

Retirement Postponed – shorthand for investors

Retirement Postponed (**RP**) is a stylish online brand, designed for all those approaching or living with retirement. In the UK, that represents close to 22 million people.

Its declared mission:

To stand for a generation of active, sociable, intelligent, creative people who refuse to allow age to define them or limit their expectations from life.

A brief background.

Retirement Postponed began in late 2016, as the germ of an idea; the thought that the older third of the country deserve an online place of their own, somewhere committed to talking to them and speaking for them, in a language they understand, from a standpoint they can trust.

Working with a very small team, just three people and largely self-funded, we have designed a website structure to do that, a template for a future.

We now require development funds to bring RP up to speed for a national launch.

Business model.

As a CIC, our not-for-profit core may place us in the charity sector, but we wish **RP** to pay for itself and deliver benefits to its supporters throughout its lifetime.

With its original, positive and practical approach, **RP** will create a regular UK audience of more than 2 million ABC1 consumers, in an atmosphere where they feel stimulated, positive and comfortable.

It will deal with our concerns and expectations regarding Work, Money and Property and Life but it will do so from our point of view.

It will be ruthlessly straight with its people.

It will also be highly profitable.

Retirement Postponed CIC will engage in partnerships and other commercial relationships across all its sections, allowing those who invest at the outset to see a return, paying its own operating costs and providing the funds to grow the brand and expand its remit.

Status

The www.retirementpostponed.com website became active online in 2017.

In November, we acquired www.retirementreinvented.com (**RR**) a much larger site with a ten-year record to protect, but one whose 300+ pages we have to update and migrate into ours.

RR has a long established record of listing work available for non-executive directors, trustees, consultants and volunteers, which **RP** is now mirroring. This gives us a high Google ranking, attracts around a thousand visits a month and points a way for us to grow.

We are currently running both sites in tandem.

We have attracted the attention and co-operation from a number of other websites, like Reach Volunteering, with which we are developing a list sharing relationship.

We have further offers and opportunities to acquire and absorb more such domains, which encourages us to believe the project has enormous potential for growth within itself and by acquisition, in the longer term.

We have established Facebook and Twitter communities for **RP**, but will hold mainstream promotion until the site and supporting organisation has the capacity to handle the traffic we expect promotion to generate.

First we have to merge **RP** and **RR** into one and prepare a coordinated project launch across all media.

Development timeline

Stage 1.

Rebuild the current site to allow for exponential growth potential. The **RR** site contains around 300 pages that require updating rewriting and moving to **RP**. Ultimately the **RR** site will be able to be migrated into **RP**, with its SEO ranking intact. Expand **RP** social media community on Twitter and Facebook. Begin selective PR activity and establish a media sales agency and programme. Identify and contact corporate sponsors for the 4 main sections.

Time: 6 months

Budget parameters £

Review – overall feasibility

Stage 2.

Establish physical base for **RP**. Establish relationship with Government, (DWP). Sign corporate sponsors for the 4 main sections. Recruit writers, editors, IT support and sales personnel. Expand **RP** posts to 24+ a week, with similar daily Facebook/Twitter activity. Prepare media campaign for broad-scale launch, online and press. PR launch of first tranche of **RP** projects

Time: 6 months

Budget parameters £

Review – budget forward planning

Stage 3.

National launch, press and online. Increase sales and PR activity.

Note: We anticipate that by the first 6 months stage we should not only be in a position to determine feasibility, but also at a stage where income will begin to feed into these costs

Retirement Postponed operating costs - 1 year.

<u>Item</u>	<u>monthly</u>	<u>yearly</u>
1) Basic tools and materials		
<u>Running tech</u>		
Server:	600	7200
Software:		
Wordpress	0	0
WP Rocket		199
Yoast		80

Beaver		199
Themer		150
Advanced Ads		70
Tracking		30
(Dev) AC F Pro		100
Mailgun	79	948
Backup		100
Security Webbarx		99
<u>Sub-total</u>		<u>9,175.00</u>

Internet presence

Google search and	600	7200
click budget	1500	18000
Google ads and	350	4200
Click budget	500	6000
Social media	380	4560
(Li,Fb,Yt,Insta)		

Domains

Inc search and manage	1000
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<u>Sub-total</u>	<u>40,960.00</u>
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Gear and comms

Computing (iMac x 3)		7500
Phones (usage)	120	1440
Unspec	60	720
Unspec 2	60	720

<u>Sub-total</u>	<u>10,380.00</u>
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Office

Rent	400	4,800.00
Print and stationery	100	1200.00
Services	100	1200.00

Sub-total 7,200.00

Basic tools and materials **67,715.00**

2) People**Full time**

Design, web development, management (48K x 3)	144,000.00
Staffing (Office + backup 24K x 2)	48,000.00

Freelance

Writers/journalists (40 posts/week)	3200	38,400.00
Images	200	2,400.00
Accounts	1000	12,000.00
Sales (x2-commission only)	2000	24,000.00
PR (agency)	2000	24,000.00
Expenses	4000	48,000.00

People total **340,000.00**

Annual in-cost **407,715.00**

This is not the same old story.