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| CONFIDENTIALMISSION 24 SHARED SPACEBusiness plan |
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| Inside these documents view detailed plans that support these historic centers as the most efficient way to combat the Mental Health Issue iPrepared March 2019 |
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*Executive Summary*

Mission 24 ([www.mymission24.com](http://www.mymission24.com)) was formed in 2017 by a mental health researcher Marcus Reed, who for the last four years conducted extensive research for mental health. Reed combined his research finding with his extensive business knowledge and gifted innovative problem solving abilities. In the midst of his research he formulated the following business plan that would display his research findings, make aware the rapidly growing nation wide mental health issue, and describe clear plans that will prove to solve this issue. Upon creating these plans Reed was unaware of what this company would be classified as. As plans developed we found structural similarities that would categorize us with the Coworking Industry. After market studies and analytic in depth research revealed a clearly large and rapidly growing market, it was clear Reeds research has led him in to a highly profitable company.

Through reading these plans it will be made clear Reed has formed a highly capable team, implemented key plans (operating, employee, recruiting, marketing, expansion), and has completed all the necessary industry research to be successful.

The massive build out of Mission 24 Centers will prove to be beneficial for our economy, mental health, and socialization. Through advanced coworking and elements that encourages socialization, Mission 24 will have a massive public appeal and completely dominate industry leaders.

Once becoming a member, individuals will understand that they have officially started a process. Through utilizing these centers our members will find joy in the process. With the aggregate of several elements they will be equipped with the resources and information needed to identify their true potential. This is all a small part of the formula used by Reed to create Mission 24. H+W=(MHP)2 =(N 1/5) 🡪 W2+So=A(H+W=(MHP)2 =(N 1/5))= -N 1/102

This snippet is part of a series of formulas Reed created that would ultimately lead to the formation of Mission 24: Depression= Loss of Hope, Anxiety= Constant Worry, Socialization= Prevents Isolation, which can lead to depression, Working= Consistent pursuit of full potential, Assistance= Confidence, Combating at greater strengths to push a nation wide moral change.

*Overview*

**What are Mission 24 Centers?**

Mission 24 Centers created exclusively for **THE GEN Z** & **MILLENNIAL GENERATION.** These Large centers divide to form two types of Shared Spaces: Shared Work Space & Shared Social Space

* www.mymission24.com

**Inside Shared Work Space:**

* High Speed Internet, Free Space, Workstations, Group Work Tables, Computers
* Assistance, Receptionist, Meeting Room,
* Business/Brand/Marketing/Office Supplies
* Printing/Mailing/Faxing Services
* Much More
* https://www.mymission24.com/work-space

**Inside Shared Social Space:**

* High Speed Internet, Free Space, Lounging Furniture, Trendy Games, Consoles
* Systems Stimulating Social Conversation,
* Networking, Competitions, Entertainment,
* High Definition TV’s, Paid Subscriptions, Unique Group Seating
* Video Recording Room, Podcast Equipment
* Much More
* https://www.mymission24.com/social-space

This company has exposed every single variable that contributes to the **struggles** these **two generations** face and will face. With that knowledge, we have provided multiple solutions for each problem. Something no other company can say. Then **making accessible** everything these two generations **love** and **desire** with **everything** they need to **achieve various levels of success.**

**Mission 24 seeks to:**

* Repair the dangerously high **Mental Health Issue** in America
* Promote **Socialization** allowing members to vividly Identify their Potential/Purpose
* Significantly increase participation/awareness in **Social Movements** (Identify Passion)
* Provide both Centennials & Millennials with a **Safe** & **Mutual Space** to interact and have a positive impact on our society
* Encourage these young men and women to **Pursue** any and every thing as we believe we have created a **very Efficient Pathway to Success**

**Memberships**

* As low as $10 a month to make sure we can reach individuals everywhere!

**Service Desks:**

* Staffed 24/7
* Purchase merchandise
* Purchase food/beverages
* Make & Receive Calls
* Print, Mail & Fax

**Enforcement of Positive Vibes:**

Our team understands just what these two generations face on a daily basis. Because of that we make strong efforts to assure we maintain a Good Vibes Atmosphere at all times. No matter what problems they face in the real world entering these centers euphoria takes over.

* Stress Free
* Judgment Free
* High Energy
* Safe Space

**Customized Member Portals:**

Every member receives a log in to a unique member portal. These portal contain over 50 advanced features all created to help

*Customizable Information Alerts*

* Selected Industry Updates
* Nutrition Information
* Health Information
* Local/National News

*Beneficial features*

* Daily Moral Reader
* Upload & Manage Files
* Group Work
* Book Services
* And much more
* <https://www.mymission24.com/member-portal>

**Millennial & Gen Z Mental Health:**

* 1 and 5 Americans suffer from Mental Health issues
* America has the highest rate among developed countries
* Recently Mental Health has been affecting individuals at earlier ages at a rapid pace never seen before
* The Millennial Generation and Gen Z’s are prone to the feelings of anxiety & depression due to multiple factors
* https://www.mymission24.com/mental-health

Of these two generations we can anticipate in the coming years thousands more suicides, murder-suicides, drug overdoses and even an increase in mass shootings as these are all direct correlation to untreated mental health issues.

**Founders Marcus Reed & Summer Coles have a complete understanding of these two generations and extensive knowledge in Mental Health. This knowledge has been applied to the creation of Mission 24, every piece of equipment, service, product, and integration (whether directly or indirectly) works to combat the feelings of anxiety & depression. We have credible evidence that prove these centers to be the most efficient way to decrease the dangerously high number of individuals affected by mental health. And in doing so, we have created a revolutionary company that will expose the strong capabilities of these young men and women and parachute them towards success.**

*\*Access member portal and click on Mental Health Services. This will open up information to beneficial organizations & resources. Members can conveniently and privately request counseling services. Also discover advanced coping methods for anxiety & depression. Learn how you can help advocate for mental health.*

* https://www.mymission24.com/mental-health

**Millennial & Gen Z Social Movements:**

Many people find much joy and purpose when they are actively promoting social or political change. And even greater joy when progress is made. In America there are many movements taking place and history has shown that great change can be the result. Without these efforts Women and African Americans could still be facing oppression.

Whether we agree with these movements or not we seek to make the information conveniently accessible to every member.

Which happens to correlate with our company objective, helping members identify their passion.

* Read about movements
* Share Stories to your social media page
* Support/Join Movement
* Fundraise
* Advocate

*Access member portal and click on Social Movements. Members can view the current movements taking place in America. Individuals can increase their knowledge towards movements and get involved.*

* <https://www.mymission24.com/movements>

**The Mission 24 Team**

Members can consider The Mission 24 Team as their very own employees. Every front line staff member undergoes specific training to properly and effectively assists members.

* Members can always ask for help and receive 5 Star Assistance.
* Credible Research
* Offer Suggestions
* Connect you with the right people
* Prevent potential roadblocks
* Follow ups
* https://www.mymission24.com/our-team

**Brand Building:**

Gen Z & Millennials have a strong understanding of social media

Many users have made a career from posting videos of their interest or talents (Photography, Nails, Make up, Music, Clothing) gaining millions of followers and this are done through establishing and developing a brand.

*Everything you need to build a successful brand is here*

* Advice, tips & techniques from experienced professionals
* Brand Design
* Podcast Feature
* Video/Sound Recording
* Indirect Advertising

**Start and Run Your Online Business inside Mission 24:**

Members can consider The Mission 24 Team as their employees as every staff members are trained and equipped with the tools needed to push you towards success

*Assistance for every Venture at any level*

* Online Store Set up
* Web Design
* Offer services to public

*Access beneficial business products/services*

* Lead Generator
* Email Marketing
* Web Design and much more

*Access much needed information & resources*

* Incorporation
* Business Plan Guides
* Domain Registering
* https://www.mymission24.com/work-space

**Podcast (Does America?)**

One of the many ways we plan to stimulate Positive Social Interaction is through Mission 24’s Interactive Podcast. Every Center is equipped with Sound & Video Recording Equipment allowing members to gain a voice.

So often the real opinions of young Americans are hidden behind generalized assumptions.

This podcast allow these individuals to:

* Listen in on various opinion revolving the topics
* Share personal views on important and intriguing topics
* Place your vote
* Post videos lobbying your side
* Mission 24 Centers will have these topics posted in highly visible areas to stimulate discussion inside each center
* Mission 24 Members can post videos daily supporting different issues and build their name on our platform

Does America believe the legal drinking age is fair?

43% Yes 57% No (Share, Post Rebuttals, Like, Promote, Comment)

Does America believe Social Media is good for society?

90% Yes 10% No (Share, Post Rebuttals, Like, Promote, Comment)

Does America President Trump is a good president?

50% Yes 50% No (Share, Post Rebuttals, Like, Promote, Comment)

As we grow our platform we seek to get the inputs of millions of viewers, which would transition our landing page into a directory for understanding real social norms and understanding the real opinions of individuals.

* <https://www.mymission24.com/podcast>

**Mission Games**

As you may already know, Mission 24 features multiple trendy games for daily fun. Our team has created multiple games that will have a strong appeal over members.

**Innovations**

Members have the luxury of being a part of some huge innovations at Mission 24. A team of talented Innovators working to debut various projects will conduct labs throughout each center. Inside each lab members can work together to perfect these innovations. Offer new ideas insight, brainstorm, fill in the gaps, fundraise, and present to the public. Reap all the rewards of being a part of this Dynamic Innovation Team.

* https://www.mymission24.com/innovate

**Public Call to Action**

Help bring a Mission 24 to your area.

* https://www.mymission24.com/support-us

## *Opportunity*

### Problem

1. **MENTAL HEALTH PROBLEMS IN AMERICA**
	1. An excessive amount of Americans are plagued with anxiety & depression.
		1. **“Over 44 million American adults have a mental health condition. Since the release of the first State of Mental Health in America report (2015), there has only been a slight decrease in the number of adults who have a mental health condition from 18.19% to 18.07%** (2018 Mental Health America).
	2. Every overdose, suicide, mass shooting can be linked to mental health. Public unaware, misinformed, lack of effort to resolve issue.
		1. **“Much of the public dialogue about mental illness and gun violence has been prompted by mass shootings. High-quality research quantifying the relationship between mental illness and mass shootings specifically is not available because of the statistically rare nature of such events, but the evidence clearly suggests that many mass shootings—as with other types of gun violence—are driven by factors with stronger and more direct links to violence than mental illness** (Psychiatry Online, Mcginty Page 1)”
	3. No signs of these high numbers decreasing, future statistics reveal anticipated suicides in the next years reaching 600,000
		1. **“Major depression is on the rise among Americans from all age groups, but is rising fastest among Millennials and young adults, new health insurance data shows** (NBC NEWS, Maggie Fox)**”**
2. **YOUTH CURRENTLY EXPERIENCING MENTAL HEALTH ISSUES AT RATES NEVER BEFORE SEEN.**
	1. These problems take a major toll on adults the fact that Millennials are being affected now more than ever is a huge problem a problem we can no longer afford to turn a blind eye to.
		1. **“Rate of youth experiencing a mental health condition continues to rise. The rate of youth with Major Depressive Episode (MDE) increased from 11.93% to 12.63%. There was only a 1.5% decrease in the rate of youth with MDE who did receive treatment. Data showed that 62% of youth with MDE received no treatment”** (2018 Mental Health America).
	2. Millennials now have higher exposure due to social media and other elements. “Fast paced society”
		1. **A 2010 study done by the National Institute Of Mental Health found that for the first time, youth are disproportionately affected by mental disorders.[3] The study found that one in five youth are affected by at least one type of mental disorder. According to the NCS-A researchers, the percentage of youth suffering from mental disorders is even higher than the most frequent major physical conditions in adolescence, including asthma or diabetes** (anxietycentre.com, Folk, 2019)**”**
	3. So often Millennials do not realize they have a mental health problem or they hide the fact they have it at all. Some adolescents are simply embarrassed and ashamed. This leads to alternative coping strategies or simply untreated problems.
		1. **“Though mental illness remains heavily stigmatized, with politicians blaming everything from poverty to crime on mental health issues, mental illness is common. About a quarter of the population will face a mental health issue in any given year. With more than half of all mental illnesses left totally untreated, though, millions of Americans needlessly suffer with unnecessary symptoms. Stigma, shame, embarrassment, and poverty can all play a role in the decision not to seek treatment, as well as the inability to find quality treatment. Many people struggling with mental health issues are unable to find a therapist they like, or they encounter intolerable side effects associated with the medications they take. But giving up, rather than trying a new strategy, is extremely risky, and can cost you your health, happiness, and even your life. Here's what happens when mental illness is left untreated.”** (Joel Young, M.D, PsychologyToday.Com).
		2. **“Sometimes Millennials feel so depressed that they consider ending their lives. Each year, almost 5,000 young people, ages 15 to 24, kill themselves. The rate of suicide for this age group has nearly tripled since 1960, making it the third leading cause of death in adolescents and the second leading cause of death among college-age youth”** (Mental Health Facts).
		3. **“According to our research, at least 59% of the 185 public mass shootings that took place in the United States from 1900 through 2017 were carried out by people who had either been diagnosed with a mental disorder or demonstrated signs of serious mental illness prior to the attack”** (Los Angeles Times. Duwe, Rocque).
3. **BOREDOM IN AMERICA**
	1. So many people are bored with the current life routine. Amongst other things this is due to the lack of cost efficient entertainment available on a daily basis.
		1. **“Whatever word we use to describe it, the feeling is all too familiar. And while boredom is not easy to define, dealing with it is a persistent challenge for many of us, and regular topic of psychological research, especially over the past decade.
		Researchers looking at boredom have proposed various theories to explain why we get bored and the role that it plays in how we think and behave. Neuroscientists have suggested that boredom occurs due to low levels of arousal or stimulation, which motivate us to search for novel experiences. In a real sense, escaping boredom underlies much of our need for entertainment, whether new movies or TV shows, fads, or the latest online memes”** (Boredom. Ennui. Apathy. Doldrums. World-weariness).
4. **LACK OF SOCIALIZATION**
	1. Social connections are important to happiness, health, and overall feelings of connectivity to society. Lack of these connections can lead to isolation, decreased self-esteem, and shorter lifespan. The negative effects of loneliness can start to set in within just over one day of not socializing.
		1. **“Human beings are social at their very core, and a lack of socialization can lead to psychological problems, including depression and anxiety. Research shows people who socialize often are less likely to suffer from depression.
		Socialization is so important that solitary confinement has been used as a form of torture or punishment. Anyone who is separated from others is likely to become depressed.
		When it comes down to it, connecting with others makes life more meaningful. It also helps you to feel less alone.
		Socializing with others offers you an opportunity to focus on something other than your problems. Being able to forget makes you feel happier and emotionally better...When people socially withdraw, they start to avoid people they love and activities they used to enjoy doing. This can progress to social isolation, to the point where they want to be alone often and continually avoid contact with family and friends.
		Depression makes you want to spend time alone and makes socializing feel exhausting and overwhelming. Sadly, the more you isolate yourself, the more depressed you become.
		You also start to feel loved ones don’t understand you and that makes you want to be alone even more.
		Social withdrawal and isolation are telltale signs of depression. Both worsen feelings of low self-worth and further intensify depression”** (New Life Outlook. Burham, 2019).
5. **ERRORS IN OUR EDUCATIONAL SYSTEMS**
	1. As technology continues to advance our schools have not. Lectures are becoming more and more ineffective in today’s world where most answers are right at the palm of your hand in the matter of seconds. The important information needed to survive in today’s society is not being addressed leaving our youth unaware, misinformed, naive, confused, and lost. Valencia Higuera writes an amazing and informative article describing just that, view the full article on page 33-34 “As Founder of Mission 24 I believe it is important for students to learn more about mental health, financing, careers, and how to handle what life brings than any other curriculum that is currently being taught”
		1. (Higuera, Is a Four-Year College Degree Overvalued). **School counselors, teachers, and parents sometimes push the idea that college is the fastest and only route to financial success—as if getting into massive debt, walking across a stage and grabbing a piece of paper suddenly makes us immune to layoffs or the rut of living paycheck-to-paycheck.
		Although I do have a degree in journalism, I didn’t believe the hype 20 years ago when I graduated high school, I don’t believe it today. A college education—namely a four-year degree—isn’t (and doesn’t have to be) for everyone.
		At the age of 19, Andrew Velez enrolled in a local community college with plans to transfer to a four-year university after two years. But after one semester, instinct told him he didn’t need to spend thousands and waste four years to get ahead in his career.** Continues reading on page 34
6. **LACK OF JOB OPPORTUNITIES FOR YOUNG ADULTS**
	1. Young naive Millennials walking into immense debt after graduation. Any honest student will tell you they feel obligated to go to college, even to consider a year off is frown upon by teachers, admins, peers, family, society at large. But why? Why are so many unsure Millennials being pushed to go to college and rack up debt? If only they knew…. READ CNBC ARTICLE BELOW
		1. **Many college graduates are eager to find work — any work. But that first job, however arbitrary, can impact the rest of their career. Recent grads who end up in jobs that didn't require a college degree are five times as likely to still be in such a position five years later, compared with those who put their diploma to use right away. It can be hard to break out of that path, since employers may typecast applicants by their most recent experience. Ten years later, three-quarters of graduates who took jobs early on that didn't demand a degree will be in the same spot. And these graduates earn around $10,000 a year less than their counterparts who started early in jobs that required a college degree. (Annie Nova, Published 3:34 PM ET Tue, 26 June 2018 CNBC.com)** *Continues Page 34* *The misrepresentation of college has suppressed ideas, talents, and opinions of so many. America was built on ideas that manifested into the screen you look at, the lights that are surrounding you, the company that allow you to put food on your table day after day. The cure for cancer can be in the head of the guy who keeps getting hung up on and denied opportunities time after time. Having knowledge that isn’t backed by degrees or wealthy connections should not be disregarded but sadly this has become the norm which has led so many to depression, hopelessness, a significant decrease in confidence, and the prime reason so many do not pursue their goals.*

### Solution

1. **HELP MEMBERS FIND THEIR PURPOSE—Unlock true potential**
	1. All new members receive questionnaire that will allow our team to better understand situation and see how we can help. Access to Member Portal, this allows member to track progress and simply ask for assistance. This reminds members to schedule out time to work on important goals. We encourage every member to use this and store everything inside!. Helping our members unlock their true potential is essential in improving quality of life.
		1. **“The 21st century leader must have the ability to make the most out of every situation. They are courageous and not afraid to challenge the status quo and push the boundaries to make things better. Because of these qualities and many others, the best leaders know how to get the most out of people; they enable the full potential in others”** (www.forbes.com/sites/glennllopis/2014).
2. **OUR TECHNIQUES AND ASSISTANCE WILL LEAD TO IMPROVED CONFIDENCE & HIGHER SUCCESS CHANCES**
	1. Anyone will agree it is hard to find good help these days we are constantly working with members and letting them know we are with them until success. We won’t let our members get scammed like hundreds do on an hourly basis. We make sure our members know before doing business with a company let us know and we will do our research and report back. So many companies have been created to scam people but when you have taken a leap and put your life on the line to pursue a business venture and you get scammed it can be devastating. Our members will face this problem.
		1. **Co-working spaces are not just vast areas with desks and chairs offering tech entrepreneurs high-speed Internet connection. The areas are made to be exciting places to work that can improve your productivity.**
3. **DAILY DIRECT SOCIALIZATION- SOCIALIZATION CAN IMPROVE MENTAL HEALTH**
	1. Our Shared Hangout Space accommodates every type of person and every type of mood. Feel free to play games, have serious conversation, debate, relax, read, either way you are around people which is an essential component in combating potential or current mental health issues.
		1. **In a study of 7,000 men and women in Alameda County, Calif., begun in 1965, Lisa F. Berkman and S. Leonard Syme found that “people who were disconnected from others were roughly three times more likely to die during the nine-year study than people with strong social ties,” John Robbins recounted in his marvelous book on health and longevity, “Healthy at 100.” This major difference in survival occurred regardless of people’s age, gender, health practices or physical health status. In fact, the researchers found that “those with close social ties and unhealthful lifestyles (such as smoking, obesity and lack of exercise) actually lived longer than those with poor social ties but more healthful living habits,” Mr. Robbins wrote. However, he quickly added, “Needless to say, people with both healthful lifestyles and close social ties lived the longest of all.” In another study, published in The New England Journal of Medicine in 1984, researchers at the Health Insurance Plan of Greater New York found that among 2,320 men who had survived a heart attack, those with strong connections with other people had only a quarter the risk of death within the following three years as those who lacked social connectedness. Researchers at Duke University Medical Center also found that social ties can reduce deaths among people with serious medical conditions. Beverly H. Brummett and colleagues reported in 2001 that among adults with coronary artery disease, the mortality rate was 2.4 times higher among those who were socially isolated.**
	2. Providing a social atmosphere with Tons of lounging furniture, entertaining games, activities, and very little excuse for friends to cancel hangouts. Mission 24 creates a mutual location for people to socialize on a daily basis. Socialization has been proven to prevent/decrease the feelings of anxiety and depression.
		1. **“Lack of social interactions also damages mental health. The emotional support provided by social connections helps to reduce the damaging effects of stress and can foster “a sense of meaning and purpose in life,” the Texas researchers wrote.
		Emma Seppala of the Stanford Center for Compassion and Altruism Research and Education, and author of the 2016 book “The Happiness Track,” wrote, “People who feel more connected to others have lower levels of anxiety and depression. Moreover, studies show they also have higher self-esteem, greater empathy for others, are more trusting and cooperative and, as a consequence, others are more open to trusting and cooperating with them.
		“In other words,” Dr. Seppala explained, “social connectedness generates a positive feedback loop of social, emotional and physical well-being.”**
4. **BENEFITS OF CO WORKING SPACE**
	1. Our shared workspace is the best in the industry because we appeal to all, not just business owners and inventors. Mission 24 appeals to students, interns, managers, unemployed, parents, and the list goes on. We create a culture where members help one another achieve success. Dedicated staff that will constantly keep track of member progress, vet potential vendors, make recommendations for services that may help, unlimited assistance, and we promote member businesses and talents. We provide members only reliable resources and accurate information that members need to know. Allowing members to freely enjoy the benefits of co working.
		1. **September 2015 Harvard Business Review posted: Our research — which is ongoing — suggests that the combination of a well-designed work environment and a well-curated work experience are part of the reason people who cowork demonstrate higher levels of thriving than their office-based counterparts. But what matters the most for high levels of thriving is that people who cowork have substantial autonomy and can be themselves at work** (TheWorkLoft)**.**
	2. Gaining popularity by the minute
		1. **“Coworking spaces make people feel more socially connected as well, which can improve their moods and boost their energy levels, making them more productive overall. Some workers even feel that those places enhance their creativity. On top of that, employees in coworking spaces don’t have to deal with the distractions that come with working at home. Those diversions include pets, television shows, snacks in the kitchen, phone calls, household chores, and the urge to take an afternoon nap on the couch** (Medium.com,Lui)**.”**
	3. Multi-Generational Appeal.
		1. **Millennials were born with technology and the Internet at their fingertips. This made them not only tech-savvy, but also able to adapt to changing circumstances. Millennials tend to be confident. They desire feedback, open mindedness and independence. [Lucy Wu](https://www.linkedin.com/in/lucywu27/%22%20%5Ct%20%22_blank), a program manager of [Austern International](https://austerninternational.com/%22%20%5Ct%20%22_blank), an organization that focuses on upskilling millennial talent, aligns with these sentiments as she reflects upon her experiences working with millennials. Wu states that the best trait within millennials is the “drive and passion to do more,” as they are “open to exploring new opportunities and unafraid to take risks** (Medium.com,Lui)**”**
5. **HELPING MEMBERS ENJOY THE PROCESS ON THE PATH TO SUCCESS**
	1. Members can offer their service through our website and take advantage of our name recognition. This helps them grow their audience, save money on advertising, and quickly grow their business. Non-members can request a service and we will send it to members to place bids.
6. **COMMUNITY TOGETHERNESS, CONFIDENCE, OPPORTUNITY**
	1. Simply put Mission 24 helps members not only identify their purpose, we help pursue them. Our shared workspace encourages members and communities to Be More (our slogan). We strive to make people understand that they are more than their job title or demographic. Motivating people to form groups and pursue goals outside their comfort zone with unlimited assistance and support. This combination transforms the fear of change people so often experience to complete confidence.
		1. **Goals are the way we can turn our values and dreams into reality. Happiness doesn't just happen - it comes from thinking, planning and pursuing things that are important to us. Scientific research shows that setting and working towards goals can contribute to happiness in various ways, including:
		Being a source of interest, engagement or pleasure
		Giving us a sense of meaning and purpose
		Bringing a sense of accomplishment when we achieve what we set out to (or milestones along the way) - this also builds our confidence and belief in what we can do in the future
		Goals help focus our attention. Actively working towards them appears to be as important for our well being as achieving the end results we are aiming for. Goals are most successful when they're something we really want to achieve and when we set them for ourselves - rather than being something someone else wants us to do.**

## *Market Analysis*

**Market Size**

*182.7 Million Prospects*

1. The many components of Mission 24 opens us up to a huge market size. Shared Hangout Space, Share Work Space, Shared Market Space, Online Services, Retail, Memberships, Freelancing, Outsourcing, Marketing. Our primary market we have studied is Coworking Industry. As you see Coworking is a rather new aspect and is currently growing at a very fast pace.
	1. **“Corporations are moving to coworking:** The growing need for greater workplace flexibility and agility is leading more corporations to use coworking spaces for some of their space needs. This trend will accelerate over the next 5 years, especially due to corporations looking to reduce their exposure to long-term leases and employees insisting on more workplace options. **The global number of self-employed knowledge workers is growing:** While there are no solid estimates of the total number of global self-employed knowledge workers, it’s clear their numbers are large and growing. This growth, coupled with a growing realization of the value of coworking by independent workers, will continue to drive demand for coworking spaces. **Startups will continue to flock to coworking spaces:** Startups understand the cost, flexibility and talent attraction advantages provided by coworking spaces. Because of these advantages, coworking spaces will continue to be the location of choice for most startups. **Niche spaces are expanding the coworking market:**  While very large coworking spaces – and especially We Work – get most of the attention, the number of smaller niche oriented spaces continues to grow rapidly. These spaces appeal to members with specialized interests or needs (shared bio labs, women oriented spaces, writers’ spaces, industry specific spaces, shared commercial kitchens, etc.) and attract people who likely would not join a traditional coworking space (GCUG, Sundaram )”

**Target Market-** While current coworking supplies higher classes and entrepreneurs we supply the middle market as well and extend targets.

* Businesses
	+ Incorporate, Establish, and run their business from our center
* Employers
	+ Utilize Shared Work Space to run your business, save on office space, advertise through us
* Social Media Users
	+ Social Media acts as a brand and a large part of our services revolve around members building their brand.
* High School Students
	+ Time Slots designated for Millennials to enter centers
* Junior College Students
	+ Prime members
* Interns
	+ Motivated and looking to gain experience can advertise skills through us
* Employees
	+ Strictly employees with no further obligations will have ample amount of time to utilize facility
* Groups/Clubs
	+ A prime target in new areas for group sign ups
* Freelancers
	+ Prime Market Space Members
* Influencers
	+ Utilizing our brand to build their
* People Battling Anxiety
	+ Access to Mental Health Services, Speak out about Mental Health and receive help
* People Battling Depression
	+ Access to Mental Health Services, Speak out about Mental Health and receive help
* Individuals Looking For Entertainment
	+ Gain access to an array of entertaining services
* Social Movement Supporters
	+ Handle volunteer and advocate duties for our center
* Realtors
	+ Advertise services & office space
* Online Businesses
	+ Incorporate, Establish, and run their business from our center

**Market Value**

$378.3 Billion

**Market Growth**

* “In 2017, it's projected that more than 1.1 million people went to work, backpacks and big ideas in tow, at 13,800 [coworking spaces](https://www.slideshare.net/carstenfoertsch/the-first-results-of-the-2017-global-coworking-survey%22%20%5Ct%20%22_blank) worldwide, according to the 2017 Global Coworking Survey. To put this in perspective, if the same company owned every coworking space, it would have more worldwide locations than [Walmart](https://www.investopedia.com/articles/markets/122415/worlds-top-10-retailers-wmt-cost.asp%22%20%5Ct%20%22_blank). Coworking memberships have enjoyed steady growth since the idea became a reality. However, as the nature of work evolves and the demand for new [technology](https://www.entrepreneur.com/topic/technology) explodes, we can expect coworking to look differently in 2020 than it does today. As we continue to forge into this brave new world of work and technology, it's only natural to predict that coworking will take on a brave, new path as well. Below are three trends that will shape the future of coworking in 2018 and beyond. Several huge companies made headlines in 2017 with plans to relocate or expand into what many refer to as "flyover country," the Midwest. And it's not just Chicago, either. Cities like Indianapolis, Cincinnati, Columbus and Detroit are seeing expansion from national names in coworking like [WeWork](https://www.wework.com/blog/posts/wework-2017-year-in-review%22%20%5Ct%20%22_blank), [Serendipity Labs](http://serendipitylabs.com/markets-under-development/%22%20%5Ct%20%22_blank) and [Industrious](https://www.industriousoffice.com/locations%22%20%5Ct%20%22_blank), with some planting multiple locations within one city. The growth is certainly justified. Millennials, who will make up [75 percent](https://www.wired.com/insights/2013/08/the-rise-of-the-millennial-workforce/%22%20%5Ct%20%22_blank) of the workforce by 2030, crave these open, flexible work formats. As [millennials](https://www.entrepreneur.com/topic/millennials) and their Gen Z successors begin setting off on their own entrepreneurial pursuits, the expectation is that the demand for coworking will only increase, forever changing the commercial office landscape. As the business and entrepreneurship climate in the Midwest surges, quality of life has followed suit. Low cost of living allows disposable incomes to stretch further, benefiting the local economy and thereby local businesses. Low rent costs lure new college grads looking for work. [Rent Café](https://www.rentcafe.com/%22%20%5Ct%20%22_blank) estimates that a 22-year-old computer engineer moving to Indianapolis to look for a job could enjoy rent costs hovering around $781 for 886 square feet. In San Francisco, she should expect to pay $3,219 for about 10 percent less space. Now that coworking has established itself as a viable business model, we can look toward the next phase: profitability. We know the general open-concept space with fast Wi-Fi and access to coffee works for most burgeoning software startups. But, as the demand for connected devices grows and [entrepreneurs](https://www.entrepreneur.com/topic/entrepreneurs) rise to the challenge, industry-specific coworking support will quickly become a need within the startup community. As an example, [Statista](https://www.statista.com/statistics/688756/iot-in-retail-market-in-the-us/%22%20%5Ct%20%22_blank) estimates that, by 2025, the retail market will exceed $11 billion. The projected growth is staggering, considering that in 2018 the market will barely brush $4 billion. Additionally, British semiconductor firm [Arm](https://community.arm.com/iot/b/blog/posts/white-paper-the-route-to-a-trillion-devices%22%20%5Ct%20%22_blank) estimates that, by 2035, companies worldwide will build 1 trillion devices and add roughly $5 trillion to the global GDP. For entrepreneurs focusing on bringing technology to market, dedicated space for building and testing hardware won't be optional. This also goes for entrepreneurs looking to break into the food or Aristech industries. All three industries require physical assets and product testing. Because traditional coworking spaces aren't equipped to handle the demands of the test-refine-repeat cycle of getting a physical product ready to go to market, a new generation of coworking spaces and accelerators will rise to meet the need. The benefits of coworking are many, and there is [research](https://hbr.org/2015/05/why-people-thrive-in-coworking-spaces%22%20%5Ct%20%22_blank) to prove it. The future of coworking will be more of a "melting pot," as early stage startups will work alongside corporate innovation teams. Innovation teams are like startups within big companies. These small teams have the intellectual freedom of a startup with the resources of a mature enterprise. Because the teams operate semi-independently, coworking spaces offer them an atmosphere of innovation "outside of the office." The opportunity for collaboration with other innovators solving complex problems allows for a higher level of creative thinking. In the end, everyone benefits from access to a network of like-minded people. As the world faces changes in the redistribution of talent, technology and work, the world of coworking will change as well. Since the coworking community is an entrepreneurial bunch, I have no doubt we will rise to meet the challenge. (Founder, Wechsler, 2018)”





Images

## *Competitor Analysis*

**Competitor Comparison**

CoWorking Industry (Shared Work Space)

Industry Top Company

Revenue generated by Regus in 2016                                       3.16bn USD

Revenue generated by WeWork in 2016                                  65.1mn USD

**Validation Research**

*“Coworking spaces are a type of serviced office whose members are usually comprised from independent or unconnected workers or businesses. Although corporate clients for one company can also rent out these offices, coworking spaces generally support a shared working environment. The majority of coworking members work in an open office environment, although team and individual offices are available in the industry, only a minority of members were based in these areas in 2015. A coworking space can differ widely from location to location, for example, one space may be a floor of high-rise building and another could be an entire repurposed warehouse. Worldwide there were around 15,500 coworking spaces in operation in 2017. This figure has risen from just three locations ten years previous in 2005, and is predicted to reach 18,900 by the year 2018. In 2017, the region with the most coworking spaces was Asia Pacific (including India), with 3,975 spaces, followed by the United States with just over 3,200 spaces. In the U.S., the two largest companies in terms of space leased were Regus and WeWork in the first quarter of 2016. Regus was by far the largest with 17 million square feet of office space leased throughout the United States. WeWork although larger than other companies was comparatively smaller than Regus, leasing approximately 4.4 million square feet” (https://www.statista.com/topics/2999/coworking-spaces/).*

Fitness and Health Industry (Hangout Space/Memberships/Same Target Market)

Industry Top Company

Revenue of Planet Fitness                                                             2.3bn USD

Health club industry revenue in the United States                    27.6bn USD

Market size of global health club industry                                   87.23bn USD

Health club industry revenue in the United States                    27.6bn USD

**Validation Research**

*“Health and fitness clubs provide their customers with the infrastructure for their workouts and physical activity in exchange for a membership fee. The global fitness and health club industry generates more than 80 billion U.S. dollars in revenue per year. The North American market had an estimated size of more than 32 billion U.S. dollars in 2017, of which around 90 percent, around 30 billion U.S. dollars, was attributable to the United States. The United States is the single biggest market worldwide not only in terms of revenue but in regards to the number of members in health & fitness clubs as well” (https://www.statista.com/topics/1141/health-and-fitness-clubs/)*

The global market (Shared Marketplace/Freelancing/Outsourcing)

Global market size of outsourced services                                85.6bn USD

*“Figures for the market size of outsourcing vary depending on how the source defines “outsourcing” and what kind of industries, services, and segments are included. According to the Information Services Group, when focusing on contracts with a total value of more than 25 million U.S. dollars, the annual global revenue from information technology outsourcing is estimated to amount to between 60 and 70 billion U.S. dollars. An estimate by Forrester Research sees global business and government spending for IT outsourcing and hardware maintenance at about 503 billion U.S. dollars in 2017. This estimate includes spending on networks, application outsourcing, infrastructure outsourcing, hosting, computer hardware support services, application management, and infrastructure cloud services.”* (*https://www.statista.com/topics/1900/it-outsourcing/).*

Retail E-commerce Industry (T-Shirt & Online Sales/Food & Beverages/Marketing)

Retail e-commerce sales in the United States in 2018            504.6bn USD

U.S. e-retail sales of physical goods via Amazon in 2017      54.47bn USD

**Validation Research**

*“Retail e-commerce sales in the United States from 2017 until 2023. In 2018, online sales of physical goods amounted to 504.6 billion US dollars and are projected to surpass 735 billion US dollars in 2023. Apparel and accessories retail e-commerce in the U.S. is projected to generate over 138.7 billion U.S. dollars in revenue by 2022. E-commerce is defined as the buying and selling of products or services exclusively through electronic channels. There are three main branches of electronic commerce; the most well known form being online shopping, also known as business to consumer (B2C). Here individuals can order various products and pay for their purchase via Internet. Another category of e-commerce is business to business (B2B), where companies, such as manufacturers, wholesalers or retailers exchange products and/or services. The third category of e-commerce involves transactions from consumer to consumer (C2C), as in the example of eBay, Etsy or other similar websites. The e-commerce market in the United States has been constantly evolving over the past decade. Retail e-commerce sales in the United States are projected to grow at a fast pace in the coming years, going from 360 billion U.S. dollars in 2016 to just over 638 billion US dollars in 2022. Amazon is by far the most popular e-retailer in the United States. The company also ranks ahead of the pack in terms of U.S. e-retail sales - in 2017, the company generated over 54 billion U.S. dollars via e-commerce sales of physical goods in the United States. Amazon also has the most popular mobile shopping apps in the country in terms of reach and monthly users. Other successful online retailers include eBay – which was ranked as the most popular online marketplace by online sellers in the U.S. – Wal-Mart, Apple Sites and Target.” (*[*https://www.statista.com/statistics/263264/top-companies-in-the-world-by-market-value/*](https://www.statista.com/statistics/263264/top-companies-in-the-world-by-market-value/)*)*

## *Marketing*

**Key Pieces**

* KE Marcus Reed: Sold several successful Instagram Accounts
* Steve Lewis: Successful with several business accounts over the last few years
* Carol Waites: Exstensive “LinkedIn” knowledge
* Vanessa Bernal: Created 1000 pieces of media content for companies through Fiverr
* Patrice Reaves: Helped users gain followers on 3 different social media platforms

Key Marketing Partners

Major Mental Health Organizations

Social Movement Groups

Entrepreneurs

Business Influencers

Celebrities Public Figures

Social Media Influencers

**Pricing**

**Memberships**

Year 1

6,000 Regular Memberships $9.99

2,000 Vip Memberships $24.99

Year 2

20% Decrease

Year 3

15% Decrease

667 x 40% =238 x $5=  1335

1334---- 2670

2001---- 4000

2668--- 5336

3335---- 6670

4002----- 8004

**Day Pass**

Year 1

$20 Day Pass

720 Units

Year 2

360 Units

Year 3

360 Units

**Apparel (3 months after opening)**

$5 avg profit

Year 1

40% of member count will buy directly or indirectly

Year 2

Decrease

30% of member count

Year 3

7% of member count

**Booking**

Televisions (20)

$5

2 Hour Time Slots

12 Daily Booking opportunities (x20)

Total Daily Opportunity= $1,200

Gaming (6)

$5

2 Hour Time Slots

12 Daily Booking opportunities (x6)

Total Daily Opportunity= $360

Podcast/Recording Room (1)

$10

1 Hour Time Slots

24 Daily Booking opportunities (x1)

Total Daily Opportunity= $240

Meeting Room (1)

$10

1 Hour Time Slots

24 Daily Booking opportunities (x1)

Total Daily Opportunity= $240

Prime Space (12)

$5

2 Hour Time Slots

12 Daily Booking opportunities (x12)

Total Daily Opportunity= $720

Laptops/Desktops (20)

$5

5 Hour Time Slots

24 Daily Booking opportunities (x20)

Total Daily Opportunity= $2,400

Total Daily Booking Opportunity  $5,160

X 30 Days

154,800 Monthly

50% Utilization

**$77,400**

**2% monthly increase**

**5% Increase year 2**

**5% Increase year 3**

**Food/Beverages**

20% of monthly members spend $50 Monthly

Profit 50%

10% Increase year 2 year 3

Example

Month 1

700 Members ---> 20% ---> 140 Members x$50 ---> $7,000

**Freelance Services**

Profit $5 on every purchase

5% of monthly member will earn $80 monthly

Consolidating runoffs

Example

700 Members ---> 5% ---> 70 Members ---> x$80 ---> $5,600

2668

1334---- 5336

2001---- 8004

2668--- 10672

3335---- 13340

4002----- 16008

4669--- 18676

5336 21344

**Anticipated Expenditures**

**Leasehold Improvements**

* Electrical -             $1,000
* Plumbing             $3,000
* Lights-      $3,000
* Paint/Drywall $5,000
* Flooring $8,000

**LEASEHOLD IMPROVEMENTS                             $20,000**

**Fixed Assets**

**Furniture/Fixtures**

**Furniture**  **$22,000**

* + 100 dorm Chairs $2000
	+ 50 Lounge Couches $5000
	+ 100 Work Chairs $1000
	+ Conference Tables     $5000
	+ Small Tables $2000
	+ 50 Workstations $5000
	+ Service Desk $2000

**Office Needs $4,200**

* 20 Laptops per location $4000
* Printer,Fax,Copy $200

**Equipment                                                                         $12,700**

* Games Installation $500
* (20) HD TV’s                                                      $4,000
* Wall Mounts & Cables                                         $200
* Headphones $1000
* Gaming Consoles                                           $1000
	+ *(1) Wii $200*
	+ *(2) Xbox $400*
	+ *(2) PlayStation $400*
* Video Games                                                        $400
	+ Game Share Accts.
* Video & Recording Equipment                          $500
* Water & Coffee Machine                                     $300
* Security Cameras                                            $500
* Metal Detectors                                                     $1,000
* Safe Individual Emergency Alarms                   $100
* Proximity Card Reader                                        $200
* Permanent Sign                                                   $2,000
* Apparel (Staff/Volunteers)                               $500

**Miscellaneous $6,500**

* Unforeseen      $1,000
* Ink, Paper, Workstation supplies,
* Flash Drives, Inventory                     $2,500
* Water, Coffee, Cleaning Supplies, Paper Products
* Travel $3,000

**START UP PER CENTER      $65,400**

**ESTIMATE OF MONTHLY EXPENDITURES**

**(Accurately and quoted)**

***Accounts***

* **ADVERTISING:                                                       $1,000**
	+ Advertising is only for new locations, Our dyanimc plan allows us to not allocate additional cost. The more members we have the less we spend on ads, with the number of online marketing techniques we keep our advertising cost rather low. Large number of members and staff with specific marketing objectives. We also have a large number of social media influencers and celebs who will direct potential customers to our website thus saving us thousands.
* **CLEANING:                                                             $200**
	+ Done by front desk workers every thirty minutes, sanitize all equipment, bathrooms, vacuum, trash, recycle.
* **DUES/SUBSCRIPTIONS:                                     $200**
	+ TV Streaming $10
		- Through constant marketing we plan to gain sponsorship offers from TV streaming apps. We will encourage our members to post about the show or movie that was watched inside Mission 24.
	+ Gaming Services $10
		- Through constant marketing we plan to gain sponsorship offers from gaming companies. We will encourage our members to post about the game played inside Mission 24.
	+ Website $50
		- Attract Customers
	+ Domains $30
		- Staff professional emails
	+ Online Portal Member/Staff $30
		- Check ins, Clock ins, Billing, Payroll, Tracking, Updates, Services, Event Schedule
	+ Security Cameras $20
		- Member Security
	+ Fob Reader $20
		- Member Check in
	+ Payment Processing $20
		- Recurring member charges
	+ Trash Services $10
* **INSURANCE:                                              $200**
	+ Commercial Liability Aggregate
* **PHONE, WIFI, CABLE SERVICES:       $200**
	+ Comcast Business Bundle
* **RENT/UTILITIES:                                    $4,000**
	+ 5,500 sq. ft. minimum
* **TRAVEL:                                                  $200**

**MONTHLY EXPENDITURES            $6,000**

**COST & DESCRIPTION OF OUR STAFF**

**MISSION 24 TEAM CONSISTS OF:** Onsite Staff (Contract Employee), Outsourcing Services, Volunteer, Management.

**OUTSOURCING/VOLUNTEERS                   MONTHLY COST $0.00**

* Large Team that has been growing for over two years
* This is very efficient because we offer members a ton of beneficial services while giving talented freelancers many potential customers.
* Most work is done online which allows us to grow our team faster and more efficiently.
* This also allows us to keep our cost low, offer more for less, and reach more people.
* Our members market and will allow us to have one of the biggest social media presence ever.
* Talent was recruited through LinkedIn, Fiverr, Locals, and Social Media Networking
* Thanks to the many tech advances many of our services can be offered to members via web which has allowed us to extend our search to areas all over the globe

**VOLUNTEERS**

Mission 24 volunteers help us in many ways!

A system was put in place that allow current, present, and future members to have a free complimentary membership for working onsite to keep an extra eye on things. This allows us to save on staff cost. We also have many volunteers collecting data, creating content, and assisting members. To volunteer individuals must meet requirements and take yearly background & drug test.

* Researcher, accurately
* Create Content
* Sales and marketing
* Spread mental health awareness
* Promote member services
* File member data
* Help onsite workers with daily operations

**MANAGEMENT                               MONTHLY COST $10,000**

**Marcus Reed MONTHLY COST: $**

* + Oversee Daily Operations, Marketing Strategies, Financing
	+ Business Opportunities
	+ Maintain Strong Social Presence
	+ Motivate Members And Public
	+ Spending Negotiations
	+ Monitor Competitors
	+ Sponsors/Partnerships
	+ Extending Credibility Through Gaining Validation From Top Entrepreneurs, Psychologist, Organizations
	+ Seek Additional Marketing From Members, News Outlets, Celebrity Influencers

**Summer Coles MONTHLY COST: $**

* + Oversee Member Accounts
	+ Verify All Information Passed To Member
	+ Oversee Outsourcing Operations,
	+ Monitor Groups & Programs
	+ Events And Sponsors

**Pamela Reaves MONTHLY COST: $**

* + Human Resource Duties
	+ Handle Employee Relations
	+ Training, Hiring
	+ Filing
	+ Coordinate
	+ Delegate

**Jayson Hankins** **MONTHLY COST: $**

* + Accounting Financing
	+ Payroll
	+ Manage & Update Cash flow
	+ Market Research
	+ Inform

**Ora Reed** **MONTHLY COST: $**

* + Legal Advisement
	+ Market Research
	+ Market Analyst
	+ Agreements

**Interns/Volunteers** **MONTHLY COST:**

* + Create Social Media Content
	+ Advertise
	+ Bring In New Volunteers
	+ Advertise

**ONSITE STAFF                               MONTHLY COST $20,160.00**

24 Hours

$10 Hourly

Front Desk/ Assistance/ Cleaner/ Oversee/ Safety/ Delegation

168 x 10= 1,680 x 4 x 3

**TOTAL MONTHLY STAFF COST $30,160**

**SITE WORKERS DUTIES**

The most important job of our onsite workers is to accurately relay the information our member’s request to our research team. This allows us to affectively assist our members on a daily basis.

***Oversee Daily Operations***

Cleaning, Check INS, Billing, Interact with Members, Sales, Delegate

***Note Member Needs-***

When a member has an issue or needs assistance they can speak with front desk workers who will note it and send it.

***Monitor Noise Level-***

We are very strict on how loud members can be. To keep this positive vibe without disturbing or singling out anyone we have an alarm that can be set off when staff feels sound levels have been reached. If a group or person sets alarm off 3 times they must leave.

***Provide Daily Information-***

Management will email daily useful information we feel members should have access to. (Nutrition, mental health, daily news, local news, political, upcoming events, and more)

***Group Coordinator-***

Promote groups who are looking for more people to help push agendas

***Report Activity-***

Every morning management has a conference call to stay in the know and note suggestions.

**ROAMERS**

7 free memberships including free services to selected teenagers who work one day a week as a roamer.

* Simple enough these roamers roam, they interact and make sure everyone is in good spirits, they are not included on conference calls but they are to provide suggestions.

**FUNDING REQUIRED**

**TOTAL START UP EXPENDITURES $65,400.00**

**TOTAL MONTHLY EXPENDITURES $6,000.00**

**TOTAL MONTHLY STAFF COST $30,160.00**

**MISC. $6,500**

$499,320 Year 1 Expenses

$433,920 Year 2 Expenses

$433,920 Year 3 Expenses

Net Profit (Without crowdfunding)

Year 1 $1,853,864

Year 2 $2,824,068

Year 3 $3,628,987

$500,000 Crowdfunding per center

Net Profits With Crowdfunding

Year 1 $2,253,864

Year 2 $2,824,068

Year 3 $3,628,987

### Services

Our services include:

* Ample amount of Social Space
	+ Socialization has been proven to improve mood. We allow a ton of space for members to socialize daily.
* Tons of Work Stations
	+ Proven that people are more productive in a shared workspace environment. We provide all the essentials at our workstations to allow many members to work at one time.
* Lounging & Gaming Areas
	+ The essentials for members to hangout. Up to date, most popular gaming consoles spread throughout the center.
* Shared Streaming Subscriptions & Entertaining Services & Products
	+ No need to isolate yourself when you can be around your peers and enjoy homelike features and share services like Netflix, Hulu, and Pandora on our large high definition televisions.
* Unique Counseling Available
	+ The need for counseling service is very high however with so much going on inside and the shy tendency of our potential members we found the most effective way is to offer counseling service via text message. This keeps it discreet and convenient. Informing all members that they always have someone to talk to in complete confidence and privacy.
* Information Desk
	+ Daily news, local news, and health information for our members.
* Local Services and Products Appearance
	+ A platform for local talent also brings even more entertainment to our members.
	+ Yoga, meditation, chiropractors, can book a time to offer their services
	+ Smoothie, Food, Merchandise, etc. Each center has three areas marked off which vendors can bid on occupying the space. This is very beneficial because of the length of time every members spends in there they are more influenced to buy.
* Career & Brand building assistance
	+ Prepared to help members figure out a career path, build a business or a brand, tackle hard task. Members have a question we go and get answers.
* Podcast
	+ A voice to the voiceless, allowing members to speak out on important issues to a large audience.
* App developing focus group
	+ Members brainstorm to bring their ideas to reality.
* Motivational “Be More” Merchandise
	+ “Be More” Shirts motivating people everywhere to be more than their current title or demographic. We allow people to go on our site customize there shirt by filling in the phrase More Than A(n)\_\_\_\_\_\_\_\_\_\_\_\_\_
* Portals
	+ Software created to track member progress and easily relays information.

### Mission Statement

**OUR MISSION**

*Providing an enjoyable yet efficient pathway to success*

*​*

*‘Mission 24 focuses on setting members up for happiness and success which ultimately raises the morale of communities everywhere. As we work to quickly spread to many communities we truly believe we are making this world a better place. We provide a much needed safe and social environment with services that combat the causes of mental health problems, while allowing members to work on a large variety of ventures with our help through leveraging different legitimate companies.*

*We seek to minimize the painful feelings people silently battle with through our unique centers. Members receive unlimited access to essential items and services that can change the quality of their lives forever. We take simple everyday products and apply a twist to them making it easier to enjoy simple things like Netflix with their peers. Promoting direct socialization. Weekend Events, Gaming Tournaments, Table Game Comps, and so much more to keep members in high spirits for very low prices.*

*It is the member job to prioritize and utilize the unique services we offer. Assisting members in every way possible we have leveraged many services to be able to provide a large list of services to members, which doesn’t break the bank for them or us. Whether a member wants to start a business or prepare for an academy we are right there with them to answer questions, guide, refer mentors, and legitimate vendors. Services like this give members more confidence and hope for their future. Due to constant traffic in our centers we help local vendors by offering them a chance to sell products and services inside.*

*From work spaces, to developing apps/podcasts, to video games, even to job placement/counseling we create a culture that evens the playing field, it doesn't matter if you are rich or poor, happy or depressed, privileged or not this center gives every member some of everything. It is up to the individual to decide if he or she will play games 73 hours a week or take advantage and create a bright future.*

### Marketing

(ViewComplete marketing strategy attached)

* Member marketing services allow us to save on marketing cost while reaching more people.
* Our members will advertise the popular items they use opening sponsor opportunity quickly
* Podcast segments under the Mission 24 name
* Social media marketing
* Constant Contacts
* Yellow Pages Currently 100 listings
* Door to Door Brochure Informer
* Influencers
* Motivational Merchandise T-Shirt
* All marketing leads people to our website, sign up page, vote on potential locations, and t shirt
* No contracts
* Member Referral, Conversion of Day Passes
* Blogging, Newsletters, and Micro blogging to establish us as thought leaders in youth recreational centers
* Prospecting by phone to cold and warm leads
* Business networking to generate qualified leads
* Coupons for free trials for new businesses passed
* Fliers, brochures etc.
* Direct Mail/Postcards: Develop a list of potential customers
* E-Mail: develop an email list for routine communications with prospective artists
* Website and interactive landing page with social media presence on Facebook, twitter, instagram etc.
* Search engine marketing through text ads around office cleaning keywords in the local area
* Search engine optimization to improve organic search rankings

### Sales Plan

Our marketing will drive in the needed numbers. Our website allows members to sign up quickly and refer a friend. Ads designed by talented social media advertisers and our unique model allows us to reach the most ideal customers quickly and efficiently. Our team will interact daily with the local Millennials and parents. They will spread our info with goals to gather donations, sponsors, and especially sales. We plan to increase our sales by reaching out to as many schools and businesses as possible. The more people that know about us the more success we will have and the happier people will be.

## *Organizational*

### Locations & Facilities Identified

**Our Realtors are working to identify locations in all 21 Counties of New Jersey**

Bergen County NJ Middlesex County NJ Essex County NJ Hudson County NJ Monmouth County NJ Ocean County NJ Union County NJ Camden County NJ Passaic County NJ Morris County NJ Burlington County NJ Mercer County NJ Somerset County NJ Gloucester County NJ Atlantic County NJ Sussex County NJ Hunterdon County NJ Warren County NJ Cape May County NJ Salem County NJ

### Ownership & Structure

Mission 24 is a Limited Liability Corporation. Founded by Nuclear Medicine Technician Summer Coles and Mental Health Advocate, Social Innovator and Humanitarian Marcus Reed.

### Team Members

**A Constantly Growing Team**

The foundation of Mission 24 is our strong staff. Through networking and years of recruiting we have put together a team of elites to oversee specific areas of operation (and growing). We simply seek to bring our members the best. Our Staff trained extensively in assisting young men and women. Providing answers to many questions, helping to stay organized and educated in key elements of life. Our team trained to effectively help Millennials one by one with many resources available. Every onsite staff member must be CPR & First Aid Certified, and undergo yearly background checks & drug test to provide the best service to our members

**Key Pieces**

**Management**

**Marcus Reed-** Founder, Mental Health Researcher, Entrepreneur, Market Research

**Summer Coles-** Health Industry, Nuclear Medicine Tech, Management Team

**Steven Lewis-** MBA Temple Grad, Advanced Business Knowledge, Real Estate, Contractor

**Carol Waites-** Business Coach at Stockton University

**Ken Coles-** Commercial Real Estate, Advanced Marketing & Real Estate Knowledge

**Ty Reaves-** Federal Legal Advisor

**Matthew Giordano-** License Accountant, 3 year experience

**Founder- Marcus Reed**

Humanitarian, Mental Health Researcher, Innovator, and Entrepreneur. Marcus Reed oversees operations Owner of Mission 24. He studied Business Administration, Business Management, Psychology, Sociology, and Life Science. Reed has his hand in a number of many humanitarian projects some of which with celebrity Entrepreneur 2x bestselling author David Meltzer. Reed & company plan to donate many innovations to the members of Mission 24 as they work to fill in the blanks and market these products & services. Ultimately wants to end the mental health issues people are plagued with and through the power of innovations uplift the current and future morale in communities everywhere.

**Co Founder - Summer Coles**

Nuclear Medicine Technician, Researcher, and Co-Founder of Mission 24. Summer is simply in the service of helping people. Spending most of her time in hospitals assisting potential cancer patience she sees first hand the effects anxiety and depression can have on individuals. Her research has led to many strategies Mission 24 takes to combat mental health issues ultimately raising the morals in communities everywhere.

**MBA/Licensed Realtor- Steven Lewis**

An experience real estate broker graduated Temple University with a MBA. Extensive business knowledge and fully capable of fulfilling duties.

**Federal Legal Advisor- Ty Reaves**

A federal legal advisor who plays a key role in our compliance

**Professional Real Estate/ Finances-Ken Coles**

Key piece in our expansion plan. An experienced Remax Manager for 7 years.

**Business Coach/Public Figure- Dave Meltzer**

Dave Meltzer is a Speaker, Best-Selling Author, Award-Winning Humanitarian, and CEO of Sports 1 Marketing. Dave offers coaching services to Mission 24 members.

**Beneficial Connections**

**Nutrient- Ayla, Summer, Ora**

Previous planet fitness management team member who helped analyze market research. Ayla- Wesley Graduate Bachelors in Nutrient.

**Recruiting Help/Marketing- Kameron, Vanessa, Ryan**

Recruits volunteers, supporters, and members. Ads throughout New Jersey.

**Talent Manager- Jess**

Ensure member talents are utilized properly and seen by the right people to advance their careers.

**Career Connections**

Job Corp retirees who can provide valuable information. Work one on one with members who wish to change or start a new career.

**Advanced Job Placement Rep- Patty Job Corp**

Assist members by finding them good paying jobs.

**Tech Content Creators- Quincy, Sam, Ramon, Alexandra, Semaj**

Oversee Mission 24 gaming and technology.

**Web Designer- Max**

Mission 24 staff & members benefit greatly develop web pages, blogs, and content.

**Financing-Jayson, Matt**

Teaching members techniques to managing finances.

**Group Organizer- Pam**

Matching members with similar goals together to further agendas.

**Event Organizer-Kam**

Competitions, Tournaments, Informative discussion as well as fitness coach and aerobic class manager.

**STRATEGIST/INNOVATIONS- DONALD, LEBROUCH, COOPER, ERIC, MARCUS**

MARKETING STRATEGIES CREATOR, INNOVATION AND CAMPAIGN CREATORS

**Networking Manager-Zoriya**

Organizing networking events and linking members with helpful connections.

**Counseling Services- Gabrielle**

Unique form of 24/7 counseling via phone.

**Social Media- Zoriya, Jay, Sabrina**

Brand building services.

**Account Organizer- Vanessa, Jessica, Ryan, Ebony**

Tracks member developments per request.

**PROJECTION RESEARCH**

With hopes of beginning this historic creation in our home state NJ we have done the following:

* Conducted our very own research analysis, studied the census reports, demographic studies with experienced researchers.
	+ **https://www.nj.com**
	+ **https://statisticalatlas.com/state/New-Jersey/Household-Income**
* Identified sustainable locations in every county in NJ
	+ (View chart last page)
* Conducted surveys in both low and high-income areas.
	+ Receive statements of disposable incomes, unreported income from individuals.
* Captured Expert Opinions on Misleading Income Reporting
	+ **https://www.vox.com/2016/9/15/12915038/census-income-report**
	+ Understanding the true income of individuals allow Mission 24 to serve its full purpose and create centers in areas everywhere.
	+ 36k income areas and above
* Analyzed credible sources to the fullest extent
	+ **https://www.minnpost.com/community-sketchbook/2013/09/how-census-numbers-poverty-can-be-misleading/**
	+ **https://www.heritage.org/poverty-and-inequality/report/why-the-new-census-report-will-overstate-poverty**
		- This information gave us extended knowledge as to what people can and cannot afford and what prices are perceived well by the public.
* Studied company financial records in low income areas vs. high.
	+ Many inconsistencies; companies do not fail due to price but value.
	+ Due to our unique, strategically designed business model we have the luxury to eliminate our teen memberships and sell to strictly adults at rates higher than $350- $400 a month (average co working space). This would limit us and we would not appeal to as many people however we would still be very profitable.
	+ Our membership prices act as investments due to what we provide.

**ASSUMPTION BASIS**

1. Member Count- Planet Fitness Membership Expectations

* “Planet Fitness has roughly 6,500 members per gym but can accommodate only 300 people exercising at once.
	+ Our team has studied the marketing plan that made planet fitness what it is. We have recycled their technique of using cheaper items and charging less than competitors. We are confident we can achieve more members per center than planet fitness however our projections show a lesser amount (2,500 less members) but our team is aiming much higher.

2. Co Working Public Appeal- We Work & Co Working Industry Market Size

* “Our membership grew from 80,000 members in 2016 to more than 175,000 members this year. Enterprise doubled to over 1,000 member companies. The We Work team is now more than 4,000 employees strong, and we are proud that women represent over 50% of our workforce.
	+ Similar to We Works but at the same time very different. Like We works we expect a large women base letting women everywhere know understand they can pursue more. **www.mymission24.com/be-more**
	+ However Co working appeals to strictly business owners we connect with all.

3. Community Center Appeal- Helped Identify Price Point

* After surveying a **number** of YMCAs, we have determined that the **average** monthly cost of joining a Y is currently $53. The **average YMCA member** stays for 7.5 years. So each **member** or **member** prospect is worth $4,770.
* Though we can not yet identify how long our members will stay we have often been compared to YMCA’s due to that our approached and what we offered helped identify another company we will out perform



## Research Analysis

Statistics show that 11.01% of youth (age 12-17) report suffering from at least one Major Depressive Episode (MDE) in 2016 (Mental Health America). The state prevalence of youth with MDE ranges from Washington, DC at 8.69% to Oregon at 14.62%.

**Prevalence of Major Depressive Episode (MDE) within states and national level among youths in America**

Statistics also show that 7.4% of youth (or 1.8 million youth) experienced severe depression. These youth experienced very serious interference in school, home and in relationships (Mental Health America).

The level of prevalence of youth with severe MADE in various states ranges from 5.2% in North Dakota to 10.7% in Oregon.

**Prevalence of Severe Major Depressive Episode (MDE) within states and national level in America**

Statistics also reveals that 5.13% of youth in America report having a substance use or alcohol problem. The level of prevalence of youth alcohol and substance use in various states ranges from 4.06% in Oklahoma to 6.44% in Colorado.

**Prevalence of youth alcohol and substance use in various states and at national level in America**

Further statistics show that 64.1% of youth with major depression do not receive any mental health treatment. This implies that 6 out of 10 young people who have depression and who are most at risk of suicidal thoughts, difficulty in school, and difficulty in relationships with others do not get the treatment needed to support them. The level of prevalence of untreated youth with depression in various states ranges from 42.1% in New Hampshire to 77.0% in Arkansas.

**Prevalence of untreated youth with depression in various states and at national level in America**

Source: Mental Health America, 2017

**HARMFUL MISREPRESENTATION OF COLLEGE**

1. “He took a leap of faith, dropped out of college, and immediately snagged an entry-level sales job with a local home security company. He didn’t earn much out the gate, but he did gain enough experience to move into a better position two years later. Velez, currently 36, stayed with this company for more than ten years as an account executive, eventually earning a little over $60,000 a year.
“I wasn’t wealthy, but I comfortable and earning more than some people with bachelor’s and master’s degrees. The only difference is that I didn’t have any student loan debt.”
I realize there’s no way around college for some professions. A school district will only hire teachers who have a degree and teaching certificate, and nobody’s going to take serious medical advice from someone who didn’t complete medical school. So if you’re working toward becoming a teacher, a lawyer, a doctor or another profession where a four-year degree is an absolute necessity, this article isn’t for you.
But if you’re going back and forth with whether to get a degree, here why a four-year degree may not be worth the investment.
High school grads who skip college get a four-year head start
Some two-year degree holders out-earn bachelor degree holders
Student debt can drop net worth’s, and raise debt ratios
You could end up with a job that doesn’t require a four-year degree
High school grads who skip college get a four-year head start
The National Association of Colleges and Employers reports that the class of 2014 earned median starting salaries of $45,478. Some grads earned considerably more, and some considerably less. This isn’t a bad salary, but I know from experience that you don’t need a four-year degree to earn this much or more by your mid or late twenties.
Over the years, I’ve seen several grads skip college and immediately start working. In almost every case, these individuals took vocational or trade classes while in high school. They learned paralegal studies, nursing, cosmetology, and computer programming, which prepared them for entering the workforce after graduation.
While I don’t know the details of their tax returns, what I do know is that even without any college experience, these individuals were raising families, buying homes, and living a comfortable life in their 20s, and their lack of a college degree didn’t seem to stop them from enjoying their American Dream.
A high school grad that skips college and heads straight into the workforce may start his career in a lower-paying position due to inexperience. However, he has a four-year head start over grads that choose to attend college. Four years in the workforce means four years of on-the-job experience, four years of promotions, and four years of raises.
“By the time I was 23 years old I already had three years of sales and marketing experience, and my salary was about $3,000 more than the average starting salary for a college grad with a marketing degree,” explains Velez. “I started at the bottom and worked my way up.”
Some two-year degree holders out-earn bachelor degree holders
Just because your career path requires advance education doesn’t mean a four-year degree is the only means to an end.
A two-year community college degree costs about $6,262; meanwhile, the average student loan debt for a university degree in 2015 was nearly $35,000. Those with a university education invest more time and money, so they obviously earn more, right? Well, not exactly.
Although college grads on average earn about a $1 million more over their lifetime than an employee with only a high school diploma, sometimes, occupation trump's degree. And if you choose the right field, you can strike gold and earn more with only an associate’s degree.
According to a study by the Hechinger report, some community college graduates out-earn grads with a bachelor’s degree—even ten years post-graduation. A report by the Georgetown University Center of Education and the Workforce supports the study and found “nearly 30 percent of Americans with associate degrees now earn more than some with a bachelor’s degree.” So basically, if you choose a high-paying associate’s degree, you’ll probably earn more than someone with a low-paying bachelor’s degree.
Based on data provided by the U.S. Bureau of Labor Statistics and Payscale.com, here’s a sampling of average mid-career salaries for occupations requiring only an associate’s degree.
Occupation   Salary
Funeral Director                                                       $66,720
Solar Energy Installers                                       $50,479
Paralegal                                                           $46,210
Graphic Designer                                                     $42,400
Dental Hygienist                                                       $66,570
Computer Science                                                   $67,400
Fashion Designer                                                   $64,900
Biomedical Equipment Technology                   $64,000
Air Traffic Controllers                                             $122,530
To be fair, the Hechinger report did find that by mid-career many bachelor degree holders catch up and earn salaries comparable to the salaries of those with a two-year degree. Nonetheless, some associate degree recipients come out on top. They paid far less for their education, yet they give bachelor degree recipients a run for their money.
Student debt can drop net worth’s, and raise debt ratios
Student debt is no joke, just ask anyone still paying on a loan 10 or 20 years post-graduation. Even if you believe college—whether two-years or four-years—is your ticket to success, there is a sobering fact to consider—student loan debt can lower your net worth.
A recent Pew Research study compared the median net worth of college-educated households with student debt and non-college educated households with no student debt. The study looked at households with heads younger than 40. Despite higher earnings, the median net worth of college-educated households with student debt was $8,700 or 20% less than the median net worth of non-college educated households with no student debt.
The sad truth is that excessive college debt may limit your ability to achieve financial success. “Tackling finances after graduation comes as a big surprise to many, and unfortunately, debt may even impede their ability to reach other life milestones such as getting married or buying a home,” says Mary Johnson, student aid policy, and financial literacy expert.
A survey by the American Student Assistance found that 75 percent of young adults felt their student loan debt affected their decision or ability to purchase a home.
A graduate with $35,000 in student loan debt on a 10-year repayment plan paying 6.8% interest can expect a student loan payment around $402 per month. College might be an investment and considered “good” debt, but student debt can also skyrocket a borrower’s debt-to-income ratio or affect his ability to save money for a home purchase, which unfortunately makes it harder to qualify for a mortgage.
According to the 2013 National Association of Realtors Profile of Home Buyers and Sellers, “among entry-level buyers who said that saving for a down payment was difficult, 54 percent said student loan expenses delayed savings.”
“Student debt trumps all other consumer debt. It’s going to have an extraordinary dampening effect on young people's’ ability to borrow for a home, and that’s going to impact the housing market and the economy at large,” said David H. Stevens, chief executive of the Mortgage Bankers Association.
You could end up with a job that doesn’t require a four-year degree
getting a four-year degree doesn’t guarantee a job. You could end up working in a field other than your area of study, or worse; you could end up with a job that doesn’t even require a degree.
A survey by the consulting firm McKinsey and the student website Chegg reports, “Nearly half of graduates from four-year colleges are in jobs that don’t require a four-year degree.” So not only is your competition other college grads, but you may also be in competition with people who never attended college.
And let’s be honest, if you’re working in a field that doesn’t require a degree, chances are your post-graduation income isn’t what you expected. This can have a domino effect on your personal finances. Earning less can mean delaying student loan repayment. Although you can request a deferment or forbearance with a federal student loan and temporarily postpone monthly payments, you’ll pay interest while loans are in forbearance, which adds insult to injury.
Putting off $35,000 of student loan debt for just two years means you’ll pay an additional $4,000 in interest, increasing your total debt balance to $39,000. The longer you postpone repayment, the more your balance grows.” (Valencia Patrice Higuera Oct 16th, 2018)
2. "School counselors, teachers, and parents sometimes push the idea that college is the fastest and only route to financial success—as if getting into massive debt, walking across a stage and grabbing a piece of paper suddenly makes us immune to layoffs or the rut of living paycheck-to-paycheck.
Although I do have a degree in journalism, I didn’t believe the hype 20 years ago when I graduated high school, I don’t believe it today. A college education—namely a four-year degree—isn’t (and doesn’t have to be) for everyone.
At the age of 19, Andrew Velez enrolled in a local community college with plans to transfer to a four-year university after two years. But after one semester, instinct told him he didn’t need to spend thousands and waste four years to get ahead in his career.You have to be strategic about your first job," said Michelle Weise, chief innovation officer at the Strada Institute for the Future of Work, a nonprofit that focuses on the relationship between education and work. These findings come out of a new report by the Strada Institute for the Future of Work and Burning Glass Technologies, a career market analytics company. The researchers analyzed more than 4 million resumes. "Young adults underemployed after graduation can't consider it just a phase," the report reads. "A few months can easily turn into a few years and eventually an entire career." More than 40 percent of college graduates take positions out of school that don't require a degree, the study found. And more than 1 in 5 college grads still aren't working a degree-demanding job a decade after leaving school. These figures threaten to undermine what has long been college's main mission: to help people get ahead in their lives, said Matt Sigelman, CEO of Burning Glass Technologies. "Does college continue to live up to the promise it had in past generations?" he said. Employers' expectations have also gone up, he said, making it harder for young people to quickly find a job that aligns with their studies. Even for entry-level positions, demands can be tough to meet. "Employers are surprisingly specific of the work-ready skills you’re supposed to bring in," he said. "That makes it challenging for students who haven’t designed their path through college to include picking up those kind of skills.” Many college students, for their part, don't start preparing for work soon enough, said Weise at the Strada Institute for the Future of Work. She said 40 percent of undergraduate students never visit their college's career services department. (Students should make regular visits to this office, she said.) People need to start thinking about their first job well before they graduate, Burning Glass Technologies' Sigelman said. (Annie Nova, Published 3:34 PM ET Tue, 26 June 2018 CNBC.com)

 **IMPORTANT FACTS & STATS-**

#### Worldwide Statistics

Depression is the leading cause of disability worldwide. Almost 75% of people with mental disorders remain untreated in developing countries with almost 1 million people taking their lives each year. In addition, according to the World Health Organization (WHO), 1 in 13 globally suffers from anxiety. The WHO reports that anxiety disorders are the most common mental disorders worldwide with specific phobia, major depressive disorder and social phobia being the most common anxiety disorders.2

**[Children](http://www.adaa.org/living-with-anxiety/children%22%20%5Ct%20%22_blank)**

Anxiety disorders affect 25.1% of children between 13 and 18 years old. Research shows that untreated children with anxiety disorders are at higher risk to perform poorly in school, miss out on important social experiences, and engage in substance abuse.

Anxiety disorders are the most common mental illness in the U.S., affecting 40 million adults in the United States age 18 and older, or 18.1% of the population every year.

Anxiety disorders are highly treatable, yet only 36.9% of those suffering receive treatment.

People with an anxiety disorder are three to five times more likely to go to the doctor and six times more likely to be hospitalized for psychiatric disorders than those who do not suffer from anxiety disorders.

Anxiety disorders develop from a complex set of risk factors, including genetics, brain chemistry, personality, and life events.

Anxiety and Depression

It's not uncommon for someone with an anxiety disorder to also suffer from depression or vice versa. Nearly one-half of those diagnosed with depression are also diagnosed with an anxiety disorder.

Find out more about depression.

**Generalized Anxiety Disorder (GAD)**

GAD affects 6.8 million adults, or 3.1% of the U.S. population; yet only 43.2% are receiving treatment.

Women are twice as likely to be affected as men. GAD often co-occurs with major depression.

**Panic Disorder (PD)**

PD affects 6 million adults, or 2.7% of the U.S. population.

Women are twice as likely to be affected as men.

**Social Anxiety Disorder**

SAD affects 15 million adults, or 6.8% of the U.S. population.

SAD is equally common among men and women and typically begins around age 13. According to a 2007 ADAA survey, 36% of people with social anxiety disorder report-experiencing symptoms for 10 or more years before seeking help.

**Specific Phobias**

Specific phobias affect 19 million adults, or 8.7% of the U.S. population.

Women are twice as likely to be affected as men.

Symptoms typically begin in childhood; the average age-of-onset is 7 years old.

Obsessive-compulsive disorder (OCD) and posttraumatic stress disorder (PTSD) are closely related to anxiety disorders, which some may experience at the same time, along with depression.

**Obsessive-Compulsive Disorder (OCD)**

OCD affects 2.2 million adults, or 1.0% of the U.S. population.

OCD is equally common among men and women.

The average age of onset is 19, with 25 percent of cases occurring by age 14. One-third of affected adults first experienced symptoms in childhood.

**Posttraumatic Stress Disorder (PTSD)**

PTSD affects 7.7 million adults, or 3.5% of the U.S. population.

Women are more likely to be affected than men.

Rape is the most likely trigger of PTSD: 65% of men and 45.9% of women who are raped will develop the disorder.

Childhood sexual abuse is a strong predictor of lifetime likelihood for developing PTSD.

**Major Depressive Disorder**

The leading cause of disability in the U.S. for ages 15 to 44.3.

MDD affects more than 16.1 million American adults, or about 6.7%of the U.S. population age 18 and older in a given year.

While major depressive disorder can develop at any age, the median age at onset is 32.5 years old.

More prevalent in women than in men.

Persistent depressive disorder, or PDD, (formerly called dysthymia) is a form of depression that usually continues for at least two years.

Affects approximately 1.5 percent of the U.S. population age 18 and older in a given year. (about 3.3 million American adults). Only 61.7% of adults with MDD are receiving treatment. The average age of onset is 31 years old.

**(Source: National Institute of Mental Health)**

**BENEFITS OF SOCIALIZATION-**

*“Much networking is goal directed. You want something in your life, and you go out and network to find that thing, be it a lover, a friend, a job, a service or a product. There is more to life than goal directed networking, however. It is also important to just be with people sometimes. Socialization involves being with and a part of other people; enjoying their company, confiding in them or letting them confide in you, and working together towards shared goals. Going to church, joining a club or group, chatting online, calling a friend on the phone, or hanging out with friends are all means of socialization. These are the activities that banish loneliness feelings and promote the sense of safety, belonging and enjoyment that helps people to feel secure.*

*Being able to socialize well is one of the main reasons that having good social skills is important. If you have social skills, you will have an easier time socializing and you will more easily enjoy the benefits of having healthy caring relationships with others:*

* *You feel a part of something larger than yourself (a church, a lodge, a club, a group)*
* *You are supported in various ways when you need support*
* *You have people to spend time with and do things with. This wards off loneliness and provides entertainment and distraction from pain.*
* *You feel wanted, included and cared for*
* *You have a place to confide your secrets or to share ideas and feelings*

*Time spent socializing can help build your confidence (or at least keep it from sinking lower), strengthen your sense that life has meaning and purpose, raise your spirits and confidence and help protect you against the effects of stress and loss.*

*Since socialization really just boils down to spending time with other people you care about or who are engaged in something you care about, there are numerous ways you can increase your socialization:*

* *Initiate interactions with friends and family. Call friends or family members and talk or chat, or invite them to spend time with you. Have a party, exercise together, eat at a restaurant or just hang out. If your schedule is too busy to allow for this sort of thing, then change your schedule to open up a little time.*
* *Introduce yourself to neighbors and other people you come into contact with frequently. Say hello when someone walks by and ask how he or she are doing.*
* *Join groups. Participate in religious services, civic groups, service groups, hobby groups, exercise groups, gyms, and similar sorts of community groups. Take a class that interests you. Regular attendance is important; it takes a while before people sense that you're no longer a stranger.*
* *Advertise yourself. Create a profile on a dating website, or describe your plight anonymously on a free classifieds service like Craigslist (where interested people can email you anonymously).*

*Private or shy people who struggle with loneliness issues often find it a challenge to increase their socialization because of intense feelings of anxiety or self-defeating beliefs. Such people should consult our sections on changing behaviors and thoughts and on changing moods above where methods for overcoming social anxiety such as cognitive restructuring and relaxation are provided.*

*Keep in mind that it is the quality of your relationships and not there number that determine what benefits you will receive from socializing. It is the deeper, caring relationships that provide benefits, and not the shallower temporary ones. For this reason, even if you are good at socializing, take steps to deepen your relationships. Do things for other people and test to see whether they reciprocate. Pursue those relationships, which do reciprocate your investment, and avoid those which do not. Risk letting a few special people knows your intimate thoughts. Do this slowly so as not to overwhelm. Relationships have to be reciprocal to become real friendships. Give-and-take is essential. (MentalHelp.Net)”*

 **DEALING WITH ADOLESCENT PRESSURES-**

*“When Millennials feel down, there are ways they can cope with these feelings to avoid serious depression. All of these suggestions help develop a sense of acceptance and belonging that is so important to adolescents.*

* ***Try to make new friends.*** *Healthy relationships with peers are central to Millennials’ self-esteem and provide an important social outlet.*
* ***Participate in sports, job, school activities or hobbies.*** *Staying busy helps Millennials focus on positive activities rather than negative feelings or behaviors.*
* ***Join organizations that offer programs for young people.*** *Special programs geared to the needs of adolescents help develop additional interests.*
* ***Ask a trusted adult for help.*** *When problems are too much to handle alone, Millennials should not be afraid to ask for help.”*

*-Mentalhealthamerica.net*

*Each year, almost 5,000 young people, ages 15 to 24, kill themselves. The rate of suicide for this age group has nearly tripled since 1960, making it the third leading cause of death in adolescents and the second leading cause of death among college-age youth.****Over 44 million American adults have a mental health condition.*** *Since the release of the first State of Mental Health in America report (2015), there has only been a slight decrease in the number of adults who have a mental health condition (from 18.19% to 18.07%)*

* Rate* ***of youth experiencing a mental health condition continues to rise.*** *The**rate of youth with Major Depressive Episode (MDE) increased from 11.93% to 12.63%. There was only a 1.5% decrease in the rate of youth with MDE who did receive treatment. Data showed that 62% of youth with MDE received no treatment.*

*Mentalhealthamerica.net*

**IMPORTANCE OF COMMUNITY CENTERS**

*“Researchers have begun to study the interaction between youth engagement and positive development (Brennan and Barnett 2009; Brennan, Barnett, and Baugh 2007; Brennan, Barnett, and Lesmeister 2007; Brennan, Barnett, McGrath 2009; Crooks, Chiodo, Thomas, and Hughes 2009; Ludden 2011; Pearrow 2008). Youth engagement is defined as "meaningful participation and sustained involvement of a young person in an activity, with a focus outside of him or herself" (Crooks et al., 2009). For the purposes of this article, a community refers to the geographical boundaries established by municipalities (e.g., city or town), a neighborhood, and/or a school environment encompassed within larger geographical boundaries (e.g., a campus or a district).*

*Students working together- Past research on youth engagement has been grounded in two theories: 1) youth development theory and 2) attachment theory (Brennan, Barnett, and Lesmeister 2007; Brennan, Barnett, and McGrath 2009). First, youth development theory is based on building resilient communities where youth are surrounded by adult support. The idea is that resilient communities will have the capacity to support youth in times of need whereas non-resilient communities may lack such a capacity. In addition, creating communities where youth are encouraged to engage allows youth to adapt to and overcome adversities. By developing positive relationships with adults in the community, youth will value the community and the relationships they have developed (Brennan, Barnett, and Lesmeister 2007).“It is clear from the current political and social landscape that youth today crave recognition as equal contributors in shaping a just society.”*

*Helgeson & Schneider, 2015 Research on youth engagement has also been based in attachment theory (Brennan, Barnett, and McGrath 2009). Attachment theory attempts to explain the function and need of long-term meaningful relationships. Historically, attachment theory has been used in the field of psychology to explain the relationship needs of an infant and a caregiver (usually the mother). This relationship is important because it ensures the proper social and emotional development of the child (Kaye, Lynne, and Murphy 2011). Youth attachment to the community can be viewed in almost the same light. As youth get older, they will look for other attachments in addition to the relationship developed with their caregiver(s). Youth who have developed meaningful positive relationships with other adults in the community have demonstrated better social and emotional development (Brennan, Barnett, and McGrath 2009). In addition, they also demonstrated increased social participation and community action. Meaningful positive relationships help to transform the community from a shared space to a set of psychological bonds between its members. Empowering youth and allowing them the opportunity to participate in the community has shown to benefit their development greatly (Brennan and Barnett 2009; Brennan, Barnett, and Baugh 2007; Brennan, Brennan, Barnett, McGrath 2009; Crooks et al., 2009; Ludden 2011; Pearrow 2008; Wilson, Minkler, Dasho, Wallerstein, and Martin 2008). When youth become engaged in community activities they develop the skills needed to be an effective leader. When youth realize they have the power to influence decisions at a community or school level they will rise amongst their peers and begin to show signs of leadership. Youth feel as if they have an obligation and set of skills needed to represent a certain sub-section of the community population (i.e., youth) in the larger community context. Brennan and Barnett (2009) concluded that youth who are engaged in community efforts at a young age show better problem-solving and decision-making skills when compared to those youth who are not engaged. Similarly, Brennan, Barnett, and Lesmeister (2007) reported that youth who have been empowered by the community are likely to be future leaders. The development of such vital skills (e.g. problem solving and decision-making) at a young age will serve the youth well in a variety of life endeavors. Empowering youth and engaging them in community activities allows them to interact with adults and have guidance as they develop the skills needed to make decisions and solve complex issues (Brennan and Barnett 2009).“When youth become engaged in community activities they develop the skills needed to be an effective leader. “In addition to building leadership skills, engaging youth in the community also creates a sense of belonging and purpose for youth (Brennan, Barnett, and McGrath, 2009). When youth realize their voices and opinions are being considered, they will feel that they are a true part of the community. The community then becomes a place where youth and adults share the common interest of making their shared space a better place. Youth will increasingly become more comfortable with sharing ideas and suggestions because they now see themselves as vital members of the community (Brennan, Barnett, and Lesmeister 2007). Overall, youth internalize the idea that they are making a meaningful contribution to the community and have done so by working productively with other members of the society (Pearrow, 2008). Finally, empowering youth to be engaged in the community has shown to decrease traditional problem behaviors. Some have hypothesized that problem behaviors actually emerge as a result of youth feeling disengaged, and under-valued in their community (Helgeson & Schneider, 2015). Consistently, research has shown that youth who are engaged in their communities are less likely to use drugs and alcohol, less likely to dropout of high school, and less likely to be involved in criminal behavior. Specifically, Crooks et al. (2010) concluded that youth community engagement is connected to a wide range of positive outcomes such as higher academic performance, lower rates of pregnancy, and lower rates of marijuana use. Some programs have even begun to incorporate youth engagement aspects into intervention/prevention efforts (Altman and Feighery 2004; Wilson et al., 2008). These interventions are based on making youth feel their status and well-being matter to the community. Youth who benefit from these interventions tend to shy away from anti-social activities (e.g., drug use and criminal behavior), and more towards prosocial behaviors because of the relationship that have with the community (Altman and Feighery 2004). Youth internalize responsibility for their actions and will not only be held accountable by their family, but also the community and school as a whole (Ludden, 2011).“Empowering youth to be engaged in the community has shown to decrease traditional problem behaviors.”Noting the benefits of engaging youth, communities should look for meaningful ways to include youth in programs/activities. Often the engagement of youth in the community can be incorporated in the school environment. Ultimately, the involvement of youth will facilitate stronger communities and future leaders. - Brennan, M. A., Barnett, R. V., & Baugh, E. (2007). Youth involvement in community development: Implications and possibilities for extension. Journal of Extension, 45 (4), 203-213.”*

# **Special Thanks to the sources used to complete our plans**

# Marketing/Economy/Financials<https://www.toprankblog.com/2018/02/top-marketing-trends-2018/>

# <https://sproutsocial.com/insights/marketing-trends/>

# <https://www.cnn.com/2019/02/17/investing/stocks-week-ahead-consumer-spending-retail/index.html>

# <https://www.cnbc.com/economy/>

# <https://www.wsj.com/news/economy>

# Coworking Industry/Market Potential

# <https://www.us.jll.com/en/coworking-market-growth>

# <https://gcuc.co/2018-global-coworking-forecast-30432-spaces-5-1-million-members-2022/>

# <https://www.coworkingresources.org/blog/key-figures-coworking-growth>

# Competition Compare Contrast

# <https://www.statista.com/topics/2999/coworking-spaces/>

# <https://www.cbinsights.com/research/report/wework-strategy-teardown/>

# <https://www.bloomberg.com/news/articles/2018-02-26/wework-with-900-million-in-sales-finds-cheaper-ways-to-expand>

# Mental Health Knowledge, Trends, Development, Problems, Solutions, Facts

# <https://www.anxietycentre.com/FAQ/why-is-mental-illness-on-the-rise.shtml>

# <https://www.psychologytoday.com/us/blog/how-everyone-became-depressed/201404/alarming-increase-in-mental-illness>

# <https://www.medicalnewstoday.com/articles/323489.php>

# <https://www.psychologytoday.com/us/blog/shift-mind/201203/is-our-society-manufacturing-depressed-people>

# <http://www.mentalhealthamerica.net/issues/state-mental-health-america>

# <https://adaa.org/about-adaa/press-room/facts-statistics>

ASSUMPTION BASIS UPDATED

About Us | **LA fitness** The amount of clubs in the US is not publicly ... **members** in 33 clubs, then there are roughly 3,879 **members per**club.

[*https://en.wikipedia.org/wiki/LA\_Fitness*](https://en.wikipedia.org/wiki/LA_Fitness)

The gym had capacity to hold only about 300 people but had signed up **6,000** total **members**. Half of the **Planet Fitness members** don't ever go …

[*https://www.washingtonpost.com/news/wonk/wp/2016/01/05/what-your-new-gym-doesnt-want-you-to-know/?utm\_term=.f199de691d56*](https://www.washingtonpost.com/news/wonk/wp/2016/01/05/what-your-new-gym-doesnt-want-you-to-know/?utm_term=.f199de691d56)

YMCA 2700 Centers

<http://www.ymca.net/organizational-profile>

Coworking now takes up 27million sq feet of office space across the US, and 19 more growth statistics that prove coworking is the new normal. There are currently 14,411 coworking spaces in the world today. The number of coworking members will rise to 3.8 **million** by 2020 and 5.1 **million** by 2022.

<https://allwork.space/2018/03/coworking-is-the-new-normal-and-these-stats-prove-itt/>

**Sky Zone** is a chain of indoor family entertainment centers in the United States, Canada, ... Within six months, the facility had hosted 10,000 visitors, and **total** revenue for the first year was $412,000. In 2006, Platt's son Jeff, who was a student at …

<https://en.wikipedia.org/wiki/Sky_Zone>

Number of movie tickets sold in the U.S. and Canada from 1980 to 2018 (in millions) The statistic above presents data on the annual ticket sales at the North American box office. In 2004, **1.51 billion tickets** were sold at movie theaters in the U.S. and Canada. In 2018, the figure stood at just over 1.3 billino tickets.

<https://www.statista.com/statistics/187073/tickets-sold-at-the-north-american-box-office-since-1980/>

(CNN) Netflix is quickly approaching 150 million subscribers. Netflix (NFLX) said Thursday that it added nearly **9 million** new paying subscribers during the final three months of 2018, beating its own expectations of **7.6 million** new subscribers. The service now has **139 million** subscribers globally.

<https://www.cnn.com/2019/01/17/media/netflix-earnings-q4/index.html>

Hulu had more than **25 million** subscribers at the end of 2018, up by **eight million** from the year earlier, the streaming service announced Tuesday. Hulu said its subscriber total rose **48**% on a year-over-year basis. Its subscriber count includes customers for both its subscription service and live TV offerings.

<https://www.wsj.com/articles/hulu-reports-more-than-25-million-subscribers-in-2018-11546963200>

the number of Prime members in the U.S. has grown from 54 million to 101 million over the past three years.

<https://www.statista.com/chart/5232/amazon-prime-members/>

**Total** revenues increased 9.2% to $332.2 million from $304.1 million , or ... While comparable store **sales** declined in the first quarter this year, …

<http://ir.daveandbusters.com/news-releases/news-release-details/dave-busters-achieves-first-quarter-revenue-growth-92-and-eps>

Interactive entertainment stands today as the most influential form of entertainment in America.” “2018 was another record setting year for the **U.S. video game** industry as consumer spending jumped 18 percent to over $43 billion.

<http://www.theesa.com/article/u-s-video-game-sales-reach-record-breaking-43-4-billion-2018/>

|  |  |  |
| --- | --- | --- |
| **Total TopGolf** | **Average Per Facility** |  |
| Annual Visitors | 12 Million | 387,000 |
| Revenue | **$756 Million** | **$24.4 Million** |
| Profit Margin | 40% | 40% |
| EBITDA | $302 Million | **$9.8 Million** |

<https://golf-delta.com/topgolf/>

The Xanax Market. Over **49 million** prescriptions for alprazolam were written in 2012, making this drug the second-most prescribed psychoactive drug that year after the narcotic painkiller hydrocodone.

<https://drugabuse.com/xanax/history-statistics/>

In 2016, health care providers across the US wrote more than 214 million prescriptions for opioid pain medication—a rate of **66.5** prescriptions per **100 people**. 2. As many as 1 in **5 people** receive prescription opioids long-term for noncancer pain in primary care settings.

<https://www.moveforwardpt.com/resources/detail/7-staggering-statistics-about-america-s-opioid-epi>

Adderall Statistics. Almost **16 million** prescriptions for stimulants like Adderall were written in 2012 – approximately triple the amount written in 2008. In 2012, over **116,000 people** were admitted to rehab for an addiction to amphetamines like Adderall.

<https://www.addictioncenter.com/stimulants/adderall/>

The percentage of podcast listeners in America has also substantially increased over the past decade. In 2018, **44%** of Americans ages 12 and older have ever listened to a podcast, according to Edison Research and Triton Digital survey data, and **26%** have listened to a podcast in the past month, up from just 9% in 2008.

<https://www.journalism.org/fact-sheet/audio-and-podcasting/>

This statistic shows the percentage of US population with a social media profile from 2008 to 2019. In the most recently measured period, 79 percent of U.S. Americans had a social media profile, representing a three percent decrease compared to the previous year.

<https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>

The total number of hours of video watched on YouTube each month – **3.25 billion**.**10,113** YouTube videos generated over **1 billion** views. 80% of YouTube's views are from outside of the U.S. The average number of mobile YouTube video views per day is **1,000,000,000**.

<http://videonitch.com/2017/12/13/36-mind-blowing-youtube-facts-figures-statistics-2017-re-post/>

In 2017, 80.4 million workers age 16 and older in the United States were paid at **hourly** rates, representing 58.3 percent of all wage and **salary** workers. Among those paid by the hour, 542,000 workers earned exactly the prevailing federal minimum wage of $7.25 per hour.

<https://www.bls.gov/opub/reports/minimum-wage/2017/home.htm>

The **US unemployment** rate fell to 3.8 percent in February 2019 from 4 percent in the previous month and below market expectations of 3.9 percent. The number of **unemployed** persons decreased by 300,000 to 6.2 million.

<https://tradingeconomics.com/united-states/unemployment-rate>

The **amount** stolen hit $16.8 billion last year as 30 percent of **U.S.**consumers were ... Within the **fraud** category, imposter **scams** were the most reported and ... (1) Percentages are based on the **total number** of identity theft complaints in the …

<https://www.iii.org/fact-statistic/facts-statistics-identity-theft-and-cybercrime>

ASurroca on flickr With revenues of **$10.7 billion** last year and 16,850 shops in 40 countries, Starbucks is clearly the world's top coffee retailer. The coffee giant celebrated its 40th anniversary this month but it shows no signs of slowing down.

<https://www.businessinsider.com/15-facts-about-starbucks-that-will-blow-your-mind-2011-3>

**Applebee's** has a strong **customer** base, serving over 20,000,000 guests every .... business is expected to welcome on average about 150 people **per day**.

The Top Instagram Fitness Influencer Has **12.6 Million** Followers.

<https://influencermarketinghub.com/15-instagram-influencer-statistics/>

# Appendix

### Profit and Loss Statement (With monthly detail)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| FY2020 | June '19 | July '19 | Aug '19 | Sept '19 | Oct '19 | Nov '19 | Dec '19 | Jan '20 | Feb '20 | Mar '20 | Apr '20 | May '20 |
| Revenue |  |  |  |  |  |  |  |  |  |  |  |  |
| Bookings | $77,400 | $78,948 | $80,527 | $82,137 | $83,779 | $85,454 | $87,163 | $88,906 | $90,684 | $92,497 | $94,346 | $96,232 |
| Standard Memberships | $17,490 | $22,385 | $27,182 | $31,884 | $36,491 | $41,006 | $45,430 | $49,767 | $54,017 | $58,181 | $62,262 | $66,262 |
| VIP Memberships | $13,357 | $17,446 | $21,455 | $25,382 | $29,232 | $33,004 | $36,701 | $40,325 | $43,874 | $47,354 | $50,764 | $54,106 |
| Food / Beverages | $6,670 | $13,340 | $20,010 | $26,680 | $33,350 | $40,020 | $46,690 | $53,360 | $60,030 | $66,700 | $73,370 | $80,040 |
| Member Services | $2,668 | $5,336 | $8,004 | $10,672 | $13,340 | $16,008 | $18,676 | $21,344 | $24,012 | $26,680 | $29,348 | $32,016 |
| Apparel | $2,670 | $4,000 | $5,336 | $6,670 | $8,004 | $9,338 | $10,672 | $12,006 | $13,339 | $14,673 | $16,007 | $17,341 |
| Day Pass | $1,200 | $1,200 | $1,200 | $1,200 | $1,200 | $1,200 | $1,200 | $1,200 | $1,200 | $1,200 | $1,200 | $1,200 |
| Total Revenue | $121,455 | $142,655 | $163,714 | $184,625 | $205,396 | $226,030 | $246,533 | $266,907 | $287,156 | $307,285 | $327,297 | $347,197 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Direct Costs |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Gross Margin | $121,455 | $142,656 | $163,714 | $184,625 | $205,396 | $226,030 | $246,533 | $266,907 | $287,156 | $307,285 | $327,297 | $347,197 |
| Gross Margin % | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Operating Expenses |  |  |  |  |  |  |  |  |  |  |  |  |
| Salaries and Wages | $30,160 | $30,160 | $30,160 | $30,160 | $30,160 | $30,160 | $30,160 | $30,160 | $30,160 | $30,160 | $30,160 | $30,160 |
| Employee Related Expenses |  |  |  |  |  |  |  |  |  |  |  |  |
| OPERATION EXPENSES | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $800 |
| Monthly Expenditures | $6,000 | $6,000 | $6,000 | $6,000 | $6,000 | $6,000 | $6,000 | $6,000 | $6,000 | $6,000 | $6,000 | $6,000 |
| Improvements | $20,000 |  |  |  |  |  |  |  |  |  |  |  |
| Furniture | $22,000 |  |  |  |  |  |  |  |  |  |  |  |
| Office Needs | $4,200 |  |  |  |  |  |  |  |  |  |  |  |
| Equipment | $12,700 |  |  |  |  |  |  |  |  |  |  |  |
| Miscellaneous | $6,500 |  |  |  |  |  |  |  |  |  |  |  |
| Total Operating Expenses | $102,360 | $36,960 | $36,960 | $36,960 | $36,960 | $36,960 | $36,960 | $36,960 | $36,960 | $36,960 | $36,960 | $36,960 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Operating Income | $19,095 | $105,695 | $126,754 | $147,665 | $168,436 | $189,070 | $209,573 | $229,947 | $250,196 | $270,325 | $290,337 | $310,237 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Interest Incurred |  |  |  |  |  |  |  |  |  |  |  |  |
| Depreciation and Amortization |  |  |  |  |  |  |  |  |  |  |  |  |
| Income Taxes | $3,819 | $21,139 | $25,351 | $29,533 | $33,687 | $37,814 | $41,915 | $45,989 | $50,039 | $54,065 | $58,068 | $62,047 |
| Total Expenses | $106,179 | $58,099 | $62,311 | $66,493 | $70,647 | $74,774 | $78,875 | $82,949 | $86,999 | $91,025 | $95,028 | $99,007 |
| Net Profit | $15,276 | $84,556 | $101,403 | $118,132 | $134,749 | $151,256 | $167,658 | $183,958 | $200,157 | $216,260 | $232,269 | $248,190 |
| Net Profit / Sales | 13% | 59% | 62% | 64% | 66% | 67% | 68% | 69% | 70% | 70% | 71% | 71% |

|  |  |  |  |
| --- | --- | --- | --- |
|  | FY2020 | FY2021 | FY2022 |
| Revenue |  |  |  |
| Bookings | $1,038,073 | $1,089,976 | $1,144,474 |
| Standard Memberships | $512,357 | $977,067 | $1,247,225 |
| VIP Memberships | $413,000 | $803,622 | $1,030,491 |
| Food / Beverages | $520,260 | $572,286 | $629,514 |
| Member Services | $208,104 | $384,192 | $768,384 |
| Apparel | $120,056 | $132,061 | $145,267 |
| Day Pass | $14,400 | $14,400 | $14,400 |
| Total Revenue | $2,826,250 | $3,973,605 | $4,979,754 |
|  |  |  |  |
| Total Direct Costs |  |  |  |
|  |  |  |  |
| Gross Margin | $2,826,250 | $3,973,605 | $4,979,755 |
| Gross Margin % | 100% | 100% | 100% |
| Operating Expenses |  |  |  |
| Salaries and Wages | $361,920 | $361,920 | $361,920 |
| Employee Related Expenses |  |  |  |
| OPERATION EXPENSES | $9,600 | $9,600 | $9,600 |
| Monthly Expenditures | $72,000 | $72,000 | $72,000 |
| Improvements | $20,000 |  |  |
| Furniture | $22,000 |  |  |
| Office Needs | $4,200 |  |  |
| Equipment | $12,700 |  |  |
| Miscellaneous | $6,500 |  |  |
| Total Operating Expenses | $508,920 | $443,520 | $443,520 |
|  |  |  |  |
| Operating Income | $2,317,330 | $3,530,085 | $4,536,234 |
|  |  |  |  |
| Interest Incurred |  |  |  |
| Depreciation and Amortization |  |  |  |
| Income Taxes | $463,466 | $706,017 | $907,247 |
| Total Expenses | $972,386 | $1,149,537 | $1,350,767 |
| Net Profit | $1,853,864 | $2,824,068 | $3,628,987 |
| Net Profit / Sales | 66% | 71% | 73% |

### Balance Sheet (With Monthly Detail)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Starting Balances | June '19 | July '19 | Aug '19 | Sept '19 | Oct '19 | Nov '19 | Dec '19 | Jan '20 | Feb '20 | Mar '20 | Apr '20 | May '20 |
| Cash |  | $21,684 | $128,382 | $264,140 | $422,263 | $602,600 | $805,004 | $1,029,335 | $1,275,454 | $1,543,228 | $1,832,528 | $2,143,228 | $2,475,208 |
| Accounts Receivable |  | $12,980 | $15,246 | $17,497 | $19,732 | $21,952 | $24,157 | $26,348 | $28,526 | $30,690 | $32,841 | $34,980 | $37,107 |
| Inventory |  | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Other Current Assets |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Current Assets |  | $34,665 | $143,628 | $281,637 | $441,995 | $624,552 | $829,161 | $1,055,684 | $1,303,980 | $1,573,918 | $1,865,369 | $2,178,208 | $2,512,315 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Long-Term Assets |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Accumulated Depreciation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Long-Term Assets |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Assets |  | $34,665 | $143,628 | $281,637 | $441,995 | $624,552 | $829,161 | $1,055,684 | $1,303,980 | $1,573,918 | $1,865,369 | $2,178,208 | $2,512,315 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Accounts Payable |  | $7,220 | $680 | $680 | $680 | $680 | $680 | $680 | $680 | $680 | $680 | $680 | $680 |
| Income Taxes Payable |  | $3,819 | $24,958 | $50,309 | $79,842 | $113,529 | $151,343 | $193,258 | $239,247 | $289,286 | $343,351 | $401,419 | $463,466 |
| Sales Taxes Payable |  | $8,350 | $18,158 | $29,413 | $42,106 | $56,227 | $71,766 | $88,716 | $107,065 | $126,807 | $147,933 | $170,435 | $194,305 |
| Short-Term Debt |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Prepaid Revenue | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Total Current Liabilities | $0 | $19,389 | $43,796 | $80,402 | $122,628 | $170,436 | $223,789 | $282,654 | $346,992 | $416,773 | $491,964 | $572,534 | $658,451 |
| Long-Term Debt |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Liabilities | $0 | $19,389 | $43,796 | $80,402 | $122,628 | $170,436 | $223,789 | $282,654 | $346,992 | $416,773 | $491,964 | $572,534 | $658,451 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Paid-In Capital |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Retained Earnings | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Earnings |  | $15,276 | $99,832 | $201,235 | $319,367 | $454,116 | $605,372 | $773,030 | $956,988 | $1,157,145 | $1,373,405 | $1,605,674 | $1,853,864 |
| Total Owner's Equity | $0 | $15,276 | $99,832 | $201,235 | $319,367 | $454,116 | $605,372 | $773,030 | $956,988 | $1,157,145 | $1,373,405 | $1,605,674 | $1,853,864 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Liabilities & Equity | $0 | $34,665 | $143,628 | $281,637 | $441,995 | $624,552 | $829,161 | $1,055,684 | $1,303,980 | $1,573,918 | $1,865,369 | $2,178,208 | $2,512,315 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Starting Balances | FY2020 | FY2021 | FY2022 |
| Cash |  | $2,475,208 | $5,619,726 | $9,511,291 |
| Accounts Receivable |  | $37,107 | $38,088 | $45,913 |
| Inventory |  | $0 | $0 | $0 |
| Other Current Assets |  |  |  |  |
| Total Current Assets |  | $2,512,315 | $5,657,814 | $9,557,204 |
|  |  |  |  |  |
| Long-Term Assets |  |  |  |  |
| Accumulated Depreciation |  |  |  |  |
| Total Long-Term Assets |  |  |  |  |
|  |  |  |  |  |
| Total Assets |  | $2,512,315 | $5,657,814 | $9,557,204 |
|  |  |  |  |  |
| Accounts Payable |  | $680 | $680 | $680 |
| Income Taxes Payable |  | $463,466 | $706,017 | $907,247 |
| Sales Taxes Payable |  | $194,305 | $273,185 | $342,358 |
| Short-Term Debt |  |  |  |  |
| Prepaid Revenue | $0 | $0 | $0 | $0 |
| Total Current Liabilities | $0 | $658,451 | $979,882 | $1,250,285 |
| Long-Term Debt |  |  |  |  |
|  |  |  |  |  |
| Total Liabilities | $0 | $658,451 | $979,882 | $1,250,285 |
|  |  |  |  |  |
| Paid-In Capital |  |  |  |  |
| Retained Earnings | $0 | $0 | $1,853,864 | $4,677,932 |
| Earnings |  | $1,853,864 | $2,824,068 | $3,628,988 |
| Total Owner's Equity | $0 | $1,853,864 | $4,677,932 | $8,306,919 |
|  |  |  |  |  |
| Total Liabilities & Equity | $0 | $2,512,315 | $5,657,814 | $9,557,204 |

### Cash Flow Statement (With Monthly Detail)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| FY2020 | June '19 | July '19 | Aug '19 | Sept '19 | Oct '19 | Nov '19 | Dec '19 | Jan '20 | Feb '20 | Mar '20 | Apr '20 | May '20 |
| Net Cash Flow from Operations |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Profit | $15,276 | $84,556 | $101,403 | $118,132 | $134,749 | $151,256 | $167,658 | $183,958 | $200,157 | $216,260 | $232,269 | $248,190 |
| Depreciation & Amortization |  |  |  |  |  |  |  |  |  |  |  |  |
| Change in Accounts Receivable | ($12,980) | ($2,266) | ($2,251) | ($2,235) | ($2,220) | ($2,205) | ($2,191) | ($2,177) | ($2,164) | ($2,151) | ($2,139) | ($2,127) |
| Change in Inventory | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Change in Accounts Payable | $7,220 | ($6,540) | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Change in Income Tax Payable | $3,819 | $21,139 | $25,351 | $29,533 | $33,687 | $37,814 | $41,915 | $45,989 | $50,039 | $54,065 | $58,068 | $62,047 |
| Change in Sales Tax Payable | $8,350 | $9,808 | $11,255 | $12,693 | $14,121 | $15,539 | $16,950 | $18,349 | $19,742 | $21,126 | $22,502 | $23,870 |
| Change in Prepaid Revenue | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Net Cash Flow from Operations | $21,684 | $106,698 | $135,758 | $158,123 | $180,337 | $202,404 | $224,331 | $246,119 | $267,774 | $289,300 | $310,701 | $331,980 |
| Investing & Financing |  |  |  |  |  |  |  |  |  |  |  |  |
| Assets Purchased or Sold |  |  |  |  |  |  |  |  |  |  |  |  |
| Investments Received |  |  |  |  |  |  |  |  |  |  |  |  |
| Change in Long-Term Debt |  |  |  |  |  |  |  |  |  |  |  |  |
| Change in Short-Term Debt |  |  |  |  |  |  |  |  |  |  |  |  |
| Dividends & Distributions |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Cash Flow from Investing & Financing |  |  |  |  |  |  |  |  |  |  |  |  |
| Cash at Beginning of Period | $0 | $21,684 | $128,382 | $264,140 | $422,263 | $602,600 | $805,004 | $1,029,335 | $1,275,454 | $1,543,228 | $1,832,528 | $2,143,228 |
| Net Change in Cash | $21,684 | $106,698 | $135,758 | $158,123 | $180,337 | $202,404 | $224,331 | $246,119 | $267,774 | $289,300 | $310,701 | $331,980 |
| Cash at End of Period | $21,684 | $128,382 | $264,140 | $422,263 | $602,600 | $805,004 | $1,029,335 | $1,275,454 | $1,543,228 | $1,832,528 | $2,143,228 | $2,475,208 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | FY2020 | FY2021 | FY2022 |
| Net Cash Flow from Operations |  |  |  |
| Net Profit | $1,853,864 | $2,824,068 | $3,628,987 |
| Depreciation & Amortization |  |  |  |
| Change in Accounts Receivable | ($37,107) | ($981) | ($7,826) |
| Change in Inventory | $0 | $0 | $0 |
| Change in Accounts Payable | $680 | $0 | $0 |
| Change in Income Tax Payable | $463,466 | $242,551 | $201,230 |
| Change in Sales Tax Payable | $194,305 | $78,880 | $69,173 |
| Change in Prepaid Revenue | $0 | $0 | $0 |
| Net Cash Flow from Operations | $2,475,208 | $3,144,518 | $3,891,565 |
| Investing & Financing |  |  |  |
| Assets Purchased or Sold |  |  |  |
| Investments Received |  |  |  |
| Change in Long-Term Debt |  |  |  |
| Change in Short-Term Debt |  |  |  |
| Dividends & Distributions |  |  |  |
| Net Cash Flow from Investing & Financing |  |  |  |
| Cash at Beginning of Period | $0 | $2,475,208 | $5,619,726 |
| Net Change in Cash | $2,475,208 | $3,144,518 | $3,891,565 |
| Cash at End of Period | $2,475,208 | $5,619,726 | $9,511,291 |