

BUSINESS PLAN



INFINI

SOFT WORLD

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THE PROBLEM

Software development is too complex.

The realm of software development has for long been a laborious and redundant endeavor. As a software engineer, my aspirations often revolved around the concept of a solution that could free up time for creativity rather than focusing primarily on preparation.

The present status quo in the industry signals a desperate requirement for innovation. Although the market seems to be warming up to novel techniques, ambiguity persists about optimal solutions. One notable example is Microsoft's Copilot, which has become a go-to product for over 10 million developers worldwide, assisting them with code auto-completion similar to Google's search or smartphone features. However, it falls short of providing a comprehensive solution.

The software development life cycle typically presents itself as an intricate and time-intensive journey. Frequently, solutions turn out to be overly complex and feature-loaded, thereby obscuring the core intent of the software. Developers often grapple with this issue, struggling to form a mental representation of the software and comprehend its primary objective.

Complicating matters further, there exists a substantial divide between stakeholders and the development team, often causing miscommunications and consequent lags in the development timeline. The chain of information relay, starting from business requirements translated by a business analyst to the architect, to the functional analyst, and so forth, is not just tedious but also prone to misinterpretations, negatively affecting the final product.

Additionally, accomplishing the envisaged outcome in one attempt is a rare feat, contributing to issues concerning productivity, accuracy, and efficiency. Developers are often caught up in mundane tasks like logging in or client communications, a pattern that can result in subpar performance. Such circumstances also bear upon the developer experience (DX), leading to decreased morale and motivation.

Another layer of complexity is the ever-evolving nature of the software industry, with new technologies and programming languages emerging continually. Keeping up with this pace proves to be a challenge, particularly when significant time is already allocated to redundant tasks, leaving scant time for skill enhancement and knowledge upgradation.

In summary, the convoluted and time-intensive nature of the software development process, compounded by the excessive feature-load obscuring the core purpose of the software, and the communication gap between stakeholders and the development team presents a significant challenge. The time drain caused by relaying business needs and repetitive tasks performed by developers affects productivity, accuracy, and efficiency, leading to underperformance and dwindling motivation.

OUR SOLUTION

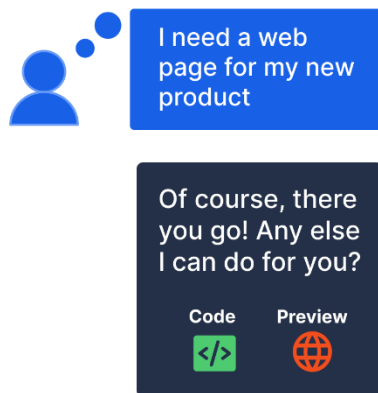
Make it simple with innovation: develop by intention with iBrain Developer.

Our approach is unique and innovative. We streamline tedious tasks in the background through iBrain, which becomes a team member and develops solutions by itself. Discussing and stating intentions, is now replacing the old coding method making the process more efficient and effective. We are currently planning our first MVP release within the next month.

Infini Softworld's solution is iBrain, a virtual assistant designed to increase software development lifecycle speed and solve repeating problems in the field. It is a cutting-edge solution that combines the power of Microsoft Azure and OpenAI technology. By leveraging the power of AI and voice technology, iBrain enables developers to interact with the virtual assistant through natural language, making coding more efficient and intuitive. The integration of iBrain with popular development environments enhances productivity and accelerates software development processes. Our approach is unique and innovative, streamlining tedious tasks in the background through iBrain, which becomes a team member and develops solutions by itself.



CODE BY INTENTION



By leveraging the power of AI and voice technology, iBrain enables developers to interact with the virtual assistant through natural language, making development more efficient and intuitive. The integration of iBrain with popular development environments enhances productivity and accelerates software development processes.

With iBrain, we offer a unique and intuitive experience for developers, providing them with a powerful tool to streamline their coding process.

Our product is currently in its final stages of preparation for market launch. Within the next two weeks, we will initiate advertising campaigns to generate awareness and excitement. Early access to iBrain will be made available to select users, allowing them to experience the capabilities of our virtual developer firsthand.

As we continue to enhance and refine iBrain, we envision expanding our product offerings to cater to various industries, providing tailored solutions that meet specific market needs. Through continuous innovation and improvements, we are committed to establishing iBrain as a leading virtual assistant in the software industry, enabling developers to do more with less.

OUR GROWTH PLAN

Push iBrain to have 1% of the Market

MARKET ANALYSIS

The global software market is experiencing rapid growth, with a projected size of around \$466 billion in 2021, according to a report by Statista. This upward trend is expected to continue, and by 2023, the market size could reach approximately \$500 billion to \$550 billion.

Gartner's research indicates that the global software market is anticipated to grow at a rate of around 8.8% in 2021. Based on this growth rate, we can expect the industry to continue expanding at a similar pace in 2022 and 2023, with a projected growth rate ranging from 8% to 9%.

Given the current market conditions, as well as our unique position and extensive intellectual property, we have a positive outlook for revenue generation. By the end of Q4 2024, we forecast to generate over \$30 million in revenue, representing just 1% of the software development market. It's important to note that this projection only accounts for our primary product, iBrain. Additionally, our projected membership is expected to reach approximately 260,000, with a monthly growth rate of 30,000 to 40,000 new members. These estimates are conservative, considering the favorable market conditions and the pioneering nature of our technology. In an open market like this, it is highly likely that we can capture more than 1% market share as a pioneer in our field.

With our strong market position and the continuous growth of the software industry, we are well-positioned to capitalize on the increasing demand for innovative solutions. Our commitment to excellence, cutting-edge technology, and exceptional customer service will further drive our success and establish us as a leader in the software development market.

CUSTOMER PROFILE

Target Customers: iBrain Developer caters to a wide range of customers, including individual developers, software development teams, and organizations across various industries. Our primary focus is on professionals in the software development field seeking to boost their productivity and efficiency. Whether it's a solo developer looking for streamlined coding solutions or a large organization in need of advanced software development tools, our product caters to their specific needs.

Customer Reach: We employ a multi-channel approach to reach our target customers. Our marketing efforts include online platforms, industry events, targeted advertising, social media campaigns, and partnerships with industry influencers and thought leaders. By utilizing these diverse channels, we can effectively engage with our target customers and create awareness about the benefits of using iBrain Developer.

Educating Customers: We educate our customers through comprehensive marketing campaigns, product demonstrations, tutorials, webinars, and case studies that highlight the benefits and success stories of using iBrain Developer. By providing these educational resources, we empower our customers to make informed decisions and fully leverage the potential of iBrain Developer.

Competitor Analysis: While we operate in the software development tools market, our differentiation lies in offering a unique combination of features, superior user experience, and exceptional customer support. While notable competitors in this market include Microsoft, Adobe, and JetBrains, our approach sets us apart. We continuously analyze our competitors' offerings to identify areas where we can excel and provide a superior product. Our commitment to innovation, user-centric design, and responsive customer support enables us to establish a competitive edge in the market and deliver unparalleled value to our customers.

COMPETITION

Competitor Landscape:

In the software development tools market, AskCodi, Denigma, and CodePal are prominent competitors. Each tool offers its own unique set of features and capabilities. However, iBrain Developer stands out from the competition with its innovative "Code by Intention" approach.

Differentiation:

iBrain Developer differentiates itself by enabling developers to express their coding intentions in natural language, allowing the tool to generate the corresponding code automatically. This revolutionary concept streamlines the development process and enhances efficiency by eliminating the need for manual coding.

Customer Comparison:

When comparing iBrain Developer with its competitors, customers often consider factors such as functionality, ease of use, customer support, pricing, and overall value proposition. iBrain Developer's "Code by Intention" approach offers a distinct advantage by simplifying the coding process and improving productivity.

Advantages over Competitors:

iBrain Developer holds several advantages over its competitors. Its "Code by Intention" feature eliminates the need for traditional manual coding, reducing the potential for errors and speeding up development time. Additionally, iBrain Developer's focus on customer satisfaction, regular updates, and tailored pricing structure further differentiates it from its competitors, providing a superior experience for users.

iBrain Developer holds a competitive edge by offering an extensive feature set, an intuitive user interface, regular updates, outstanding customer support, and a flexible pricing structure tailored to meet the needs of different customer segments. We strive to surpass the competition in every aspect and provide the best possible experience for our customers.

MARKETING PLAN

Brand Positioning: Our marketing strategy revolves around positioning iBrain Developer as the go-to solution for software development productivity. We emphasize our unique features, user-centric design, and the tangible benefits our customer's experience. Through targeted messaging and brand positioning, we aim to differentiate ourselves from competitors and establish a strong presence in the market.

Marketing Channels: Our marketing efforts span various channels to reach our target audience effectively. We leverage online advertising, content marketing, social media engagement, search engine optimization, and industry-specific events and conferences. By utilizing a multi-channel approach, we maximize our reach and engage with potential customers across different platforms.

Sales Strategy: Our sales strategy encompasses a consultative approach, where we understand the specific needs of our customers and provide tailored solutions. We offer personalized product demonstrations, free trials, and competitive pricing options to showcase the value of iBrain Developer. Building strong relationships with our customers is a priority, and we strive to exceed their expectations through exceptional customer service and support.

Distribution Channels: iBrain Developer will be primarily distributed through our website, online marketplaces, and strategic partnerships with software development tool providers. We continuously explore opportunities to expand our distribution network and establish collaborations with industry leaders. By leveraging strategic partnerships, we can extend our market reach and make iBrain Developer easily accessible to a wider customer base.

Advertising and Promotion: Our advertising and promotion initiatives focus on targeted digital advertising, engaging content creation, thought leadership articles, webinars, tutorials, and case studies. Through these channels, we communicate the value proposition of iBrain Developer, highlight its features and benefits, and demonstrate real-world use cases. We allocate a portion of our budget to continuous brand building and customer acquisition efforts.

Public Relations: We will actively engage in public relations activities to enhance brand visibility and credibility. This includes issuing press releases, conducting media outreach, and participating in industry events and conferences. By building strong relationships with journalists, influencers, and industry experts, we aim to position iBrain Developer as a trusted and authoritative solution in the software development market.

Overall, our marketing plan is designed to create awareness, generate leads, and foster customer loyalty. We continuously analyze market trends, monitor customer feedback, and refine our marketing strategies to ensure maximum impact and effectiveness.

OUR TEAM

Our management team consists of highly skilled individuals with diverse backgrounds and expertise in science, mathematics, engineering, business development, marketing, AI, and finance. Together, they form a strong and capable leadership team driving the success of our company.



Martin Ouimet

President and Chief Executive Officer
mouimet@infinisoft.world

a visionary thinker who constantly pushes the boundaries of what is possible. With over two decades of experience in the field, his passion for acquiring new skills and knowledge fuels innovation within our organization.



Sebastien Pesant

Chief Business Development Officer
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Sebastien's visionary mindset and ability to think beyond traditional boundaries have been instrumental in his success across multiple industries. He leads business development and delegates responsibilities for the American market.



Obongofon Udombat
Chief Marketing Officer
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Obongofon brings extensive expertise in marketing and blockchain technology. With a diploma in blockchain tech, BSc in Math, and a background in AI, he leads our marketing efforts and oversees the African market.



Mhamed Bencherqui
Chief Engineering Officer
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Mhamed holds an MBA in Sciences, Engineering, and Technology, combining deep technical expertise with a solid business acumen. He leads our engineering team and oversees operations in the European market.



Amit Basunia
Chief Product Officer
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With a background in civil engineering, Amit is dedicated to using technology to make a positive impact on the world. He leads product development and is responsible for the Asian market.



Gharbi Hassan
Chief Scientist Officer
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an experienced mathematician and scientist consultant specializing in R&D grants. With his practical mind and expertise, he accompanies clients throughout the grant process and contributes to our scientific advancements.

Each member of our management team brings unique skills and perspectives, enabling us to make informed decisions, drive innovation, and achieve our business goals. Together, we are committed to leading the company towards success and establishing Infini Softworld as a prominent player in the software industry.ss

OUR ASK

Infini Softworld recognizes the opportunities and requirements outlined in this business plan and, based on our solid business assumptions, we estimate a capital requirement of \$450,000. This capital is crucial to establish a robust foundation that will support rapid growth, particularly in the end of year 2023 and beginning of 2024.

To achieve our ambitious goals, we have developed a comprehensive plan encompassing various aspects of our business, including marketing and sales, product development, service expansion, engineering, distribution, and customer service. To execute this plan successfully, we are seeking an investment with the following allocation:

1. Market and release the first iBrain virtual developer: A significant portion of the capital will be invested in the successful launch of our flagship product, the iBrain virtual developer. This includes marketing campaigns, product promotion, and creating awareness among our target audience.
2. Complete C-Suite Team with key players: We aim to strengthen our leadership team by attracting top talent and key executives who will contribute their expertise and experience to drive our company's growth.
3. Write requests for grants based on Martin Ouimet's last 4 years of R&D: We will leverage the research and development efforts led by Martin Ouimet, our visionary leader, to apply for grants and funding opportunities that will further support our innovative projects and technological advancements.
4. Define internal standards and procedures: Developing comprehensive internal standards and procedures will ensure operational efficiency, streamline workflows, and facilitate scalability as we expand our operations.
5. Prepare a first round of financing for the following year as a backup plan: As part of our strategic financial planning, we will allocate a portion of the capital to prepare for future financing rounds, ensuring a strong financial position and providing a backup plan for future growth.
6. Start preparing for the launch of subsequent iBrain projects: We will allocate resources to initiate the groundwork for upcoming iBrain projects, ensuring a seamless transition and efficient execution of these future endeavors.

By allocating the necessary capital for these initiatives, we are confident in our ability to establish a solid foundation and drive the rapid growth and success of Infini Softworld in the coming years.

CONCLUSION

iBrain Developer is well-positioned to have positive impact on the software development industry with its advanced AI-driven features, user-friendly interface, and unwavering commitment to customer success. Our comprehensive marketing plan, strong financial projections, and strategic partnerships set the stage for exceptional growth and industry leadership. We have assembled a talented and dedicated team of professionals who are passionate about delivering innovative solutions. As we embark on this journey, we are confident in our ability to create a significant impact in the market and establish iBrain Developer as a trusted and preferred choice for software developers worldwide.