



V11

BUSINESS LAUNCH BLUEPRINT

A practical 90-day operating system for offers, pricing, client experience, marketing, measurement and responsible scale.

BUILT ONLY FOR THIS MACHINE

V11 Mobile Nail Printer | Manual model SM-NP1601V | iOS or Android phone/tablet workflow.

WHAT YOU WILL BUILD

- A calm, exact-machine operating path.
- Evidence-based quality, care and support routines.
- A client experience with clear permissions and honest expectations.
- A business system that uses real costs, capacity and demand evidence.
- A direct path to machine-specific resources and support.

Customer Hub	https://nailprinter.ca/customers/v11
Getting started	https://nailprinter.ca/customers/v11/getting-started
Support	https://nailprinter.ca/customers/v11/support

Choose the business you are actually building

The V11 can support different settings. Pick one primary model for the first 90 days and let the offer, authority checks and operating plan follow it.

ACTION	STANDARD
Map activities	List services on people, press-ons, retail, events, importing, training and hiring.
Choose one first customer	Name the customer, setting and paid outcome in one sentence.
Flag higher-risk activity	Mark skin/nail contact, reusable tools, products, importing, events, home visits and employment.
Confirm local path	Describe exact activities and address to authorities and qualified advisers.
Defer distractions	Place every second business model on a later list.

OWNER CHECK

☐	Activity map
☐	Primary model sentence
☐	Authority contact log
☐	Deferred ideas list

Start narrow

A controlled first offer creates better evidence than launching services, press-ons, events and training at once.

Launch through evidence gates

The objective is a lawful, measured operating system that can survive real clients.

ACTION	STANDARD
Days 1-15	Confirm model, station, technical learning, activities, customer, local path and budget.
Days 16-30	Complete insurance, policies, product files, pricing and five-print gate.
Days 31-45	Build booking, payment, content, client script and internal rehearsals.
Days 46-60	Run a controlled beta and measure quality, time and actual costs.
Days 61-90	Soft launch, review weekly and decide what to scale, fix or defer.

OWNER CHECK

☐	Dated calendar
☐	Owner per gate
☐	Evidence per phase
☐	90-day decision date

Market after readiness
Do not schedule paid delivery before technical, local, policy, quality and capacity gates are complete.

Build an international-ready authority file

Rules differ by country, region, municipality and activity. Record written answers for the exact service and address.

ACTION	STANDARD
Registration and tax	Confirm entity, sales tax, income tax, payroll and record duties.
Location and service	Check zoning, home occupation, public-health, sanitation, salon and event rules.
Products and electrical	Keep current labels, safety documents, adapter evidence and venue requirements.
Privacy and communication	Define collection, photo consent, retention, email, text and calling permission.
Consumer and advertising	Confirm price disclosure, deposits, cancellation, complaints, claims and testimonials.
Insurance and workers	Confirm coverage, worker status, training and safety duties.

OWNER CHECK

☐	Written authority responses
☐	Insurance confirmation
☐	Policy review
☐	Next review dates

Professional boundary

This guide is operational education. Use qualified local legal, tax, insurance, privacy and safety advisers for your jurisdiction.

Package the V11 experience

Build the promise around portability, a small footprint and a phone/tablet-led consultation, not around unsupported speed, cartridge yield or income claims.

ACTION	STANDARD
Spark	A low-friction feature-nail add-on with a short choice set.
Signature	A coordinated printed set with guided design selection.
Personalized	Client image or event direction with proofing and artwork permission.
Press-on	A sized product with production, packaging and instructions.
Event	A capacity-limited activation with travel, setup, power and cancellation terms.
Choose three	Launch only the offers your training, station and capacity can deliver.

OWNER CHECK

[]	Outcome clear
[]	Inclusions clear
[]	Price clear
[]	Booking action clear
[]	Policy clear

Truthful promise

Describe the experience you control. Do not guarantee earnings, exact durability, health outcomes or an unlimited image library.

Price from measured inputs

Use the companion workbook with one consistent currency code. Convert only with current verified rates outside the workbook.

ACTION	STANDARD
Measure active time	Consultation, preparation, printing, finishing, reset and administration.
Measure variable cost	Materials, payment fees, reprint allowance, commission and travel.
Value owner labour	Use a transparent hourly target rather than treating owner time as free.
Calculate contribution	Collected price minus variable cost and labour target.
Test scenarios	Use conservative demand and failure rates; scenarios are not forecasts or promises.
Review after real work	Replace assumptions with observed time, cost and price weekly.

OWNER CHECK

☐	Currency code selected
☐	Three services timed
☐	Costs evidenced
☐	Contribution reviewed

Local money rules

Verify tax display, tips, deposits, refunds, invoicing and recordkeeping in your jurisdiction.

Protect the schedule and client experience

Capacity includes consultation, cleaning, setup, admin, travel and correction time - not just the machine cycle.

ACTION	STANDARD
Define delivery hours	Use hours genuinely available after administration and marketing.
Use total service minutes	Include every step from arrival to reset.
Set conservative utilization	Keep room for breaks, reprints and support.
Price mobile and events fully	Include travel, parking, setup, teardown and minimum booking.
Add capacity only on deposits	Views and compliments are not capacity evidence.

OWNER CHECK

☐	Weekly hours set
☐	Service minutes measured
☐	Utilization chosen
☐	Scale trigger documented

Quality before volume

A smaller number of consistent services creates stronger proof and referrals.

Build booking, payment and permissions

A premium service begins before the client arrives and ends after the follow-up.

ACTION	STANDARD
Booking	Show service result, inclusions, price, duration, location and preparation.
Payment	State deposit, balance, accepted methods, taxes and receipts.
Policies	Publish cancellation, lateness, reprint, complaint and refund terms that comply locally.
Permissions	Separate service, photo and artwork decisions.
Privacy	Collect only needed data, protect access and define retention/deletion.
Recovery	Give staff a clear reprint, hold and escalation path.

OWNER CHECK

☐	Booking page checked
☐	Payment flow tested
☐	Policies reviewed
☐	Permissions separated
☐	Recovery script ready

No hidden conditions

A client should understand the price, service, limits and next action before paying.

Launch a proof-based content engine

Show real decisions, controlled process and finished results from the V11 experience.

ACTION	STANDARD
Capture nine shots	Hook, choice, crop, preparation, placement, print, reveal, reaction and call to action.
Teach	Explain image quality, crop choice, feature nails, occasions and aftercare.
Prove	Use permissioned real results and the station process.
Offer	One audience, one service, one location and one action.
Follow up	Move qualified people from inquiry to booking with permission.
Measure	Track content, inquiries, qualified leads, deposits, completed services and repeats.

OWNER CHECK

☐	Consent logged
☐	First content bank ready
☐	One CTA selected
☐	Lead follow-up assigned

No manufactured proof

Do not fabricate reviews, clients, revenue, scarcity, before-and-after results or partner relationships.

Business hub	https://nailprinter.ca/customers/v11/business
Community	https://nailprinter.ca/customers/v11/community

Make every activation operationally complete

A partnership is a documented customer flow, capacity plan and commercial agreement.

ACTION	STANDARD
Qualify the audience	Who attends, what they can buy and how the partner promotes.
Confirm the setting	Location, power, sanitation, accessibility, insurance and authority path.
Limit the menu	Use fast, clear choices that match realistic throughput.
Price the whole job	Travel, setup, staff, materials, capacity, commission, cancellation and overtime.
Rehearse	Time the queue, service, payment and incident response.
Review	Compare actual leads, services, costs and follow-up value.

OWNER CHECK

☐	Written agreement
☐	Venue requirements
☐	Capacity rehearsal
☐	Follow-up plan

Guaranteed hours need guaranteed economics

Set a minimum, deposit and cancellation rule before blocking capacity.

Run the business from five decisions

A short weekly owner meeting keeps ambition tied to evidence.

ACTION	STANDARD
Quality	What failed, repeated or improved?
Demand	Which channel and offer produced qualified inquiries and deposits?
Capacity	What limited delivery time or client experience?
Cash	What was collected, spent and reserved?
Risk	What policy, local or support issue needs escalation?
Decision	Continue, fix, pause or scale one thing.

OWNER CHECK

☐	Scorecard updated
☐	Single constraint named
☐	Owner assigned
☐	Next review booked

Scale gates

Add staff, stations, locations or outsourced marketing only when quality, demand, margin, cash and local readiness are evidenced.

Workbook resources	https://nailprinter.ca/customers/v11/resources
Growth pathway	https://nailprinter.ca/customers/v11/business