

**VIBBIX**

# PROPOSAL

08/26/2025

Prepared For : Vibbix LLC  
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# Thank you for considering opening your dream business with Vibbix Launch Lab.

In the following pages, we'll outline a tentative outline of your core offer, the intended audience for marketing purposes, the proposed suite of outcomes Vibbix Launch Lab can deliver, how long everything will take and how much it all costs.

Of course, if you find yourself having additional questions or needing further context, you can always reach out. Our team is happy to help however we can.





# Core Offer Summary

## Overview of Offer

Eddy Gatez, the Founder, is looking to open a business called the **Vibbix Launch Lab**. They will help aspiring entrepreneurs (or existing business owners who want another stream of income) to go from idea to income by launching a full-fledged business for them. The company will cover legal compliance by registering the business with the state, branding and systems execution with logo generation, website creation, and a sales funnel buildout, and perform marketing and sales for the new business, essentially guaranteeing new owners a stream of revenue.

## Universal Human Desire

### Pain

People are frustrated with the modern economy's rapid inflation and require more income than what's provided at traditional job structures. The scarcity and economic insecurity is widespread and causes many to want to open a new business.

### Solution

By opening a business for prospective founders, Vibbix Launch Lab is giving people an opportunity to generate more income in uncertain times. Owning a new business that's generating revenue gives clients more wealth and status.



## Market Segments

Below are the demographic descriptions of each avatar in the intended audience for Vibbix Launch Lab. Please note that the naming conventions are somewhat unique.

Avatar	Age Range	Gender	Income Level	Other Considerations
Aspiring Entrepreneurs	22-38	55% Male 45% Female	\$40k - \$80k annually	<ul style="list-style-type: none"> <li>Likely urban</li> <li>Motivated by freedom</li> </ul>
Existing Business Owners Who Want 2 <sup>nd</sup> Business	30-50	65% Male 35% Female	\$80k - \$200k annually	<ul style="list-style-type: none"> <li>Has a team</li> <li>Skeptical of gurus</li> <li>More practical</li> </ul>
People Who Want a Side Hustle	25-42	50% Male 50% Female	\$50k - \$100k annually	<ul style="list-style-type: none"> <li>Want supplemental income</li> <li>Time constrained</li> </ul>
Freelancers & Solopreneurs	25-40	55% Female 45% Male	\$40k - \$90k annually	<ul style="list-style-type: none"> <li>Desire escaping low value work</li> <li>Want to brand</li> </ul>



## Location Strategy

A “Location Market” is defined as a type of area where the projected avatars either live or frequent. The following are the location markets for this business:

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### Urban Centers (Major Cities)

Startup culture thrives with dense entrepreneurial communities.

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### College & University Campuses

Young talent exploring business and independence.

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### Suburban Professional Hubs

Professionals seeking freedom beyond corporate stability.



## Recommended Channels

Based on the intended audience, the following Marketing Channels would work best:

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Content creation in the business, management, and motivational niches, especially cross platform.

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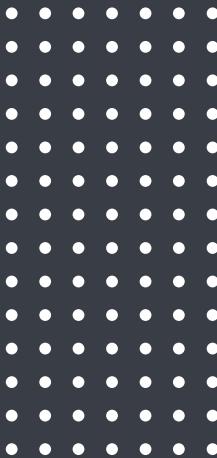
Founder-centric networking events like Real Estate meetups or Business Ownership clubs.

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Cold Outbound marketing focused heavily on existing followers/commenters on similar content niches (like Alex Hormozi)

**Below is a simple list of Solutions that we can offer that are specific to your needs and will help us start your dream business. Please note that specific breakdowns of the process for each of these services are available in the Contract portion of this PDF. These are just summaries:**

# OUR SOLUTIONS



## Legal & Compliance

This business should form as an LLC and it will be registered in the State of Florida. We'll take care of procuring the EIN and researching local banking promotions. We'll also establish an Operating Agreement for the business.



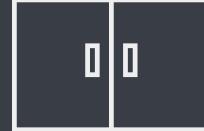
## Core Offer Refinement

We'll have a 60 minute consultation meant to understand the intersection of the core offer, marketing, and sales strategy. We'll brainstorm upsells, downsells, bonuses, and urgency, and we'll work together on a pricing guide.



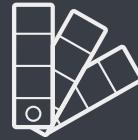
## Funnel Creation

We'll engineer a high-conversion-yield landing page and a proper strategy for marketing based on magnets, scouting, signal boosts or building bridges to generate as many leads as possible. We'll try to optimize lead flow.



## System Organization

We'll register the official domain for the business and attach it to a professional email service. We'll also establish and test a payment processor and organize the myriad files generated through these steps into Google Drive or Dropbox.



## Branding

We'll design a logo you're happy to launch with and select color schemes that will apply to all marketing. We'll open social media accounts and begin creating the first bits of content that will formally start the marketing process.



## Customer Acquisition

We will continuously refine and update the marketing campaigns as aggressively as possible in an effort to amplify lead generation. We will create scripts and speak to qualified leads to the point of real sales.

# Solution – Timeline

01

## Legitimize

PHASE

From Day 1 through Day 10, we will accomplish the following:

- Registration with the state
- EIN Acquisition
- Open bank account
- Set up payment processing
- Create the logo
- Finalize color schemes
- Custom domain and email
- Create sample landing page
- Open social media accounts
- Core Offer Consult

02

## Launch

PHASE

From Day 11 through Day 60, we will accomplish the following:

- Post professional content on social media
- Create a content calendar
- Build out custom sales funnel (in this case YouTube → website → email)
- A/B Test different copy with paid ads
- Generate organic leads
- Qualify leads and craft pitches
- Make organic sales



Keep in mind that all of these are just Milestones. Almost every item listed here has a to-do list that is pages long. Please also note that there are certain milestones that require your input in order for us to continue (see more information in Contract).

# Your Investment

Phase	Notes	Cost
Proposal Acceptance	After reviewing the proposal and attached contract and guarantee, you must pay the initial deposit to become active and onboarded in our system.	\$2,450.00
Phase 1: Legitimization	After <u>every</u> milestone from Phase 1 has been completed, the following payment must be made in order for us to continue	\$2,450.00
Phase 2: Business Launch	Once Vibbix directly lands \$7,000 (minimum) worth of revenue for this business, the final payment will be due.	\$2,100.00
Commissions/ Revenue Share	This is a middle-ticket offer with lower margins. We propose a 7% Commission on any newly landed clients.	7%
Potential Change Orders	Wholesale changes to the logo <u>after</u> it has already been accepted, edits to video format social media	Varies
Total		\$7,000.00

