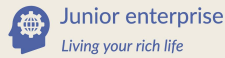


Junior Enterprise Executive Summary

“Living your rich life.”

Company Background	Contact Information
<p><u>Business Description:</u> Junior Enterprise is a Limited Liability Corporation that provides an electronic Networking service through a phone app. Junior enterprise is a pay per-download model because customers pay a one-time download fee.</p>	<p>Jeremy Ortega 347-265-2905 Jeremyortega023@gmail.com</p>
<p><u>Business Model:</u> One unit is a download of the Junior Enterprise service from an app store. Customers get all features after a one time download fee and if they want a more enhanced experience there are also subscriptions monthly.</p>	<p>Junior Enterprise 250 Vesey Street New York, NY 10281</p>
<p><u>Mission Statement:</u> Junior Enterprise goal is to unite people in a global network to connect and enhance their skills of communication as well as having a gym partner, we modernize the Junior Enterprise system to appeal the newer generations.</p>	<p>Year Founded 2023</p>
Market Opportunity	Investment Opportunity
<p><u>Opportunity:</u> Most people believe that the best way to network is by talking to an individual and that's it. However, most of NYC does not have time to talk to each other. Therefore, Junior Enterprise provides a service where we can connect Individuals with others to work out together and make various connections while also creating new friendships or work opportunities.</p>	<p>\$7,800</p> <p>Annual Operating Costs* \$15,840</p> <p>Annual Sales* \$20,405</p> <p>Annual Profit* \$787.47</p> <p>Return on Sales* 3.855</p> <p>Return on Investment* 10.09%</p>

<p><u>Target Market:</u> Our target users are students in high school and college who are looking for opportunities but can't find any. Most jobs nowadays require some sort of internship in your industry and colleges also want to see you stand out and be different.</p>	<p>Breakeven Units/Month*</p> <p>566</p> <p><i>*Projected</i></p>
<p><u>Industry Overview:</u> Junior Enterprise's focus is to connect students within the New York City area. For the first year, we will promote in high schools and colleges that have less opportunities offered such as internships, part-time jobs, assisting, etc. This includes all of NYC state CUNY & SUNY schools as well as High schools with more than 100,000-500,000+ students.</p>	
<p><u>Market Research:</u> Most individuals have no one to go to the gym or to socialize with or procrastinate about going up to someone and talking to them. This issue is huge and could be solved very easily. I found that if an app guides you to communicate and gives you skills then you won't have a problem making connections too for better opportunities. The market would go out to everyone in the world and will be accessible to 8 billion people or more to come.</p>	
<p>Leadership</p>	
<p><u>Qualifications:</u> I go to the High School of Economics and Finance where I am a Member of NAF and a student of NFTE, taking business classes like Intro to Business, Entrepreneurship, Accounting, and Virtual Enterprise. I get experience in various financial aspects.</p>	



Junior Enterprise Business Plan

“Living your Rich Life.”

1. OPPORTUNITY RECOGNITION & BUSINESS STRUCTURE

1.1 Business Opportunity

Connect individuals to work out together while making various connections and give you tips on how to communicate with others before meeting them.

Most individuals in society don't have anyone to go with to the gym and have trouble connecting with others. I would connect people based on their presence and give them suggested ways to communicate with them beforehand and give a brief summary of who they are as a person.

It solves the idea of being by yourself and having nobody. It is also for new friendships and maybe even potential work opportunities; it gives people connections and the skills of communication.

1.2 Type of Business

The reason I choose for my business Junior Enterprise to be a service is that it is much easier and quicker for people to access, while also making it faster for people to connect and go work out with each other based on where they live.

1.3 Type of Business Ownership

My business type will be an LLC. The reason I choose an LLC is due to the fact that it distributes ownership freely, and it is a simple management structure that protects my assets, and any sue that I receive.

I choose business ownership of LLC because I don't need to sell my assets to pay back debt and it makes management easier for me to control.

1.4 Mission Statement

Junior Enterprise will empower people to connect and learn the ins and outs of networking with individuals, while also going to the gym together and working out. It will also allow you to develop new skills such as communication or time management.

1.5 Social Responsibility

My business is socially responsible because we are helping individuals connect and have a partner when it comes to hanging out and going to the gym with someone. We help individuals connect with each other and the reason we make a profit is with the number of ads we run.

I plan to use the money I gain to invest in my Junior Trust foundation which will help low-income families to pay for medical bills and also give them future job opportunities to people.

1.6 Qualifications

I go to the High School of Economics and Finance where I am a Member of NAF and a student of NFTE, taking business classes like Intro to Business, Entrepreneurship, Accounting, and Virtual Enterprise. I get to experience various financial aspects.

2. MARKET RESEARCH

2.1 Market Research

My business belongs to the mobile-application software publishing industry because I am making a mobile app, but it also provides you with a service.

My industry brought in \$25 billion last year.

Most individuals have no one to go to the gym or to socialize with or procrastinate about going up to someone and talking to them. This issue is huge and could be solved very easily, I found that if an app guides you to communicate and give you skills then you won't have a problem making connections too for better opportunities. The market would go out to everyone in the world and will be accessible to 8 billion people or more to come.

2.2 Target Market

Demographics:

Our target users are people who have nobody and or just want to make connections either to have a friend or a business opportunity. They are required either if they don't talk to people to make connections because it helps young adults find opportunities and adults to have long-lasting friendships or someone they can rely on. We will mainly target the people who seek opportunities but don't know where to connect with professionals. This is where they gain the basic knowledge of communication and time management skills, while also having someone.

Geographics: Online (APP)

Psychographics:

Our target customers have outgoing personalities and enjoy meeting new people. They are interested in meeting new people and going to work out, while also learning new skills.

Buying Patterns: Our target market will enjoy talking to a variety of people while making lasting connections. They would like to travel and explore different gyms or just hang out. They want to have someone to talk to and be noticed, not shy.

2.3 Competitors

Direct Competitors:

1. *LinkedIn: A free app which allows you to find and reconnect with colleagues and classmates. Request and provide recommendations, search for and view profiles of other LinkedIn members, Receive unlimited messages. Paid or Premium Subscriptions which offers Premium career helps get hired and get ahead in professional life, Premium also offers you to get detailed in your business insights to further expand and learn how to improve your skills and learn new ones.*

2. *Microsoft Outlook: A free app which allows users to send emails to other group members, delete or edit their own messages, forward an email, or leave groups, delete individual emails, and add members or remove them. Throughout this App Microsoft offers different types of trails which cost monthly. The general idea for this app is to send emails to professionals and other companies to connect and get to know each other.*

3. *Zoom: A free app which allows users to communicate on a platform via video, audio, phone, or chat. Using zoom requires an internet connection of some sort and supported device. Most new users will want to start by creating an account and downloading the zoom client for meetings. Others determine which best fit their needs. It allows you to make a professional call without even getting up in front of them and allows for quicker and faster connections for networking events held online.*

Indirect Competitors:

1. *Netpal: An online app which is a Global Referral Network where Buyers and Sellers post their Needs & Offers for others to serve such needs, consume the offers, or refer third parties.*

2. *Facebook: An online social networking service free for everyone to use. Users must be at least 13 years old. There are currently 1.5 billion Facebook users. The Facebook app has 4.5 stars out of 5 on the Google Play Store.*

3. *Tinder: An online app that saves time over traditional dating, and even over other dating apps (eHarmony, Match, OKCupid). It's User-friendly and anonymous, and you won't get unwanted emails. It's easy to get a date on Tinder, and any initial rejection is anonymous; if someone swipes left on you, you won't know.*

2.4 Competitive Advantage

	<i>Junior Enterprise</i>	<i>Linkedin</i>	<i>Microsoft Outlook</i>
<i>Factor 1: Price</i>	<i>One time download fee, but then features will be available for all members then also free trials.</i>	<i>Free download; but then can buy membership for more access to products and features.</i>	<i>Free, allows you to send and receive email messages, manage calendars, store names, while keeping track of your tracks.</i>
<i>Factor 2: Security</i>	<i>Secure login for members and keeping track of spams.</i>	<i>Core value is putting members first and the decisions we make, including how we manage and protect the data of members.</i>	<i>Gives members their own inbox to avoid spams and connect with high networked people.</i>
<i>Factor 3: Service</i>	<i>Based on our rating system guide and great customer service if needed</i>	<i>Well orientated with provided various opportunities but cannot connect with one certain individual you want.</i>	<i>Alright where users can integrate documents and project notes, collaborate with colleagues, and send reminders.</i>

1. *Junior Enterprise's focus is to help users connect and really engage in meeting new people and making lasting connections. LinkedIn and Outlook users can only connect and communicate through text or email. LinkedIn really targets you to connect with someone and*

communicate, while with Junior Enterprise we bring everything together with finding you a buddy to go to the gym with and potentially getting an internship with your connected buddy.

2. Junior Enterprise creates a network which is safe for anybody especially students to use unlike LinkedIn which connects users to different types of people for no reason. Students of the world are not safe since people who aren't members are able to view all the user's profiles. Junior Enterprise has a secure login page and allows users to block and report other users and give us feedback on how we can resolve their situation. There will also be a rating system after each session with their gym buddy where users can rate each other based on experience and knowledge gained from their peers.

3. Junior Enterprise allows people to filter connections based on accommodations asked and what they wish to learn more about while working out. Outlook doesn't allow users to make accommodations to learn about one certain thing and connect with them. Instead, they are kind of like making a matchmaking website and sending emails to one another.

2.5 Business Growth

Short-term Business Goals:

Networking is an essential aspect of business and building a career. However, many professionals are still skeptical or reluctant to network, even after knowing how crucial networking is to guarantee success. There are far too many benefits of networking to ignore it completely, and the data proves just that. "Networking is the most successful way of finding a meaningful job and attaining career success. 80% of professionals find networking essential to their career success, almost 100% believe that face to face meetings build stronger long-term relationships, and 41% want to network often.

Junior Enterprise's focus is to connect within the NYC area. For the first year, we will promote in high schools and later expand to colleges in NYC too. The schools that we will target are mainly the ones with lower opportunities to network or find business opportunities for youth and young adults. This includes about roughly 60 schools with 100,000+ students. Since most schools don't offer opportunities like internships. We will connect students with higher professionals to work out and learn about their industry of work, that way they get exposed to different work experience. This will later allow students to give us feedback on what they want to pursue and work in. That way we can connect them with working internships. As our base of connections expand, we will start moving into different states.

We will first use teachers and college professionals, as well as any industry of workplace to promote Junior Enterprise to students and children of their own, since most schools in the DOE system don't offer finance courses and business internships. In addition, teachers and college professionals, as well as any industry of workplace have more outside resources and can network fast with others and promote it.

Long-term Business Goals:

After the first year, we will expand globally and target more students and adults. We will expand to all states in the United States. We will also target the students who don't even get any sort of education to learn a real skill that they can use in a future internship we provide them. After we start gaining a solid number of users, we will expand to different students in different counties.

We plan to partner with high networked individuals such as different non-profits and political runners to better prepare our students with opportunities and success. We plan to team up with Global networks, a nonprofit which allows you to travel and give various opportunities of work and learning.

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2.6 Challenges

Short-Term Business Challenges: Networking is an essential aspect of business and building a career. However, many professionals are still skeptical or reluctant to network, even after knowing how crucial networking is to guaranteeing success. Since it is difficult to contact different professional companies in different countries, we will start off in NYC. In addition, it may be difficult to keep our target market engaged. We might not have much revenue during the first year if our target market doesn't purchase beyond our free trial offer. With the data and feedback we collect, we can really improve in Junior Enterprise.

Long-Term Business Challenges: As our app grows, it will be difficult to keep our target markets safe, since it will include many other professionals and students. It will be difficult to monitor the members who join Junior Enterprise.

3. FINANCIAL INFORMATION & OPERATIONS

3.1 Definition of One Unit

One unit of sale is a download of Junior enterprise service from the app store.

3.2 Production Process

Description of Process Steps
1. Customers search for the Junior Enterprise app in the apple or android store
2. Members than choose to download the junior enterprise app
3. Customers will then pay a one-time fee of \$4 to add junior enterprise app
4. Members than gain access to all the futures of junior enterprise
5. They use the app to connect with people and go to the gym
6. Members who take advantage of the people will also gain potential job opportunities if your eager to learn.

3.3 Variable Expenses

Materials				
Material Description	Bulk Price	Bulk Quantity	Quantity per Unit	Cost per Unit
N/A	\$0	0	0	\$0
Total Material Costs per Unit				\$0

Labor		
Cost of Labor per Hour	Time (in hrs) to make one unit	Total Labor Costs per Unit
\$0	0 hours	\$0
COGS/COSS		
Material Costs	Labor Costs	TOTAL COGS/COSS
\$0	\$0	\$0

3.4 Economics of One Unit

Selling Price per Unit

\$4

Variable Expenses per Unit

Costs of Goods Sold

Materials

\$0

Labor

\$0

Total Cost of Goods Sold

\$0

Other Variable Expenses

Commission

\$0

Packaging

\$0

Other

Total Other Variable Expenses

\$.50

Total Variable Expenses

\$.50

Contribution Margin per Unit

\$4.50

3.5 Fixed Expenses for One Month

Expense Type	Monthly Cost	Explanation
Insurance	\$50	Insurance to cover any liability for members misusing the app.
Salary	\$1025	Salary to cover operations and the app.
Advertising	\$0	Advertise through social media to budget costs.
Interest	\$100	Interest on development loan
Depreciation	\$20	Deprecation on computer
Utilities	\$125	Cell phone, Internet
Rent	\$0	No physical place to run an app, everything is online.
Other Fixed Expenses	\$N/A	N/A
Total Fixed Expenses	\$1270	

3.6 Income Statement for First Year of Operations

A	REVENUE	<i>selling price × units sold</i>			\$20,405
B	Gross Sales	<i>selling price × units sold</i>	\$20,405		
C	Sales Returns	<i>selling price × units returned</i>	\$0		
D	Net Sales	$B - C$			\$20,405
	VARIABLE EXPENSES				
	Costs of Goods Sold				
E	Materials	<i>cost of materials × units sold</i>	\$0		
F	Labor	<i>cost of labor × units sold</i>	\$0		
G	Total Cost of Goods Sold	$E + F$		\$0	
	Other Variable Expenses				
H	Commission	<i>cost of commission × units sold</i>	\$3638.57		
I	Packaging	<i>cost of packaging × units sold</i>	\$0		
J	Other	<i>cost of other costs × units sold</i>	\$0		
K	Total Other Variable Expenses	$H + I + J$		\$3638.57	
L	Total Variable Expenses	$G + K$			\$3638.57
M	CONTRIBUTION MARGIN	$D - L$			\$16,776.43

	FIXED OPERATING EXPENSES				
N	Insurance	<i>cost of insurance × 12 months</i>	\$600		
O	Salaries	<i>cost of salaries × 12 months</i>	\$12,300		
P	Advertising	<i>cost of advertising × 12 months</i>	\$0		
Q	Interest	<i>cost of interest × 12 months</i>	\$1,200		
R	Depreciation	<i>cost of depreciation × 12 months</i>	\$240		
S	Utilities	<i>cost of utilities × 12 months</i>	\$1,500		
T	Rent	<i>cost of rent × 12 months</i>	\$0		
U	Other fixed expenses	<i>cost of other × 12 months</i>	\$15,840		
V	Total Expenses	$N + O + P + Q + R + S + T + U$			\$15,840
W	PRE-TAX PROFIT	$M - V$			\$926.43
X	Taxes (15%)	$W \times 0.15$			\$138.96
Y	NET PROFIT	$W - X$			\$787.47

3.7 Start-up Investment

Item	Why Needed	Vendor	Cost
Laptop	Computer needed to maintain the app and run it efficiently	Best Buy	\$600
LLC Filing	Files to keep business secure	Trinity Commence	\$300
App Development	Web Development and Outsource the app	Cousin	\$4,500
Total Start-up Expenditures			\$5,400
Emergency Fund (<i>1/2 of startup expenditures</i>)			\$2,700
Reserve for Fixed Expenses (<i>covers 3 months of fixed expenses</i>)			\$5,100
Total Start-up Investment			\$7,800

How much of this start-up investment can you afford to pay yourself? \$3,500

How much of the start-up investment will you need to finance? (Total Start-up Investment- What you can afford to pay) \$4,300.

3.8 Financial Ratios

Return on Sales (ROS):

Annual Net Profit	\$787.47	3.85 %	\$.39
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Total Annual Sales	\$20,405		

Return on Investment (ROI):

Annual Net Profit	\$787.47	10.09 %	\$.10
<hr/>			
Total Startup Investment	\$7,800		

Breakeven Units (Monthly):

Fixed Monthly Expenses	\$1,700	377.77	377 Units
<hr/>			
Contribution Margin	\$4.50		

4. MARKETING & SALES

4.1 Marketing Plan

Junior Enterprise will start by targeting High school students that are seeking for opportunities of networking. Students in these schools should have experience in different fields because they need to become familiar with different work environments and get exposed to different opportunities.

- 1. Users can connect with professional individuals to gain opportunities and create a network of professionals. Users can speak about past experiences and learn more about who they are and what they want to pursue as a career. Learn about future plans.*
- 2. Users can filter networks by their passion and what they wish to talk about. Users can chat with a variety of professionals in different careers. They will also have the option to work out with their network.*
- 3. Junior Enterprise provides a platform to learn the interviewing skills, presentation skills, workplace etiquette, time management, and resume writing, and could explore various careers.*
- 4. Junior Enterprise provides a safe network for students, so they are comfortable interacting with new people. Users can choose to block and report users. With the rating systems, users can choose wisely whom they want to chat with more and work out with.*

4.2 Promotion

Junior Enterprise will focus on promoting students through schools. We will also promote on social media because we can spread our message to people of NYC and different states for free. We will also use word-of-mouth referrals.

Personal sales/word of mouth: We will first focus on personal sales. We will inform people about the different features of our app and how it will benefit their lives. We promote to High School and College students whose schools are not offering various opportunities like internships or just programs in general based on what they are interested in. We are here to invest in their future. This is because most public schools in NYC do not have opportunities and we will start talking to

students on how with this they can become a competitive advantage on college essays or how it will also build up their resume and connections.

If you refer at least 10 people then you will get full access to the app for 1 year and not pay inside fees such as trials.

4.3 Sales Methods

Junior Enterprise will promote the product in schools/universities to allow students to be informed of this tool so that they can improve their resume and social skills.

Steps a customer follows to purchase my product:

- 1. Customers search for the Junior Enterprise app in app in the Apple or Android Store.*
- 2. Members choose to download the Junior Enterprise App.*
- 3. Customers pay a one-time fee of \$4.50 to add Junior Enterprise to their smartphones.*
- 4. Members gain access to all features of Junior Enterprise*

Future selling methods will include referrals and cold calling. We will work to get in touch to talk to everyone personally.

4.4 Sales Estimates

Maximum Capacity: *There are no maximum capacity units to consider. Many people can download the app from the store.*

In order to reach my break-even point I need to hit a total of 566 Units to break even on my units monthly which is a total revenue cost of \$1700.

The season of summer will affect the app because most people don't offer opportunities to students towards August and September, causing the app to lose profit margins. It will gradually increase as we reach the middle of the school year like October through June giving me more profit revenues and selling more units.

Month	Units	Revenue
January	566	\$1700

February	566	\$1700
March	590	\$1770
April	590	\$1770
May	620	\$1860
June	620	\$1860
July	620	\$1860
August	455	\$1365
September	455	\$1365
October	566	\$1700
November	566	\$1700
December	585	\$1755
Annual Total	6799	\$20,405

[Pitch Deck for Junior Enterprise :](#)