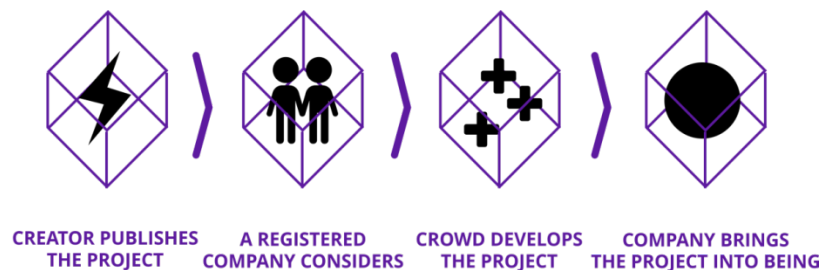


## Executive Summary

### I. Business Overview

The number of national design contests organized in Turkey is eight per month and a huge crowd respond to these contests with a monthly number of more than 1500 projects<sup>1</sup>. Contrary to the success in receiving great numbers of ideas, these contests fail when it comes to realize the winner projects. The stats show that there are no tangible results but a couple of winners, ordinary paychecks and hundreds of great and innovative ideas. On the other hand, there are companies, which share a huge budget for their innovation activities such as hiring an in-house innovation team or outsourcing design and consultancy services, seeking for projects that can lead to breakthrough innovations. Kozada.com connects these two sides.



Kozada.com is a bridge and a match-maker. Companies will register annually with a much lower cost compared to the cost of common activities to gather such filtered projects. On the side of the creator, a small fee for each project to be published is going to be demanded to keep the quality of the projects high. The vision of the platform is to help great ideas meet manufacturers and create value for creators, companies and of course the society. The platform will go beta testing until March 2012.

### II. The Market Opportunity

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<sup>1</sup> [tasarimyarismalari.com](http://tasarimyarismalari.com), a web portal that announces all design related competitions both national and global.

Organizing design or idea competition or launching projects in cooperation with design faculties of universities are two common ways of collecting innovative projects. Kozada.com offers more than these activities can offer both in quality and quantity for companies and in opportunity of realization for creators.

Average cost of running a competition that expects more than 150 submissions	60k – 100k TL
Average cost of a collaborative project with universities through a number of 30 students	15k – 30k TL
% of worthy submissions in competitions	<5%
% of worthy submissions in university projects	>40%
Cost of each worthy submission	2k – 8k TL
% of submissions that are brought into being after competitions and university projects	< 1‰
Cost of annual kozada.com membership for companies	10k TL (plus 4k TL for each activity area of a company)
# of projects submitted on kozada.com by the end of 2014	>11k
# of annual project submission starting from the end of 2014	>6k / year
% of submissions related to the activity area of each company	>2%
% of worthy submissions	>50%
Cost of each submission for a company with two activity areas	>120 TL
% of submissions that are brought into being on kozada.com	>2%

### III. Market Solution

Our web platform, kozada.com, will be serving these two sides (demand and supply) as an innovation matchmaker. The project holders will find the chance to publish their projects privately. These projects will only be visible to the companies that the project may help innovate. So, the project holder will not only be protecting his IP rights as the publication stands for a legal proof, but also will be able to track the companies which

the project is addressed to. Besides, companies will not only be receiving dozens of creative projects with a little cost, but also will find chance to open the project that they consider to public so that they can get the help of the crowd to take the project further by critics, supportive ideas and appropriate data (CRM).

#### IV. The Market

Our target market is innovation services that serve the large and medium sized enterprises that invest on innovation as a company strategy. The statistics show that the total turnover of 200 design firms in Turkey is more than 40 million \$ by 2009 and an annual %10 increase is expected<sup>2</sup>.

Every year, almost 2k students are graduated from design faculties in Turkey<sup>3</sup>. Considering that our platform will mostly be paid attention to by those in the age range of 18-25 and more or less 15k design students and professionals are expected contribute. However, the aim is not to welcome design people only. The platform will be welcoming everyone who has a feasible project. Therefore, our success criteria is to reach 20k people in a period of 3 years.

#### V. Management Team

**Dilfer Nasir** - Dilfer has a BA degree in Product Design and is studying Product Design at MSc degree. She is responsible for operations, marketing, strategy, creation of company culture, human resources, sales, PR as she is one of the designer founders (see resume booklet for details). **Uğur Mutlu** - Uğur has a BSc of Metallurgy and Material Science Engineering and is a Product Design student at MSc degree. He is responsible for technical lead as his education and experiences on production and materials make

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<sup>2</sup> Market Special 2010, Opportunities & Services for Dutch Industrial Design Services in Turkey

<sup>3</sup> ETMK, Industrial Designers Society of Turkey

him a good choice for this position (see resume booklet for details). **Deniz Levent Ziştođlu** - He completed his undergraduate study in Econometrics and continuing graduate program in E-MBA. He will be financial adviser with his matching skills to this project (see resume booklet for details).

### Board of Advisors

**Prof. Dr. Alpay Er** – Head of Industrial Design Department of Istanbul Technical University, **Selçuk Kiper** – MIT Enterprise Forum Turkey Co-Chair, **Ümit Altun** – Owner / Head Designer at DesignUM, **Seçil Karagülle** – Junior System Analysis Consultant

## VI. Financial and Social Impact Summary

An approximate number of 1190 registered users and 30 registered companies are expected by the end of 2012. In 2<sup>nd</sup> quarter of 2013, we will have a new business unit which is a unique proposal for individual members. Therefore Kozada will be able to offer a physical space to develop considered projects by its own team both for companies and itself. In parallel, e-shop will be launched and products developed on kozada.com will be sold. By the end of 2015, 496 projects are expected to be brought into being on the web platform which has 95 registered companies, 26176 registered creators and 17223 posted projects with an annual net income of 966.597 TL (see financial plan for more details).

Total # of	Sept. 2012	Dec. 2012	2013	2014	2015
Registered companies	20	30	75	87	95
Registered creators	596	1248	3323	9249	26176
Projects posted	646	1190	5345	11223	17223
Products developed by Kozada	0	0	11	29	53
Product range on e-shop	0	0	14	47	77
Financials (TL)	Sept. 2012	Dec. 2012	2013	2014	2015
Revenues	33.280	55.812	942.828	2.143.366	2.618.930
Expenditures	20.307	22.246	740.014	1.188.486	1.652.333
Net	12.973	33.566	202.814	954.880	966.597