

# Luminous Teen

*GRAB THE SHINE*

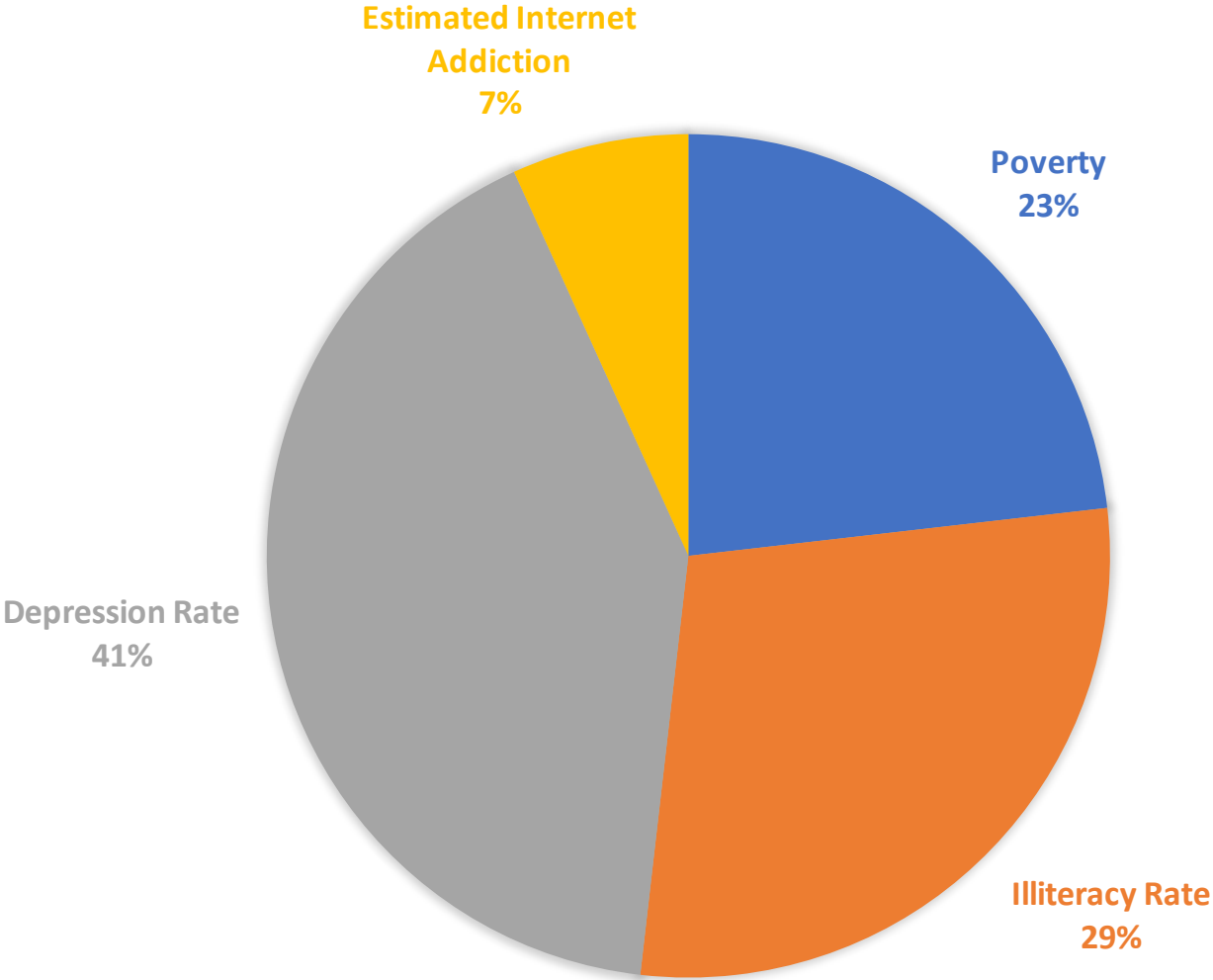
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# SDG GOALS WE ARE DEPENDING ON



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**ALARMING PROPORTIONS**

# Problem Assertion



- **Luminous Teen** addresses the vulnerable condition of teenagers, mainly in South Asia. Lack of **financial independence** and exclusion from decision-making give rise to **mental health hazards, bullying, teenager abuses and discrimination**. Entire dependence on family and conventional curriculum, from the perspective of the **socio-economic and geopolitical** condition of the subcontinent, make teenagers prone to household violence and future employment crisis.

# Problem Assertion



According to **Jason Smith**, a *London-based career counselor*, "*... a certain degree of financial independence and the knock-on effects for confidence and maturity of outlook are significant*" for a teenager.

Besides, according to **UN**, nearly 1 in every 10 children is involved in child labor, showing a great **risk to human rights and physical exploitation** due to heavy industrial works while not getting paid enough in cheap labor markets. Luminous Teen wants to make them skilled workforce with high market demand instead of physical laborers and at the same time providing them with the necessary support to grow smoothly, resulting in the utilization of leisure hours, earning money from a safe and welcoming environment, increased enthusiasm & innovation and academic enrichment.

# Core Idea of Business



Luminous Teen offers four primary value propositions : **social movement, commitment, low price and brand/status.**

Luminous Teen is working to ensure golden teenage for all. It's not mere a way to make money, it's a life changing journey with far-reaching consequences. There are many teenagers with remarkable **proficiency** level in doing different stuffs. Being a part of Luminous Teen as a **customer** shows a high level of supportive mindset to the promising teenagers. It's a social movement to establish Luminous Teen as a well-known brand to uplift them who are our children or our **siblings**. It's time to invest for providing them with a **sustainable** future.

Most of the products of Luminous Teen are driven by a social mission and intended to promote the expression of latent talents along with the economic **empowerment** of teenagers. Luminous Teen is committed to ensuring quality and low price level.

Luminous Teen is solely a teenager platform with a welcoming and inclusive policy and a balance between business and social interest. The **personalized support system** is its unique approach to reach its goal.

# Core Idea of Business



The **freelancing** marketplace will be **Luminous Teen's** primary way of generating **revenue**. Luminous Teen will deduct **30%** of every **transaction** done through its platform.

With the development of the **hybrid business** model stated above, Luminous Teen will also produce and sell its own product to make money. We have **self-funded \$420** till now for building the primary website. Once it gets ready, there will be a maintenance cost and gradually Luminous Teen will start generating revenue. Our employees are currently working on a **voluntary basis**. After the initiation of product development and the hybrid business model, we will sell our own products and in the meantime, we will develop the marketplace **software sufficiently** well. After that, in the next **9 months**, we expect to break even and start making profit.

# Products and Services



- Luminous Teen will be providing general freelancing services offered by teenagers. It will also have an e-commerce interface for buying and selling different products (or collections) made by teenagers. With progress, Luminous Teen will also offer **localized in-person assistance** services.

With the shift to the hybrid model, Luminous Teen will develop **unique products** for customers combining **innovation**, technology, social need and teenager convenience. Examples include developing a woman safety kit to **fight sexual exploitation, a responsive location tracking system etc.** Besides, on the eve of different occasions, Luminous Teen will produce related things for cultural, social or medical purpose. The production planning will be dynamic and more focused on social impact and scalability.

Luminous Teen will create a sense of **self-reliance** and entrepreneurial efforts among teenagers. Its primary focus is to promote the **participation** of teenagers in **economic activities** and to develop a new **ecosystem** for teenagers' contribution as workforce.

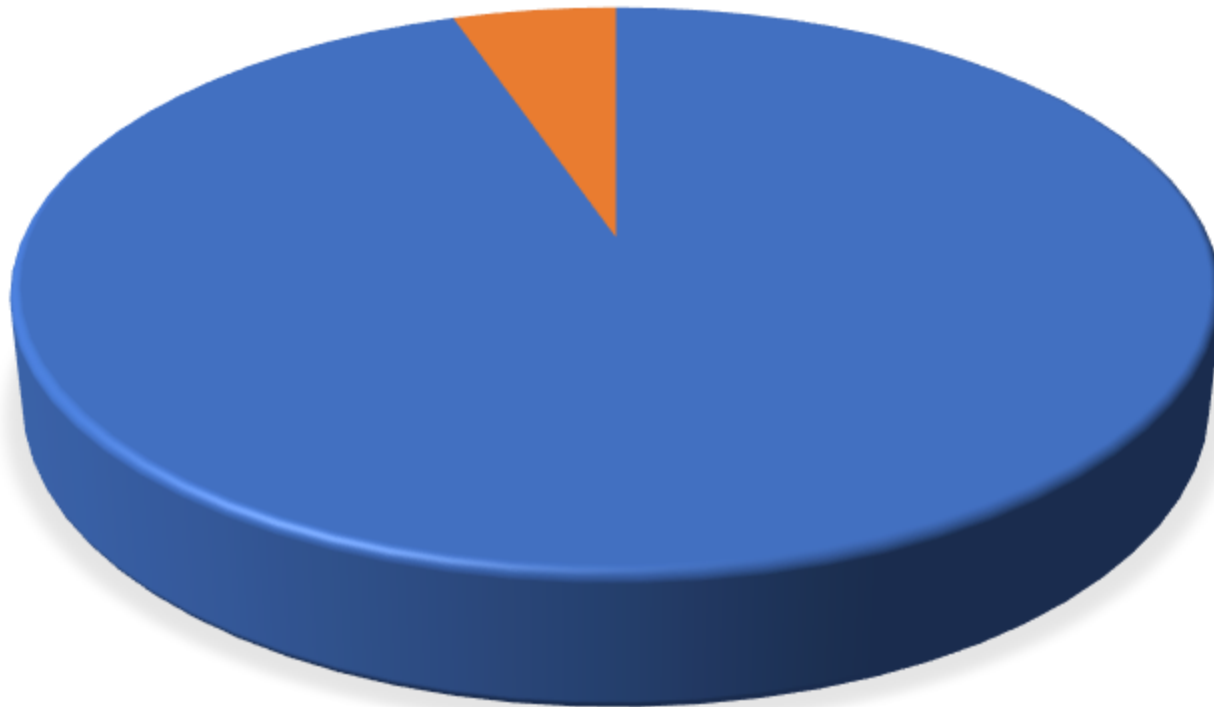


# *Market Size and Target Market*



## MARKET INFORMATION

Target Market \$ 13.95 million  
5%



Total Available  
\$ 252.39 million Market  
95%

The market size is on an increase. Due to the **pandemic**, **freelancing** and working **remotely** through digital platforms have increased notably. With the availability of better internet service and electronic gadgets, the market size will keep growing.

# *Marketing and Promotional Plans*



**Our marketing plans include :**

**Email marketing**

**Social media engagement** ( Our page currently has about **4000** likes)

**Paid advertising on digital platforms, print media and TV channels**

**Increasing traction**

**Arranging workshops** in educational institutions

**Organizing events for both promotion and recruitment**

**Providing earlier customers with fancy gifts**

**Printing T-shirts and usable things with startup logo and tagline**

# *Marketing and Promotional Plans*



Luminous Teen will initiate and continue to lead a **social movement** for **teenager empowerment**.

The strongest way to sell products or services is to **motivate** people to be a part of this movement.

Besides, Luminous Teen will act according to the public need of different things during any **cultural, social** or other **trends**. We will feature brilliant works of our teenagers on social media and **convince** clients to buy them.

# *Operational Plan*



## **C-suite**

**Luminous Teen has two strings of C-level members : C-suite and Lower C-suite They work in concert to ensure Luminous Teen's strategies and operations align with our established plans and policies. They also harmonize the co-operation between departments for executions of certain plans.**

## *Departments:*

**Media Management :** Develops and implements all targeted content from various media platforms.

**Information Technology support :** Oversees maintenance of our website and maintains computerized information systems to process data efficiently to produce useful and timely information.

**Human Resources :** Responsible for recruiting, hiring, onboarding, training, and firing employees and administering employee benefits.

**Product Management:** Build and execute a plan to make sure our product best meets its financial and strategic goals.

**Sales :** Advertisement, Market research, Competitor analysis

# *Operational Plan*



## *Departments:*

**Community Management:** They oversee the process of building an authentic community among Luminous Teen's customers, employees and general teenagers through various types of interaction.

**Customer Service Support :** Mainly to ensure that all of the questions and problems of the customers are answered and solved.

**Marketing and Promotion :** Promoting the business, reaching out to prospects, customers, investors and the community while creating an overarching image that represents us in a positive light.

**Publicity and Planning :** Identifying target audience, analyze most effective techniques to reach target audience, diversify the techniques, combine marketing and media work to reach said audience, use radio-internet-news releases for further reach.

**Growth Hackers:** Acquiring as many users or customers as possible while spending as little as possible. Growth hackers use creative, low-cost strategies to grow our audience, and acquire/retain customers. They experiment on new strategies while our marketing team uses conventional techniques.

# *Impact Business and Environmental Analysis*

*Luminous Teen* will have its own product in the secondary stage (hybrid business model). Then it will be creating a new market for social need-based innovative products.

Competitors in the field of freelancing **marketplaces** are quite strong. But there are competitive advantages too. The platforms are open for **freelancers** of **all ages**, create some payment complications for teen freelancers and do not provide extra development opportunities.

Luminous Teen will try to solve the present issues and will provide some more opportunities to attract quality teen workforce. As it is a social mission conducted in a commercial way, utilizing competitive edges with proper marketing plans and public engagement will make it a grand success.



# *Implementation Plan*



**Developing A Freelancing Marketplace  
Specially Designed For Teenagers  
With a Combination Of Consultation  
opportunity and Skill-based Training  
Along With Personalized Support System...**

**We Will initiate a *micro-grant system* under 'Support in Exchange of Service' motto and work as a staffing agency for platform graduates when they become adults.**

# *Implementation Plan*



- The name of our SE is ***Luminous Teen***. Luminous Teen is planned to be primarily a digital **peer-to-peer** teenager freelancing marketplace platform with a combination of basic literacy skills, necessary consultation and training opportunity. With its growth, there will be:

A **personalized** support system combining expert referees and **artificial intelligence** to provide every teenager with distinct roadmap(s) to grow. Luminous Teen will affiliate with organizations working on **mental health, adolescence, inclusion** etc. If needed, Luminous Teen will have its **signature projects** for the betterment of teenagers.



# *Implementation Plan*



*Luminous Teen* is intended to popularize teen employment and to eliminate the existing form of **child labor**. It will switch to a hybrid form combining **peer-to-peer** and **business-to-customer** marketplace model. Luminous Teen will then have its own **product**.

Luminous Teen will initiate a **micro-grant** system under 'Support in Exchange of Service' motto and work as a staffing agency for platform graduates when they become adults.

# *Implementation Plan*



- **Convincing Patents to Allow Their Children Work.**
- **Convincing Industry Leaders to Initiate a System of Teenager Employment .**
  - **Consultation Opportunity for Career Planning .**
  - **Providing Teenagers With Necessary Equipment .**
    - **Skill-Enhancement Training Opportunity.**
- **Starting A Movement for Change in The Traditional Curriculum.**

# *Implementation Plan*



*To have at least 20 paid teenager product developers by  
2023*

*To provide personalized support to at least 100  
teenagers by July 2022*

*To convince 10 industry leaders to employ teenagers for  
suitable works and make 10,000 people familiar with  
the concept of teen employment by 2023*

# *Implementation Plan*



Building the expected form of teenager **freelancing marketplace**  
application software

Initiation of **revenue generation**

Initiation of *personalized support system*

Offering paid employment to product developers

# *Financial Projection*



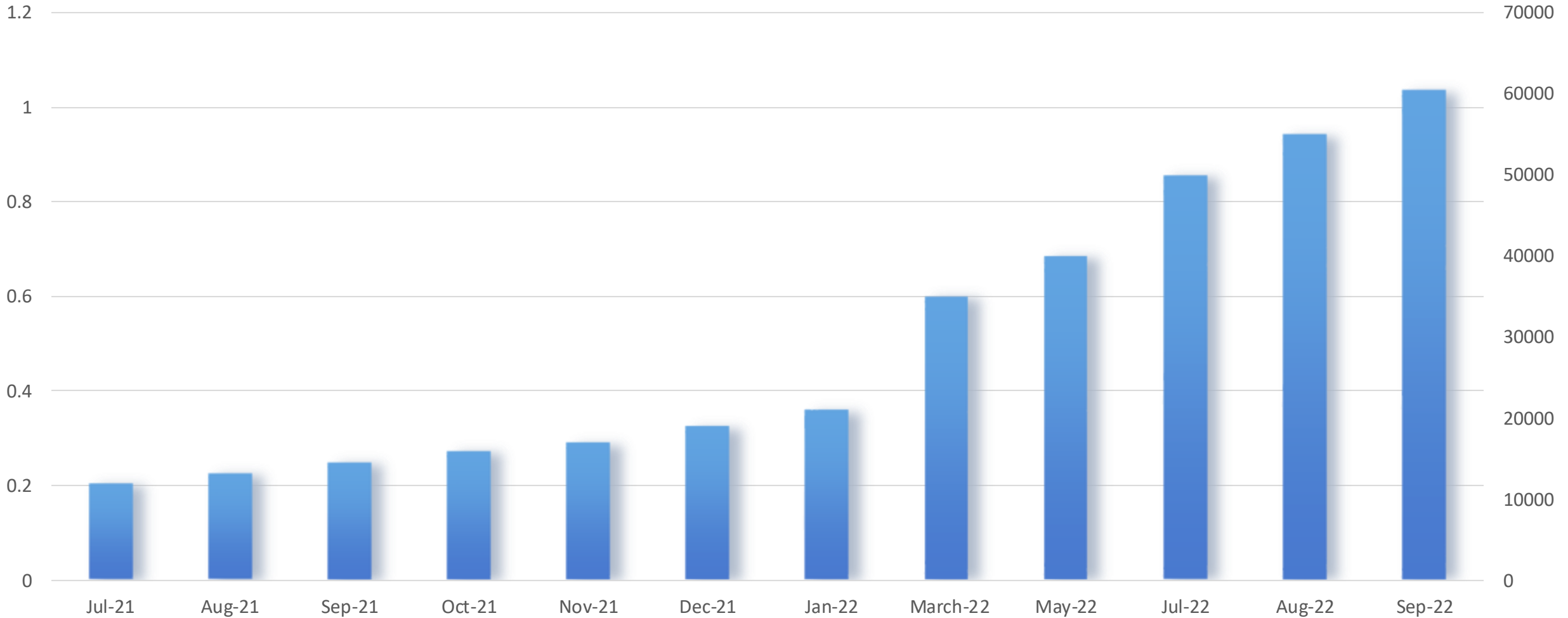
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# *Financial Projection*



## **Estimated Revenue Generation**

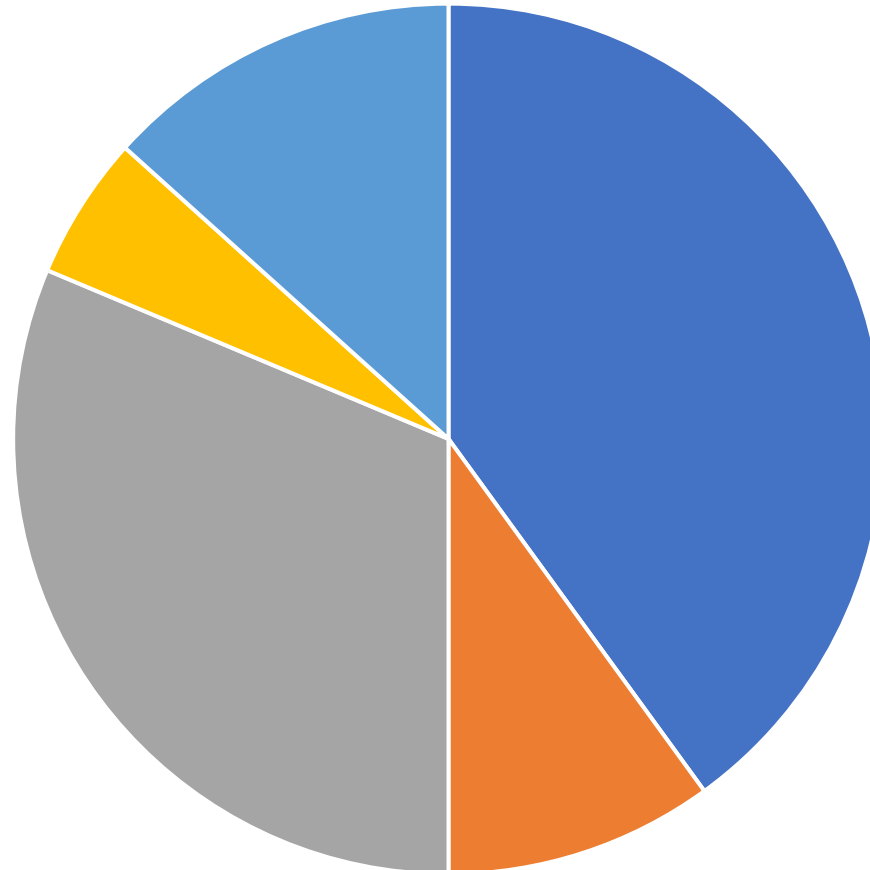


# Financial Projection



## Estimated Revenue Sources

Sectors



- Application Software Development
- Marketing And Promotion
- Product Development
- Incorporation
- Business Deals and Affiliation

# *Goals to be Anticipated*



*To impact **600 teenagers** during the very first year with an annual growth of 20% through the primary freelancing **marketplace platform***

*To build the expected marketplace **application software** within a year after receiving necessary grant money*

*To **start production** and to shift to the **hybrid model** within six months of **accomplishment** of goal .*



# *Goals to be Anticipated*



**Bringing unique product to the market and shifting to the **hybrid** business model**

**Making a more developed **personalized** support system and ensuring financial inclusion of teenagers**

**Working with industry giants as a **staffing** agency for platform graduates**

**Developing more and more innovative and **impactful** products and increasing the revenue size**

**Initiation of some **sister concerns** intended to fight other social evils and **climate issues****



# Future Plans

- **1.To Integrate Consultation Opportunity (Adolescence Guidelines, Mental health, Wellbeing etc. )**
- **2.To Offer Necessary Training according to Teenagers Interest**
- **3.To Use Artificial Intelligence and Build A Personalized Support System .**
- **4. To initiate A Micro-grant System to Introduce B2C Business model .**

***Thanks For Your Patience***

***LUMINOUS TEEN***