



## V.I.A.A. GROUP- SUMMARIZED BUSINESS PLAN

<b>Who are we</b> <ul style="list-style-type: none"><li>As an organization, we plan to buy existing financial services businesses and increase the performance by implementing our business plan and expertise from our members.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>The fragmentation and lack of clear standards make it difficult for businesses to identify trustworthy providers, while widespread unfamiliarity with bookkeeping fundamentals leaves them vulnerable to financial mismanagement and risk.</li></ul>
<b>Our Solution</b> <ul style="list-style-type: none"><li>Our business strategy will be guided by the principles of integrity, transparency, and a strong company culture.</li></ul>	<b>Target Market</b> <ul style="list-style-type: none"><li><b>Self-employed professionals &amp; small business owners.</b></li><li><b>Aging tax &amp; bookkeeping practice owners.</b></li><li><b>Las Vegas niche industries.</b></li></ul>
<b>Competition</b> <ul style="list-style-type: none"><li>National Tax Chains, Local/Regional Accounting Firms, Online Bookkeeping/Tax Platforms, Gig Economy Freelancers and Niche Industry Specialists.</li></ul>	<b>Revenue Stream</b> <ul style="list-style-type: none"><li><b>V.I.A.A. Group</b> streams will be diversified, with a focus on document preparation, consultation, and monthly fees, providing a stable and sustainable source of income.</li></ul>
<b>Marketing activities</b> <ul style="list-style-type: none"><li>Host Virtual &amp; Physical Presentations.</li><li>Hyper-Local Tactical Advertising.</li><li>Client Referral Program with Incentives.</li><li>Partnerships with Local Business Networks.</li></ul>	<b>Expenses</b> <ul style="list-style-type: none"><li>Acquisition costs.</li><li>Staffing and training expenses.</li><li>Technology and infrastructure expenses.</li></ul>
<b>Team</b> <ul style="list-style-type: none"><li><b>V.I.A.A. Group</b> hold four members including the founder, Andres Hondermann Erazo.</li></ul>	<b>Milestones</b> <ul style="list-style-type: none"><li>Funding.</li><li>Business Closing.</li><li>Post-closing.</li><li>Growth &amp; Expansion.</li></ul>

*Please be advised the document is a summarized version, for more information request our executive summary or detailed business plan by sending a message to [andres@viaagroup.com](mailto:andres@viaagroup.com).*

*Upon review of the detailed document, non-disclosure agreements may be required unless only general overviews are disclosed*