first two years post-startup and anticipating a 20% monthly surge in unit sales, the prospects for a thriving business are promising, given we can secure sufficient funding.

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