

2018-2019 Annual Company Report



Advise Enterprise

JA San Diego

San Diego, California

Press Kit Link:

<https://adviseent.wixsite.com/website>

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Executive Summary

Mission

To provide students with the most accessible, safe, and instructive networking and mentorship program possible. Our free service prides itself on connecting avid students with quality mentors and giving back to our community by working with schools and companies to provide opportunities for those in low-income areas.

Description of Business

Advise Enterprise is a non-profit web-based corporation that strives to open up opportunities for young adults to gain first-hand career experience and knowledge at no cost. We connect students and avid learners with reputable mentors in their fields of interest to provide them with career resources such as resume editing, job shadowing, mock interviews, and internships. We are determined to create an accessible, inexpensive, and practical program that will help students like us find their passions and expand on those passions by making connections and collaborating with with field experts.

Financial Summary

Our service has not launched yet and we do not have any sales or expenses as of this moment. However, we have rough estimates for methods of income and future expenses. Our main sources of revenue will be companies who are willing to sponsor our service,

JA Company Performance

Functions of the executives will be to oversee finances, manage contact with corporations and mentors, working with a third-party legal team for privacy/safety policy, setting up marketing for advertisements and promotions, and managing the website's servers, traffic, design, and functionality.

Company Members

Chief Executive Officer: **Max Orr** has built up his reputation in the business world and has taken many business classes in high school in marketing and general business and plans on going to a 4-year university with a major in Business. Max is interested in providing quality mentors and advisors to people who have a talent and passion but don't have the proper resources.

President: **Ben Schlesier** plans on attending a 4-year university studying business and hopes to start a company of his own one day. He loves to provide educational resources to needy people and is passionate about the ocean and is a good networker.

Chief Financial Officer: **Eshan Talluri** is a Business Finance major at UT Austin who is successful on and off the tennis court. His passion stems from helping others who are less fortunate and providing educational services to all.

Chief Marketing Officers: **David Cynkin** is planning on attending a 4- year university studying business or communications. He hopes to carry his experience in competitive sports and leadership into business ventures as well as marketing.; **Mikey Marsal** is an aspiring Environmental Science Major who plans on attending a 4 year university. He has internship experience with social media marketing.

Chief Technology Officer: Adory Vo is a prospective computer science major who plans on attending a 4-year university. Expertise in computer science includes fluency in several computer programming languages such as Java, Python, HTML, and Wolfram.

Vision

Providing resources and opportunities for networking in areas where it's never been possible before. Inspiring youth to strive for their goals and giving them all of the advantages they need to get ahead in their fields of interest.

Purpose

To open up opportunities for young adults, especially those in low-income areas, to gain first-hand career experience and knowledge through collaboration with professionals in their fields of interest.

Brand Statement

We are a non-profit organization that takes pride in providing invaluable opportunities for young adults to get a head start on finding what careers they may be passionate about for no cost.

Keys to Success

Hosting veteran, reputable mentors who our customers can count on. Advertising to potential users and keeping our service free. Gaining sponsorships and funding from companies that support our company mission. Guaranteeing the safety of both students and mentors with extensive security measures including background checks and information/data protection.

Corporate Social Responsibility

Benefiting society, close gap, save money, networking,

With our company having a service based product we stay socially responsible by providing youths with the opportunity to gain experience that is normally difficult to obtain. We plan to help lower income students find opportunities by reaching out to companies for potential mentors in their areas. We also plan to utilize targeted advertising to help students in need become aware of our service. Through these efforts, we hope to achieve one of our other goals of decreasing the gap of available opportunities between high income and low income students. This is important in ensuring that even those who are in less affluent environments are able to discover their passions and explore career and subject options early on. By allowing these students to find their ambitions, we hope to increase the amount of skilled workers and people that will strive to change the world for the better.

Location

Torrey Pines High School - 3710 Del Mar Heights Rd, San Diego, CA 92130

Hours of Operation

24 hours, 7 days a week (website)

E-mail: AdviseENT@gmail.com

Website: <https://adviseent.wixsite.com/website>

Products and Services

- Networking with field experts
- Resume editing & feedback
- Job Shadowing
- Internships
- Mock interviews

Financial Management

Eshan Talluri is the the main Chief Financial Officer. The main source of revenue will be from sponsorships and coordination with corporations as the service will be free to use and have no ads?. Google Spreadsheets will be used to keep track of expenses and revenue.

Launch Plan

Objectives - Year 1

Create a functional website. Obtain solid, authentic mentors who we know and can count on in the Greater San Diego Area to launch our business and build our reputation.

Objectives - Year 2

Launch an app for Advise Enterprise and target new areas outside of San Diego including Orange County and Los Angeles.

Marketing, Advertising & Promotion

Marketing:

4 P's of Marketing

- (1) identification, selection and development of a product
- (2) Non-profit (easier access for all students regardless of socioeconomic status)
- (3) We will distribute directly at schools, providing our product to schools and their students for free
- (4) Before we attract students we need to get mentors on board and before we attract mentors we need to have the software / website developed

Advertising

Audience: Market to parents and young students in high school and college

Communication Mediums:

- Collaboration w/ companies
- Flyers posted on high school and college campuses
- Internet Ads
 - On educational websites
 - On Social Media (platforms listed below)
- Social Media

- Twitter
- LinkedIn
- Facebook
- YouTube (upload intro videos & seminars?)
- E-mail

Examples:



Promotion

Activities like sales/advertising campaigns designed to increase visibility of service.

- Making connections with our local school districts
- Attending networking events to connect with mentors
- Key to our product is having mentors available > connections need to be formed to attain mentors in relevant fields
- Before we can attract students to use our product, we have to get mentors on board to help

Market Analysis

Quantitative and qualitative assessment of a market. Looks into size of market both in volume and value, customer segments and buying patterns, competition, economic environment in terms of barriers to entry and regulation.

Large Market Audience

- 19.9 million in college as of 2018
- 15.1 million in high school
- 35 million potential users
- Currently there is no free service similar to ours available
- Money will need to come from the outside (investment, sponsorships)

Competition

Who are competitors and how does this company compare? Competitive Advantage?

-Other mentor connection services and resume editing websites. Some examples are College counselors may be a competition, but they are very expensive, and mostly used by wealthy parents who can afford to spend thousands of dollars. Our product will work to even the playing field for free.

Strategy & Implementation

Strategy:

1. Contact corporations to gain potential sponsorships and gauge interest
2. Conduct surveys to gauge customer interest
3. Contact and find a web developer to create an official website
4. After the product has been developed we will network to meet mentors who are willing to provide their time for our service
5. Once we have the mentors we will directly go to school districts and share the product with them and their students
6. Background Checks on Mentors: The cost of a background check varies depending on how much is being investigated. A county court criminal background check usually costs **\$15-\$20** and includes misdemeanors, felonies, offense date, case number, and arrest information. A statewide criminal background check typically runs **\$10-\$20**.
7. Criminal background checks — Instant results
 - [State Criminal Background Check: \\$12.95](#)
 - [Regional Criminal Background Check: \\$14.95](#)
 - [National Criminal Background Check: \\$18.95](#)

Advanced criminal background checks — Instant results

- [Advanced State Criminal Check: \\$18.95](#)
- [Advanced Regional Criminal Check: \\$27.95](#)
- [Advanced National Criminal Check: \\$38.95](#)

Local county-level investigations — 48-hour average completion time

- [Advanced National Plus Criminal Package: \\$69.95](#)
- [County Check: \\$19.95](#)

Identity verification — Instant results

- [US Trace: \\$7.95](#)
- [US Validation: \\$6.95](#)

Implementation

We plan to achieve these strategic goals by advertising to high school and college students through social media, and also advertising through school districts to reach out to interested parents. We hope, through these efforts, to gain at least 100,000 users within a year of the business launching.

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Non-profit & free service to attract users • Large market audience: high school and college students • Mentoring is valuable to both students companies - desirable problem/market • Available & accessible through website and app • No other company offers direct easy connection between students and mentors at a local level, at no price, and with a personalized experience 	<ul style="list-style-type: none"> • Background checks for mentors may be costly and time consuming • As the business is not money-focused, profit relies solely on offers that can be secured from deals with companies and schools • Website development for all the features may be costly and time consuming
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Currently no company offers our exact service • Many students, schools, companies, and mentors are supportive of our mission and service • Expenses are not high after web development phase is complete 	<ul style="list-style-type: none"> • A competing service could be established and made more popular by a company with more resources and connections • Profitability and awareness of our service will be initially low

Prospective Mentors

- Wayne Label (Forensic Accountant/Professor)
- Shannon Taylor (Business Teacher/Marketing Consultant)
- Stephanie Mauro (Life Coach), Brian Epperson (CEO/Advertising Specialist)
- Gilad Jaffe (UCLA Doctor)
- Mike Essrig(CEO/Business Owner in Health Care)
- Jeffrey Orr (Senior Director of Data Analysis at Pharmaceutical Company)
- Rodney Jackson (CEO of Sales Company)

Budget Summary

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Income	\$0	\$0	\$0	\$1,000	\$1,500	\$3,000	\$4,000	\$5,000	\$5,500	\$0	\$0	\$0	\$20,000	\$3,333
Expenses	\$0	\$0	\$0	\$1,310	\$1,315	\$270	\$280	\$290	\$300	\$0	\$0	\$0	\$3,765	\$628

Net savings	\$0	\$0	\$0	-\$310	\$185	\$2,730	\$3,720	\$4,710	\$5,200	\$0	\$0	\$0	\$16,235	\$3,309
Ending balance	\$2,000	\$2,000	\$2,000	\$1,690	\$1,875	\$4,605	\$8,325	\$13,035	\$18,235	\$18,235	\$18,235	\$18,235	\$18,235	\$9,039

- Initial balance is \$2000
- Expenses in the first few months include web development and several marketing efforts
- Estimated income is from company sponsors/partnerships.