Enterprise

Unique and disruptive offering for enterprises:

Comprehensive, fully tested, stable and scalable web publishing and e-commerce platform configured to (support and seamlessly integrate proprietary applications with any third party applications and online services) enable enterprises to operate/compete effectively online.

Create, re-create, optimise, sell, advertise, edit, manage, publish - in multiple languages - while retaining control (content, copyright and data).

Everything accessed and controlled through one User Interface (UI).

Exactly the support needed.

Distribution

Due to threat posed to traditional IT departments and the status quo, organic growth reliant on strong contacts or clients at pressure points where they need/are forced to consider new/better ways of doing things.

Revenue

Higher value/lower volume subscription service business model.

Target tens to hundreds - 100 enterprise subscribers equates to approx. 0.2% of the UK's Enterprises (there are roughly 50,000 UK enterprises).
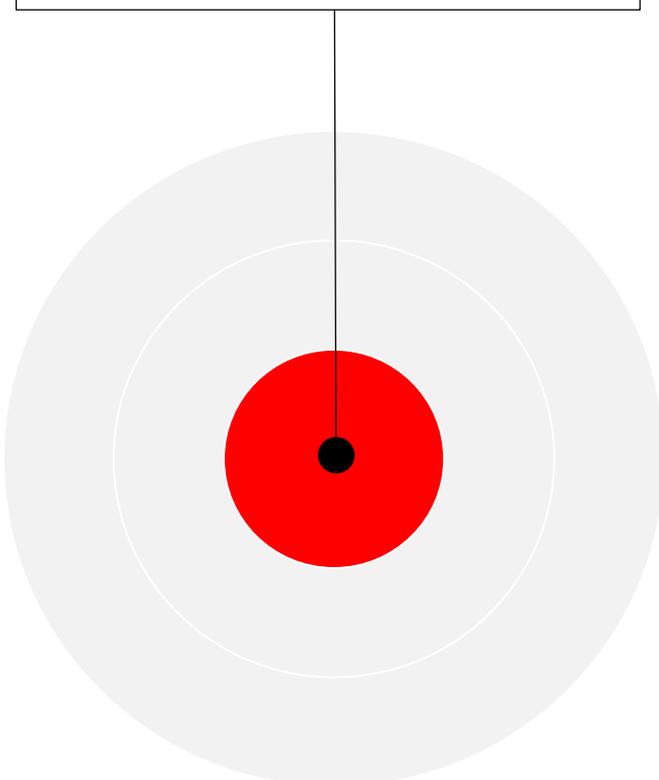
Subscription/service value in tens of thousands per annum (e.g. £5,000 per month) but relatively slow growth due to involved nature of enterprise business.

Cost to serve

Low cost to serve and incremental business can be served with very limited increases in cost.

Business value

Weighted towards the Technology.

B.   Next - enterprise strength web publishing available to SMEs

SMEs

Unique and disruptive offering for SMEs:

Comprehensive, fully tested, stable and scalable web publishing and e-commerce platform configured to (support and seamlessly integrate proprietary applications with any third party applications and online services) enable SMEs to operate/ compete effectively online.

Create, re-create, optimise, sell, advertise, edit, manage, publish - in multiple languages - while retaining control (content, copyright and data).

Everything accessed and controlled through one User Interface (UI).

Support when required.

Can be seamlessly scaled to enterprise offering.

Distribution (multi-channel)

All roads lead to Webpuzzle:

Direct through organic/'paid for' traffic direct to purchase on website.

Licensed third parties (akin to UBER) e.g. web designers, template libraries, developers, agencies can import their HTML site/page templates directly into Webpuzzle and use the platform to support their clients' websites.

Recommendation by/association with: infrastructure providers, e.g. mobile networks, hosting providers; trade bodies, e.g. FSB; government bodies, e.g. Department for International Trade; etc.

Revenue

Lower value/higher volume subscription service business model.

Target thousands - 10,000 SME subscribers equates to approx. 0.2% of the UK's SMEs (5.65m SMEs).

Subscription value in high hundreds/ low thousands per annum (e.g. £100 pm). Faster growth.
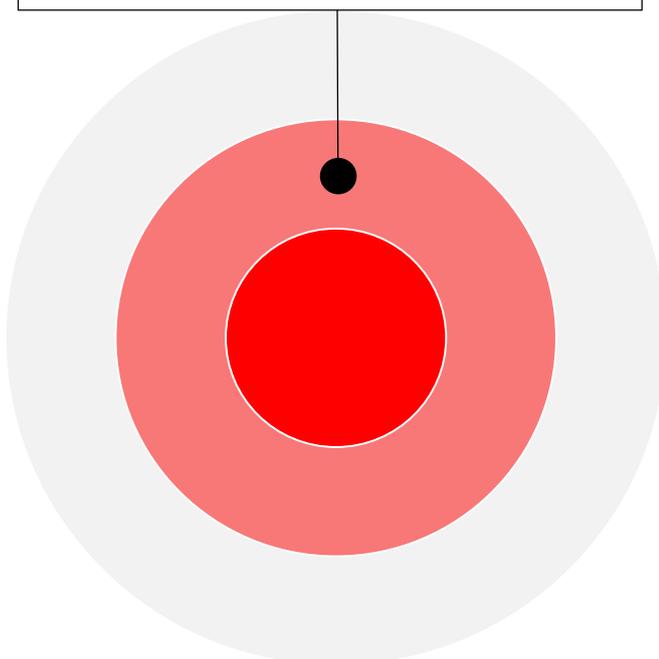
Cost to serve

Low cost to serve (carefully framed offering with intuitive UI).

Communications/sales/service support - scope and cost TBC once prototype/ BETA available.

Business value

Technology + significant (and diversified) embedded subscription revenue.

Personal Users

Unique and disruptive offering for sophisticated personal users:

Comprehensive, fully tested, stable and scalable web publishing platform configured to enable personal users to operate effectively online.

Create, edit, manage, publish while retaining control (content, copyright and data).

Everything accessed and controlled through one User Interface (UI).

Support when required.

Can be seamlessly scaled to SME and ultimately enterprise offering.

Distribution

All roads lead to Webpuzzle:

Direct through organic/'paid for' traffic direct to purchase on website.

Licensed third parties (akin to UBER) e.g. web designers import their HTML site/page templates directly into Webpuzzle and use the platform to support their clients' websites.

Recommendation by/association with: infrastructure providers, e.g. mobile networks, hosting providers; educational bodies, e.g. universities; Government bodies, e.g. British Council; student bodies, e.g. Unidays.

Revenue

Lower value/higher volume subscription service business model.

Target many tens of thousands - 100,000 personal subscribers equates to approx. 0.5% of the UK's Instagram users (16.7m Instagram users).

Subscription high tens/low hundreds per annum (e.g. £10 pm). Faster growth.

Cost to serve

Low cost to serve (carefully framed offering and intuitive UI).

Communications/sales/service support - scope and cost TBC once prototype/ BETA available.

Business value

Technology + significant (and diversified) embedded subscription revenue.