1. What is the problem you will solve with this business?

According to Brazilian Neilpatel website, 64%[1] companies outsource the production or correction of texts and essays, and only 23% of them are satisfied with the result. So I will try to solve this problem with my writing and reading skills.

2. What is the business and why is it a solution for this problem?

The focus of the business is to provide a freelancer service to individuals and corporate bodies through production of articles and news that are relevant to their brands for companies' blogs and review materials that need correction, such as institutional content and academic texts.

3. Clearly identify who your customers are.

The target audience are individuals and corporate organizations that want to increase their visibility to their customers or potential audience through the content they push out about their brands.

Strategy and Competition

Competitive Rivalry: Google search revealed that there are more than 300 options for hiring an editor. Some Corporate agencies like Tech Advertising Agency - São Paulo/SP, MBS Digital Marketing - Santo André/SP, M. Caramalac Advisory - Campinas/ES, Gamarc Communication - São João de Meriti/RJ, Modena & Ana Associate Consultant - Rio de Janeiro/RJ are currently into this business.

Supplier Power: The Internet is the hub of meaningful information, platforms like Academia, Google Scholar, ResearchGate among others are there to provide pools of investigations conducted by researchers on any subject matters. Leveraging on this is key as a data-bank to draw inspiration from.

Buyer Power: Since people have a pool of alternatives to draw from, originality of work will give us leverage and flexibility of services offered is key.

Threat of Substitution: The major concern here is not hiring a freelancer because of company cost reduction and unavailability of textual production among other factors.

Threat of New Entry (your position can be affected by people's ability to enter your market): *someone can offer a new way of correction, perhaps faster and more technological.*

Some listed freelancers:
Professor José Carlos de Araújo - Vila Velha/ES
Lívia Volkers - Vila Velha/ES
Virtual Assistant Thalita Fernanda - Guarapari/ES

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[1] Cite the source here. Link website

Jorge Ribeiro Neto - Indaiatuba/SP
Mariana Pizzolatto - São Paulo/SP

Moonshot: The goal of the business is to provide world class services that are educative contents to our readers which are engaging, informing and entertaining.

Opportunity Cost: Various platforms like Fivver, UpWork are there to showcase our work and engage potential customers.

Branding:

Branding is important because not only is it what makes a memorable impression on consumers but it allows customers and clients to know what to expect from your company.

Creator Family is the best that fits into the branding of the service that the Business intends to offer. It gets deep satisfaction from both the process and the outcome of creating something that did not previously exist (in this case, the originality of the contents for our potential customers are key). Thus, this branding type trusts in the creative process above all else and lives for authentic self-expression. Creator family has five elements: creator, artist, entrepreneur, storyteller, and visionary.

The Company shall be named **"Quill Pro"**. The Quill pen as a means of writing was in operation until the 19th Century. The word "Quill" has become a figurative speech for writing. Content creation deals with transformation of thoughts into writing in such a way that it will be compelling to the audience. "Pro" is an abbreviation for Professional, which means we are spec in what we do.

Quill Pro

Quill Pro

Pricing: What price will you charge based on the competition and your strategy?

Different modes of strategy would be adopted which will lead to a range of charges per service line. The service will be inclusive based on the financial strength of our customer categorized into beginner, intermediate and advance service delivery by us, which gives our potential customers multiple options to select from as itemized in the table below:

Table 1: Prices for Quill Pro

Service Line		Description	Target	Charge Options	
				Hourly	**Words Count**
Content Writing	Blog posts Articles Scripts for videos Podcasts	To plan, write and edit web content, typically for digital marketing purposes.	10 Companies 30 Individuals	Beginner: $16 Intermediate: $25 Advance: $40	Less than 500 words: $40 500-750 words: $50 750-1000 words: $75 1000 words and above: $80
Content Management		To develop a consistent brand identity for a company and establish its online presence	15 Companies	Beginner: $25 Intermediate: $40 Advance: $60	
Content Editing	Content/Development Editing Copy editing	To research, proofread, and publish both traditional and	10 Companies 30	$40/hour $30/hour	$0.024/word $0.017/word

| | Proofreading | online media. | Individuals | $20/hour | $0.012/word |
| | Copy editing + Proofreading | | | $35/hour | $0.019/word |

Table 2: Cost Structure per Year

Purpose	Rate ($)	Quantity	Total ($)
Rent	$50	12	$600
Cleaning	$20	12	$240
Electricity	$15	12	$180
Water	$15	12	$180
Internet	$15	12	$180
Software Subscription	-	-	-
Salaries	$150	12	$1800
Maintenance of Digital Gadgets	$10	12	$120
Pay-As-You-Earn tax for Staff	-	-	-
Company Tax	$15	12	$180
TOTAL			**$3.480 per year**

Goals

Objective and Key Results (OKR) is adopted for this Business because it is a goal-setting framework that helps organizations define goals or objectives and then track the outcome. The framework is designed to help organizations establish far-reaching goals in days instead of months. It can also be seen as a quarterly goal-setting methodology that requires thinking about the improvement in a new way.

Objective 1: To engage potential clients and customers through educative contents with intention to move them through the sales funnel. (Number of people to reach out to)
Objective 2: To provide a top-notch brand awareness to individuals and corporate bodies.

Objective 3: To create brand loyalty to individuals and corporate bodies through their audience.
Objective 4: To make a happy client out of the audience through educative content.