

WE ARE BLOC

Bloc focuses on giving customers a creative alternative to modern-day furniture. Our customizable modular furniture consists of varying sizes of blocks made from recycled plastic. Whether a person is designing or redesigning their space, we provide the tools for them to exercise their creative abilities. Bloc also exhibits our social responsibility through our partnership with Habitat for Humanity. Bloc is able to assist those whose lives have been affected by natural disasters or poverty by rebuilding their lives through rebuilding their homes.

Bloc's Mission: Our customizable modular furniture empowers individuals to break the mold of traditional design and redefine what it means to start over.



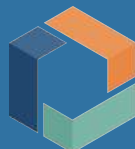
SUSTAINABLE BUSINESS

On March 17th, Bloc's sustainable business plan team, comprised of juniors Alex Betts, Lucas Halberg, Danielle Choy, and Natalie Deng, competed in Oakland. This competition required a written business plan and a twelve minute presentation followed by a five minute question and answer session surrounding a theoretical product that could be manufactured and sold in school. The product this year, Classify.

Classify provides bullet journals to help students maximize efficiency by centralizing all important information into one productive space, while also allowing users to express their unique creativity. Classify's journals are accompanied by the Classify app, which acts as a community platform where users can share bullet journaling ideas and have access to school information, such as a school calendar, grade portal, and teacher websites. The Sustainable Business team placed first and won \$1,000 which will be used to help fund for the Virtual Enterprise program next year. Bloc is excited to see what these juniors will continue to bring to the program next year!

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UPCOMING IN THIS NEWSLETTER



EMPLOYEE OF THE MONTH
CFO PROFILE
BAY AREA TRADE FAIR

HABITAT FOR HUMANITY

Habitat for Humanity emphasizes helping people both locally and globally by building and improving homes for the less fortunate and those affected by natural disasters. Bloc contributes to Habitat by donating sets of our blocks to its “ReStores” where they will be sold at discounted prices. Bloc employees volunteer at “ReStores” and construction sites to ensure that Bloc fulfill its philanthropic mission. At “ReStores”, employees organize, clean, and transport home furnishing items. Employees also volunteer on select Saturdays at construction sites in the local San Gabriel Valley area and help with the building of a local set of homes near the Rose Bowl in Pasadena, California.



EMPLOYEE OF THE MONTH: KATIE CHABOT

Katie is a current senior at SPHS and the Vice President of Human Resources at Bloc. This is her second year in the Virtual Enterprise program and is being recognized for her planning of company activities.

Q: What do you think of the work environment within Bloc?

A: I think the work environment is great! It's the perfect blend of working hard and having fun.

Q: What is the biggest challenge you've faced?

A: The biggest challenge I've faced is implementing Human Resources as a more central part of the company. It was challenging to revamp the Human Resources department but I love it.

Q: What has been your favorite part of Virtual Business?

A: Planning fun activities for everyone to do! Things like Secret Santa and Office Olympics are my favorite things to plan.

Q: What are you looking forward to?

A: I'm looking forward to planning more bondings in the future, especially fun things like Beach Day and the College Rejection Letter bonfire.



Chief Financial Officer: Lauren Sharkey

Lauren Sharkey is a returning Varsity Virtual Business member and a senior on Bloc. She worked in Finance last year as the Branch Banker and is now Bloc's Chief Financial Officer. In Finance, Lauren uses her past experiences as ASB class treasurer to create spreadsheets and lead sales projections for Bloc. She is currently preparing for the Financial Statements competitions in April.

Lauren enjoys the collaborative nature of Virtual Business and getting to know new people. Competing at the state and national level has helped her public speaking skills and prepared her for real world experiences. Outside of Virtual Business, Lauren works as a tutor at Mathnasium, leads a Next Generation Coding camp, and is an active member of South Pasadena High School's ASB. She is currently the Commissioner of Activities and plans school wide events. She also enjoys sketching and reading in her spare time.

As CFO, Lauren's financial goals for Bloc are to breakeven as quickly as possible. She also hopes to bond more as a company as the school year winds down and the last trip of the year approaches. "Lauren has been incredibly helpful in teaching me the subtleties of finance, from statements to inter-firm contracts. She has dedicated a ton of her time to working on the finances of Bloc" says junior Alex Betts.



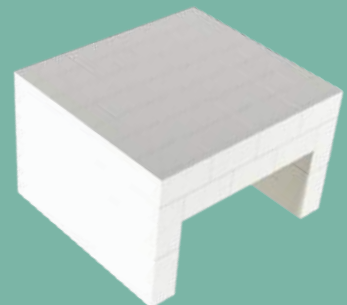
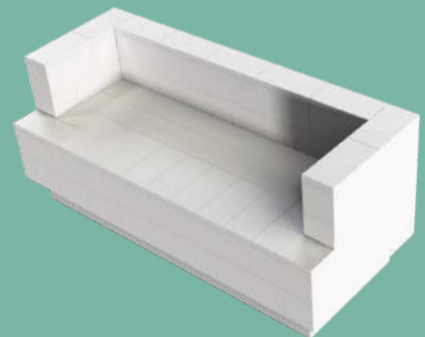
Lauren Sharkey
17 years old
Senior
Attending Boston
University in the fall

WHAT IS MODULAR FURNITURE?

Modular furniture is composed of standardized units and allows people to customize their living spaces without limitations. Our product enables our customers to build anything they want, giving them complete creative control. Individuals never have to settle for furniture below their standards, and they can always modify their living space by taking apart their furniture and building a new creation.

FEATURED PRODUCT: BLOC'S LARGE PACKAGE

The large package includes 50 *Blocks*, 30 *Squares*, and 25 *Toppers* in sleek, vivid, and slate colored sets. Possible creations include but are not limited to chairs, tables, and desks. With an increased amount of blocks, people can further exercise their creativity, making it an ideal package for individuals looking to fully customize their space.



BAY AREA TRADE FAIR

On March 17th and 18th, Bloc attended the Bay Area Trade Fair in Oakland, California. Bloc began by setting up the trade fair booth, with the guidance of the marketing department, and preparing for competitions. Madison Pearson and Cole Schroeder presented Bloc's Marketing Plan while Jonny Hughey presented Elevator Pitch. During the trade fair, Bloc employees sold to judges and other company's employees. Bloc employees also had the opportunity to meet people in companies from Germany and Chicago.

At the awards ceremony, Jack Campbell (pictured on the left) placed 1st for Company Commercial and William Hsu (pictured on the right) placed 2nd for Company Branding. Bloc's Sustainable Business team also placed first and was awarded \$1,000 to go toward next year's Virtual Business funds. Bloc is currently preparing for Youth Business Summit in New York City .



OFFICE OLYMPICS



Bloc's Human Resources department hosted Office Olympics throughout the month of March. Bloc was split up into teams by department and competed in various activities that ranged from paper airplane flying to water bottle bowling to cup stacking. A score board was kept on the employee wall to keep track of each department's progress. Operations placed first followed by Technology and Sales who tied for second place. Marketing finished in third place.

SOCIAL MEDIA



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