



This report was generated based on your business idea: *Youtube channel focused on teaching young people about finances.*

SWOT Analysis

A SWOT Analysis is a technique used to help you identify Strengths, Weaknesses, Opportunities, and Threats related to your business.

SWOT Analysis for Youtube Channel Focused on Teaching Young People about Finances

Strengths:

- Accessible to wide array of audiences
- Opportunity to expand knowledge about finance
- User friendly interface for learning and tutorials
- Interactive content to make learning easy and fun

Weaknesses:

- Target audience might not always be motivated to watch the content
- Competition from other similar videos on the platform
- Challenge of creating and producing enough content to keep viewers interested

Opportunities:

- Grow viewership over the long term
- Develop loyal viewers and expand the user base
- Partner with companies to monetize the channel

Threats:

- Platform changes, updates, and restrictions
- New competitors providing similar content
- Change of trends in viewership

Competitive Intelligence

Competitive intelligence allows you to gain knowledge of the competitive environment to better help improve your organizational performance.

Competitors for a YouTube Channel Focused on Teaching Young People about Finances:

- [Robert Kiyosaki's YouTube Channel](#): Robert Kiyosaki, a renowned financial coach and author of the best-seller Rich Dad Poor Dad, shares his wisdom and advice on financial topics through short YouTube videos.
- [The Financial Mentor YouTube Channel](#): In this YouTube channel, Todd Tresidder, a financial coach, shares his knowledge and guidance in a series of entertaining videos on financial topics.
- [Money & Life TV YouTube Channel](#): This YouTube channel focuses on financially informing young people using engaging videos, with topics ranging from how to make a budget to investing strategies.
- [Investopedia Academy YouTube Channel](#): This YouTube channel provides easy to understand lessons on a variety of financial topics, helping viewers gain the knowledge to become financial experts.

Target Audience

The suggested audience your business should be catering to.

Your ideal customer is young people between the ages of 18 and 34 who are interested in learning more about finances and becoming financially independent.

Requirements Analysis

In order to launch a successful business, the following requirements should be taken into consideration.

Business Requirements

- Develop a monetization plan for the Youtube channel
- Identify and secure potential sponsors for the channel
- Conduct market research and identify target demographic for the channel
- Design content marketing strategy and create a content calendar
- Set realistic goals for channel growth and develop strategies to reach them
- Network with other creators to find potential creative collaborations

Customer Requirements

- Identify customer needs for the channel
- Deliver content that resonates with the customers' needs
- Provide a clear structure and navigation system to help the viewers access content
- Create a helpful and friendly customer service experience
- Implement customer feedback into future content



Product Requirements

- Develop a list of topics the channel should cover
- Create attractive and engaging content
- Develop educational videos with digestible and useful material
- Include and highlight resources and websites that provide more information about each topic
- Develop skeleton scripts that provide an outline for each video

Service Requirements

- Find and reserve studio or other filming location
- Book and hire any guests or collaborators
- Engage with the audience through comments and social media
- Promote channel content on other social media platforms
- Create and manage a schedule for filming, editing and publishing the content

Functional Requirements

- Develop software or use existing platform to manage all channel business tasks such as planning, filming, editing, posting etc.
- Design a clear and professional logo and branding for the channel
- Utilize SEO to increase discoverability
- Integrate software or platform with other third-party services such as payment systems
- Produce professional video content with sound equipment
- Use graphics or animation to supplement the videos

Non-functional Requirements

- Ensure all content on the channel is legally compliant
- Understand and comply with applicable laws and regulations
- Keep the channel content up to date to ensure accuracy
- Ensure all content is easily accessed and navigated
- Ensure all content adheres to the target audience demographic

Time & Budget

A time budget is similar to a financial budget, but instead of money, it involves planning and allocating your time intentionally to make the most out of your product or service.

Time:

1. Research and create content: 10 hours 2. Shoot and edit video: 8 hours 3. Devise and coordinate strategy for the channel: 5 hours 4. Networking and social media marketing: 3 hours

Budget:

1. Equipment: \$300 2. Audience research and market segmentation: \$100 3. Advertising and promotion: \$100 4. Professional graphic design services: \$0

Business Success Stories

It can be incredibly motivating to hear about other business success stories in your industry. It demonstrates that it's possible to overcome obstacles and achieve great things with determination and the right approach. Hearing these stories can give you the motivation that you need to take the most important step, getting started.

A great example of a business success story that is similar to your idea is the success of 'Financial Education', a YouTube channel created by Ashton Bishop. The channel has grown from only 200 subscribers to over 625,000 and Ashton has gone on to create many more channels focusing on other topics such as business and productivity. He's proved that it is possible to be successful on YouTube by helping others learn valuable financial lessons. Ashton's story showcases what's possible when you dedicate time, effort, and energy into your business venture.

Set Specific Goals

Setting specific goals is a crucial step in turning your business idea into a reality. Learn about some of the goals that are necessary to help you get started.

- Research and select a strong name for the Youtube channel.
- Create a design plan for the Youtube channel, including logos, colors, and graphics.
- Identify reliable sources of information about financial topics that the channel can cover.
- Create an outline for a list of videos to produce.
- Develop a strategy to promote the Youtube channel.
- Setup and customize the Youtube channel.
- Record and publish the first video.

Value Proposition

Knowing your value proposition and unique differentiators for your business idea is absolutely crucial. It will help you with a variety of things including how to properly articulate your idea, any competitive advantage that you might have, and how you can package and position your idea. Knowing this before starting your side hustle will help you gain the confidence that you need to get started.

Value Proposition:

My Youtube channel will provide young people with easy to understand educational resources about finances so that they can become financially independent and secure.



Unique Differentiators:

- A focus on user engagement - videos will be dynamic with diverse subjects, personalities, and activities to keep viewers engaged.
- Real-life stories and examples to give the audience a more relatable perspective.
- An emphasis on building long-term financial literacy rather than quick fixes.

Networking Opportunities

Networking can offer a range of advantages for your business idea. Knowing who and where to network can help with opportunities for collaboration and partnerships, give you market insights on your idea, and potentially provide you with access to resources. These are all things that can help you speed up the process of getting your idea off the ground.

- Create a website and use social media to promote it.
- Join financial forums and online communities.
- Attend industry conferences and meetups.
- Contact local banks and credit unions for sponsorship.
- Network with financial bloggers, advisors, and investors.
- Create a partner program to offer discounts to viewers.
- Send press releases to financial media outlets.
- Include videos as part of financial literacy programs.
- Create partnerships with financial institutions and educational organizations.

Book Recommendations

Reading books on your business idea can offer a multitude of benefits including exposure to different perspectives, learnings from experts, and overall in-depth knowledge on the subject.

- *The Millionaire Next Door: The Surprising Secrets of America's Wealthy* by Thomas J. Stanley: This book helps demystify financial success by identifying key characteristics of those who achieved millionaire status. It can offer great insights to help the audience of the YouTube channel understand the basics of managing and accumulating wealth.
- *Young, Fabulous & Self-Employed: How to Start and Grow Your Own Business* by Farrah Gray: This book is a great resource for young people wanting to learn about the basics of being self-employed, from setting up a business to managing cash flow. It can provide great visual examples for the audience of the YouTube channel.
- *The Financial Wisdom of Ebenezer Scrooge: 5 Principles to Transform Your Relationship with Money* by Emily Brown: This book uses key morals from the classic tale of Scrooge to illustrate how to cultivate a positive relationship with finances. It can help young audiences focus on managing their finances in a sensible and efficient way.

Getting Started

With technology evolving faster than ever, there are many free or inexpensive methods to get further education, training, and experience to help you get started on your idea

Getting started on your business idea of a Youtube channel focused on teaching young people about finances can be both fast and inexpensive. Here are some recommendations for education, training, or experience you may want to consider:

- Research free online courses in finance or financial literacy.
- Find blog posts, podcasts, or videos from financial experts with helpful tips or advice.
- Attend free local events or workshops in your community focused on personal finance.
- Take advantage of free financial advice from a financial advisor or other professional.
- Network with others who have experience in finance or financial literacy education.