

Date:
December, 2025

CreationJoy Art LLC **d/b/a JoyUp**

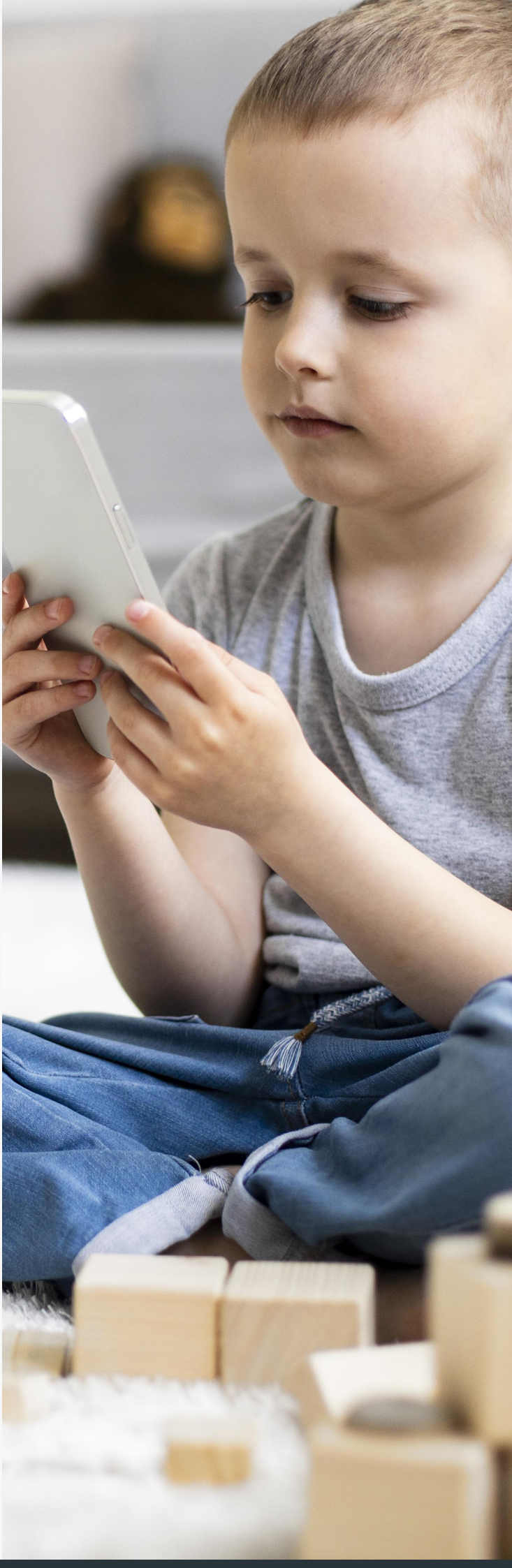
Business Plan

Founder/CEO: Mr. Mykola Nesvetaiev



Contents

- 1 Executive Summary..... 2
- 2 Company Description 3
- 3 Industry Analysis..... 4
- 4 Market Analysis 6
- 5 Competitive Analysis 9
- 6 Marketing Plan 12
- 7 Personnel Plan 14
- 8 Financial Plan 17
- 9 Need for the Company’s Service 18
- 10 Applicant’s National Level Contributions 19
- 11 Conclusion 21



Location



600 Kinney St. NW, Walker, MI 49534

Year 1



Employees: | 16



Locations: | 1



Revenue: | \$1,750,000



Income Tax: | \$16,904



Net Profit: | \$63,592

Year 5



Employees: | 25



Locations: | 1



Revenue: | \$3,564,540



Income Tax: | \$100,987



Net Profit: | \$379,902

1. Executive Summary

CreationJoy Art LLC d/b/a JoyUp (hereafter also referred to as the Company) is a company that will address the **critical challenge modern parents face in managing children's screen time and instilling responsibility and a love for learning.**

The Company's solution is an AI-powered mobile application that transforms daily household and educational tasks into an engaging game for children, who earn points redeemable for real-world rewards from partner businesses.

The Company is uniquely prepared to execute this vision due to its advanced AI personalization, a strong approach that combines chores with education, and a sustainable two-sided marketplace that creates value for both families and businesses. This positions JoyUp to become a leading platform in the family technology sector.

CreationJoy Art LLC will be managed by Mr. Mykola Nesvetaiev, the Company's founder and Chief Executive Officer. With direct experience in education and a background in developing solutions for cross-channel marketing, Mr. Nesvetaiev is well-positioned to address the challenge families face in managing children's screen time and promoting productive development.

His decision to establish CreationJoy Art LLC follows from **his research and understanding of the gap between children's engagement with digital entertainment and the potential for technology to create structured, beneficial routines.**

Mr. Nesvetaiev has created a detailed roadmap with clear goals that will guide CreationJoy Art LLC from launch through steady expansion, with the goal of becoming a recognized provider of customized learning solutions in the U.S. and abroad.

As presented in the Industry Analysis section (Chapter 3) of this business plan, CreationJoy Art LLC will operate in an expanding industry, with a continuously increasing number of potential customers.

The increased interest in digital learning tools in the United States, as well as advances in technology and rising disposable income, combined with the concern for the children's digital wellbeing, will drive the industry growth over the next several years.

Furthermore, the Market Analysis section (Chapter 4) will show favorable conditions, indicating that CreationJoy Art LLC is making its business move at the right time. The increasing interest in the Company's solution in general will drive the market over the next several years, offering new market entrants the opportunity to establish their dominance, build new brands, and capture a significant portion of the market.

The Company will face some direct competitors in its area, however the highly fragmented market will ensure CreationJoy Art LLC has the opportunity to capture a significant part of its designated market.

The Company's professional team, well-developed strategy, and favorable conditions in the U.S. make CreationJoy Art LLC an exceptional investment opportunity and potentially highly profitable establishment.

2 Company Description

CreationJoy Art LLC, operating under the name JoyUp, will be a Delaware Limited Liability Company headquartered in Brooklyn, New York. The Company will design, develop, and market a mobile application named JoyUp, an innovative platform that uses artificial intelligence to assist families in the United States and internationally.

The **core mission** of the Company is to empower parents by transforming everyday tasks and educational activities into a structured and engaging game for their children. This approach will help families use time more efficiently and usefully, **concentrating on building a future generation that is educated, disciplined, and motivated**. The Company's operations will be guided by the principle of inclusivity, aiming to serve children and their families **regardless of age, gender, skin color, or religious beliefs**.

The JoyUp application will function as a comprehensive ecosystem connecting parents, children, and businesses. Parents will register their children on the platform and assign a variety of tasks.

These tasks will span several categories, including household chores like cleaning a room or brushing teeth, and educational activities such as reading books, learning foreign languages, or watching educational content.

Children will interact with these tasks through a game-like interface on their mobile devices. Upon completing tasks, they will earn points. These points will form a virtual currency within the application, which children can later redeem for real-world rewards.

A fundamental part of the Company's service will be its integrated marketplace for rewards. CreationJoy Art LLC will establish a network of partner companies that will provide these tangible rewards.

Partners will include toy manufacturers, educational service providers, event venues, and local family-oriented businesses.

These companies will register within the application to offer products, tickets, and promotional vouchers. In return, they will gain exposure to a targeted demographic of families and an opportunity to build customer loyalty.

This creates a mutually beneficial relationship where businesses access a new marketing channel while supporting children's development.

The Company will rely on advanced artificial intelligence to customize the user experience and maximize its effectiveness. The AI algorithms will analyze a child's age, skill level, and progress over time. Based on this data, the system will adapt task recommendations, making them appropriately challenging and interesting for each individual user.

This personalization is intended to maintain high levels of child engagement and support the consistent development of useful habits and skills. The AI will be a core component that differentiates JoyUp from simpler task-management applications.

To deliver this service, the Company will build a strong and scalable technical infrastructure. The development will use a modern technology stack to ensure performance and reliability. The front-end user interface for both the parent dashboard and the child's game environment will be constructed using the React library and Redux for state management.

The server-side logic and AI capabilities will be implemented using the Java programming language and the Spring framework. For data storage, the Company will employ MongoDB, a database system chosen for its flexibility and scalability in handling diverse user data.

The entire platform will be hosted on Amazon Web Services (AWS), a cloud platform that provides the necessary reliability and capacity for growth. The Company will implement the Agile methodology for its software development, using iterative sprints to allow for continuous updates and feature improvements.

The Company will offer its application on multiple platforms to ensure wide accessibility. The initial product launch will include native mobile applications for both iOS and Android devices. Following the mobile launch, the Company will develop a web application version to provide parents with an alternative way to manage their family accounts.

A browser extension application for major web browsers is also planned for future development, which will further integrate the JoyUp system into the family's digital life.

In terms of its business model, CreationJoy Art LLC will generate revenue through several streams. The core application features, which include task creation, basic tracking, and access to a standard rewards catalog, will be available for free under a freemium model.

A subscription plan will be offered, providing access to premium features such as advanced AI personalization, specialized language-learning modules, extended parental analytics, and exclusive partner rewards. The pricing for this subscription is projected to be in the range of \$4.99 to \$7.99 per month per family.

Additionally, the Company will earn revenue from its business partners through a commission model, typically 10.0% to 15.0% of the value of redeemed rewards. In-app purchases will represent another revenue stream, allowing families to acquire extra points or premium reward bundles.

The Company will place a strong emphasis on compliance and safety from its inception. The platform will be designed and operated in **full compliance with the Children's Online Privacy Protection Act (COPPA)** and similar international regulations such as **GDPR-K**. This will involve **implementing strict data protection measures for children's information and ensuring verifiable parental consent is obtained**. The Company will also **adhere to FTC advertising rules** regarding transparency in promotions and sponsored rewards.

Furthermore, all aspects of the application will **conform to the specific policies and requirements** of the Apple App Store and Google Play storefronts. A built-in parental dashboard will give parents full control and visibility over their children's activities and data within the application, ensuring a safe and secure environment.

The organizational structure of CreationJoy Art LLC will be established to support efficient operation and strategic growth. The Founder, Mr. Mykola Nesvietaiev, will act as the Chief Executive Officer, providing strategic direction and managing key partnerships.

In the initial phases, the Company will use a hybrid staffing model, employing a core internal team while engaging external contractors for specific functions such as development, UI/UX design, and quality assurance.

As the Company grows, key technical and managerial roles will be brought in-house. The Company plans to form an advisory board with experts in artificial intelligence, child psychology, education, and legal privacy to provide guidance and validate the scientific and operational integrity of the platform.

CreationJoy Art LLC will position itself as a leader in the family technology space by addressing a clear market need with a comprehensive and technically sophisticated solution.

The Company's unique combination of AI-driven personalization, a strong approach to child development, and a sustainable two-sided marketplace model will form the foundation of its long-term strategy.

The initial market focus will be on the United States, with plans for subsequent expansion into other English-speaking countries and international markets. Through the JoyUp application, the Company will **create a positive impact on family dynamics and child development, as well as numerous national level benefits for the U.S. economy, education, and business environment (Chapter 10)**.

3 Industry Analysis

3.1 Software Publishers Industry in the United States (NAICS 511210) – Overview and Outlook

According to NAICS Association¹, this industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. These companies design, develop, and distribute software products for sale or license to others, typically for general use on personal computers, servers, and mobile devices. The industry includes publishers of operating systems, productivity applications, database software, and development/education tools. It also encompasses firms that create and distribute entertainment, educational, and lifestyle software directly to consumers through digital storefronts and physical media. A key part of this industry involves creating applications that use artificial intelligence to provide personalized user experiences and services.

¹ <https://www.naics.com/naics-code-description/?code=484121>

The software publishing industry in the United States has demonstrated consistent strength and expansion. This growth is largely due to sustained demand for innovative applications across both consumer and business sectors. The widespread adoption of mobile devices and cloud computing has created a solid foundation for new software products to reach a large market.

An important factor in this positive environment is the accessibility of a highly skilled technical workforce. **The presence of leading universities and a well-established technology sector in the United States provides a strong talent pool for software development.** The infrastructure for software distribution is also highly developed. Digital platforms such as the Apple App Store and Google Play provide direct and efficient access to a global customer base. This ecosystem allows software publishers to focus on product creation and user acquisition, with the technical and logistical aspects of distribution and payment processing managed by these large, reliable platforms. This efficient market access significantly lowers the barrier to entry for new software companies.

The industry is expected to maintain a stable growth trajectory in the coming years. This expansion is supported by continuous technological integration across all economic sectors. Businesses and consumers increasingly rely on software solutions for daily operations, education, and personal management, ensuring a consistent demand for new and improved applications.

Key areas driving future growth include advancements in artificial intelligence and machine learning. These technologies are creating opportunities for more intelligent and personalized software products.

The ability to automate complex tasks and deliver customized user experiences represents a significant area for innovation and market development.

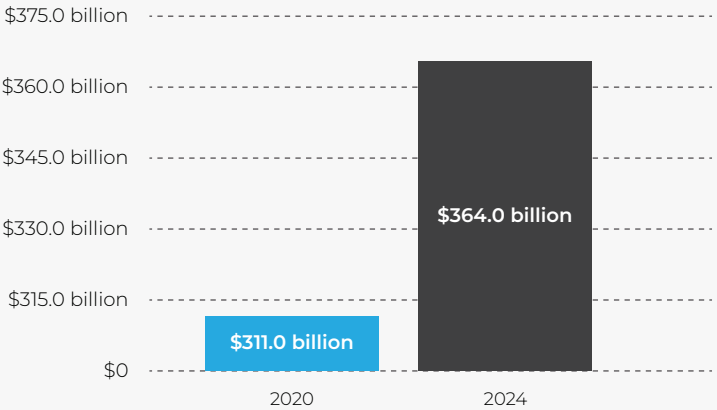
Furthermore, the established infrastructure for digital distribution provides a direct path to a global user base. This system allows publishers to efficiently deploy and update their products.

According to the same source the industry revenue is expected to rise from projected \$379.0 billion in 2025 to \$462.0 billion in 2030.

Conclusion

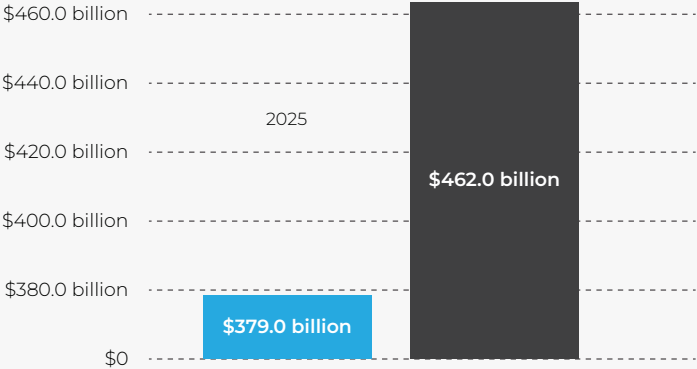
As the statistics mentioned above show, the industry has achieved strong growth over the past several years across all segments and are projected to grow even further by 2030, indicating a strong interest for the industry’s products among customers.

Software Publishers Industry in the United States
Size by Revenue in 2020 and 2024



According to Statista,² the industry has experienced strong financial results over the past several years with its industry revenues rising from \$311.0 billion in 2020 to \$364.0 billion in 2024, increasing at the compound annual growth rate (CAGR) of 4.03%.

Software Publishers Industry in the United States
Size by Revenue in 2025 and 2030



² <https://www.ibisworld.com/united-states/industry/long-distance-freight-trucking/1150/>

The Company's solutions are well-desired within the industry and bring real life value to potential customers. As a result, the time is right for joining the industry, as niche markets and a growing demand are expected to lower the barriers for entry.

4 Market Analysis

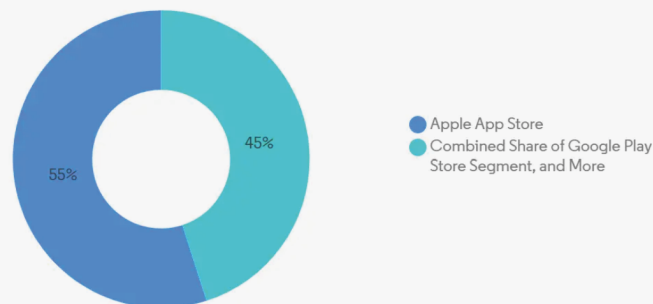
4.1 Market Conditions

According to Mordor Intelligence³, the United States mobile application market is estimated to rise at a CARG (Compound Annual Growth Rate) of 11.83% during the forecast period (2025-2030). Continuous 5G roll-out, fast integration of generative artificial intelligence, and deliberate changes toward subscription models keep the United States mobile application market on a sustained growth path.

User spending rises as richer in-app experiences emerge from high-bandwidth networks, while developers leverage cloud economies and cross-platform toolkits to shorten release cycles. Platform regulation remains a strong market force, shaping privacy rules, payment policies, and antitrust outcomes that redefine how value is shared between storefronts and publishers.

Competitive strategies now focus less on raw downloads and more on building lifetime engagement through **retention-first design, ethical data practices, and personalized feature roadmaps**. Ecosystem expansion also favors niche specialists who pair deep domain knowledge, such as digital wellbeing or enterprise collaboration, with compliance to evolving federal and state standards.

United States Mobile Application Market: Market Share by Store Type, 2024

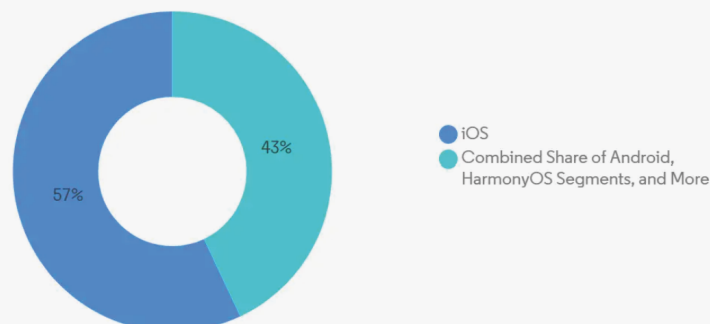


Source: Mordor Intelligence



In terms of revenue share, revenue leadership remained with the Apple App Store, which held a 54.97% share of the United States mobile application market in 2024, as a result of integrated payments and high-spend demographics.

United States Mobile Application Market: Market Share by Operating System, 2024



Source: Mordor Intelligence



³ Source: <https://www.mordorintelligence.com/industry-reports/united-states-road-freight-transport-market>

Apple’s iOS accounted for 57.01% of 2024 gross revenues, driven by affluent audiences and higher average spend per download. On the other hand, Android’s large install base ensures volume leadership.

Additionally, in-app purchases controlled 42.13% market share after years of refinement in gaming psychology and impulse-driven purchases. Subscriptions, however, are expanding at a 13.18% CAGR as streaming, productivity, and health platforms chase steady cash flow and predictable valuation metrics.

Financial modeling now emphasizes renewal probability over one-off sale volume, pushing product teams to invest in **ongoing content and smart notifications that reinforce daily habit loops**. Hybrid strategies (free entry plus optional membership tiers) elevate lifetime value without scaring away price-sensitive clients, securing an important part for recurring billing inside the United States mobile application market.

Key Success Factors

Continuous Product Innovation - Success depends on a consistent ability to innovate and adapt software products. This includes regularly introducing new features, improving user experience, and integrating new technologies such as artificial intelligence.

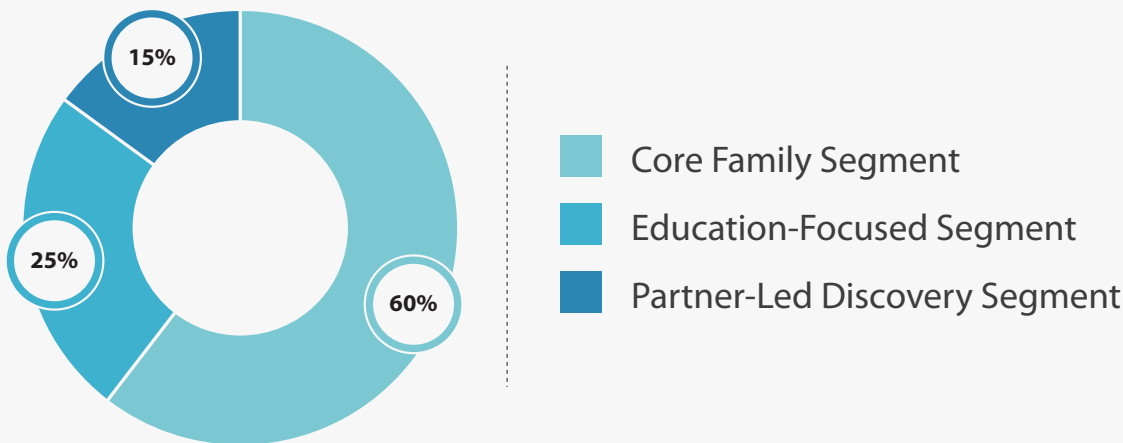
Effective User Acquisition and Retention - A clear strategy for attracting and keeping users is critical. This involves relying on data-driven marketing, optimizing app store presence, and building a strong brand. High user retention rates are often achieved through strong content, reliable performance, and a model that encourages ongoing engagement.

Scalable and Secure Technical Infrastructure - Maintaining a strong, secure, and scalable technical platform is a fundamental requirement. **The infrastructure must reliably support a growing user base, protect sensitive data, and ensure high availability.** This operational foundation is necessary for user trust and for supporting business growth without service interruptions.

4.2 Market Segmentation

In order to better understand its market, the Company has analysed the segmentation of customers by looking at the type of the potential customers frequenting businesses like CreationJoy Art LLC.

This segmentation will help the Company decide on a proper market targeting using different online and offline campaigns as well as to make future decisions on introducing new products to the market or addressing specific segments.



Core Family Segment (60.0%) - This primary segment consists of middle to upper-middle-income families in the United States with children aged 6 to 12. These digitally-native parents are actively looking for tools to manage their children's screen time and promote responsibility.

Their motivation is a practical need to reduce household conflicts over chores and homework by making these tasks more engaging. They are willing to invest in solutions that promise to build good habits, improve educational outcomes, and create a more harmonious family environment, seeing the application as a direct tool for modern parenting.

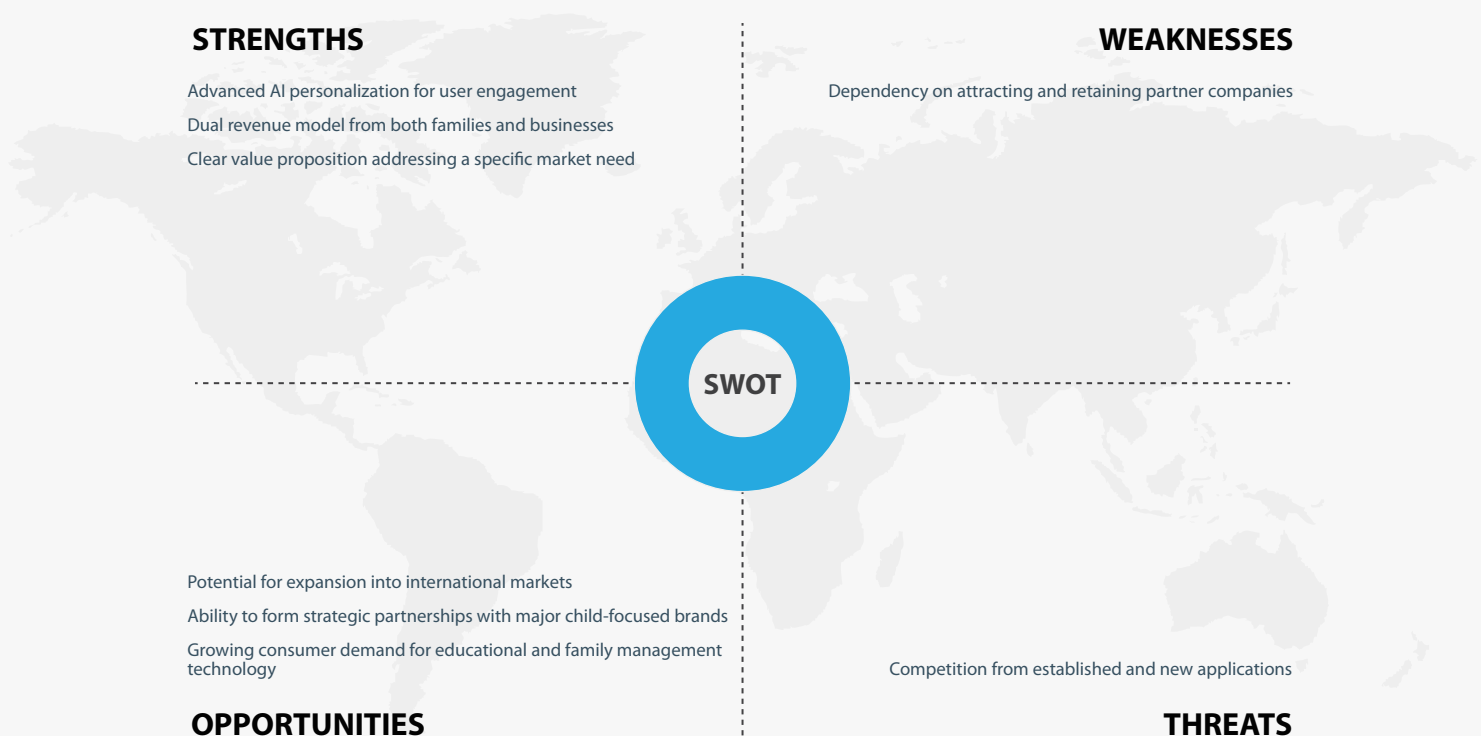
Early Adopter & Education-Focused Segment (25.0%) - This segment includes families with a strong focus on accelerated child development and early technology adoption. They often have children at the younger or older end of the target range (4-5 and 13-14).

Their motivation is enrichment, and they are attracted by the AI-driven personalization, educational content modules like language learning, and the data analytics for tracking their child's progress. They value the product not just for habit formation but as a detailed platform for structured learning and skill development beyond the school curriculum.

Partner-Led Discovery Segment (15.0%) - This segment comprises families who will discover the application through partnerships with brands and services they already use. Their initial motivation is extrinsic, driven by the appeal of earning tangible rewards from recognizable toy stores, educational services, or local family venues.

While they may not initially look for a behavior-management tool, they become users through the reward ecosystem. This segment's growth is directly tied to the breadth and appeal of the company's B2B partnership network, converting them into active users through the value of the partner offers.

4.3 SWOT Analysis



5 Competitive Analysis

5.1 Competitive Environment

The market for family and educational software in the U.S. contains several established applications. These competitors offer solutions in specific areas such as chore management, habit tracking, or educational content. Their presence confirms a clear market demand for digital tools that assist parents with child development and household management. These companies have existing user bases and brand recognition, which sets a baseline for product features and user expectations.

The landscape is characterized by parallel development rather than direct collaboration. Companies primarily focus on differentiating their own products through unique features, user experience, and partnership networks. For a new entrant, this requires a clear and communicated advantage to secure a market position. Success depends on demonstrating a superior value proposition and a more effective solution to the needs of modern families.

5.2 Key Competitors

After conducting extensive market research, the Company has identified some of its main competitors including Joon, OurHome, and Brili.

Joon



Joon is a task management application designed for children with ADHD and broader family use. It operates on a reward system where parents assign tasks, and children complete them to care for a virtual pet and earn rewards approved by the parent. The application focuses on building routines, motivation, and independence. Its model is based on a monthly or annual subscription fee for families.



Joon maintains a simple and fairly outdated website with the Authority Score of 34/100. The company’s website is supported by 2.1k links from 523 unique referring domains. This indicates an intermediate link building investment. Joon has around 10.0k organic monthly visitors to its web page.

OurHome



OurHome is a chore and reward tracking application for families. It allows parents to create to-do lists, set point values for tasks, and manage a reward catalog that children can redeem. The application emphasizes teaching children responsibility and money management through its system. It uses a freemium model where basic features are free, with a subscription required for advanced functionality like custom avatars and larger families.



OurHome maintains a simple website with the Authority Score of 31/100. The company's website is supported by 2.9k links from 941 unique referring domains. This indicates intermediate link building activities. Apero Solutions Inc. has around 2.6k organic monthly visitors to its web page.

Brili



Brili creates routine management applications for children, particularly those with executive function challenges. The application uses visual timers and sequential task lists to help children manage daily routines like mornings, homework, and bedtime independently. The focus is on reducing parental nagging and building child autonomy through structured, time-based routines. Brili operates on a subscription basis.



Brili maintains a simple and minimalistic website with the Authority Score of 27/100. The company's website is supported by 2.6k links from 504 unique referring domains. This indicates intermediate link building investment. Brili has around 1.6k organic monthly visitors to its web page.

5.3 Competitive Advantages

AI Personalization

The JoyUp platform uses artificial intelligence to customize the user experience for each child. The AI analyzes a child's age, progress, and engagement patterns to dynamically recommend tasks and adjust difficulty. This creates a personalized development path that maintains a child's interest and supports effective habit formation over time.

This technical capability is a core differentiator for the Company. Unlike competitors with static task lists, this system learns and adapts, which helps prevent user boredom and can increase long-term engagement. This approach supports higher retention rates and delivers greater value to parents, providing a foundation for the premium subscription model.

Real-World Rewards Marketplace

The Company has developed a two-sided platform that directly connects families with a network of business partners. Children earn points that can be redeemed for physical products, event tickets, and vouchers from real companies. This structure moves beyond virtual rewards, providing tangible motivation for children and clear value for parents.

This ecosystem creates a sustainable competitive barrier. The network effect makes the application more valuable as the partner base grows, attracting more families and, subsequently, more businesses. It also establishes a diversified revenue stream through B2B commissions, which is less common among direct competitors.

Child Development Focus

The JoyUp application combines household chores, educational goals, and emotional skill-building into a single, unified system. This approach addresses the whole child, supporting responsibility, academic growth, and personal maturity. The platform is structured to create a balanced routine for children. This approach meets a broader range of parent concerns than applications focused only on chores or only on education.

Comprehensive Marketing Strategy

A comprehensive marketing strategy can serve as a significant competitive advantage for a company offering this solution. Utilizing a well-rounded approach to marketing, CreationJoy Art LLC can effectively differentiate itself from competitors, build brand awareness, and attract a larger customer base.

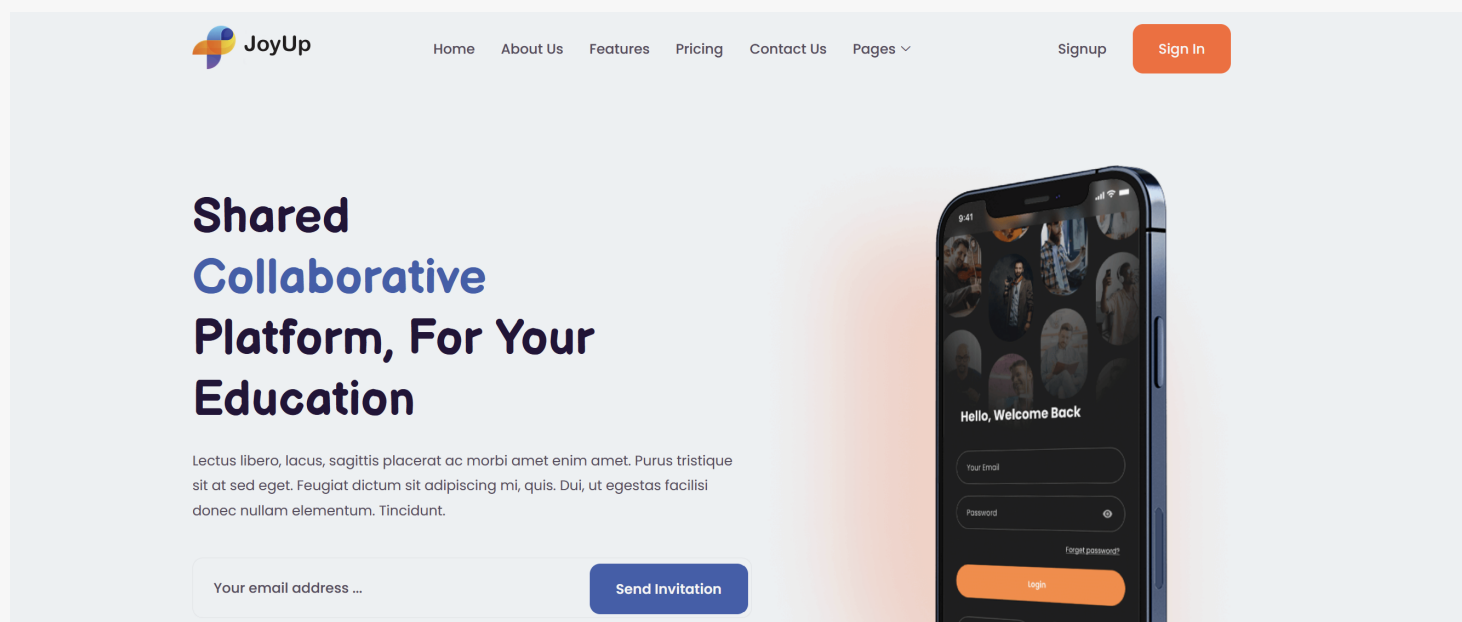
A comprehensive marketing strategy will allow CreationJoy Art LLC to effectively communicate its unique value proposition to potential partners. Through various marketing channels such as digital advertising, social media campaigns, and targeted content creation, CreationJoy Art LLC can highlight its expertise, prompt response times, exceptional service, and any differentiating factors that set it apart from other organizations. This clear and compelling messaging helps to establish the Company's reputation and credibility in the market, making it the preferred choice for customers looking for the above described products.

Additionally, a comprehensive marketing strategy will enable CreationJoy Art LLC to reach a wider audience and expand its market presence. The Company can effectively target specific geographic areas, demographic segments, or customer types by utilizing a mix of traditional and digital marketing channels. For example, localized search engine optimization (SEO) tactics can help CreationJoy Art LLC appear prominently in search results when potential customers in specific regions are searching for education and child development apps. Additionally, engaging in community events, networking, and partnering with relevant local businesses or organizations can further enhance brand visibility and establish the Company as a trusted and go-to provider in the market.

6 Marketing Plan

6.1 Website

CreationJoy Art LLC will develop a new website with the purpose of promoting its brand. The Company is in the process of selecting the best website theme, such as one below, and implementing the best SEO practices and ensuring high-levels of the overall website health. The Company is exploring websites such as **themeforest.com** to find the most suitable website template but will also consider creating a custom template such as one below.



CreationJoy Art LLC will further adapt its website according to the market demands, as well as conduct all the necessary Search Engine Optimization activities in order to ensure the best website rankings on Google and other browsers. The Company's affiliate SEO Agency will be of great assistance during this process.

Proper Search Engine Optimization will ensure a continuous stream of organic visitors to the website. Additionally, the Company will dedicate a part of its budget for digital marketing such as Google Ads, targeting its potential market by taking into account the geographical distribution of customers, the most popular keywords and search terms, as well as current, in-demand online content and popular trends.

The Company will negotiate with local businesses, influencers, and potential partners, and ask them to include inbound links towards the Company's website, increasing its domain authority and domain ranking by strengthening the Company's backlink profile and increasing the organic traffic in the process. CreationJoy Art LLC will also make sure its website theme is optimized for mobile devices, is fast to load, and does not include broken links, which will further increase its SERP rank.

CreationJoy Art LLC will use pop ups below the fold, ensuring the best possible user experience for its website visitors. In order to collect email addresses the Company will rely on **ConvertKit** platform, which will allow it to send promotional emails, updates, and newsletters with ease, keep track of leads, and automate the reach-out process.

Furthermore, CreationJoy Art LLC will monitor changes in traffic before and after using the paid advertising. By analyzing reach and frequency data for campaigns, the Company will better understand how many people were shown ads and how frequently the same people saw them over a certain period of time. This strategy will help the Company focus on reinforcing the message or on reaching new potential clients, and this information will help get a clearer picture of how the Company is meeting its online reach goals. In order to use the full advantage of its digital marketing campaigns the Company will rely on carefully selected keywords/phrases.

In order to create its Instagram/Facebook campaign using Facebook Ads Manager, the Company will follow several key steps:

Step 1 – The Company will start by choosing a “Brand Awareness” campaign option.

Step 2 – CreationJoy Art LLC will name its campaign

Step 3 – The Company will select its target audience by including its geographic area on the map and selecting the proper radius to include its desired market. Since this is a brand awareness building campaign, the Company will primarily focus on its local environment, as gaining traction among potential partners as well as customers is of key importance for building brand awareness. This step is one of the most important elements that will determine the Company’s advertising costs and the results of its ads.

Step 4 – CreationJoy Art LLC will set up its ad placement by selecting both Instagram in the first month and Facebook News Feeds (Mobile and Desktop) in the second.

Step 5 – The Company will set up its marketing campaign budget and bidding in accordance with Facebook Ads Manager recommendations.

Step 6 – CreationJoy Art LLC will create its promotional post using its high-quality videos and photos showcasing the Company’s capabilities and testimonials from satisfied customers. The Company will rely on third party platforms including freepik.com to develop its banner ads. Additionally, the Company recognizes the immense potential of YouTube as a primary channel to connect with its clients through captivating video content. YouTube has solidified its position as one of the largest and most popular video-sharing platforms globally. With an extensive user base and an abundance of diverse content, YouTube presents an exceptional opportunity for businesses to engage their target audience effectively. The widespread reach of YouTube, coupled with its vast user base, makes it an ideal platform for companies to showcase their products, services, and brand identity. By harnessing the advertising capabilities and content creation tools offered by YouTube, businesses can precisely target specific demographics and enhance brand visibility.

6.4 Other Marketing Strategies

Printed ads and Influencers

The Company will also rely on other marketing strategies such as usage of print ads and influencer marketing. By relying on print ads, the Company will benefit from the advantages provided by traditional marketing. According to Outreach Media Group, some consumers trust print ads more than digital ads. The same source states that advertising in newspapers and magazines will tend to add credibility to a product or service, while an online pop-up ad will reduce the credibility.

Additionally, customers recall print ads better than digital ads. The Internet is cluttered and any given page may have dozens of links, ads, calls to action, and choices competing for customer’s attention. In a magazine or newspaper, readers still have distractions, but there are generally fewer of them, and they physically move through ads as they interact with the content. The Company will conduct an extensive market research in order to identify the best potential magazines for ad placement in the U.S. and beyond.

Furthermore, integrating influencer marketing into the Company’s advertising strategy can boost the other form of digital marketing the Company uses. Beyond meeting immediate marketing goals, an influencer marketing strategy has the potential to improve the website’s search engine rankings and expands the reach even further.

It also increases brand awareness by driving more users to the Company’s website. The influencers promoting content about the app offered by CreationJoy Art LLC, will also link it to the Company’s website from their social channels. Customers who look for information on social media will also use search engines during their decision-making process.

The power of influencers lies in the trust of their followers. The trust they build enables them to develop loyal fan followers. Influencer marketing allows brands to break into that circle of trust in a way that feels organic and welcomed because it is relevant, reliable, and relatable.

When an influencer shares their honest feedback about a particular product or a service, it is perceived as a genuine testimonial, strengthening the brand's reputation and reinforcing its credibility. This method also helps brands to win the trust of their audience, encouraging them to try their services and products.

CreationJoy Art LLC will rely on third party websites such as www.heepsy.com to identify the best influencers and key opinion leaders in its field, and establish long-term business relationships with those that offer the best organic user engagement at the most competitive price.

7 Personnel Plan

7.1 Employee Positions

7.1.1 Founder/CEO: Mr. Mykola Nesvetaiev

The Founder and Chief Executive Officer will provide the strategic vision and leadership for the company. This individual is responsible for making final decisions on product direction, securing key partnerships, and managing high-level investor relations.

The CEO will set company goals, define the corporate culture, and oversee all departments to ensure alignment with the business mission. Responsibilities include approving major expenditures, representing the company at industry events, and guiding the long-term growth strategy. The role requires deep industry knowledge, a clear vision for the product, and strong decision-making skills.

7.1.2 Developers

The Developer will be responsible for building and maintaining the company's mobile and web applications. This employee will write clean, efficient code for the front-end and back-end systems using technologies such as React, Java, and Spring. The Developer will collaborate with the product and AI teams to implement new features, fix bugs, and ensure the technical stability of the platform. Responsibilities include participating in Agile sprints, conducting code reviews, and integrating third-party APIs. The role requires a strong understanding of software development principles and the ability to work in a team environment.

7.1.3 AI Engineers

The AI Engineer will design, develop, and deploy the artificial intelligence algorithms that power the platform's personalization features. This employee will work with machine learning models to analyze user behavior and customize task recommendations for each child. The AI Engineer will continuously test and refine these models to improve user engagement and effectiveness. Responsibilities include data processing, model training, and collaborating with developers to integrate AI capabilities into the application. The role requires expertise in machine learning frameworks and a problem-solving mindset.

7.1.4 Marketing & Partnership Specialists

The Marketing and Partnerships Specialist will execute strategies to acquire new users and secure business partners. This employee will manage digital advertising campaigns, collaborate with family-focused influencers, and develop promotional content. For partnerships, the role involves identifying potential reward providers, initiating contact, and guiding them through the onboarding process. Responsibilities include analyzing campaign performance metrics and maintaining relationships with partner companies. The role requires strong communication skills and the ability to manage multiple projects.

7.1.5 Customer Support Specialist

The Customer Support Specialist will serve as the first point of contact for user inquiries and issues. This employee will respond to questions from parents and children through various channels, providing troubleshooting assistance and guidance on using the application. The Specialist will document user feedback and escalate technical problems to the development team. Responsibilities include maintaining a high level of customer satisfaction and contributing to the support knowledge base. The role requires patience, clear communication, and a thorough understanding of the product.

7.1.6 Administrative Assistants

The Administrative Assistant will provide comprehensive support for the company's daily operations. This employee will manage schedules, coordinate meetings, handle correspondence, and maintain office supplies. The Assistant will also help with basic bookkeeping, prepare reports, and ensure smooth internal communication. Responsibilities include organizing company records and assisting with human resources tasks. The role requires strong organizational skills and proficiency with office software.

7.1.7 Product Manager

The Product Manager will define the product roadmap and prioritize the development of new features. This employee will gather requirements from users, stakeholders, and the market to create detailed product specifications. The Manager will work closely with the development and AI teams to guide projects from concept to launch. Responsibilities include managing the product backlog, analyzing user data to inform decisions, and ensuring that deliverables meet quality standards. The role requires a balance of technical knowledge and business acumen.

7.1.8 Partnerships Manager

The Partnerships Manager will lead the effort to build and expand the network of business partners providing rewards. This employee will develop a strategy for recruiting target companies, negotiate partnership agreements, and manage the ongoing relationship. The Manager will work with the technical team to streamline the partner integration process. Responsibilities include tracking partnership performance and ensuring partner satisfaction. The role requires strong negotiation skills and a focus on building long-term business relationships.

7.1.9 Head of Product

The Head of Product will oversee the entire product management function and set the strategic direction for the company's platform. This employee will lead the product management team, define the overall product vision, and align it with business objectives. The Head of Product is responsible for the full product lifecycle, from initial concept to post-launch analysis. Responsibilities include allocating resources, coordinating with department heads, and presenting the product strategy to executive leadership. The role requires significant experience in product leadership and a user-centric design philosophy.

7.1.10 Head of AI

The Head of AI will lead the artificial intelligence division and set the technical strategy for all machine learning initiatives. This employee will manage the team of AI Engineers, oversee the development of advanced algorithms, and ensure the AI systems are scalable and effective. The Head of AI is responsible for researching new methodologies and integrating them into the product. Responsibilities include setting data governance standards and collaborating with the Head of Product on feature planning. The role requires deep expertise in AI research and development and team leadership experience.

7.1.11 Compliance & Safety Specialist

The Compliance and Safety Specialist will ensure the company's platform and operations adhere to all relevant regulations, particularly concerning children's data privacy. This employee will monitor compliance with COPPA, GDPR-K, and other applicable laws. The Specialist will conduct internal audits, develop company policies, and serve as the main contact for legal counsel on compliance matters. Responsibilities include training staff on regulatory requirements and implementing safety features within the application. The role requires a meticulous attention to detail and expert knowledge of digital privacy laws.

7.2 Hiring Plan

Number of Employees per Position	Year 1	Year 2	Year 3	Year 4	Year 5
Founder/CEO: Mr. Mykola Nesvetaiev	1	1	1	1	1
Developers	5	5	5	5	5
AI Engineers	2	2	2	2	2
Marketing & Partnership Specialists	3	3	3	3	3
Customer Support Specialist	3	4	5	6	7
Administrative Assistants	2	2	2	2	2
Product Manager	0	1	1	1	1
Partnerships Manager	0	0	1	1	1
Head of Product	0	0	1	1	1
Head of AI	0	0	0	1	1
Compliance & Safety Specialist	0	0	0	0	1
Total Employees	16	18	21	23	25

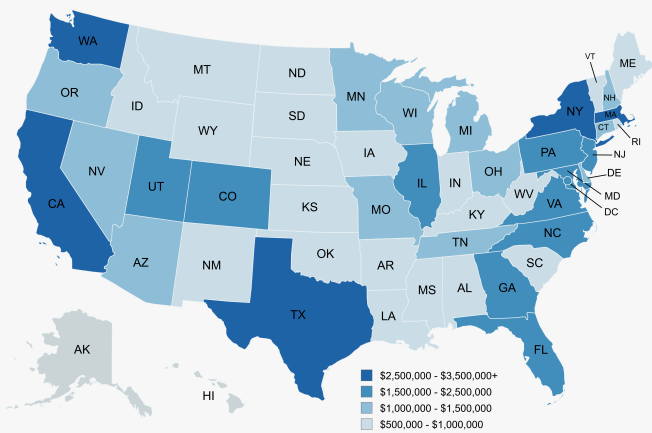
7.3 Payroll Expenses

Number of Employees per Position	Year 1	Year 2	Year 3	Year 4	Year 5
Founder/CEO: Mr. Mykola Nesvetaiev	\$90,000	\$94,500	\$99,225	\$104,186	\$109,396
Developers	\$475,000	\$498,750	\$523,688	\$549,872	\$577,365
AI Engineers	\$240,000	\$252,000	\$264,600	\$277,830	\$291,722
Marketing & Partnership Specialists	\$180,000	\$189,000	\$198,450	\$208,373	\$218,791
Customer Support Specialist	\$165,000	\$228,250	\$294,663	\$364,396	\$437,615
Administrative Assistants	\$90,000	\$94,500	\$99,225	\$104,186	\$109,396
Product Manager	0	\$110,000	\$115,500	\$121,275	\$127,339
Partnerships Manager	0	0	\$90,000	\$94,500	\$99,225
Head of Product	0	0	\$165,000	\$173,250	\$181,913
Head of AI	0	0	0	\$210,000	\$220,500
Compliance & Safety Specialist	0	0	0	0	\$63,000
Total Payroll Expenses	\$1,240,000	\$1,467,000	\$1,850,350	\$2,207,868	\$2,436,261

8 Financial Plan

8.1 Sales Projections

Sales Forecast	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue From Operations	\$1,750,000	\$2,100,000	\$2,583,000	\$3,099,600	\$3,564,540
Direct Costs	\$157,500	\$189,000	\$232,470	\$278,964	\$320,809



According to SizeUp, revenue of establishments operating in the same industry as CreationJoy Art LLC, ranges between \$500,000 and \$3,500,000+.

Considering that the Company’s revenue is expected to fall within the above-mentioned range (Section 8, Subsection 1), its financial projections are considered **viable and achievable**.

8.2 Profit and Loss

Pro Forma Profit and Loss	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	\$1,750,000	\$2,100,000	\$2,583,000	\$3,099,600	\$3,564,540
Direct Cost of Sales	\$157,500	\$189,000	\$232,470	\$278,964	\$320,809
Gross Margin	\$1,592,500	\$1,911,000	\$2,350,530	\$2,820,636	\$3,243,731
Operating Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Payroll	\$1,240,000	\$1,467,000	\$1,850,350	\$2,207,868	\$2,436,261
Marketing	\$25,000	\$26,250	\$27,563	\$28,941	\$30,388
Depreciation	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750
Rent	\$60,000	\$63,000	\$66,150	\$69,458	\$72,930
Utilities	\$24,000	\$25,200	\$26,460	\$27,783	\$29,172
Insurance	\$15,000	\$15,750	\$16,538	\$17,364	\$18,233
Legal and compliance	\$37,500	\$39,375	\$41,344	\$43,411	\$45,581
Professional Fees	\$25,000	\$26,250	\$27,563	\$28,941	\$30,388
Other	\$16,753	\$17,591	\$18,470	\$19,394	\$20,363
Total Operating Expenses	\$1,512,004	\$1,751,667	\$2,148,312	\$2,519,791	\$2,762,843
Profit Before Interest and Taxes	\$80,496	\$159,333	\$202,218	\$300,845	\$480,889
EBITDA	\$99,246	\$178,083	\$220,968	\$319,595	\$499,639
Taxes Incurred	\$16,904	\$33,460	\$42,466	\$63,177	\$100,987
Net Profit	\$63,592	\$125,873	\$159,752	\$237,668	\$379,902

8.3 Balance Sheet

Pro Forma Profit and Loss	Year 1	Year 2	Year 3	Year 4	Year 5
Cash and Other Current Assets	\$82,342	\$226,965	\$405,467	\$661,885	\$1,060,537
Total Current Assets	\$82,342	\$226,965	\$405,467	\$661,885	\$1,060,537
Long-term Assets	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
Accumulated Depreciation	\$18,750	\$37,500	\$56,250	\$75,000	\$93,750
Total Long-term Assets	\$231,250	\$212,500	\$193,750	\$175,000	\$156,250
Total Assets	\$313,592	\$439,465	\$599,217	\$836,885	\$1,216,787
Paid-in Capital	\$750,000	\$750,000	\$750,000	\$750,000	\$750,000
Retained Earnings	(\$500,000)	(\$436,408)	(\$310,535)	(\$150,783)	\$86,885
Earnings	\$63,592	\$125,873	\$159,752	\$237,668	\$379,902
Total Capital	\$313,592	\$439,465	\$599,217	\$836,885	\$1,216,787
Net Worth	\$313,592	\$439,465	\$599,217	\$836,885	\$1,216,787

8.4 Breakeven Analysis

Break Even Analysis	
Daily Revenue Break-even	\$4,615.40
Monthly Revenue Break-even	\$138,461.90
Annual Revenue Break-even	\$1,661,542.86

9 Need for the Company's Services

A significant need exists in the United States for tools that help families manage children's time and development in the digital age. Research indicates that children and teenagers often spend multiple hours daily on passive entertainment and social media, which can displace more productive activities.

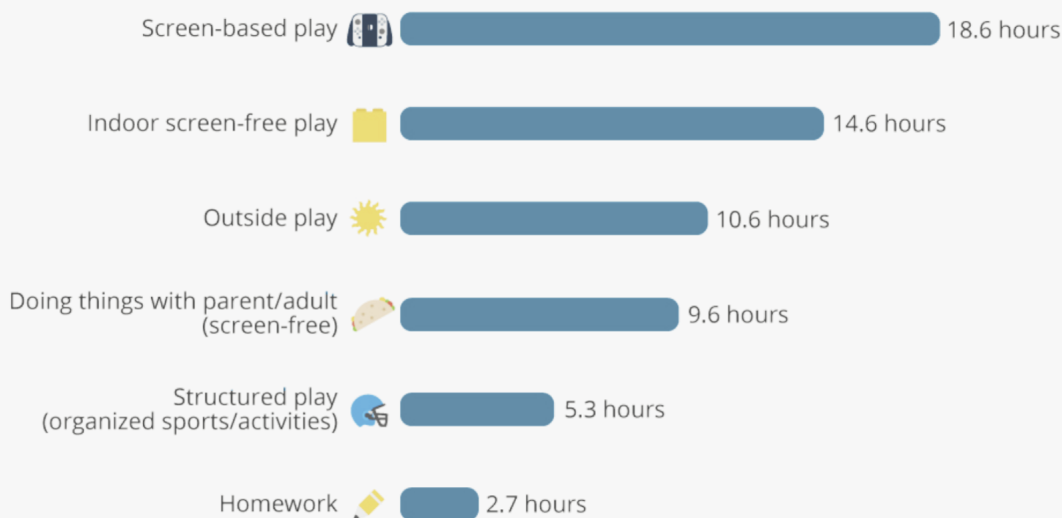
This trend creates a practical problem for parents who aim to instill responsibility, encourage learning, and strengthen family routines without constant conflict. The demand is for solutions that effectively bridge the gap between parental goals for child development and the engaging nature of digital technology.

Current solutions in the market often address only one part of this challenge. Some applications focus solely on chore management, while others are limited to educational content. This fragmented approach fails to provide a unified system that tackles the whole child's development, from household responsibilities and academic skills to emotional growth.

Parents are left using multiple tools, and the experience for the child is disjointed, which reduces long-term engagement and effectiveness. CreationJoy Art LLC is positioned to meet this need through its platform, JoyUp.

Screen Time Dominates Kid's Play

U.S. children's average free-time hours per week, by activity type*



n=1,271 parents/caregivers
 * Children aged 2 to 10. According to parents.
 Source: Gallup

statista

The application combines task management, educational content, and a rewards system into a single, cohesive experience. Its design is based on a deep understanding of family dynamics and what motivates children, moving beyond simple checklists to create an engaging, game-like environment.

This approach directly addresses the parent's desire for a single, effective tool that covers multiple aspects of child development. The Company's use of advanced artificial intelligence provides a distinct advantage in maintaining this engagement. Unlike static applications, JoyUp personalizes the experience for each child by adapting task recommendations based on their age, progress, and interests. This ensures the platform remains challenging and relevant, which is crucial for building lasting habits.

This sophisticated personalization is a technical differentiator that directly responds to the need for adaptive and effective digital parenting aids. Furthermore, the Company's unique ecosystem, which connects families with real-world businesses, creates a powerful cycle of value. Children are motivated by tangible rewards from recognized brands, while parents see concrete benefits in their child's development. This dual-sided model addresses the core need for child motivation and builds a sustainable business structure.

Mr. Mykola Nesvitaiev is uniquely qualified to fulfill these national needs due to his direct and relevant expertise in developing AI-driven solutions, his clear understanding of the specific market gap, and his detailed, actionable plan for execution. His background provides the necessary technical foundation to develop the sophisticated personalization algorithms at the core of the JoyUp platform.

10 The Applicant's National Level Contributions

10.1 Advancing U.S. Leadership in Educational Technology and AI

The project will contribute to the United States' position as a global leader in educational technology. As a direct result of developing and implementing sophisticated AI algorithms for personalized child development, the Company will create intellectual property and technical expertise within the country. This work pushes the boundaries of **how artificial intelligence can be applied to real-world educational and behavioral challenges**.

The development of this proprietary AI technology represents a significant innovation in the EdTech sector. **It demonstrates a practical and scalable application of machine learning that can be exported globally, generating revenue and enhancing the reputation of the U.S. technology industry.** This directly supports national interests in maintaining a competitive edge in a high-value, knowledge-based industry.

10.2 Strengthening Foundational Skills for the Future Workforce

The platform is designed to instill discipline, responsibility, and a love for learning in children from an early age. By helping to form these critical habits, the service addresses a **broader national need for a future workforce that is adaptable, motivated, and well-educated.** These soft skills are essential for long-term professional success and economic productivity. Creating these competencies at a young age creates a more solid foundation for the next generation of American workers. A population that is disciplined and proactive in its learning is better prepared to meet the demands of a changing economy. **This contribution supports the country's long-term economic competitiveness and capacity for innovation.**

10.3 Addressing a Pressing Child Development and Digital Well-being Need

The application directly confronts the **national concern over children's excessive screen time and exposure to non-educational digital content.** It provides parents with a constructive tool to redirect their children's energy toward productive tasks and skill development. This addresses a clear societal challenge by promoting healthier digital habits. As a result of offering a positive alternative to passive media consumption, the platform supports the mental and educational well-being of American children. This contributes to broader public health goals by creating a generation that uses technology purposefully. The project delivers a tangible benefit to families and communities across the country.

10.3.1 Creating a New Ecosystem for Family -Oriented Business Partnerships

The Company will establish a novel marketplace that connects American businesses directly with families. This creates a new channel for customer acquisition and brand loyalty for companies offering child-friendly products and services. **It stimulates economic activity by generating transactions within this targeted demographic.** This ecosystem benefits the broader economy by providing a specialized marketing platform for U.S. businesses, from large toy manufacturers to local educational centers. It creates a new link between commerce and family support, generating economic value while simultaneously serving a constructive social purpose. This model can establish a new standard for corporate engagement with families.

10.4 Direct Employment Benefits

CreationJoy Art LLC's establishment in Brooklyn, New York will support the creation of specialized employment opportunities across the software development, artificial intelligence, and family technology sectors. The Company's hiring strategy is designed to scale responsibly, beginning with a core technical and operations team in Year 1 and expanding with specialized management roles as the product and user base grow. According to the Company's hiring plan, CreationJoy Art LLC will employ a total of twenty-five staff members by Year 5. Key roles include Developers and AI Engineers hired in Year 1, a Product Manager added in Year 2, and specialized leadership positions such as Head of Product, Head of AI, and a Compliance & Safety Specialist in subsequent years. This phased hiring approach reflects the Company's strategic growth trajectory and commitment to building a team with the skills necessary to execute its complex technical roadmap. The following table presents the detailed staffing plan.

Number of Employees per Position	Year 1	Year 2	Year 3	Year 4	Year 5
Founder/CEO: Mr. Mykola Nesvetaiev	1	1	1	1	1
Developers	5	5	5	5	5
AI Engineers	2	2	2	2	2
Marketing & Partnership Specialists	3	3	3	3	3
Customer Support Specialist	3	4	5	6	7
Administrative Assistants	2	2	2	2	2
Product Manager	0	1	1	1	1
Partnerships Manager	0	0	1	1	1
Head of Product	0	0	1	1	1
Head of AI	0	0	0	1	1
Compliance & Safety Specialist	0	0	0	0	1
Total Employees	16	18	21	23	25

This influx of employment opportunities will contribute to the local and national technology economy, creating high-skill positions in software engineering, data science, and digital marketing. The plan is designed to attract and retain specialized talent within the competitive U.S. tech sector, building a skilled workforce dedicated to advancing innovation in educational and family-oriented technology.

11 Conclusion

CreationJoy Art LLC has envisioned to meet a clear and present need in the modern family landscape, which is redirecting children's time from passive screen use toward productive habit formation and skill development. The Company's detailed plan for an AI-driven platform that gamifies tasks and connects children's achievements to tangible, real-world rewards presents a comprehensive and viable solution.

This business plan has demonstrated that the Company's model, built on sophisticated technology, a dual-sided market, and a clear compliance framework, provides a strong foundation for successful market entry and sustainable growth, directly addressing a significant challenge for parents and contributing positively to child development and the U.S. economy.

The Company will operate in an expanding market in its area. Projections show favorable trends within its industry in the next five years, signaling expansion opportunities, as well as possibilities for increasing prices and including additional services in the future.

The Company will face a moderate number of competitors in its industry due to its specific location and its business model. In order to stay ahead of them CreationJoy Art LLC will rely on its competitive advantages. The Company's marketing strategy and its use of modern technologies will CreationJoy Art LLC apart from its current competitors, who rely on outdated websites and are not present on some social media platforms.

Additionally, by developing long-lasting relationships with its clients and influencers, by establishing superior and personalized customer services, and by continuously improving its offer through productive business partnerships, CreationJoy Art LLC will become a vibrant part of the community. Its profit projections, market conditions, and professional orientation, make CreationJoy Art LLC an exceptional business opportunity.