



BE YOUR OWN BOSS -STRANDS



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THE NAME OF THE BUSINESS.

Smart glasses



THE TYPE OR TYPES OF PRODUCTS AND SERVICES YOUR BUSINESS OFFERS.

All types of glasses, including glasses specially adapted for your face, our glasses can connect with our app by a tiny chip that we implanted on them. In the app, you can locate your glasses in any distance. You'll be the only one able to locate them, then your data will never be stolen.

Besides that, we offers products to help you use your glasses better, for example if your glasses are falling or not adjusted correctly, this item will help you a lot, and we also sell products to clean its lens.

WHO YOUR INTENDED AUDIENCE/CUSTOMER BASE WILL BE.

Our main audience is people who have eye problems, but we also sell different products which can be used by everybody.



WHO SOME OF YOUR COMPETITION IS (OTHER BUSINESSES IN THE SAME AREA OR FIELD AS YOURS).

We have big competitions as Óticas Carol, Óticas Gassi, Ótica Delivery and others, but the difference between this other shops and ours is that our glasses are technological, you will never lose them, we also sell objects that helps taking care of the customer glasses and we sell a product that cleans the glasses lens.



HOW MUCH MONEY IT WILL TAKE TO GET YOUR BUSINESS STARTED (PROVIDE SPECIFIC FIGURES FOR THINGS LIKE OFFICE SPACE RENT, PAYROLL, UTILITIES, ADVERTISING, OTHER OVERHEAD, ETC...).



We think that it will take about one million reais to start our business. To build the chip it would probably cost 70 thousand reais, then we would have to make a big quantity of this chips, we also need to build the glasses which will cost approximately 300 thousand reais, we need to find a place to start our store and hire our staff which will cost 600 thousand reais.



HOW YOUR BUSINESS IS STRUCTURED/ORGANIZED (THIS INCLUDES NUMBER OF EMPLOYEES, OPERATION LOCATIONS, BUILDING SIZE, ETC...).

Our business works like this, we make glasses frames and the intelligent glasses in a workshop inside São Paulo. Our shops are located in the streets but especially in malls and outlets.

If you want to know the exact location of our Smart Glasses shop, you should go to our site, www.smartglasses.com 😊

Usually in ours shops, there are three or four employees to help you find your perfect glasses. But as we are suffering from COVID-19, we applied new measures to protect our customers from the virus, when you prove any glasses, you need to put it in a little box that will clean and decontaminate it.



3 MAJOR RISKS INVOLVED IN STARTING THIS BUSINESS.

So, being an entrepreneur has rewards but also many risks. The most important of them, is losing everything, you lose all you fight for, all you dedicated time, money and effort.

Another examples of the risks are:

- Don't spend a lot of money in the beginning, start with a little investment and then, if your entrepreneurship really works you spend more money.
- In the beginning, you can have two jobs, the entrepreneurship and another one is when you meet important people that can help you in entrepreneurship. When your entrepreneurship starts, if you want, you can leave this other job.
- You think your entrepreneurship will change the world, but in the end, it can be possible that no company buys your ideas. To prevent this from happening, you have to organize yourself, try to find a problem for you, solve it and when you are finished, sell it to a company.

3 MAJOR REWARDS YOU HOPE TO GAIN BY STARTING THIS BUSINESS.



Starting this business, we hope gaining recognition of the business in the world, some money obviously, and happiness. We hope getting happiness in our dream job where we are our own bosses.



WHY YOU DECIDED TO BECOME AN ENTREPRENEUR ?

At the begging, we didn't want to create a shop, or nothing like that, because we thought that it was going to be very stressful, but at the same time, we wanted to have our own money, our own company and our business. So we decided, to face all that, and try it for the first time, if it didn't work we would stop. After two months, things were happening perfectly, so we decided to continue with this dream, we never expected much that it would work but it did, saying that something is bad without at least trying is wrong, because you cannot judge the book by its cover, so believe in yourself, and make your dreams come true



WHERE YOU SEE YOUR BUSINESS IN 5 YEARS.

In 5 years, we hope to be well, with our successful small business, we hope that we will be able to launch new products, we hope to our brand continue to be great and everything goes as we planned.

REFLECT ON YOUR EXPERIENCE WRITING THIS BUSINESS PLAN:

- WHICH PARTS OF THIS FINAL PRODUCT WERE EASY FOR YOU TO COMPLETE?
- WHICH PARTS OF THIS FINAL PRODUCT WERE CHALLENGING?
- WHAT DID YOU LEARN BY COMPLETING THIS FINAL PRODUCT?



The parts that we think are easier were:

- Where you see your business in 5 years
- 3 major risks
- 3 major rewards

We learnt that being an entrepreneur has good or bad results, it depend on you and your actions, your investments, everything depends on you, you can get many rewards, especially autonomy, but at the same time, many risks, for example, losing everything that you have done.

The parts that we think are more challenging are:

- How your business is structured
- Why you decided to become an entrepreneur



2. PLEASE MAKE SURE TO CITE YOUR SOURCES. CITING YOUR SOURCES MEANS TO LIST THE SOURCES THAT YOU HAVE USED TO GATHER INFORMATION FOR YOUR PROJECT.

<https://cfmanitoba.ca/blog/10-awesome-benefits-of-becoming-an-entrepreneur>

<https://www.investopedia.com/ask/answers/040615/what-risks-does-entrepreneur-face.asp>

https://herols.com/uploader/download.php?dir=project_files&file=4383/b58a852984256b96acdf7c16a3ac086f.pdf&suggested_name=Pros+and+Cons+of+Being+an+Entrepreneur.pdf

Some things were of our creativity

