

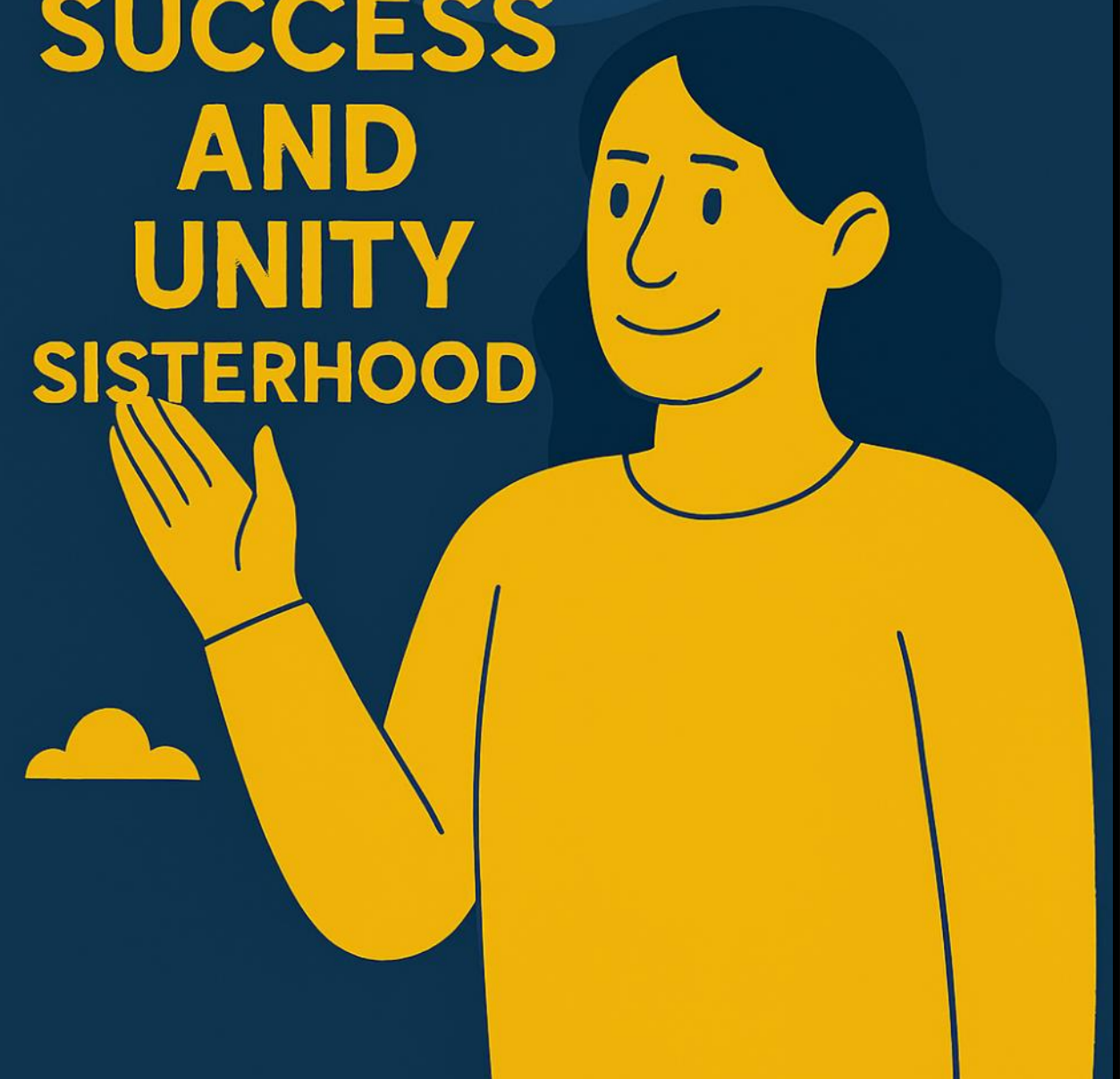
Home Business Virtual City



ANAHITOPIA



**SUCCESS
AND
UNITY
SISTERHOOD**



I was someone for myself, and now I'm rebuilding myself.

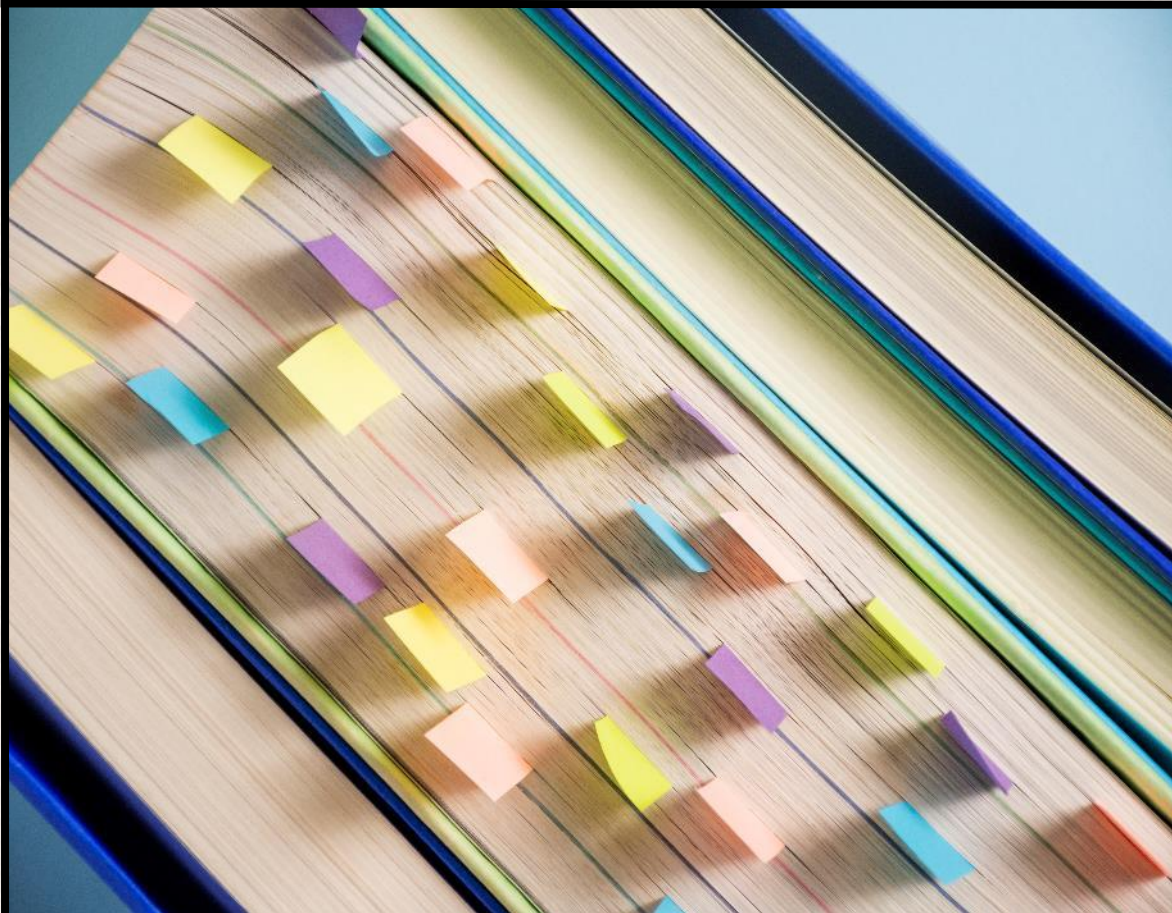
Anahitopia

This is an idea that supports home-based businesses, especially skilled women who are less recognized.



Anahitopia

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INTRODUCTION

This initiative is a fully online platform designed to support and promote home-based businesses, with a special focus on talented newcomer and physically disabled women who often remain unseen. Our mission is to provide these women with visibility, resources, and connections that can help them showcase their skills, grow their businesses, and reach a wider audience. Through digital tools, mentorship opportunities, and community networking, we aim to create a thriving online marketplace where creativity and entrepreneurship can flourish — no matter where you are.

target group : “native women with disabilities and all migrant women especially new comers”



WELCOME TO PRESENTATION

“Anahitopia” is inspired by Anahita, a kind and generous woman who helps everyone — and that’s the reason behind the name of this initiative. It is a virtual utopia where support is offered to all, especially women, and in particular, intelligent and entrepreneurial women who have immigrated or physically disabled and are working in Canada. In this project, **our target population includes migrant women especially new comers and native women with disabilities, who will hereafter be identified as the “target group”** within the scope of the initiative.

Here, a virtual city brings all these friends together to sell their products online, using a simple yet professional infrastructure to get things started. The platform has many sections; those that comply with the budgets and laws of Canada and Ontario are implemented directly, while other sections that don’t fully comply are adjusted and then executed.

I myself am one of these community, with nearly 15 years of experience, and I work alongside my husband, who is an executive with prior experience in managing such a large-scale virtual city. Together, we are building this utopia once again.

Our slogan in this campaign is: **“I was someone for myself, and now I’m rebuilding myself”.**



Executive Summary

A virtual city that includes a large online marketplace shop, hosting events for physical sales, organizing auctions for handicrafts and artwork, offering practical training courses to empower entrepreneurs, and ultimately creating a support fund for all members. In the future, this city will have many additional sections, some of which are explained in the plan.



Key Objectives:

- Economic empowerment of migrant and newcomer and physically disabled women.
- Reducing the risk of starting a business for immigrants and physically disabled .
- Creating sustainable income for members and the support fund (Anapool).
- Promoting an entrepreneurial culture in Toronto and other Canadian cities.
- Establishing a digital infrastructure for sales, education, and social services.

Unique Features:

- Dedicated online booths for each member.
- Professional training.
- Support fund for equipment and exhibitions.
- Welfare services for families.



Overall Concept of the Project



Anahitopia is a comprehensive virtual city designed to support and empower “target group”, especially talented and entrepreneurial women, in Canada. This platform provides a professional space for selling home-based products, learning practical skills, and receiving financial and equipment support so that members can develop their businesses independently and with confidence.

1. Professional Online Marketplace and Booths and virtual exhibitions

Each member gets their own dedicated professional online booth with a unique QR code.

Booth features:

- Selling products, managing orders, and shipping primarily within the city of residence (currently Toronto).
- Uploading images, product description, customer reviews, and following/unfollowing other booth owners

Benefits of shopping in the virtual city:

- Members receive 20% discount on their purchases.
- Active booth owners get up to 40% discount in physical booths organized by supporters in events to sale their products.
- System fee: 5% of each booth’s sales is transferred to the **Anapool revenue pool**. The use of this pool will be determined in future discussions with the financial supporter.

2. Marketing, Sales Growth, and Direct Referral Incentives

Virtual city member incentive system:

- Booth referral: 3% of the referred booth’s sales goes to the referrer.
- Anapolitan citizen referral: Annual membership card \$40; 20% to the referrer, 80% to **Anapool**.

Anapool: Revenue pool for equipping exhibitions, advertising, and supporting members; usage details to be determined with the financial supporter.





3. Educational and Skills Development Program

- In-person and online workshops: sales and negotiation, packaging, branding, product photography, financial management, business laws and regulations in Canada.
- Certification issued by the virtual city (for educational purposes only; not officially recognized by banks or institutions).

4. Member Services and Welfare Centers

- Access to healthcare and medical services with 20% discount.
- Spiritual and psychological care for all members to promote spiritual renewal and more effective participation in society through weekly webinars.
- Considering the potential and supportive nature of the project, companies such as McDonald's, Starbucks, and KFC are expected to align with the initiative, allowing members to benefit from their discounts.
- This part will run Following the completion of development, acquisition of financial sponsorships, and formal agreements with affiliated institutions.

5. Honorary Citizenship Card (Anapolitan)

- Cost: \$40 per year.
- Benefits: Access to training, discounts, and services at exhibitions and the virtual city platform, including 10% discount on purchases.
- Payment distribution: 20% to the referrer, 80% to **Anapool**.
- Future phase: Cardholders can enjoy 10% discounts at all partner stores within the city.
- This segment is dedicated to personal supporters of the ecosystem and everyday Canadian citizens who aim to engage with the virtual city not as vendors, but as participants. Through their involvement, they contribute to the Anahitopia system while enjoying access to the virtual city's civic services.





Art and Handicraft Auction System

- Online and in-person auctions for artworks, paintings, and handicrafts.
- Proceeds from auctions are distributed in a 70/30 ratio between the artist and the **Anapool** fund.

7. Art and Music Education

- Platform for newcomer instructors to introduce their art and attract an audience.
- Courses held both in-person and online.
- Certificates issued to enhance skills and for introduction to sponsors and cultural centers.

8. Founding and City Management Board

- Board includes a municipality representative, project manager, and booth owner representative.
- Responsible for reviewing programs, managing the support fund, and decision-making for E-City development.

9. Long-term Goals, Development, and Flexibility

- Currently limited to Toronto, with shipping primarily within the city.
- Expansion to other Canadian cities and North American markets is planned.
- Promoting entrepreneurship culture and economic empowerment.
- Attracting sponsors and partnerships with government and private entities.
- Fully flexible and adaptable to member needs and market conditions.

Anapool use of Funds: The program will currently use the funds collected from membership cards and booth percentages for software maintenance, organizing training courses, and holding exhibitions and in-person events. However, after selecting a sponsor for the plan and holding technical meetings, all these items are subject to change and review, and they will not be addressed in this document.



Core Components of the Platform



Section	Service Description
Online Booths and virtual exhibitions	Product sales, order management, special member discounts, dedicated QR codes
Education & Skills Training	Courses on sales, branding, business regulations, photography, packaging
Welfare Services	Discounts on healthcare and entertainment, partnerships with major brands (KFC, Starbucks, McDonald's)
Citizen Card (Anapolitan)	Access to special services, discounts, social credit
Art Auction	Sale of artworks and handicrafts with revenue shared between the artist and the fund
Support Fund (Anapool)	Providing equipment, advertising, financial support for members, and development of exhibitions





Problem Statement

“target group” in Canada face multiple challenges that limit their economic and social growth. Limited access to markets and educational resources, especially for talented entrepreneurs, increases financial risks and weakens business management capabilities.

Additionally, the lack of adequate cultural support and welfare services for families restricts empowerment and active participation. These issues require a comprehensive platform that integrates education, sales, financial support, and social welfare in a single unified system.

Solutions

To address the challenges faced by “target group” and empower women entrepreneurs, the **Virtual City platform** is offered as a comprehensive solution combining education, sales, financial support, and social welfare. The solutions include:

Online booths and exhibitions and the comprehensive virtual city platform: Providing a secure and professional space for selling home-based products, managing orders, and connecting with customers, along with access to specialized training in sales, branding, and business management.

Art auctions and art & music courses: Opportunities to sell artworks and handicrafts, and participate in in-person and online courses in painting, piano, and other arts.

Welfare services and healthcare/recreational discounts: Offering 20% discounts on healthcare services and access to recreational and sports facilities for families.

Support fund and honorary city card: Providing booth equipment, financial support, and an honorary card with benefits including access to training, discounts, and exclusive member services.

These solutions enable the community to enter the market with confidence, enhance their economic empowerment, and promote an entrepreneurial culture.



Business Overview

- Business Type: Virtual city platform with online sales booths, education, and welfare services
- Launch Location: Toronto, with potential expansion to other Canadian cities and North America
- Services & Products:
 1. Professional online booths with order management, product upload, and customer reviews.
 2. Workshops and training courses: sales, branding, packaging, photography, business laws.
 3. Online and offline art and handicraft auctions.
 4. Welfare and healthcare services with 20% discount.
 5. Support fund and honorary city card for access to services.

Market Analysis & Competitors

- **Target Audience:** native physically disabled and Immigrants and new comers, especially women with home-based businesses and artists.
- **Target Market:** Initially the entire city of Toronto, ultimately all of Canada.
- **Competitors:** In the table above, we've outlined the competitors and highlighted Anahitopia's advantages over each one.



Market Analysis & Competitors

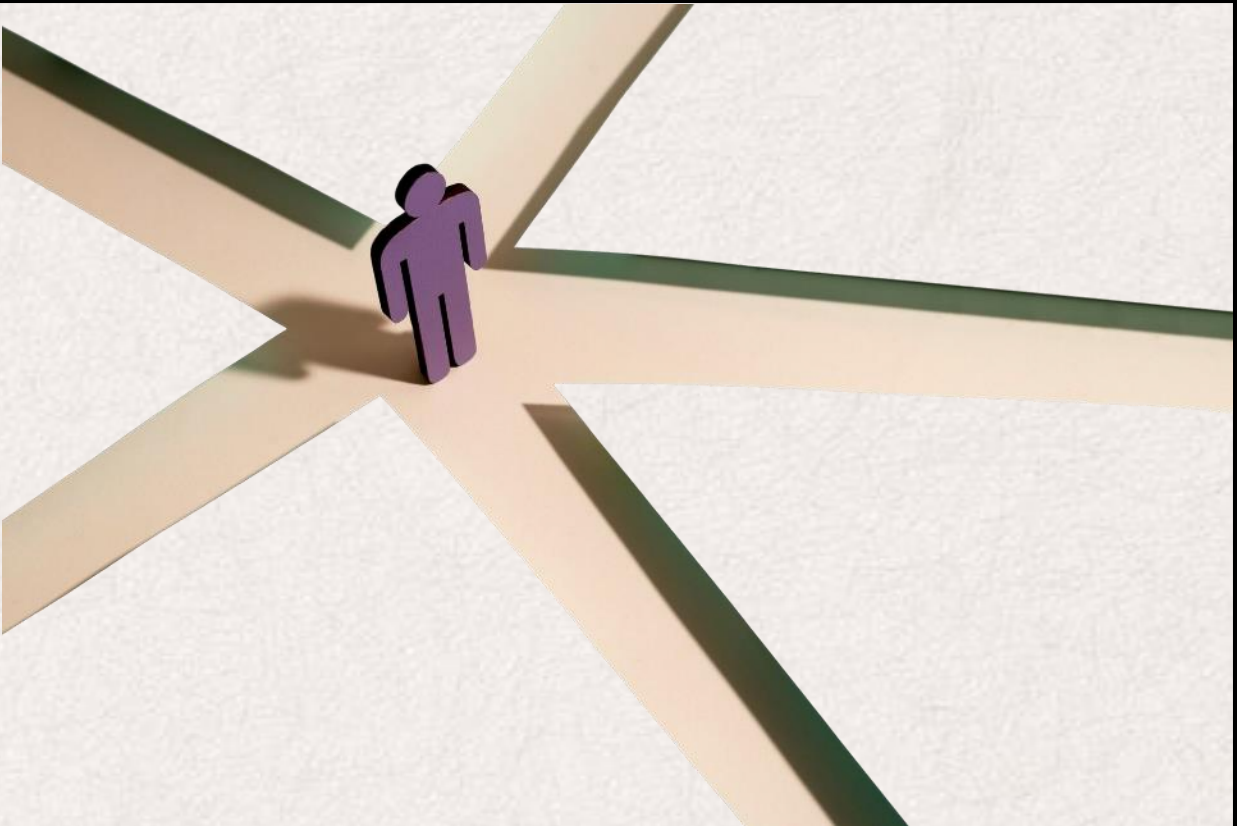



Feature	Anahitopia	Women's Enterprise Centre	Immigrant Women in Business	Etsy/Shopify
Focus on Supporting target community	100% (with Anapool and training for the community)	70% (training and grants)	80% (networking for the community)	20% (general, no newcomer focus)
Online Booth & Sales	Yes, with QR and discounts for the community	No, only support	No, only events	Yes, but without support fund
Support Fund	Yes (Anapool)	Yes, limited grants	No	No
Target Market Size	Toronto (migrant women: 2.9% entrepreneurship rate and 9.4% of population for physically disabled), Will grow to Canada	Nationwide (Canada)	Nationwide (Canada)	Nationwide (Canada)



Current Situation

I have participated in many gatherings, such as sales events, where many talented women rented booths—which was often difficult for them to afford—to sell their products and earn income. Most of these products included food items, handicrafts, jewelry, and artworks.



problems	Solutions
<ol style="list-style-type: none"> 1. Limited access to local and online markets. 2. Lack of professional training and mentorship. 3. Absence of sustainable revenue streams. 4. High financial risk for newcomer women. 5. Lack of familiarity with marketing methods. 6. High costs for participating in events due to intermediaries. 	<ol style="list-style-type: none"> 1. Establish a comprehensive online platform with dedicated booths. 2. Organize more events with greater participation to increase sales. 3. Provide professional workshops and training courses. 4. Launch a support fund to expand businesses. 5. Implement a direct referral network and incentive programs. 6. Offer welfare and social services for families. 

Strengths, Weaknesses, Opportunities, Threats

Strengths:

- Twenty years of executive experience as an idea initiator in the IT field.
- Proven experience in running successful virtual city projects in other countries.
- Potential for support from NGOs and organizations advocating for women's rights for the business plan.
- Ready market in Canada for business growth and development.

Weaknesses:

- Dependence on external support: Success may rely on NGOs and women's advocacy organizations.
- Funding uncertainty: Lack of clarity on initial and long-term financing.

Opportunities:

- Ready Canadian market: A significant population of the community and women entrepreneurs seeking home-based business opportunities.
- Support from NGOs and advocacy organizations: Potential for financial, promotional, and educational support from institutions active in women's and immigrant rights and disability supporters.
- Online and international expansion: The platform can expand to other Canadian cities and the North American market.
- Integrated platform combining education, sales, and social welfare: Creates a competitive advantage over other marketplaces and support programs.

Threats:

- Potential future competition: New marketplaces or similar programs with a virtual city structure may emerge.
- Changes in regulations: Updates to business, tax, or e-commerce laws in Canada could affect platform operations.
- Dependence on external support: Reduction or withdrawal of NGO and women-support organization backing may slow growth.
- Market adoption risk: Newcomers or target customers may be slow to adopt or show limited engagement with the platform.
- Financial and liquidity challenges: Revenue shortfalls or unexpected expenses could strain cash flow.





Risks and Mitigations

Risks:

- Insufficient adoption
- Competition with major marketplaces
- Technical issues and downtime
- Budget limitations

Mitigations:

- Targeted marketing campaigns
- Unique services focusing on newcomer and disability women
- Robust technical infrastructure with 24/7 support
- Budget management and securing sponsorships

Required Tools & Resources

- Online platform with booth and order management.
- Software implementation team: Given the online nature of the platform, an execution team is needed to run the project.
- Physical execution team: Instructors, support staff, and management.

Risk	Probability (Low/Medium/High)	Mitigation	Supporting Data
Regulatory Changes (e.g., GST/HST)	Medium	Annual legal consultation (5,000 CAD)	Based on CRA guidelines for e-commerce in 2025
Market Non-Acceptance	High	Targeted marketing with influencers	Based on 0.0% population growth stall in Q1 2025
Sponsor Dependency	Medium	Internal revenue from Anapool (5% of sales)	Grants such as WES for diversification
Cultural Risk	Low	Integration programs for migrant women	Focused on 2.9% entrepreneurship rate among migrants



Operations & Management

- Ideation Team: Currently, the Virtual City concept has been fully developed and you are reviewing it.
- Implementation System: The Virtual City is a comprehensive website that can be executed by the software team; project management is handled by the ideation team.
- Management System: Online platform software with order management, online payment, discounts, and points.
- Steering Committee: Municipality representative, project manager, Virtual City representative.
- Key Responsibilities: Managing the support fund, developing booths, and supervising training and welfare services.

Education & Empowerment Program

- Online Marketplace System Delivery: Providing and training volunteers on the operational panel.
- Workshops & Online Courses: Sales, branding, packaging, business laws.
- Goal: Generating income and empowering newcomers to run independent and professional businesses.

Member Welfare & Services

- Having a comprehensive personal website without any setup fees.
- Gaining awareness of Canadian labor and financial laws, as well as digital marketing.
- Receiving special discounts and support for municipal events and supporting NGOs.
- Accessing financial services such as loans from the members' support fund.
- Spiritual and psychological care for all members to promote spiritual renewal and more effective participation in society through weekly webinars.

Long-Term Goals & Expansion

- Expand operations to other Canadian cities and North American markets
- Attract sponsors and public/private partnerships
- Promote entrepreneurial culture and economic empowerment
- Flexibility and continuous improvement based on member needs



Business Model

- **Value Proposition:** comprehensive marketplace platform, professional training, online booths, sales-driven events, financial support.
- **Target Customers:** all Toronto residents initially, and eventually all of Canada.
- **Channels:** online platform, social media, exhibitions, partner organizations.
- **Revenue Streams:** transaction fees, honorary card, courses, auctions.
- **Key Resources:** skilled team, software platform, support fund.



Business Model Canvas

Value Proposition Online sales capability, business awareness for entrepreneurs, support for target audiences, financial support for successful entrepreneurs within the system.	Customer Segments Entire Toronto market initially, and eventually the Canadian market.	Channels Online platform, social media, exhibitions, and all channels for introducing supporting organizations.	Customer Relationships Online support, incentive programs, referral network	Revenue Streams It should be noted that in this system, revenue streams such as membership fees, transaction fees, city card, course fees, and auction commissions can easily be implemented. However, the initial concept of this system is based on supporting the citizens of the virtual city. Each of these options can be considered as a revenue stream after review sessions.
	Key Resources Skilled team, software platform, supporting teams such as the municipality and supportive NGOs.		Key Activities Booth management, training, marketing, fund development	
Key Partners Organizations Supporting Women with Disabilities and Immigration organizations, municipalities, Ontario provincial government, federal government, NGOs supporting women and immigrants.			Cost Structure Platform development, instructors, marketing.	



Revenue Model



Marketing & Growth Strategy

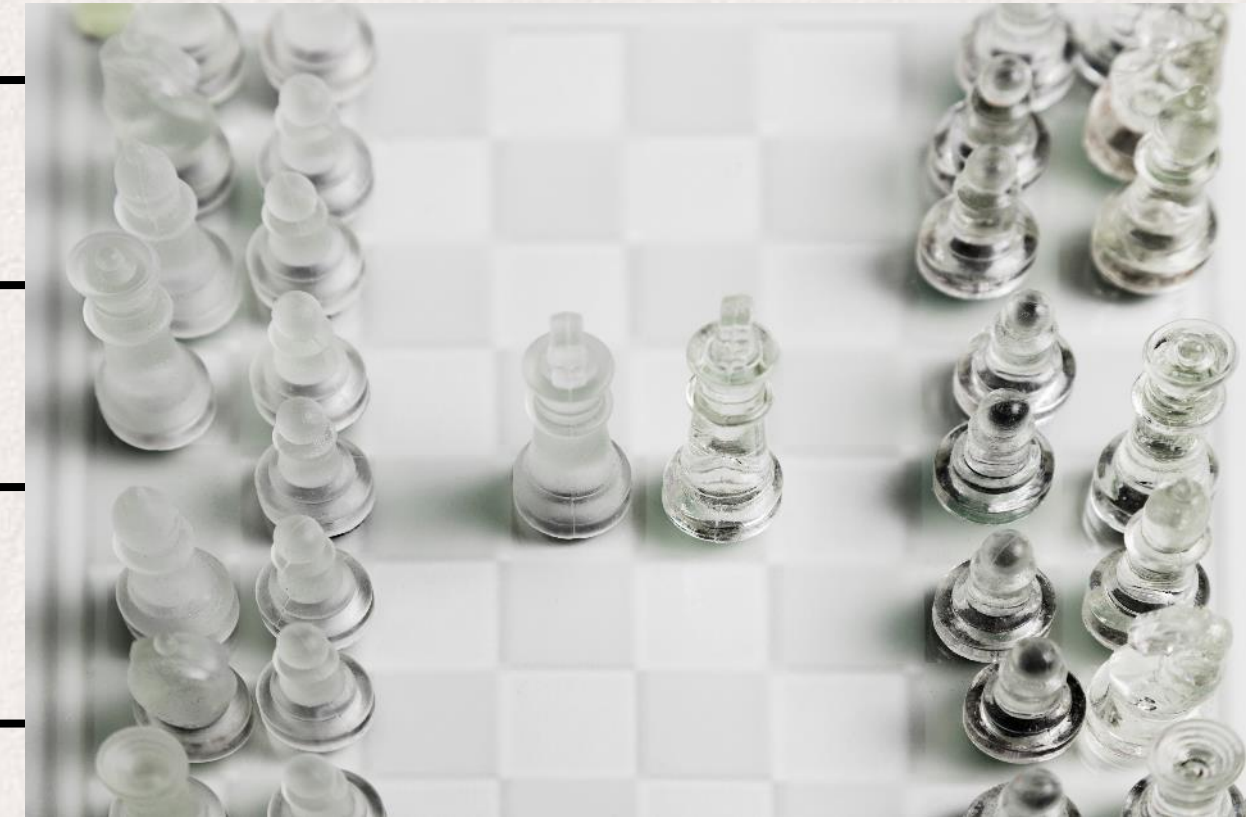


- Online booths: 5% transaction fee for the first 2 years.
- Honorary city card (\$40): 20% to direct referrer, 80% to Anapool.
- Direct referral: Booth owners receive 3% of referred individual's sales.
- Auctions and training courses: Part of revenue to support fund, part to artists/instructors.

- Leveraging the advertising capabilities of NGOs and unions across Canada.
- Monthly online and offline exhibitions
- Direct referral network and incentive programs
- Collaboration with government bodies, sponsors, and immigrant and Supporting Women with Disabilities Organizations
- Special programs for empowering women and families.



Exit Strategy & ROI Plan



1. Equity Sale to Major Investors or Strategic Buyers

Once the project achieves sustainable profitability and strong brand value, equity can be sold to larger investors, tech companies, or supportive organizations.

2. Merger or Partnership with International Platforms

Partnering or merging with global marketplaces and sales networks can provide capital injection and accelerate initial ROI.

3. Dividend Payout from Sustainable Revenue

Upon securing a positive cash flow, part of the annual profit will be distributed to investors as dividends.

The target is to achieve a full return on investment within **3 to 5 years**, depending on the optimistic, realistic, and pessimistic financial scenarios presented earlier.



Sales Funnel

1. Awareness: Local advertising using supporter channels, exhibitions, social media, and support from bloggers and influencers.
2. Interest: Creating an attractive marketplace with appealing products and a fair pricing system.
3. Consideration: Free consultation.
4. Conversion: Sale of products, artworks, and honorary city cards.
5. Retention: Discounts, advanced training, referral program, and increasing the number of exhibitions.



KPIs – Key Metrics and Targets

Active Booths: 200
Average Booth Sales: \$300 per month
Citizen Cards Sold: 500
Training Courses Held: 12
Course Participants: 600
Total Revenue: \$80,000–\$90,000
Member Satisfaction: Over 80% (based on surveys)
Art Auctions: 6 events
Sponsors Acquired: At least 3 brands or organizations



Startup Costs



These costs are estimated, and based on our execution experience, there is significant potential for cost savings. We can manage these expenses to a large extent, especially at the beginning of the project.

Item	Description	Estimated Cost (CAD)
Online Platform Development	Design and implementation of the online platform including booths, order system, payment, and user management.	35,000
Exhibition Equipment	Assuming exhibition programs and their venues are provided by supporters, there is no need for additional costs for locations and equipment.	0
Management & Support Team	Project manager, support team, trainers Up to first version launch.	45,000
Marketing & Advertising	In the marketing section, only the costs for bloggers and influencers have been considered, assuming that the supporter team provides marketing support for the business.	20,000
Administrative & Legal Costs	Company registration, licenses, insurance.	5,000
Initial Training Programs	Educational content creation, videos, in-person workshops	10,000

Total Estimated Startup launch Costs: 115,000 CAD



Financial and Revenue Model



80% of Citizen Card revenue is transferred to the Anapool fund.

Source	Quantity/Amount	Rate	Annual Revenue (CAD)
Booth Sales	200 booths	5% of sales	$200 \times 300 \times 12 \times 5\% = 36,000$
Citizen Card	500 cards	\$40	$500 \times 40 = 20,000$
Training Courses	12 courses	Avg. 50 participants $\times \$30$	18,000
Art Auction	100 items	Avg. \$100	10,000
Total Year I Revenue	—	—	84,000 CAD



Financial Forecast



Scenario	Year 1 (Revenue/Cost)	Year 2 (Revenue/Cost)	Year 3 (Revenue/Cost)	Break- even Point	Explanation
Realistic	"84,000 / 165,000"	"110,000 / 80,000"	"160,000 / 90,000"	Month 11, Year 1	25% annual growth, based on 1.9% increase in women-led businesses and a USD 41.79B e-commerce market.
Optimistic	"95,000 / 165,000"	"140,000 / 80,000"	"220,000 / 90,000"	Month 9, Year 1	40% growth with 400 booths acquired (based on 17.8% women-led SMEs).
Pessimistic	"55,000 / 165,000"	"70,000 / 80,000"	"90,000 / 90,000"	Month 16, Year 1	5% growth, with 0.0% population growth stall and lower immigration risk.



TIMELINE



MAIN POINT

This timeline is an estimate and may be subject to changes depending on factors such as decision-making speed and financial resources.

Activity	M1	M2	M3	M4	M5	M6	M7-12
Software development	•	•	•	•	•		
Setting up booths			•	•			•
Marketing and introduction	•	•	•	•	•	•	•
Launch training			•	•	•	•	•
Launch auctions						•	•
Check KPIs							•



Investment Plan

Required Capital

Based on preliminary estimates, full launch of the “**Anahitopia**” in Toronto covering:

- Online platform development and booth management system.
- Digital and on-site marketing campaigns.
- Establishing the Support Fund and City Honor Card.
- Estimated amount needed to launch: **CAD 115.000.**

Type of Investment

- Angel investors
- Government partnerships and supportive NGOs.
- Low-interest loans for equipment, if applicable.



Cost Optimization & Team Expertise

- 20 years of experience of the founder and project manager allows significant operational cost reduction.
- Areas like brand development, shop management, and training programs can be optimized using prior experience.



Proposed Sponsorship Packages

Level	Amount	Benefits
Bronze	\$5,000	Logo on website and brochures, mention on social media
Silver	\$15,000	Presence at exhibitions, media interviews, quarterly social impact report
Gold	\$30,000	Naming rights for a section, voting rights in major decisions, dedicated annual report, participation in advisory board

Sponsorship Benefits

- Visibility within the community of migrant and entrepreneurial women.
- Participation in social and economic development.
- Access to quarterly social impact reports.
- Flexibility to choose the type of contribution (financial, service, promotional).
- Social and media recognition in the field of corporate social responsibility.

In this system, based on the research and the supportive approach of the project, the initial focus will be on attracting government sponsors, the City of Toronto, and nonprofit organizations. Subsequently, planning will target attracting major and minor sponsors using programs such as the Women Entrepreneurship Strategy, BMO Celebrating Women, Amber Grant, and YippityDoo Grant. Additionally, securing sponsors with revenue-sharing opportunities and promotional potential will also be part of the strategy.



Governance & Transparency



Management Board Composition

City / NGO Representative – ensures alignment with community goals

Booth Owners' Representative – elected by vendors

Project Executor – responsible for daily operations

Independent Financial Auditor – annual review & oversight

Decision-Making Process

Large Expenses (> 8,000 CAD): requires **3 of 4 votes**

Medium Expenses (3,000–8,000 CAD): requires **dual signatures** (Executor + Booth Rep)

Small Expenses (< 3,000 CAD): Executor approval, included in **quarterly report**

Transparency & Reporting

Quarterly Report: revenues, Anapool balance, # of booths & memberships

Annual Audit: independent financial report shared with sponsors & partners

Public Dashboard (Website): simplified data for members & citizens

Safeguards

Dual Signature System for major withdrawals

Dispute Resolution: mediation by NGO → board vote → independent arbitration

Example (Year 1)

25,000 CAD in Annapool

10k → Marketing Campaign (dual signatures)

5k → Exhibition Hall Rent (board vote)

1k → Printing Flyers (Executor + quarterly report)



Operational and Technical Details



Phase	Time (Months)	Details	Estimated Cost (CAD)
MVP Development (ASP.NET/Vue.js)	1–5	Basic booths, Stripe integration with GST/HST compliance	35,000
Launch Booths & Training	4–6	Team: 2 developers + 1 manager, training for migrant women	45,000
Maintenance & Expansion	7–12	Annual PIPEDA audit, expansion to other cities	20,000 per year
Legal Compliance	Ongoing	GST/HST and PIPEDA for online sales	5,000 initial



MEET THE TEAM



Samaneh Ghafouri

Idea Generator and Executive Vice President
of the Project & Software Project Manager.

[Samaneh Ghafouri's CV.](#)



Askar Mahdavian

System Designer, Project Executor,
Executive Project Manager, and Head of
Operational Teams.

[Askar Mahdavian's CV.](#)

[Askar Mahdavian's linked in.](#)



OUR COMPANY

WHO ARE WE?

We are BHP Solution, a forward-thinking technology company led by Samaneh Ghafouri and Askar Mahdavian, with over 20 years of experience in software development, web design, and digital marketing. Our mission is to combine innovation with expertise to deliver high-quality, reliable, and future-ready solutions for businesses of all sizes.



WHAT WE DO?


We design and develop cutting-edge websites, mobile applications, and custom software using the latest technologies like ASP.NET, Vue.js, and SQL Server. Additionally, we provide **project management, executive management, and branding services**, along with expert SEO, social media strategies, and digital solutions to help brands grow, engage their audience, and achieve measurable results.

WHY WE DO?

Because we combine 20+ years of proven experience, over 1,000 completed projects, and a commitment to innovation and quality. Our approach is customer-focused, results-driven, and built on trust, ensuring every project is delivered on time, within budget, and beyond expectations.

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