

SearchForOrganics.com

COMPLETE BUSINESS PLAN

August 2026

Prepared for: SearchForOrganics.com Strategic Planning

Classification: Confidential

A comprehensive analysis and strategic roadmap for the world's
first multi-engine AI platform for organic verification.

Prepared for: SearchForOrganics.com

Prepared by: Strategic Analysis

Date: August 13, 2026

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1. EXECUTIVE SUMMARY

BUSINESS NAME: SearchForOrganics.com

LEGAL STRUCTURE: Sole Proprietorship (under Landry Industries umbrella)

FOUNDER/CEO: Marie-Soleil Seshat Landry

HEADQUARTERS: Moncton, New Brunswick, Canada

LAUNCH DATE: July 14, 2026 (Official Press Release)

WEBSITE: <https://www.searchfororganics.com>

VISION:

To become the world's premier instruction-layer verification platform for the global organic economy, eliminating greenwashing and restoring transparency to sustainability claims through multi-engine AI intelligence.

MISSION:

To reduce uncertainty in global sustainability systems by building a transparent, data-driven infrastructure for organic verification that standardizes definitions, eliminates greenwashing, and enables AI-assisted discovery of verified sustainable materials across agriculture, materials science, and supply chains.

THE PROBLEM WE SOLVE:

The global organic economy suffers from the "98% Problem" — approximately 98% of environmental and organic claims lack empirical backing. Consumers face:

- Fragmented certification systems across jurisdictions
- Pervasive greenwashing and misleading sustainability branding
- Algorithmic opacity in traditional search engines that prioritize commercial engagement over provenance

- No unified verification layer for organic claims

THE SOLUTION:

SearchForOrganics.com operates as a global intelligence framework — not a

traditional directory or blog — integrating four independent AI search engines (Google/Gemini, Bing/Custom GPT, Perplexity, and Claude) with OSINT verification methodologies to deliver structured, verifiable intelligence on organic products, materials, and supply chains.

KEY DIFFERENTIATORS:

- World's first multi-engine AI platform for organic verification
- Certification-first search methodology (not keyword-based)
- OSINT-based cross-validation scoring system
- Instruction-layer architecture between raw data and decision-making
- Affiliate network of 20+ curated certified organic partners
- Zero-inventory, asset-light business model

TARGET MARKETS:

- Primary: Health-conscious consumers, organic product enthusiasts
- Secondary: Sustainable materials researchers, policy makers, B2B procurement
- Tertiary: Certification bodies, ESG auditors, supply chain managers

REVENUE MODEL:

Phase 1 (Current): Affiliate commissions + SEO services

Phase 2 (Year 1-2): Premium vendor listings + certified-only sponsorships

Phase 3 (Year 2-3): API/data licensing + B2B intelligence subscriptions

Phase 4 (Year 3+): Enterprise supply chain verification contracts

FUNDING REQUIREMENTS:

Bootstrap/self-funded (sole proprietorship model)

Projected break-even: Month 12-18

2. COMPANY DESCRIPTION

2.1 LEGAL STRUCTURE

- Business Type: Sole Proprietorship
- Owner: Marie-Soleil Seshat Landry
- Parent Entity: Landry Industries
- Location: Moncton, NB, Canada (with global digital reach)
- Registration: Canadian business entity

2.2 HISTORY & EVOLUTION

SearchForOrganics.com evolved from a simple organic product discovery concept into a sophisticated intelligence framework. The platform's development reflects three distinct phases:

Phase I (Concept): E-commerce marketplace model — connecting certified organic vendors with consumers via subscription fees and transaction fees.

Phase II (Pivot): Affiliate-driven discovery platform — leveraging curated partner networks and SEO services while maintaining low operational overhead.

Phase III (Current): Intelligence infrastructure — repositioning as a semantic layer between raw sustainability data and actionable decision-making systems, powered by multi-engine AI and OSINT verification.

2.3 CORE VALUES

1. **TRANSPARENCY:** Every claim must be verifiable, every source attributable
2. **INTEGRITY:** Certification-first, never marketing-first
3. **INDEPENDENCE:** Multi-engine consensus prevents single-point-of-failure bias
4. **LOCALITY:** Prioritizing regional producers and shortening supply chains
5. **INTELLIGENCE:** Sustainability data must be treated as structured

intelligence, not static documentation

2.4 BRAND POSITIONING

SearchForOrganics.com is NOT:

- A traditional e-commerce marketplace
- A product directory or comparison site
- A blog or content farm
- A single-search-engine wrapper

SearchForOrganics.com IS:

- An emerging intelligence infrastructure
- A semantic verification layer
- A multi-model consensus engine
- A policy-aligned data infrastructure

3. MARKET ANALYSIS

3.1 INDUSTRY OVERVIEW

The global organic products market is experiencing significant growth driven by:

- Increased health consciousness post-pandemic
- Environmental awareness and climate urgency
- Regulatory pressure on ESG disclosures (EU Green Deal, SEC Climate Rules)
- Consumer willingness to pay premium for verified sustainability

Market Size (2026 Estimates):

- Global Organic Food Market: \$280+ billion
- Organic Personal Care: \$22+ billion
- Sustainable Materials (industrial): \$150+ billion
- ESG Data & Verification Services: \$8+ billion (fastest growing segment)

3.2 TARGET MARKET SEGMENTATION

SEGMENT A: Conscious Consumers (B2C)

- Demographics: Ages 25-55, urban/suburban, household income \$60K+
- Psychographics: Health-focused, eco-aware, values-driven purchasing
- Pain Points: Greenwashing fatigue, certification confusion, trust deficit
- Estimated TAM: 180 million global consumers
- Behavior: Research-heavy purchase decisions, brand loyalty to verified sources

SEGMENT B: Sustainable Enterprises (B2B)

- Demographics: Procurement officers, sustainability managers, R&D leads
- Industries: Food & beverage, textiles, cosmetics, packaging, construction
- Pain Points: Supply chain opacity, regulatory compliance, material verification
- Estimated TAM: 45,000+ mid-to-large enterprises globally
- Behavior: Data-driven, compliance-focused, long sales cycles

SEGMENT C: Policy & Research Institutions

- Demographics: Regulators, academics, NGO researchers, standard bodies

- Pain Points: Inconsistent definitions, lack of interoperability, data gaps
- Estimated TAM: 12,000+ institutions
- Behavior: Methodology-focused, citation-driven, influence-oriented

3.3 MARKET TRENDS

1. AI-ASSISTED VERIFICATION: Enterprises increasingly using AI for supply chain due diligence and ESG verification
2. REGULATORY CONVERGENCE: EU Deforestation Regulation, US BioPreferred Program, Canada Organic Regime creating demand for unified verification
3. LOCALIZATION MOVEMENT: Post-pandemic preference for local, traceable sourcing
4. MATERIALS SCIENCE SHIFT: Hemp-derived composites, bio-based polymers disrupting traditional materials (relevant to founder's research interests)
5. ANTI-GREENWASHING LEGISLATION: FTC Green Guides updates, EU Green Claims Directive increasing liability for unsubstantiated claims

3.4 COMPETITIVE LANDSCAPE

Direct Competitors:

- Good On You (fashion sustainability ratings)
- HowGood (product sustainability intelligence)
- EcoVadis (supplier sustainability ratings)
- USDA Organic database (government, limited scope)
- EWG Skin Deep (personal care, limited scope)

Indirect Competitors:

- Amazon (organic product search — unverified)
- Google Shopping (algorithmic, commercial priority)
- Thrive Market (curated organic marketplace)
- Grove Collaborative (sustainable home products)

Competitive Advantage Matrix:

Feature	SFO	HowGood	EcoVadis	Google	
Multi-engine AI	✓✓✓	X	X	X	
Certification-first	✓✓✓	✓	✓	X	
OSINT verification	✓✓✓	✓	✓	X	

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4. PRODUCTS & SERVICES

4.1 CORE PLATFORM: MULTI-ENGINE CERTIFIED ORGANIC SEARCH

The flagship product is a suite of four independent AI-powered search engines, each providing unique verification perspectives:

ENGINE 1: Google (Gemini AI)

- Leverages Google's comprehensive index
- Filters for certified organic products with certification thresholds
- Displays certifying body attribution
- Best for: Broad discovery, mainstream products

ENGINE 2: Bing (Custom GPT)

- Uses Bing's live index for real-time results
- Prioritizes local producers and regional supply chains
- Custom instruction layer for ecological and ethical filtering
- Best for: Local sourcing, real-time inventory

ENGINE 3: Perplexity

- Independent AI search with citation fidelity
- Deep-dive answers on organic standards and certifications
- Maintains full traceability to certification records
- Best for: Research, education, complex queries

ENGINE 4: Claude (Anthropic)

- Added July 2026 as fourth independent engine
- Focus on nuanced, safety-aligned analysis of organic claims
- Best for: Critical evaluation of conflicting claims

VERIFICATION OUTPUTS (All Engines):

- Verbatim certification thresholds (what standard applies)
- Certifying body identification (who verified)
- Ingredient provenance (organic percentage breakdowns)
- Regional prioritization (local producer highlighting)

- Confidence scoring (OSINT-based cross-validation)

4.2 INTELLIGENCE LAYERS

Beyond search, the platform provides structured intelligence:

LAYER 1: Data Ingestion

- Collects structured and unstructured sustainability data globally
- Sources: Certification databases, regulatory filings, scientific literature, trade publications, NGO reports

LAYER 2: Normalization

- Harmonizes inconsistent definitions of "organic" across jurisdictions
- Maps equivalencies between USDA Organic, EU Organic, Canada Organic, JAS Organic, and 60+ other standards

LAYER 3: AI Classification

- Semantic categorization of materials, claims, and supply chains
- Natural language processing of sustainability reports
- Pattern recognition for greenwashing indicators

LAYER 4: OSINT Verification

- Multi-source cross-validation (not binary true/false)
- Probabilistic confidence scoring
- Traceability analysis through public records
- Adversarial claim detection

LAYER 5: Structured Output

- Queryable intelligence APIs
- Policy-aligned reporting formats
- B2B integration ready data feeds

4.3 AFFILIATE NETWORK

Curated partner program featuring 20+ verified organic brands across categories:

CATEGORY: Hemp & CBD

- American Hemp Oil (full-spectrum hemp products)

- Binoid (vegan CBD, hemp-derived)
- CannaHemp (hemp-based wellness)

CATEGORY: Food & Agriculture

- Appalachian Organics (certified organic food)
- Braga Organic Farms (organic produce)
- Doorstep Organics (grocery delivery)

CATEGORY: Personal Care

- Be Natural Organics (skincare)
- Dr. Lily Ros Organics (personal care)
- Bella Vita Organics (lifestyle)

CATEGORY: Home & Technology

- EcoFlow (portable renewable energy)
- Epic Water Filters (sustainable filtration)
- GoSUN Stove (solar cooking)
- Georganics (plastic-free oral care)

CATEGORY: Fashion & Textiles

- Beaumont Organic (ethical fashion)

CATEGORY: Industrial & Materials

- Gear Hugger (biodegradable lubricants)
- Canada Grow Supplies (organic gardening)

4.4 FUTURE SERVICES (ROADMAP)

Q4 2026: Premium API access for developers and researchers

Q1 2027: B2B supply chain verification dashboard

Q2 2027: Certification body partnership program

Q3 2027: Mobile application with barcode scanning

Q4 2027: Enterprise ESG reporting integration

2028+: Policy advisory services, standard harmonization consulting

5. BUSINESS MODEL & REVENUE STREAMS

5.1 REVENUE MODEL EVOLUTION

The business operates on a phased monetization strategy designed to maximize reach in early stages while building toward high-margin B2B revenue.

PHASE 1: FOUNDATION (Current — Months 0-12)

Revenue Streams:

Stream	% of Rev	Description
Affiliate Commissions	60%	CPA/CPL from partner network
SEO Services	25%	Organic search optimization for certified vendors
Content Monetization	15%	Display ads, sponsored content on blog

Characteristics: ~zero cost base, high margin, volume-dependent

PHASE 2: SCALE (Months 12-24)

Revenue Streams:

Stream	% of Rev	Description
Premium Vendor Listings	35%	Featured placement, enhanced profiles for certified brands
Affiliate Commissions	30%	Expanded partner network
Certified-Only Sponsorships	20%	Exclusive advertising for verified organic brands only
SEO & Digital Services	15%	Expanded agency services

PHASE 3: INTELLIGENCE (Months 24-36)

Revenue Streams:

Stream	% of Rev	Description
API/Data Licensing	40%	B2B access to verification database and intelligence
Enterprise Subscriptions	30%	Supply chain verification dashboards for corporations
Premium Listings	15%	Marketplace features
Affiliate & Sponsorships	15%	Continued B2C monetization

PHASE 4: DOMINANCE (Year 3+)

Revenue Streams:

Stream	% of Rev	Description
Enterprise Contracts	50%	Fortune 500 supply chain verification, ESG auditing
API Ecosystem	25%	Developer platform, data marketplace
Certification Partnerships	15%	Revenue share with cert bodies for verification
Consumer Services	10%	Premium app, consulting

5.2 UNIT ECONOMICS

Customer Acquisition Cost (CAC): \$0.50 - \$2.00 (organic/SEO-driven)

Lifetime Value (LTV): \$15 - \$150 (B2C affiliate) / \$5,000+ (B2B enterprise)

LTV:CAC Ratio: 7.5:1 (B2C) / 100:1+ (B2B)

Gross Margin: 85-95% (digital/information product)

Operating Margin (Phase 1): 70-80%

5.3 PRICING STRATEGY

Consumer Search: FREE (ad-supported, affiliate-funded)

Premium Vendor Listing: \$99-\$499/month

API Access: \$0.01-\$0.10 per query (tiered volume pricing)

Enterprise Dashboard: \$2,000-\$10,000/month

Custom Verification Reports: \$500-\$5,000 per report

SEO Services: \$500-\$3,000/month retainer

6. MARKETING & SALES STRATEGY

6.1 BRAND POSITIONING

Tagline: "The Real Organic Economy"

Brand Promise: "Every search verified. Every claim proven."

Tone: Authoritative yet accessible, scientific yet human, global yet local

6.2 DIGITAL MARKETING CHANNELS

CHANNEL 1: Content Marketing & SEO

- Blog featuring: certification explainers, greenwashing exposes, organic industry analysis, local producer spotlights
- Target keywords: "certified organic search," "organic verification," "how to verify organic claims," "[product] organic certification"
- Content pillars: Education, Transparency, Local, Science

CHANNEL 2: Social Media

- LinkedIn: B2B thought leadership, industry analysis, policy commentary
- Instagram: Visual storytelling, partner highlights, consumer education
- Twitter/X: Real-time greenwashing callouts, certification news
- TikTok: "Organic or Not?" verification series, myth-busting

CHANNEL 3: Partnership Marketing

- Co-marketing with affiliate partners (cross-promotion)
- Certification body collaborations (USDA, CCOF, Ecocert)
- NGO partnerships (Organic Consumers Association, etc.)
- Academic collaborations for research validation

CHANNEL 4: Public Relations

- Press releases for platform updates (e.g., Claude engine launch)
- Industry conference presentations
- Guest contributions to sustainability publications

- Podcast appearances on organic/ESG topics

CHANNEL 5: Community Building

- Newsletter: "The Weekly Organic Intelligence Report"
- Forum/Discord for organic producers and researchers
- Local organic producer spotlight program
- User-generated verification campaigns

6.3 SALES STRATEGY

B2C: Self-service via platform, no sales team required

B2B (SME): Inside sales team, consultative approach, free trials

B2B (Enterprise): Account-based marketing, C-suite targeting, custom pilots

Certification Bodies: Partnership development team, revenue-share proposals

6.4 CUSTOMER JOURNEY

AWARENESS: Social content, SEO, PR → Platform visit

CONSIDERATION: Compare engine results, read certification details → Trust built

CONVERSION: Click affiliate link, subscribe to newsletter, share results

RETENTION: Return for verification needs, engage with content, refer friends

ADVOCACY: Share verification results, write reviews, partner as vendor

7. OPERATIONAL PLAN

7.1 ORGANIZATIONAL STRUCTURE (CURRENT)

Founder/CEO: Marie-Soleil Seshat Landry

- Content & SEO (1-2 contractors)
- Affiliate Partnerships (1 manager)
- Technical Operations (1 developer, outsourced)
- Research & Intelligence (founder-led)

7.2 ORGANIZATIONAL STRUCTURE (PHASE 2, 12-24 MONTHS)

CEO/Founder

- Chief Technology Officer
 - ■■■ AI/ML Engineering (2)
 - ■■■ Platform Development (2)
 - ■■■ Data Infrastructure (1)
- Chief Intelligence Officer
 - ■■■ OSINT Research (2)
 - ■■■ Certification Analysis (2)
 - ■■■ Content Strategy (2)
- Chief Revenue Officer
 - ■■■ B2B Sales (3)
 - ■■■ Affiliate Management (2)
 - ■■■ Customer Success (2)
- Operations
- Finance & Legal (1)
- HR & Admin (1)
- Marketing (3)

Total Headcount: ~25 (Year 2)

7.3 KEY OPERATIONAL METRICS

- Monthly Active Users (MAU): Target 100K by Month 12
- Search Queries Processed: Target 1M by Month 12
- Affiliate Conversion Rate: Target 3-5%
- Average Revenue Per User (ARPU): Target \$2.50/month
- Partner Network Size: Target 50+ affiliates by Month 12
- OSINT Verification Coverage: Target 10,000+ products by Month 12
- API Uptime: 99.9% SLA
- Data Freshness: <24 hours for certification updates

7.4 SUPPLY CHAIN & PARTNERSHIPS

Technology Partners:

- Google (Gemini API access)
- Microsoft (Bing API, Azure)
- Perplexity (API partnership)
- Anthropic (Claude API access)
- Cloud infrastructure (AWS/GCP)

Data Partners:

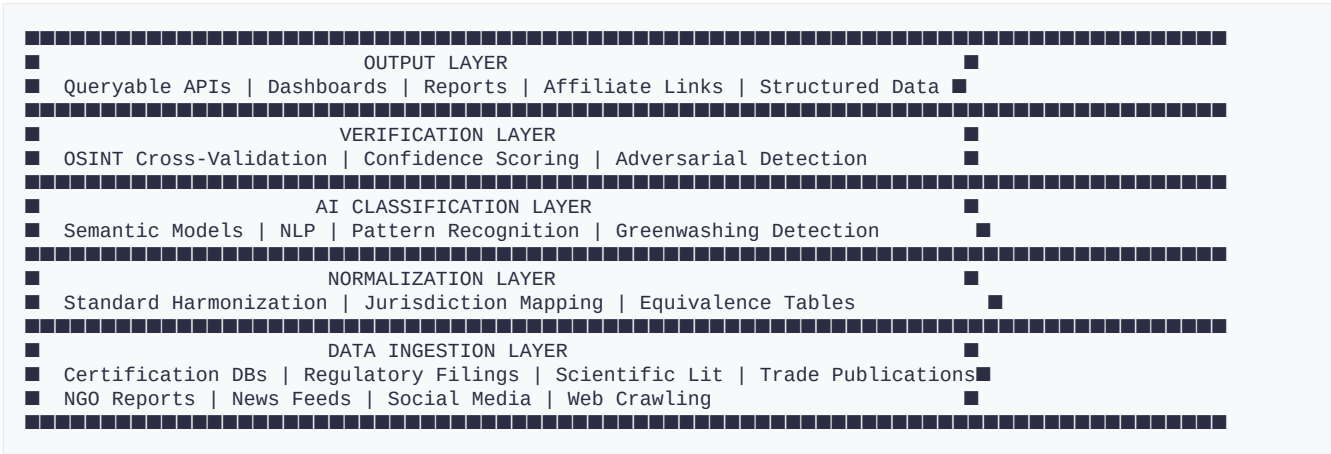
- USDA Organic (database access)
- Canada Organic Regime
- EU Organic Certification Bodies
- IFOAM - Organics International
- Private certification bodies (Ecocert, CCOF, Oregon Tilth)

Affiliate Partners: 20+ (current), targeting 100+ by Year 2

8. TECHNOLOGY ARCHITECTURE

8.1 SYSTEM ARCHITECTURE OVERVIEW

SearchForOrganics.com is built as a modular intelligence system with five core functional layers:



8.2 MULTI-ENGINE ORCHESTRATION

The platform uses a custom orchestration layer that:

1. Receives user query
2. Dispatches parallel requests to 4 AI engines
3. Receives structured results from each
4. Applies normalization and verification scoring
5. Presents consensus view with confidence metrics
6. Surfaces disagreements between engines for transparency

8.3 OSINT VERIFICATION FRAMEWORK

Core Principle: Verification is probabilistic, not binary

Confidence Scoring:

- HIGH (90-100%): Multi-source corroboration, direct certification link
- MEDIUM (70-89%): Single authoritative source, indirect corroboration

- LOW (50-69%): Limited sources, potential gaps in documentation
- UNVERIFIED (<50%): Insufficient data, conflicting claims

Data Sources:

- Primary: Certification body databases, regulatory registries
- Secondary: Academic publications, industry reports
- Tertiary: News coverage, social media, trade publications
- Adversarial: Known greenwashing databases, litigation records

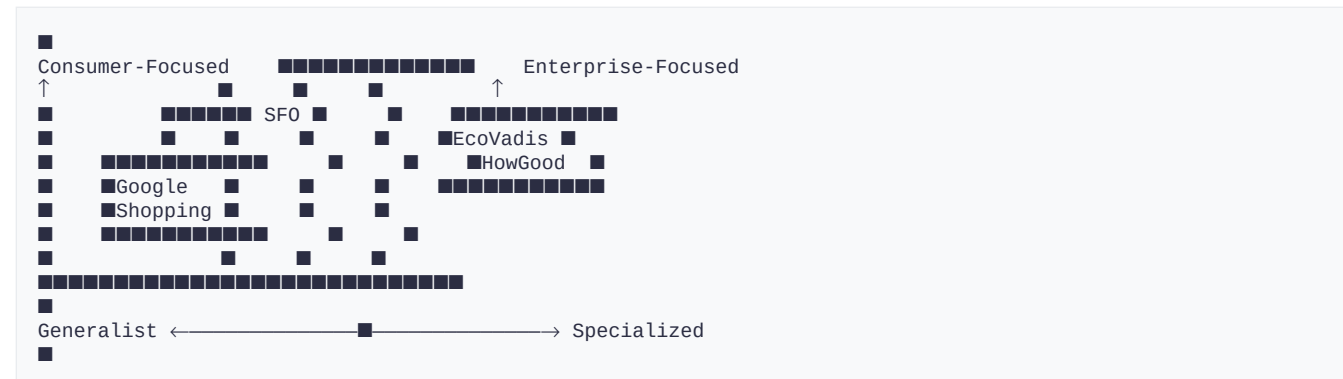
8.4 SECURITY & PRIVACY

- No user data sold to third parties
- Search queries anonymized for AI engine dispatch
- GDPR/CCPA compliant data handling
- Transparent data retention policies
- Open-source intelligence only (no private data scraping)

9. COMPETITIVE ANALYSIS

9.1 COMPETITIVE POSITIONING MATRIX

Low Cost ←————→ Premium



SFO Position:

Specialized, Consumer-facing,

Evolving toward Enterprise

9.2 SWOT ANALYSIS

STRENGTHS:

- First-mover in multi-engine AI organic verification
- Strong technical architecture (modular, scalable)
- Low operational overhead (sole proprietorship, asset-light)
- Founder expertise in materials science and OSINT
- Curated affiliate network provides immediate revenue
- OSINT methodology provides defensible IP

WEAKNESSES:

- Limited brand recognition (new entrant, July 2026)
- Sole proprietorship limits capital access
- Dependent on third-party AI APIs (vendor risk)
- Small team limits execution speed
- No proprietary certification authority (must partner)

OPPORTUNITIES:

- Regulatory tailwinds (anti-greenwashing legislation)
- AI verification market growing 40%+ annually
- Enterprise ESG spending increasing
- Hemp/sustainable materials market expansion
- Standard harmonization demand (global trade)
- API economy enables platform business model

THREATS:

- Large platforms (Google, Amazon) could replicate features
- Certification bodies could build competing tools
- AI API cost increases or access restrictions
- Regulatory changes affecting affiliate marketing
- Economic downturn reducing organic premium spending
- AI hallucination risks undermining trust

9.3 COMPETITIVE MOATS

1. DATA MOAT: Accumulated verification scores and confidence metrics become more valuable with scale

2. NETWORK EFFECTS: More users → more queries → better verification → more partners → more data

3. OSINT METHODOLOGY: Proprietary verification framework not easily replicated

4. MULTI-ENGINE CONSENSUS: Technical complexity of orchestrating 4+ AI systems

5. CERTIFICATION RELATIONSHIPS: Deep partnerships with standard bodies

6. BRAND TRUST: "Certification-first" positioning hard to displace once established

10. MANAGEMENT & ORGANIZATION

10.1 LEADERSHIP

MARIE-SOLEIL SESHAT LANDRY — Founder & CEO

Background: Entrepreneur with deep passion for organic products and sustainability. Expertise in materials science (notably hemp-derived composites and vitrimer research), OSINT methodologies, and digital platform development.

Based in Moncton, NB, Canada.

Key Competencies:

- Strategic vision and platform architecture
- Research and intelligence methodology
- Partnership development and affiliate management
- Content strategy and SEO
- Technical oversight and AI integration

10.2 ADVISORY BOARD (RECOMMENDED)

- Organic Certification Expert: Former USDA Organic administrator
- AI/ML Specialist: Academic or industry expert in multi-model systems
- ESG/Supply Chain: Former sustainability officer at Fortune 500
- Legal/Regulatory: Expert in food/agriculture law and greenwashing litigation
- Finance: Venture capital or impact investment background

10.3 COMPANY CULTURE

- Remote-first, globally distributed
- Mission-driven: Every team member understands the "98% Problem"
- Transparency internally and externally
- Data-informed decision making
- Continuous learning (AI, sustainability, certification standards)

11. FINANCIAL PROJECTIONS

11.1 REVENUE PROJECTIONS (5-YEAR)

YearB2C RevenueB2B RevenueTotal RevenueGrowth

Y1	\$45,000	\$0	\$45,000	—
Y2	\$120,000	\$30,000	\$150,000	233%
Y3	\$200,000	\$150,000	\$350,000	133%
Y4	\$250,000	\$400,000	\$650,000	86%
Y5	\$300,000	\$900,000	\$1,200,000	85%

Revenue Mix Evolution:

Year 1: 100% B2C (affiliate, SEO, ads)

Year 3: 57% B2C / 43% B2B

Year 5: 25% B2C / 75% B2B

11.2 EXPENSE PROJECTIONS

Category Year 1Year 2Year 3Year 4Year 5

Technology/APIs	\$6,000	\$18,000	\$35,000	\$50,000	\$75,000
Marketing	\$8,000	\$20,000	\$30,000	\$40,000	\$50,000
Personnel	\$12,000	\$60,000	\$120,000	\$200,000	\$350,000
Operations	\$4,000	\$10,000	\$15,000	\$20,000	\$30,000

Legal/Compliance	\$2,000	\$5,000	\$10,000	\$15,000	\$20,000
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TOTAL EXPENSES	\$32,000	\$113,000	\$210,000	\$325,000	\$525,000
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11.3 PROFIT & LOSS SUMMARY

Year 1 Year 2 Year 3 Year 4 Year 5

Revenue \$45,000 \$150,000 \$350,000 \$650,000 \$1,200,000

Expenses \$32,000 \$113,000 \$210,000 \$325,000 \$525,000

Net Income \$13,000 \$37,000 \$140,000 \$325,000 \$675,000

Net Margin 29% 25% 40% 50% 56%

11.4 BREAK-EVEN ANALYSIS

Fixed Costs (Monthly): ~\$2,700 (Year 1 average)

Variable Cost per Transaction: ~\$0.05

Average Revenue per Transaction: \$2.50

Contribution Margin: 98%

Break-Even Transactions: ~1,100/month

Current Trajectory: Break-even by Month 10-14

11.5 FUNDING STRATEGY

Phase 1: Self-funded/bootstrap (current)

Phase 2: Revenue reinvestment (Months 12-24)

Phase 3: Strategic angel/impact investor (if needed for B2B scale)

Phase 4: Series A for enterprise expansion (Year 3+, only if B2B traction)

Target Investors (if seeking):

- Impact-focused VC (Obvious Ventures, Congruent Ventures)
- Strategic corporate (Unilever Ventures, Nestle R&D)
- Government grants (Canada Sustainable Development, USDA SBIR)

12. RISK ANALYSIS & MITIGATION

RISK REGISTER:

Risk	Impact	Likelihood	Mitigation
AI API cost increases or access loss	High	Medium	Multi-vendor strategy; develop fallback models
Platform replication by Big Tech	High	High	Build data moat; focus on OSINT IP; community loyalty
AI hallucination undermining trust	Critical	Medium	Multi-engine consensus; human verification layer; transparent confidence
Certification body competition	Medium	Low	Revenue-share partnerships; position as neutral layer
Regulatory changes affecting affiliates	Medium	Medium	Diversify revenue streams; build B2B resilience
Founder dependency	High	High	Document processes; build leadership team
Economic downturn reducing organic spend	Medium	Medium	Free tier ensures usage; B2B compliance is recession-proof (regulatory-driven)
Data quality issues	High	Medium	Rigorous source validation; confidence scoring; user feedback loops

13. GROWTH & EXIT STRATEGY

13.1 GROWTH MILESTONES

MONTH 0-6 (FOUNDATION):

- ✓ Launch 4-engine platform (Google, Bing, Perplexity, Claude)
- ✓ Establish 20+ affiliate partnerships
- ✓ Build initial OSINT verification database (1,000+ products)
- ✓ Achieve 10,000 monthly searches
- ✓ Launch blog and content marketing program

MONTH 6-12 (TRACTION):

- ✓ Reach 50,000 monthly active users
- ✓ Expand affiliate network to 50+ partners
- ✓ Launch premium vendor listing tier
- ✓ Build API prototype for B2B testing
- ✓ Achieve break-even cash flow

MONTH 12-24 (SCALE):

- ✓ Reach 200,000+ MAU
- ✓ Launch B2B verification dashboard
- ✓ Secure 3-5 enterprise pilot customers
- ✓ Expand to 100+ affiliate partners
- ✓ Hire CTO and CRO
- ✓ Reach \$150K ARR

MONTH 24-36 (INTELLIGENCE):

- ✓ Reach 500,000+ MAU
- ✓ Launch full API platform

- ✓ Secure certification body partnerships
- ✓ 20+ enterprise customers
- ✓ Reach \$350K ARR

YEAR 3-5 (DOMINANCE):

- ✓ 1M+ MAU
- ✓ Global certification standard harmonization
- ✓ 100+ enterprise customers
- ✓ \$1M+ ARR
- ✓ Consider strategic options

13.2 EXIT STRATEGIES

OPTION A: STRATEGIC ACQUISITION

- Target Acquirers: ESG data platforms (EcoVadis, HowGood), Big Tech (Google sustainability, Amazon), Certification bodies (Ecocert, CCOF)
- Valuation Target: 5-10x ARR (Year 5: \$6M-\$12M)
- Timeline: Year 4-6

OPTION B: PRIVATE EQUITY / GROWTH EQUITY

- Raise growth round to accelerate B2B expansion
- Maintain mission alignment through impact investing
- Timeline: Year 3-4

OPTION C: REMAIN INDEPENDENT

- Continue bootstrapped growth
- Build sustainable cash-flow business
- Founder retains full control
- Timeline: Ongoing

OPTION D: PUBLIC BENEFIT CORPORATION / NON-PROFIT SPOFF

- Spin off verification infrastructure as public good
- Maintain commercial services under for-profit entity
- Timeline: Year 5+

14. APPENDICES

APPENDIX A: CERTIFICATION STANDARDS DATABASE

- USDA Organic (NOP)
- EU Organic Regulation (EU 2018/848)
- Canada Organic Regime (COR)
- Japanese Agricultural Standard (JAS)
- Bio Suisse
- Soil Association (UK)
- Demeter (Biodynamic)
- And 50+ additional standards

APPENDIX B: AFFILIATE PARTNER DIRECTORY

[See Section 4.3 for current partners]

Target additions: Local organic producers, international fair trade brands, regenerative agriculture platforms, sustainable packaging suppliers

APPENDIX C: TECHNICAL SPECIFICATIONS

- API documentation (in development)
- OSINT verification methodology whitepaper
- Multi-engine orchestration architecture
- Data normalization schema

APPENDIX D: REGULATORY COMPLIANCE CHECKLIST

- GDPR (EU data protection)
- CCPA (California privacy)
- FTC Endorsement Guidelines (affiliate disclosure)
- Canada Anti-Spam Legislation (CASL)
- Organic certification trademark usage guidelines

APPENDIX E: FOUNDER RESEARCH INTEGRATION

SearchForOrganics.com benefits from founder expertise in:

- Hemp-derived materials science (vitrimers composites, bio-based polymers)
- OSINT methodologies and intelligence frameworks

- Sustainable supply chain analysis
- Multi-scale filler systems and green chemistry

CONCLUSION

SearchForOrganics.com represents a unique convergence of market need, technical capability, and mission alignment. By positioning as an intelligence infrastructure rather than a traditional marketplace, the platform addresses the fundamental trust deficit in the global organic economy.

The phased revenue model — from affiliate commissions to enterprise verification contracts — provides a capital-efficient path to scale while the multi-engine AI architecture and OSINT verification framework build defensible competitive advantages.

With the "98% Problem" of unsubstantiated sustainability claims creating regulatory, consumer, and enterprise urgency, SearchForOrganics.com is positioned to become the foundational verification layer for the real organic economy.

The time to execute is now.

END OF BUSINESS PLAN

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