

1. My company helps create furniture for the owners of furry friends. Things like our cat-friendly TV stand create better environments for people and their pets to coexist, providing each with comfortable living conditions.
2. We help people and we also help their pets, so there isn't tension, and everybody can be comfortable. When your cat lays on your keyboard or in front of the TV, aren't you aggravated?
3. We interact through our websites with customer service lines. Our websites are pretty much shopping hubs, where you can peruse the multiple options we have as far as furniture goes.
4. We will reach the people through advertisements. Personally, YouTube advertisements may be the way to go here. If I conducted a study, I'd guarantee those with animals struggle with them while watching shows, as they beg for attention while yours is diverted. Therefore while they watch or are distracted and their pet is being annoying, it would show for sure that is the case.
5. Creating a website, using a factory assembly line to create the furniture pieces. The website will be interactive and with help lines that probably use customer service outputs towards those services that can be paid to accept customer service.
6. I shall go on Shark Tank and show off my product line to them. One of them must have pets they become annoyed with. Or, I'll obtain funding from small grants and other investors who believe my idea can be something more. Until then, everything will be handmade to create some type of revenue for a work in progress company.
7. I need money, and many of the creations will be made with wood, but other polymers and metals could be used. Wood would be the easiest at first to assemble however, the quality of the products would increase with increased amounts of time input into the company and outputs like revenue with it.
8. This will cost a good amount of money to do so and to get rolling. That's why it will start out very small. Therefore, as time goes on revenue is built and I'm provided time to search for investment opportunities.
9. I will make the excess money that isn't needed by the company. Any excess capital that isn't redirected directly into the company will go to me. Most likely I'll reroute whatever I don't need to the company to continue growth.