



Business Plan

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Executive Summary

Product

HeyBee designs and manufactures high quality bee hotels for wild bees. All bee hotels are customized for the perfect size of wild bees so they can find their new homes comfortable. All bee hotels which HeyBee produces are 3D printed using recycled and biodegradable materials with the thought of fighting against pollution of plastic materials. Optional educational packages include educational materials about bees specifically designed for children in order for them to actually see the way bees live, making learning more fun and most importantly helping out the most important insects on Earth, the bees.

Customers

The target audience for HeyBee is people who are interested in nature and helping out for a better tomorrow. This can be both private customers as well as companies.

HeyBee offers businesses personally designed bee hotels that have the company's logo on them. These hotels can be for example assembled in a public place and promote the corporation while also showing that it is investing in the environment.

In the B2C sector HeyBee is targeting people who want to make a positive impact on the planet without having to invest too much of their time. This can be both adults and children. Through the usage of modern technology HeyBee is not only interesting for nature-lovers but also for technology-loving people, especially in urban areas. The other target audience are parents who want to give their children the opportunity to learn more about bees while having fun outside with the family and most importantly saving the bees.

Future of the Company

Existing competitors are offering bee hotels made out of wood. This is a solid market which HeyBee will disrupt with the incorporation of a new user-experience and the usage of the rising 3D printing technology. There is a place for the products of HeyBee as they are easy to print, very affordable and most importantly biodegradable meaning that they do not pollute the environment.

Company Description

Mission Statement

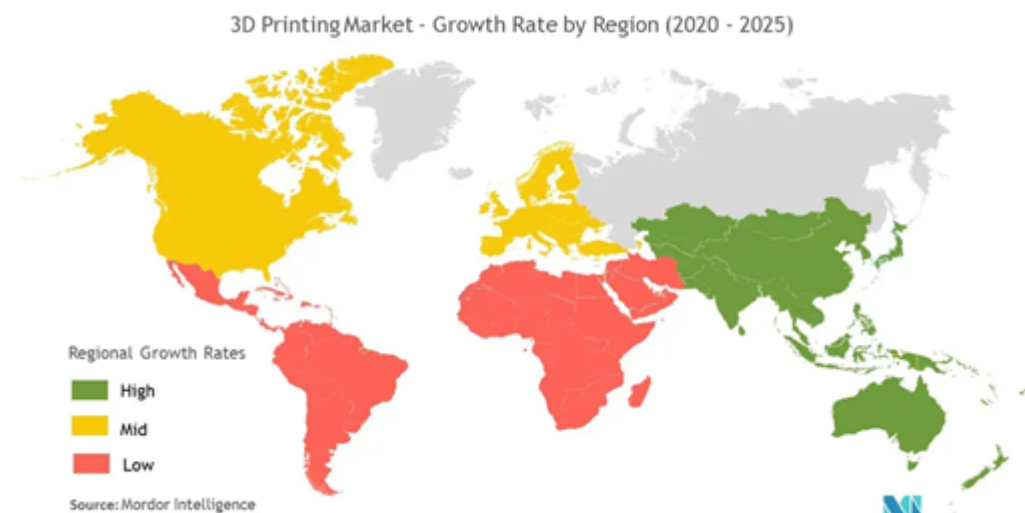
HeyBee's mission is to provide all wild bees with a secure environment, a home to live and necessary flowers around them in order to protect them and ensure their safety, while giving the opportunity to customers to learn more about wild bees in a fun way.

Market Research

Industry

HeyBee will be a part of the manufacturing industry, more precisely, the 3D printing industry. Currently, homes for wild bees are made by wood from mostly small companies. The smallest companies sell locally either in shops, at craft fairs, or online.

The 3D industry has been growing exponentially in the last years and is expected to develop and continue expanding in the next years, especially in North America, Europe and Asia, where the number of cities is increasing and with it the demand for urban greening.



Detailed Description of Customers

The two groups that HeyBee will market are companies and private customers.

Our target companies are middle and large-scale corporations that are interested in investing in environment friendly projects which help them make a positive impact in their area while also promoting their brand.

Our targeted private customers are adults (age 18-80), both with and without children with an income range of \$35,000 - \$90,000 a year, living in urban and suburban areas and having spare space on a balcony, terrace, roof or garden. Our target customers are interested in making a positive contribution to saving the environment while not having to invest too much time into a complex process. Our target customers are willing to spend money on products that are of higher quality, exclusive and last longer.

Company Advantages

HeyBee 3D printed bee hotels have the following advantages compared to competitors:

- Both basic and individualistic designs, which can be easily 3D printed anywhere
- Easy-to-assemble parts
- Safe, non-toxic and biodegradable 3D printing materials
- Quick pick-up options, as customers can choose their printing place
- Step-by-step guide which supports our customer on their journey to getting their first bees
- High-quality, interactive website

Service Line

Product/Service

HeyBee will sell 3D printed bee hotels which are made out of biodegradable materials. The design is handcrafted and designed to easily use. Our line currently includes the following models:

- Big Bee Hotel
- Small Bee Home
- Bumblebee Home

In addition, we will offer a step-by-step plan that guides our customers through the process as well as an optional educational guide which is especially created for young children.

Pricing Structure

HeyBee will offer its products for the following prices:

- Big Bee Hotel 50 €
- Small Bee Home 35 €
- Bumblebee Home 35 €

Product Lifecycle

HeyBee will print its products on demand at partnering public 3D printing companies.

Intellectual Property Rights

All designs of bee hotels, logos and texts on the heybee website belong to HeyBee.

Research and Development

HeyBee is planning to conduct the following research and development:

- Include a feedback mechanism on the website for ideas, suggestions, and improvements
- Partner with research institutes to improve the quality and effectivity of the product designs

Marketing & Sales

Growth Strategy

To grow the company, HeyBee will do the following:

- Start by selling to friends and family and receiving feedback from them
- Address large and middle scale companies to purchase our product with their personal logo on it.
- Cooperate with local communities to set up our bee hotels in public spaces.

Communicate with the Customer

HeyBee will communicate with its customers by:

- Providing an email newsletter with company news and product information
- Utilizing social media such as Instagram, Facebook, LinkedIn and Twitter
- Providing contact information on the company website.
- Adding labels on bee hotels that include company name, contact info, and web address

How to Sell

Currently, all sales and reservation of products go through our website

Currently, the only person in charge of sales for Wooden Grain Toys is the owner, Andrew Robertson. As profits increase, Wooden Grain Toys will look to add an employee to assist with social media and online marketing. The target demographic for the company will be parents of children aged 3-10. The company will increase awareness to our targeted customers through online advertising and attending craft fairs.