

Business Plan

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Company Name: Galactic Services Space Ltd

Your Business Plan (BP) should detail your blueprint for how your business will operate. Your Business Plan is designed to help us determine whether or not your Business is viable and can sustainably produce sufficient profits to maintain your monthly Start Up Loan repayments.

- The content in the Business Plan below is the minimum requirement for completing the business viability part of your application;
- Please complete each field using the questions, prompts and examples as a guideline for the detail that we require;
- The closer you can follow the guidelines to complete the BP, the more likely you are to provide your assigned Delivery Partner with the information they need to make a decision;
- In some instances, more information may be required. If this is the case, your Business Advisor will inform you of what further information is needed;
- Please note, your BP can be a first draft, it doesn't have to be perfect. If you need more help, submit what you can and your Delivery Partner will be in touch;

1. Your business and objectives	Guidance
Describe your business, outlining the different product(s) and/or service(s) you offer:	
I am founding education provider Galactic Services Space providing services under three different trading names Herhofer Space Research Institute, Herhofer Space University and Herhofer University registered in UKPRN 10089943. I also have patent of Herhofer Space University and the services we will provide under Patent ID UK00003681108 for the services we will provide. The university is in process of registration and I wrote "Access and Participatin plan". We granted British Prime Minister unlimited access to one of our leading patents - Herhofer Combustionless Oxygen propulsion Space Jet Engine, aimed to land on flammable and explosive atmospheres like carbon dioxide, methane, hydrogen. The grant of access and unlimited use to this patent is in response to his effort fight reduce carbon dioxide emmissions footprint world wide as we think 0 Emissions is very bad, we must release oxygen in atmosphere. Our analysis show we don't have any competitors in the world and we are World First Space Education dedicated university, we are Microsoft partners, we released a few services written in our Herhofer Space Group Blog, our websites are: www.herhoferspacegroup.uk www.herhoferspaceuniversity.uk www.gshsri.com www.herhofer.uk crypto.adtsoft.uk twitter: @l_herhofer, @hsg_hsri; @hsg_gss; @hsri_hsu fb: lherhofer linkedin: linkedin.com/in/lherhofer I am 100% owner of all companies including Herhofer Space Universiy, at present we don't look for investors. Our business is trading and I invested raw amount of £94000 to found offices, been office on site for research	Things to consider: <ul style="list-style-type: none">- What products do you sell or what services do you provide?- What percentage of the company do you own?- Is the business already trading?- Trading Entity (Limited company, sole trader or partnership etc.)- Operational structure of business including any planned changes - for example do you have staff? if so, how many?- Will/do you have Commercial Premises or is this a home based business?- If commercial premises, please provide a head of terms, lease or storage agreement- Business performance (financially) to date if you have started trading- Key Milestones achieved (for example you have created a website)- If you have purchase orders, please provide evidence and the value of these purchase orders.
Objectives:	
Short term (current year):	
2022 Q1 &Q1 all published in our blog and my linkedin, and twitter <ul style="list-style-type: none">- Must pay two other clips cost £1500- Acomplishe website of Herhofer Space University - £450	Objectives should be SMART: Specific, Measurable, Attainable, Realistic and Time bound Examples: Develop a website that is transaction based so customers can place orders by 01/011/2021

<div><div>- Found HQ Zurich Company capital of CHF20000 available for trading</div><div>- Pay in Zurich crypto network development at cost £8000</div><div>- ICO \$HNW and \$HSGS and publish onto crypto market - £3000</div><div>- Travel, accomodation, daily expences</div><div>- Marketing strategy and release marketing compaingns, I registered myself Hrhofer Space Group in Google Maps and Google - £1500 worldwide digital</div><div>- Statutory - £1800</div><div>- Prepare Open Day video of Herhofer Space University 30/06/2022 and preparation accepting students this</div></div>			Create a customer relationship management framework by 01/12/2021 Reduce direct costs by 20% negotiating a better deal with suppliers based on higher purchase volumes by 01/12/2021
Medium term (next 1 – 2 years):			
<div>Expand business to grow students</div> <div>Develop our crypto network full blown architecture</div> <div>Support Herhofer Space Bank</div> <div>Launch first designs on world Fashion and Parfumerie lane for outer worlds, Mars, Moon, ISS</div> <div>Develop Pre-IPO, IPO and exquities exchange</div> <div>Release HNW banknotes</div> <div>All the above is architected and designed where I am the program manager and don't envision recruitment except contractor teams or specific developers</div>			Objectives should be SMART: Specific, Measurable, Attainable, Realistic and Time bound Examples: Increase revenue by 5% each of the next 4 quarters Use suggestive selling to increase the total value of each sale by 10 percent by the end of the current fiscal year. Send a service quality survey to every customer within 30 days of their first contact.
Your Start Up Loan:			
Describe how you will use your Start Up Loan and how it will help you achieve these objectives:			
Cost Description	Cost (£)	Rationale	Things to consider: - Is all your expenditure needed at the outset? Please consider your total funding requirement over the first 12 month trading period - Please could you provide a full and detailed loan breakdown? This needs to be very specific. Like a shopping list, please provide details of each item with a £ value alongside each item. The more specific and detailed you are, the more likely you will be successful. Please provide a brief description of why each item would be useful for the business. Please see some examples below. - Equipment purchase £3000 total. £2000 for a large pressure washer and £1000 for a small pressure washer. - Working capital - surplus of stock. For example, paying creditors - The loan will be used as a Lease deposit - Staff changes - Change of premises - The loan will be used to fulfil purchase orders
Herhofer Space University	15000	Registration Fees	
Formate Swiss Herhofer Space Group Business	CHF20000	I will continue using this capitl	
Video clips	£1,500	total price	
HSU website	£450	at present and to be extended	
In Zurich Crypto Network development	£8,000	I have contacts in crypto vllay, Zurich and Dubai	
\$HNW and \$HSGS	£3,000	Listing	
Marketing^&Advertising	£1,500		
Statutory	£1,800		
Travel expences	£3,500	Stay Zurich, Airbnb and formate company	

2. Your skills and experience	
Outline any previous experience, employment or other work that you have done that is relevant to your business:	
<div>I am continually improving my skills and the last was crypto Enterprise architect</div> <div>Software engineer contractor in Banking & Finances - 10 years micro buisness I formated and launched 10/2012</div> <div>I don't need any further training, if needed I self-prepare</div>	<div>You may have:</div> <div>Previously set up another business / a similar business.</div> <div>Previously worked in the same sector for another business.</div> <div>Had formal training / dualifications</div>

<p>MSc CComputer Science</p> <p>MBA</p> <p>Harvard Python and Business soft skills</p> <p>MIT web sessions</p> <p>Herhofer Space University acomplished all educational programs I launch for BSc, MSc, PhD based on my patents and further business studies</p> <p>I have more than 10 years managing my own business in London and Europe, maintain accounting, finances and planning, budgeting</p> <p>Very good trader solved Fitch's PAradox Of knowability, invented Newton's mathematical lifecycle, Gravity lifecycle and more corporate mathematical patents</p>	<p>Has formal training / qualifications</p> <p>Is there any training required that you do not have?</p> <p>Personal traits that make you well suited to run the company (natural salesman, well organised, language, creative, analytical etc.).</p>
Outline any education or training you have had that is relevant to your business:	
<p>I have Masters, MBA, Harvard</p> <p>Microsoft partner</p> <p>Zurich Crypto Valley corporate member</p> <p>MCSD, Crypto Enterprise Architect, Mathematical Business studies</p>	<p>Depending on the business, you may be required to have certain qualifications/training and if so, please make the details of when/how these were achieved clear.</p> <p>For example "I have a Level 3 NVQ Diploma in Domestic Plumbing and heating which I achieved in August 2010."</p> <p>Or "I have a degree in Business Management with Open University"</p>

3. Your target customers	Guidance
Demographic details:	
Briefly describe your target customers:	
<p>I analysed Harvard and Oxford Universities will target pupils looking for university, our programs are mathematics and will be well settled on the market</p> <p>Offer level is AAAA+, exams Maths, Arts, Linguistics, IQ Test (I myself been undergo IQ Test for my secodary school)</p> <p>All demographics and full support of under represented groups defined in HESA, OfS, providing access to our minimal offer as above. We have programs free of charge for low incom families</p>	<p>Look at your current customer base.</p> <p>Analse your product/service.</p> <p>Choose specific demographics to target.</p> <p>Consider the psychographics of your target.</p> <p>Evaluate your decision.</p>
What customer need or problem does your product(s) and/or service(s) address?	
<p>Our Unversoty will not have competitors in the next 100 years,</p> <p>The Herhofer Space University is founded in response of British Prime Minister Boris Johnson announcing British Space Program and Level Up, opening more jobs</p> <p>Our Business is world first full interstellar and Space Dedicated Univefrsity for job positions and research in life resistant environments like ISS, Mars, Moon, Space and Cosmos</p>	
Explain your approach to pricing your product(s) and/or service(s):	
<p>It will be most expensive university worldwide needing state of the art equipment on the other hand we have 73 sole ownership patents ready to implement for example \$1:1 kg li#fting to orbit where cheapest now is \$22000 per kg. We need startup money to mortgage buildings, furnish, prepare foundations and available for graduates</p>	

4. Your market and competition		Guidance
What research have you conducted to understand your market, including your industry, regions, customers, competitors?		
Delete any answers not applicable to you and provide some description as relevant.		
<div><ul style="list-style-type: none">• Surveys & questionnaires +• Focus groups –• Interviews• Desk or online research• Market testing• Trade fairs or exhibitions• Met with suppliers• Personal experience• Social media research• Mystery shopping competitors• Family and friends• Other<p>Analysed Harvard and Oxford Universities readiness for space dedicated programs, according our research no university is ready for such sharp turn costing very high price we mitigate with ready to implement space only patents, the complexity of education AAAA provides very expensive equipment required, for example ticket for single student return Mars is 250000 USD at present. The Hrhofer Space University will be located in City Of London as best situated for the business, we release 6 colleges</p><p>HSUC Collecte + natural space science</p><p>HSUC Atlantic + Space and orbital constructions and logistics, Cyber Civilisations, Spacecraft constructions</p><p>HSUC Black + Interstellar Crypto Science</p><p>HSUC Temple Intrstellar BAnking, Financil and Logistics services</p><p>HSUC Lórénz Ástriðr Herhofer - Space and outer worlds Fshion and Parfumeris Lane</p><p>HSUC The Herhofer - Earth Science (Harvard, Oxford)</p><p>We target goals to achieve best in Earth Science - Oxford and Harvard where our particular example to develop Herhofer Space University is The Oxford University, First British University after Byzantium Magnaura</p><p>Our target audience are pupils and students with zeal to learn space programs in the spotlight of shortly available Mars Flights, Moon and Space, where we are looking to develop our ownOrbital Station and Campuses on MArS and Moon with our own spacecrafts</p></div>		<p>Describe why there is a demand for the products/ services the business will be providing in the chosen locality.</p> <p>Things to consider may include, but not limited to:</p> <ul style="list-style-type: none">- Clearly identify where you intend to trade and the potential market size/opportunity.- Provide a list of your key competitors, highlight their strengths and weaknesses and identify the unique selling points of their own offering.- Clearly describe the target audience, their motivations for 'buying' and any other key features that may assist you in reaching and converting these customers. <p>Show how you have undertaken market research to help you develop an understanding of the market, competitors and customers (e.g. surveys, opinion polls, focus groups, data gathering, mystery shopping etc). It is not about the activities themselves but rather the insights you have drawn from this market research and it should be clear how you are harnessing these within your plans.</p> <p>Identify at least three sales/marketing tactics you are using or intend to use in order to reach their customers. Clearly describe how these activities will be carried out and measured.</p> <p>Demonstrate that there is a market for your offering (e.g. expressions of interest, letters of intent, contracts in place, waiting list/requests for orders, creation of a community following, test trading or sampling etc.).</p>
Competitor 1:		
Name, location, website:	Average prices:	
No competitors		
Strengths:	Weaknesses:	

Competitor 2:		
Name, location, website:	Average prices:	
Strengths:	Weaknesses:	
Your business:		
What sets your business apart from your competitors?		
Our business is space and interstellar business only with no competitors worldwide at present		
Your strengths:	Your weaknesses:	
We are backed by our own 73 space very expensive patents ready to implement, 700 digit bank shares account each £350 of Herhofer Space Group in quantity of 3,5 centillion	Finances	
Current or future opportunities:	Current or future threats:	
Market is empty	Only Oxford, Harvard t universities and COVID Crisis	

5. Your sales and marketing plans	Guidance
How do you/ will you promote your business?	
Present websites www.herhoferspacegroup.uk	<ul style="list-style-type: none">· Website (information only)· Website (for e-commerce)

www.herhoferspaceuniversity.uk
www.gshsri.com
www.herhofer.uk
www.youtube.com/lherhofer
crypto.adtsoft.uk
twitter: @l_herhofer, @hsg_hsri; @hsg_gss; @hsri_hsu
fb: lherhofer
linkedin: linkedin.com/in/lherhofer

Should be extended advartising compains I described in previous chapters and found regular advertising compains, conferences and talks, participating in exhibitions, statutory, university website will have e-commerce to buy goods for all students

- Advertising (online)
- Advertising (print, radio, TV)
- Search engine marketing
 - Social media
 - Retail outlets
 - Telesales
 - Referrals
 - Leaflets
- Events and exhibitions
 - PR
 - Other

Determine the KPIs for this mission. Describes how you will track the performance of your marketing activities. To do so, you'll need to determine your key performance indicators, or "KPIs" for short.

Describe your content initiatives and strategies. Which types of content you'll create. These can include blog posts, YouTube videos, infographics, ebooks, and more. Define the goals (and KPIs) you'll use to track each type. Consider the channels on which you'll distribute this content. Some popular channels at your disposal include Facebook, Twitter, LinkedIn, YouTube, and Instagram. Define your marketing budget. Your content strategy might leverage many free channels and platforms, but there are a number of hidden expenses to a marketing plan that need to be accounted for (for example, contractor fees).

www.your
ube.com

6. Your operational plans		Guidance
Please provide details of two key suppliers or key relationships that are or will be important to running your business: <i>Detail as relevant in the boxes provided below.</i>		
Supplier / Relationship 1:		
Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>	
ICO Crypto Market Bank Of England Jaguar Three mobile Regus	<ul style="list-style-type: none">• No contract/commitment• Project-based arrangement• Contract or retainer in place• Other	Things to consider may include but not limited to: - If you need to operate out of a premises, this should be either identified, under negotiation or should already be in place. Ideally, the terms of the lease on the premises should match the terms of the loan (i.e. 5 year loan term = 5 year lease on premises). If not, please explain why this is not a concern and will not impact the viability of the business. - If you need staff to run your business and achieve your business objectives, recruitment plans should be in place or appropriate individuals already in place. Describe any details related to their employment (e.g. salary, terms, roles and responsibilities etc.) - If you need equipment or other stock/resources/suppliers to run your business, then it should be clear what is needed, where they are/will be sourced from and any associated terms. Evidence should be provided where necessary. i.e quotes, supplier terms/ agreements - Demonstrate that you are aware of what tax, legal and insurance regulations affect your business, and where relevant, should that you have made (or be making) the appropriate arrangements to comply with these areas. Again, evidence should be provided as and where required (for example, application for a personal license for opening a bar)
Service provided:	Key terms of the relationship:	
Internet Mobile phone Car Office Space Worldwide	All are contracts	
Supplier / Relationship 2:		

Organisation:	Relationship status: <i>Delete any answers not applicable to you.</i>		
	<ul style="list-style-type: none">No contract/commitmentContact under negotiationProject-based arrangementContract or retainer in placeOther		
Service provided:	Key terms of the relationship:		
Other operational considerations:			
Do you currently employ staff?			
<i>Delete any answers not applicable to you and provide some description as relevant.</i>			
<ul style="list-style-type: none">Not yet but I have plans to take on staff in the next 12-months (<i>proceed to question B</i>)			
A. How many staff do you currently employ?			
Full time:	1	Part time:	
Outline the key staff roles within your business (e.g. job title, responsibilities, key skills):			
CEO myself Herhofer Space University - Chair and Board of Directors, Commeeties, Teachers and Lecturers Personell			
B. How many staff do you intend to take on in the next 12-months?			
Full time:	18	Part time:	
Describe the key responsibilities and skills you anticipate giving to these new staff:			
Lecturfers Mathematics, Art, Linguistics, Engineering, Fashion Designers			

Any operational resources that require financial investment should be clearly and consistently reflected in the Cash Flow Forecast. Supplementary evidence should be provided as and where applicable.

Where does or will your business operate from?	
Delete any answers not applicable to you and provide some description as relevant.	
<ul style="list-style-type: none">• Home business<ul style="list-style-type: none">• Office· Work-hub	
What laws or regulations have you considered for your business and/or industry?	
Educational, Space industry, FCA, Office For Students, HESA, British and Swiss branches	
What insurance do you currently have in place or do you intend to put in place for your business?	
Full Business idemnity, Business Combined, Tax, Life Insurance	

7. Back-up plan	
How will you manage your loan repayments if your business doesn't go according to plan?	
<p>Your back-up plan should highlight:</p> <ul style="list-style-type: none">• What your loan repayments are• How you would manage these repayments in the case of an unexpected event• Why you feel this is a realistic plan	
I am a software contractor with more than 15 years in banking in finances and 10 years in London contracting where dayrates at present are between £550-1200 which is enough to cover loan installments	<p>Describe how you would be able to meet your loan repayments, personal expenditure (PSB) as well as any long term liabilities in relation to the business, in the event the business were to fail.</p> <p>Things to consider:</p> <ul style="list-style-type: none">- Long term liabilities such as lease agreements (break clause?), asset finance, other credit agreements, etc.- Your Personal Survival Budget demonstrates sufficient disposable income capable of absorbing the monthly loan repayments.- You have other skills or experience that would reasonably allow you to return to employment. It may

be useful to note potential job type and salary expectations

- If bank statements were provided, it may be clear that you previously earned sufficient income to cover your personal expenses.

- There may be business assets sufficient in value to repay the loan.

- If returning to employment consider how realistic this is, if long term unemployed.

- If in receipt of any benefits related to ill health consider the potential impact on the backup plan. If yes, please verify nature of disability and related to client?

It may be possible to rely on one of the above, or a combination. Reliance on a third party to repay the loan is not acceptable.

