

12-MONTH BUSINESS PLAN

Pack day.

Fresh ads, every pack.

A monthly pack of ad creative for small UK businesses: statics, carousels and short-video scripts with storyboards. Every card has variants and a test plan on the back. Made by AI, checked by a person.



New business. No clients yet, so no reviews, logos or results, and none made up. Every forecast here is a labelled estimate. The AI staff are set up and ready to switch on, not running.

Prepared 24 Oct 2026 for the owner. Proposed prices and estimates throughout. Example cards are made up.

THE BUSINESS ON ONE SCREEN

Small firms' ads go stale. We send **fresh ones every month.**

WHAT IT SELLS

Three monthly packs, £149 to £449, plus a £99 set-up: 10, 20 or 32 finished ad cards, each with variants and a test plan.

WHO BUYS

Owners of small UK shops, studios, gyms, cafés and service firms who already run (or want to run) a little Meta, TikTok or Google advertising and are tired of the same three ads.

HOW IT'S DONE

Eleven AI robots (twelve with the optional ad-sales bot) plan the angles, write, design and storyboard. Sleeve checks every claim and every image's rights. A person reads every card before Pack Day.

NOT THIS

We don't buy media, hold budgets or log in to ad accounts. We don't clip videos. No promised results.

£17,934

Year-one revenue, base · estimate

11

Clients by month 12, base · estimate

£13,657

Profit before owner pay and tax, base



THE MARKET • WHAT WE CHECKED

Platforms want variety. Small firms can't keep up.

- Meta may treat similar-looking ads as one asset; genuinely distinct concepts (visual, format, story, hook) help delivery. (Meta Business, Demystifying creative diversification, confidence High)
- Meta flags 'creative fatigue' when an ad's cost per result rises well above its own past results. (Meta Business Help, confidence High)
- Meta carousels take 2 to 10 cards at 1:1 or 4:5; primary text shows about 125 characters before 'more'. (Meta Business Help, confidence High)
- TikTok's own study found full-screen 9:16 and 21 to 34 second videos did best for conversion. (TikTok for Business blog, confidence High)
- In a 1080 x 1920 TikTok frame, keep text and logos out of the top 240 px, bottom 660 px and 120 px each side. (Koldflux safe-zone tool (third-party measure), confidence Medium)
- Google Demand Gen images: 1200 x 1200, 960 x 1200 and 1200 x 628; headlines up to 40 characters. (Google Ads Help, confidence High)
- The CAP Code applies however an ad was made; an AI label can't fix a misleading image. (ASA, Disclosure of AI in advertising, confidence High)

Checked 24 Oct 2026. Full list with links in RESEARCH.md and on the How it works page.



RIVALS AND OUR GAP

Studios start near £949. Ours starts at £149.

WHO	OFFER (AS PUBLISHED)
ClickBoost (UK)	£949 a month: 10 statics, scripts, 1 UGC video.
SPS (UK)	£997 for 3 creatives; 3-month minimum.
Step Social (UK)	£249 to £399: 3 to 9 statics bundled with management.
DesignPal (US)	From \$1,495 a month.
Ugly Ads (US)	\$1,650 a month static; \$3,495 with video.
AdCreative.ai (tool)	\$39 to \$249 a month, self-serve; you do the thinking and checking.
Packday	£149 to £449 a month, £99 set-up, 10 to 32 cards, test plans included. Proposed, to test.

Our gap

- Priced for a firm spending £100 to £1,000 a month on ads, not £10,000.
- Distinct angles every month, not ten resized copies of one idea.
- A test plan on the back of every card, in plain English.
- A person checks claims and image rights before anything ships.

Rival prices from their own sites, checked 24 Oct 2026. We don't claim to be cheaper or better than any named firm in our ads.

THE PRODUCT

Type a business and an offer.

Tear open a pack.

1

Brief

Once at set-up, then a two-minute update each month: the offer, the season, what's changed.

2

Angles

Three to eight genuinely different ideas a month, so platforms don't treat them as one ad.

3

Cards

Statics in 1:1, 4:5 and 9:16, carousels, and short-video scripts with storyboards and three opening hooks.

4

The Sleeve

Every claim checked against the CAP Code, every image's rights on file. Read by a person.

5

Test plan and Pack Day

What to test each week and what to watch. Delivered on the 1st, filed in a binder.

Worked example (made up)

Example Candle Co (made up), Brighton, Booster: 10 cards across 3 angles (6 statics, 2 carousels, 2 video scripts), one control card in foil, a 3-week test plan. Year one £1,887, about £15 a card. **EXAMPLE**

The free pack maker runs in the browser, stores nothing and sends nothing.



PRICING · PROPOSED, TO TEST

Three pack sizes. **One fixed fee.**

Booster • £149 a month

10 cards · 3 angles · 1 pack a month. 6 statics, 2 carousels, 2 video scripts with storyboards.

- 3 distinct angles, so platforms don't treat them as one ad
- Every static in 1:1, 4:5 and 9:16
- A test plan on the back of every card

Double • £279 a month

20 cards · 5 angles · 2 half-packs a month. 12 statics, 4 carousels, 4 video scripts with storyboards.

- 20 cards, delivered in two drops
- 5 angles
- Hook variants on every video script

Box • £449 a month

32 cards · 8 angles · Weekly drops. 18 statics, 6 carousels, 8 video scripts with storyboards.

- 32 cards, a drop every week
- 8 angles
- Seasonal and launch packs planned a quarter ahead

Set-up £99. Extras: Extra card £12 each; Rush pack (48 hours) £49; Extra round of changes £25. Monthly, 30 days' notice. You own the finished cards. We make the ads; you, or whoever runs your ads, run them. We never touch your ad account or budget.

UNIT ECONOMICS · ESTIMATE

About **£222 a month** per client.

AVERAGE FEE

£240 a month, assuming 50% Booster, 35% Double, 15% Box.

COST TO SERVE

About £14 of AI generation per client a month, plus 1.5% card fees.

OWNER TIME

About 75 minutes a client a month: reading every card, approvals and the brief update.

Fixed costs a month

AI image and video tools (commercial licences)	£70
Design software	£20
Bot platform and AI use	£45
Professional indemnity insurance	£25
ICO data protection fee (£52 a year)	£4
Domain, email, hosting	£8
Accountant (monthly share)	£40
Our own small ad test	£40
Total	£252

Ad spend never passes through Packday: clients pay Meta, TikTok or Google directly.

THREE CASES · ESTIMATES

Low, base and high. **All estimates.**

CASE	NEW	END CLIENTS	END MRR	REVENUE	PROFIT
Low	8	5	£1,249	£9,132	£5,463
Base	15	11	£2,602	£17,934	£13,657
High	22	16	£3,925	£28,278	£23,287

LOW

About one new client every other month, mostly from the free pack maker. Churn 9% a month.

BASE

One or two a month once idea guides and referral partners start working. Churn 7% a month.

HIGH

Two a month from month 4, helped by Christmas and January seasons. Churn 6% a month.

Profit is before the owner's pay and tax. Every case sits inside a £5k to £25k a year side-hustle range. Optional ad income is **not included** in any case (see the ad income page). Month 1 is November 2026.



BASE CASE BY MONTH · ESTIMATE

Base case, month by month.

MONTH	CLIENTS	REVENUE	COSTS	PROFIT	
Nov	1.0	£319	£271	£48	
Dec	1.9	£541	£287	£254	
Jan	2.8	£749	£303	£446	
Feb	3.6	£941	£317	£624	
Mar	4.3	£1,120	£330	£790	
Apr	5.0	£1,287	£342	£945	
May	6.7	£1,761	£372	£1,388	
Jun	7.2	£1,809	£381	£1,428	
Jul	7.7	£1,927	£389	£1,538	
Aug	9.2	£2,356	£416	£1,940	
Sep	9.5	£2,363	£421	£1,941	
Oct	10.9	£2,761	£446	£2,315	
Year	11	£17,934	£4,275	£13,657	

Revenue is monthly fees plus set-up fees. Owner time reaches about 13.6 hours a month by October. Low and high month tables are in data/business.json and on the HQ page.



MONTH-BY-MONTH EXECUTION · 1 OF 2

November to April

Nov

M1

Set up

ICO fee, insurance, client agreement, AI tool licences checked. Robots in shadow mode on example businesses.

Dec

M2

First pack

Free pack maker live. Our own £40 ad test with a published test plan. Christmas gift-shop idea guide.

Jan

M3

New year

Gym, studio and class guides. First referral talk with a bookkeeper and a web designer.

Feb

M4

Referrals

First referral partner (thank-you declared openly). Pack Notes email starts, opt-in only.

Mar

M5

Fix the pack

Review: which card types clients actually used. Change the mix, not the price.

Apr

M6

Price test

Test Booster at £149 against £169 for new clients only. Existing clients keep their price.

Targets to aim for, not results.



MONTH-BY-MONTH EXECUTION · 2 OF 2

May to October

May

M7

Ads decision

If the pack maker has a real audience, the owner decides whether to switch Wrapper on.

Jun

M8

Summer

Café, ice cream and events guides. Sleeve's rules re-checked against CAP and platform pages.

Jul

M9

Quiet season

Quarterly brand-kit refresh for Box clients. Fix whatever the first eight months showed.

Aug

M10

Split Gloss

If over 12 clients, split Gloss into statics and carousels.

Sep

M11

Back to school

Autumn and Christmas-planning packs; rush-pack capacity checked.

Oct

M12

Year review

Compare what was tested with what clients kept, publish the method, set next year's prices.

Targets to aim for, not results.

FUNNEL AND MARKETING

The free pack **is the shop window.**

Free packs opened a month (base, month 12)	110
Ask for a sample card made from their real brief (10%)	11
Become clients (25%)	3

Estimates to test. The free pack maker runs in the browser and stores nothing; a sample card is made only if the visitor asks.

CHANNEL	HOW	COST
The free pack maker	Anyone can type a business and an offer and get a labelled example pack with a test plan. It's the demo and the main way in.	£0
Our own ads, made by Packday	Every month we make a pack for ourselves and run £40 of it, with the test plan published.	£40 a month
Idea guides	Plain pages like '10 ad angles for a small candle shop', with dated platform specs and the rules.	Owner time
Referral partners	Freelance ad managers, web designers and bookkeepers whose clients need creative. A thank-you of one month's fee per signed client, declared openly.	£149 to £449 per client won
Pack Notes	An opt-in monthly email with three ad ideas and one rule explained. Sign-up only on our own site.	£0 to £15 a month

No cold email or texts to sole traders (PECR). No bought lists. Referral thank-yous are declared.



LAUNCH AND GROWTH

Launch small. Grow when packs get used.

1

Weeks 1 to 2

ICO, insurance, agreement, tool licences. Shadow-run the robots on example businesses.

2

Weeks 3 to 4

Pack maker and site live. Our own £40 a month ad test, with its test plan in public.

3

Month 2

First client by referral. Weekly check: was every card read by a person, and did Pack Day land on the 1st?

4

Months 3 to 6

Idea guides, partners, one price test, Pack Notes.

5

Months 7 to 12

Robot splits as volume grows, seasonal packs, a year review.

Growth after year one

- New formats (Pinterest pins, Google display sizes) in shadow mode first.
- A part-time freelance designer at about 20 clients.
- White-label packs for freelance ad managers (same rules).

OPTIONAL · ADVERTISING INCOME

Sponsored slots, kept out of the forecast.

CASE	FROM	YEAR ONE
Cautious	Month 8	£280
Base	Month 7	£920
Strong	Month 7	£1,400

Ads start in month 6 at the earliest, only once there's a real audience to show.
 Cautious: newsletter only, some months unsold. Base: pack maker panel plus newsletter. Strong: all slots, mostly sold. Not added to the low, base or high cases.

Rate card · starting prices to test

Pack maker panel Below the opened pack · 1 sponsor at a time	£80 a month
Pack Notes sponsor line Opt-in email · 1 per issue	£40 an issue
Idea-guide panel Idea guides · 1 per guide topic	£50 a month
All three Maker, email, guides · 1 sponsor	£150 a month

- Every advert is marked 'Sponsored' and the sponsor is named.
- Relevant to small business owners only.
- Never in client packs, binders, Pack Day notes or invoices.

Sold by Wrapper (off by default). Starting prices to test. Not taking bookings yet: the site is new and has no audience figures to show.

**RULES AND RISKS**

The rules **we won't bend.**

- No guarantees of clicks, sales or results. Test plans say what to watch, never what will happen.
- We make the creative; we never buy media, hold ad budgets or log in to clients' ad accounts.
- AI drafts; a person checks every card before Pack Day (the Sleeve check).
- Every card follows the CAP Code: objective claims need evidence (3.7); no 'best' or 'No. 1' without proof; clear terms on any 'free' offer.
- No fake reviews, testimonials, star ratings, 'customer' quotes or UGC-style actors pretending to be customers (DMCC Act 2024).
- No deepfakes, no real person's likeness and no AI people implying an endorsement.
- Product images show the real product. AI is used for backgrounds and layouts, never to make a product look better than it is.
- Only AI tools whose terms allow commercial use; the client gets whatever rights we hold in the finished cards, in writing.

Risks

- Cards look generic: angles are planned before anything is drawn, and Compass is checked by Tally.
- AI image rights: only tools whose terms allow commercial use; the client's own photos first.
- A client's ad breaks a rule: every card is checked against the CAP Code first, and claims need the client's evidence.



DECISIONS FOR THE OWNER

Before anything goes live.

- Trade mark not searched yet (the UK IPO search wasn't reachable when checked). packday.com is taken; pick a domain only after the search.
- No domain bought, nothing deployed, nobody contacted.
- VAT: not registered at these figures; confirm with an accountant.
- Check each AI tool's commercial licence and that outputs can pass to clients.
- Ownership: UK law on computer-generated works (CDPA s9(3)) is under review; the agreement passes whatever rights Packday holds to the client, in writing.
- All prices are proposed starting prices to test.
- No Meta, TikTok or Google partner badge unless genuinely earned.

New business. No clients yet, so no reviews, logos or results, and none made up. Every forecast here is a labelled estimate. The AI staff are set up and ready to switch on, not running.