



D-er projects

BY DENİZ GOCER.



1- Entrepreneur

I was born in 2001, in Istanbul. I graduated from Doga College Cekmekoy - Oxford Quality Programme as secondary school. Currently I am studying at Language section in Alemdağ Tunç Çapa Anatolian High School. I know basic coding , close to advanced level in English , and I am a self-improvement addict.

I've found this project at the end of 2016 , and still we're working on it. In long term , I plan to put a lot of hard work into this.



Summary of Business Idea

- ▶ D-er projects is an entire project which consists of small many projects. We develop apps that will help you , and which can make you go further in life.
- ▶ D-er projects is currently working on small mobile apps , in order to gain experience in marketing and developing.



General Growth Plan

- ▶ D-er projects will seek for apps that can help the company and help its users.
- ▶ First , company will develop apps for only Android and Windows , then company will buy developer rights for IOS , which is our first big milestone.
- ▶ Afterwards , company will try to expand through Europe , still maintaining customer satisfaction.



Why D-er?

- ▶ Because instead of its competitors , D-er is run by young people which enables it to adapt to new circumstances and overcome obstacles that are created by fast improvement of technology.
- ▶ Because D-er actually cares about you more than your money , and its aim is make sure you are %100 satisfied when you use its products / apps.
- ▶ Because D-er is run by open-minded people , who will listen to you and improve towards your feedback.



Short-term Goals.

- ▶ Buy publishing rights for Android and Windows
- ▶ Release first app
- ▶ Gain a total downloads of 1000
- ▶ Make a public website
- ▶ Buy publishing rights for ios



Long-term Goals.

- ▶ Gain a total downloads of 100.000
- ▶ Make about 1000\$ passive income
- ▶ Expand to Europe and USA
- ▶ Open first office in Istanbul



Target Market

- ▶ D-er first targets people with ambitions and goals. Because its first aim is to HELP people.
- ▶ D-er will achieve this market's attention with ads on Google and Instagram.
- ▶ D-er will also attend events in order to connect with its users.



SWOT Analyse

Strength

Young founders

Passionate employees

Contacts of founders

Opportunities

Make impact on people's lives

Have a good start and lead the market

Weaknesses

Inexperienced founders

Not educated very well employees

Unknown names

Threats

Have a bad start and lose respect from start

Lost in market , unable to pay expenses



Income & Expenses

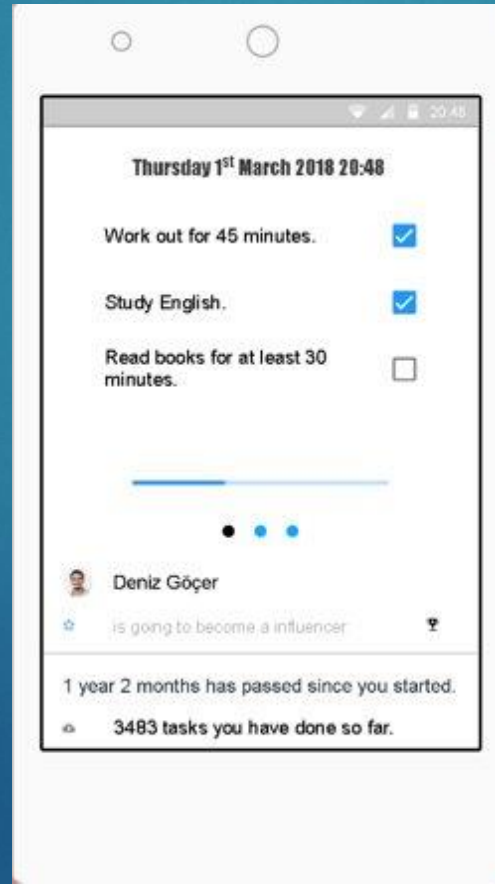
- ▶ Development : 0\$
- ▶ Ads : 100\$ (Instagram + Google)
- ▶ Employees : 0\$
- ▶ HQ : 0\$
- ▶ Domain : 20\$
- ▶ Total expenses : 120\$

Ads : 1-100\$
Sponsorships: 50\$
Investments : 1000\$

Total Income : 1051-1150



Latest prototype of our first app (pre-alpha v-0001)





Thank you all for listening

Made by Deniz Göçer.