

MarieLandryCEO.com Launch Plan and Budget

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Business Vision

MarieLandryCEO.com becomes a premier organic intelligence firm, offering high-impact tools like **SpyPlan (\$1,000)**—a strategic business plan powered by AI and OSINT—designed for startups, activists, innovators, and governments seeking ethical intelligence and organic futures.

Phased Launch Roadmap

Phase 1: Legal & Financial Setup (Weeks 1–2)

- Federal Incorporation (Canada): \$200
- Extra-Provincial NB Registration: \$212
- CRA Registration (GST/HST, Payroll): Free
- Trademark Application (optional): \$336
- Business Bank Account: \$0–\$50
- QuickBooks Setup (Essentials Plan): \$44/month

Total: \$842 one-time + \$44/month

Phase 2: Digital Infrastructure (Weeks 2–3)

- Hosting: Blogger (Google) – Free for life
- Domain: Already registered
- Pro Email (Google Workspace): \$8–\$16/month
- Payment Gateway: Free to set up (2.9% fee per transaction)
- Analytics & Tracking: Free (Google Analytics, Meta Pixel)

Total: \$0 one-time, \$8–\$16/month

Phase 3: Product Launch – SpyPlan (\$1,000)

- SpyPlan Intake Form: Google Forms or Typeform
- AI OSINT Report: PeaceMakerGPT + GPT-4.5
- Business Plan PDF: Google Docs / LaTeX
- Client Interview: 30 minutes (Zoom or Meet)
- Secure Delivery: Google Drive + Email

No additional cost – use existing tools.

Phase 4: Marketing & Outreach (Weeks 4–6)

- Social Media Campaign: Free (LinkedIn, IG, X)
- Email Funnel: Free tier of Mailchimp/ConvertKit
- PR Launch: \$200–\$300 (EIN Presswire, PRWeb)
- Influencer Outreach: \$100
- Optional Ads: \$100–\$200 (Meta/LinkedIn)

Marketing Budget: \$300–\$500

Final Launch Budget

- Legal + Registration: \$842
- Tools (QuickBooks, Email): \$60
- Marketing: \$300–\$500

Total: \$1,202–\$1,402 (one-time)

Monthly Cost: \$60

Monetization Targets (First 3 Months)

Product	Price	Clients	Monthly Revenue
SpyPlan	\$1,000	3	\$3,000
SpyForMe Reports	\$100	10	\$1,000
Consulting Add-ons	\$250–\$500	2	\$750–\$1,000
Total	–	–	\$4,750–\$5,000

Next Steps

1. Register corporation and CRA number
2. Set up QuickBooks and business bank account
3. Finalize SpyPlan intake form and delivery template
4. Create Blogger landing page and integrate payment tools
5. Launch social media and PR campaign

Request Add-ons:

- SpyPlan LaTeX template
- Google Form for client intake
- Branded PDF output
- Pitch deck or grant proposal draft