Business Plan (Winter 2025 onward)

- Company Overview: Soup or Cereal LLC is a startup digital goods business focused on creating and monetizing software applications, websites, and intellectual property.
 Established as a one-person/small team LLC, the company leverages the founder's full-stack development ability to build a portfolio of web-based products and digital content. Initially self-funded, with a goal to grow through reinvested revenues, strategic asset acquisitions, and a well built portfolio of intellectual property.
- Mission & Vision: The mission is to develop innovative web and software solutions
 (and content) that can reach a wide audience or fill niche needs, generating multiple
 streams of income. The vision is to build a sustainable, diversified digital product
 portfolio that yields passive income and long-term asset value. In essence, to turn coding
 projects and creative IP into a profitable, self-sustaining business.
- **Key Assets:** The company starts with a variety of assets:
 - 1. *Tangible Assets:* The owner has contributed to the business assets consisting of a partial share in a motorcycle (share valued at approximately \$1,185) and computing hardware valued at over \$350.
 - 2. *Cash:* Cash reserve of \$1,000 (owner's earned income contribution) for emergency operating expenses and opportunistic investments.
 - 3. Intangible Assets:
 - **Software/IP Portfolio:** Several internally developed web applications and website projects which serve as prototypes. These are proprietary software assets of the company, representing future revenue potential.
 - **Digital Properties:** Domain names (especially Erie.College) which have market value and will be utilized for specific projects or possibly sold.
 - 4. *Knowledge Capital:* The owner's lifelong dedication to advancing their computing expertise—well beyond the scope of conventional academic programs—has created a distinct competitive advantage that is increasingly evident.

Soup or Cereal LLC's finances are an Open Book™.

"Open Book" is not actively trademarked, it might be too descriptive.. legally marking it till registration (common-law.).