



TLBISBIG - TPGMP

Total Platinum Group Management Project

Hypothesis Canvas- Resource Support for SBA Coronavirus (Covid-19) Disaster Funding



<p>Essential Activities</p> <ul style="list-style-type: none"> • Which key activities do our partners perform? • Research existing competitors and alternatives? 	<p>Dream Team</p> <ul style="list-style-type: none"> • Who are our key partners? (i.e., Technology, Legal, Marketing, etc.) • Who are our key suppliers? 	<p>MAIN QUESTIONS</p> <ul style="list-style-type: none"> • WHY WILL THE IDEA GENERATE MORE VALUE THAN COST? • WHAT ARE THE KNOWN RISKS FOR FAILURE OF THIS IDEA? HOW WILL THEY BE MITIGATED? 	<p>Customer Relationship</p> <ul style="list-style-type: none"> • How do we get, keep, and grow customers? • Customer acquisition Cost? • Monetization (LTV)? • How to keep engaged? 	<p>Customer vs. User</p> <ul style="list-style-type: none"> • Who would pay for this service? • Business Model? • Who would use this service? • Known barriers?
<p>Essential Metrics</p> <ul style="list-style-type: none"> • What key metrics are relevant for this project? 	<p>Essential Resources</p> <ul style="list-style-type: none"> • Service providers, e.g., hardware, software, 		<p>Channels</p> <ul style="list-style-type: none"> • Best channels to reach customers? • Marketing Mix? • Automation options? 	
<p>Cost Structure / Financials</p> <ul style="list-style-type: none"> • What are the most important costs? • How much investment will be needed? • What conditions are needed to break-even? • Break-even timeline? 			<p>Revenue Streams / Cash Flow</p> <ul style="list-style-type: none"> • For what value are the customers willing to pay for this service? • What is their alternative / competitor and respective price/value? • Pricing and Go-to-market strategies • Add-ons / upsell / additional opportunities to earn revenue? 	

TLB Enterprises GH, Ltd. Relationship



TLB secures engagement

- Business Development
- Clean Energy/Water, Combined Technology
- Food
- Real Estate
- Entertainment
- Investment Opportunity

Determines best fit

- TLB owned or managed companies
- Trusted Outsourced Network
- Business Beyond Boundaries

Relationship model created

Services
Payment
Billing



BUSINESS BEYOND BOUNDARIES

Food,
Medicinal MJ
Cold Storage
Capacity

Clean Energy/Water
Immersive Technologies
Rare Earth Metals
Advanced Magnets and
Superconductivity

TLB
TLB
Enterprises
Group Holding
Secures
Engagement

Entertainment
Real Estate and Land
Space and Aerospace
Aviation
Education
Health Care
Legacy Projects

Investment
Opportunity







TLB Pre-Strategy Development Assessment



