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Lift Your Table® table risers
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University Enterprises Corporation on behalf of the
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Lift Your Table® (LYT®) table risers, is a unique product that lifts the height of most standard folding tables from seated height to counter height.

Eliminate
Back & Neck Pain
Without tools
in seconds!

Before





After



**LIFT
YOUR
TABLE®**



And save
your back!

Raise Your Table Height!

 **Made In USA**

www.LiftYourTable.com™



December 3, 2015

RE: Statement of Support for Bethany Smith, B Team Solutions

Dear ChallengeHER Committee:

It is with pleasure that I submit Bethany Smith, founder and CEO of B-Team Solutions to the InnovateHER Challenge as their main product, Lift Your Table® (LYT®) table risers, was the clear winner of our competition. Lift Your Table® (LYT®) table risers positively impacts the lives of women and the market for the product is immense thus rapid growth is expected.

B Team Solutions (BTS), an early stage company, located in Bermuda Dunes, CA, is committed to rapid expansion. The BTS mission is their commitment to bringing high quality products to market that improve the health, welfare, comfort and aesthetics of the work and home environment. BTS products are designed to be used to improve the ergonomics and thus the productivity of customer's offices, homes, projects, and workplaces. The company will maintain the highest levels of corporate integrity and customer service and stands behind its policy of "100% complete customer satisfaction guaranteed...or money back." The company is also committed to continuing to manufacture its core products in the United States thereby supporting American workers, families, and the United States economy. The companies' main product, Lift Your Table® (LYT®) table risers, is a unique product that lifts the height of most standard folding tables from seated height to counter height. Beyond this initial product BTS is committed to bringing quality products to market that improve the health, welfare, comfort and aesthetics of the work and home environment. These products will improve ergonomics and thus the productivity for offices, homes, projects, and workplaces.

Lift Your Table® addresses the problem of standard folding tables being appropriate to sit at but the table is too low to comfortably work from in a standing



position. Working from a table that is positioned too low leads to lower back pain and neck strain, a large and costly problem. Who works “behind” a table? Here is a sampling of actual LYT® customers*:

- Home Use – Entertaining, gift-wrapping, and handicapped persons (allows wheelchairs to be positioned unobstructed under a folding table for work, meals, projects, etc.)
- Crafters – Cutting patterns, sewing, quilting, beading, clay, etc.
- Teachers – Projects, podiums, counters, standing desks, etc.
- Exhibitors – Trade shows, expos, displaying products
- Entrepreneurs /Business – Vendors at street fairs, art shows, work stations, yard sale displays.
- Caterers / Chefs/ Banquet - Serving, sampling, demonstrating, food service.
- Office/Warehouse – Standing desks, shipping, assembly projects, logistics, etc.
- Professionals – Pet groomers, breeders (for shows), disc jockeys, etc.
- Churches – Portable alters, information collection and dissemination, etc.

The facts on the cost and burden of back pain:

- Low back pain is the single leading cause of disability worldwide, according to the Global Burden of Disease 2010.¹
- One-half of all working Americans admit to having back pain symptoms each year.²
- Back pain is one of the most common reasons for missed work. In fact, back pain is the second most common reason for visits to the doctor’s office, outnumbered only by upper-respiratory infections.
- Most cases of back pain are mechanical or non-organic—meaning they are not caused by serious conditions such as inflammatory arthritis, infection, fracture or cancer.
- Americans spend at least \$50 billion each year on back pain—and that’s just for the more easily identified costs.³

Bethany Smith is the President of the company and owns 51%; Bob Smith is Vice President and Director of New Product Development and owns 49% of the company. BTS is seeking federal designation as both a minority and woman-owned small business.

I am pleased to submit the business plan and accompanying financials for B-Team Solutions. The CVWBC team will work with Bethany to meet her business counseling and training needs so her business continues to grow creating benefit to women and the community.

Sincerely,



Michelle Skiljan, Director
Coachella Valley Women’s Business Center
77806 Flora Road, Suite A
Palm Desert, CA 92211
(760) 345-9200

B Team Solutions Business Plan

Makers of Lift Your Table® Table Risers

**Eliminate Back & Neck Pain
Without tools in seconds!**



www.LiftYourTable.comTM

Date: November 18, 2015
By: Bethany Smith
For: InnovateHER Competition
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S.D.G.

B Team Solutions Business Plan

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Executive Summary

B Team Solutions (BTS) is a young, fast-growing company, located in Bermuda Dunes, CA, committed to rapid expansion in the near term. Bethany Smith is the President of the company and owns 51%; Bob Smith is Vice President and Director of New Product Development and owns 49% of the company. BTS is seeking federal designation as both a minority and woman-owned small business.

BTS is committed to bringing quality products to market that improve the health, welfare, comfort and aesthetics of the work and home environment. These products will improve ergonomics and thus the productivity for offices, homes, projects, and workplaces.

The companies' main product, Lift Your Table® (LYT®) table risers, is a unique product that lifts the height of most standard folding tables from seated height to counter height. LYT® is registered by a U.S. Trademark and is projected to achieve \$55,000+ in sales by year end 2015.

From a background as concessionaires/mobile caterers, the founders uncovered the need for a higher work and serving surface as workers, primarily females, complained of lower back pain at the end of the work day. In the United States alone, back pain is one of the biggest causes of lost productivity, missed work days and worker's compensation claims each year with losses totaling in the billions of dollars.*¹ Research has uncovered a significant number of people suffering from lower back pain suffer due to improper ergonomics of their work environment, including those who work from folding tables in a standing capacity. BTS intends to make Lift Your Table® table risers a staple in every work, school, and office environment.

*¹ The actual costs of back pain are very hard to estimate because there are so many factors that play into the real and associated costs – such as the cost to employers in missed work days, and, by extension, the loss of employee productivity. In fact, leading organizations can't settle on a definitive dollar amount of the price of back pain, as estimates range from "at least \$50 billion per year" (American Chiropractic Association), to \$86 billion per year ([WebMD](#)), to more than \$200 billion dollars per year ([American Academy of Orthopedic Surgeons](#)).

Reaching the diverse markets for Lift Your Table® table risers is being executed in three different stages to reach distinct customers as follows:

1. The product line is targeted directly to retail consumers. The majority of these customers are female including food service workers, retail, teachers, and crafters; business women (trade shows), caterers/chefs/food demonstrators, and home entertainers.
2. The product line is also targeted directly to businesses both as large volume end-users of the product (party rental businesses, packing and assembly departments, hotels,) and to resellers; initially by catalog retailers, and eventually to brick and mortar retailers like Bed, Bath, and Beyond, JoAnn Fabrics, and Sam's Club.
3. The product line will be targeted directly to school and government entities (including Federal, State, and Local agencies) for high volume contracts.

Early sales have come primarily from the LYT® web site and distribution in on-line marketplaces including: Ebay, Amazon, and others. The growth strategy is targeted at retail chains (such as Nordstrom Rack, whose logistics people love the product), and industrial supply catalogs. While LYT® table risers are the majority of current sales, the medium term plan is to expand the product line to include other related products that enhance the ergonomics and aesthetics of the work and home environment.

Bethany Smith runs the overall and day-to-day operations of the company. Prior to self-employment, Bethany spent ten years in sales management with large consumer products companies. Her background gives her a well-rounded skill set in addition to a determination to build the company.

Financial Needs:

The company anticipates the need for an influx of outside capital in advance of large customer orders and the need to develop retail packaging. Finishing 2013 with just \$3,400 in gross sales, BTS finished 2014 with over \$10,000 in gross sales and forecasts sales in 2015 to be \$55,000.

Business Description

Overview:

B Team Solutions caters to a broad consumer base from direct individual consumers to higher volume corporate and institutional buyers to wholesale customers, and eventually brick and mortar retailers. The companies' consumer base is significantly female, as these customers make up a large percentage of food service and hospitality workers, crafters, trade show planners and attendees; demonstrators, teachers and warehouse workers.

Mission:

BTS is committed to bringing high quality products to market that improve the health, welfare, comfort and aesthetics of the work and home environment. BTS products are designed to be used to improve the ergonomics and thus the productivity of customer's offices, homes, projects, and workplaces. The company will maintain the highest levels of corporate integrity and customer service and stands behind its policy of "100% complete customer satisfaction guaranteed...or money back." The company is also committed to continuing to manufacture its core products in the United States thereby supporting American workers, families, and the United States economy.

Goals and Objectives:

Goal 1: Generate \$250,000+ in gross sales by 12/31/2016. 2015 year-to-date sales are already four-times 2014 sales. BTS is preparing for at least one "yes" from a major distributor to achieve exponential growth for the company.

Objective 1: Gain distribution in at least one catalog retailer (Uline.com, Grainger.com, Competitive Edge Products, PremierTableLinens.com and McMaster Carr.) Online distribution will lead to catalog distribution. (Projected completion date (PCD): 6/2016)

Objective 2: Gain distribution in at least one Coachella Valley School District by penetrating buyer contacts. (PCD: 3/2016)

Objective 3: Add new online marketplaces (Sears.com, Half.com, Overstock.com) (PCD: 3/2016)

Objective 4: Establish wholesale pricing and policy. (PCD: 12/2015)

Goal 2: Update and grow on-line marketing:

Objective 1: Refresh web site including improvements in shopping basket. (PCD: 3/2016)

Objective 2: Refresh marketing materials including logo, business cards and rack cards. (PCD: 3/2016)

Objective 3: Create two new marketing videos (for gift wrapping station and standing desk.) (PCD: 12/2015)

Objective 4: Establish sponsor partnership with at least two quilting groups. Purchase ad in top-circulating quilting publication. (3/2016)

Industry Analysis

Overview

B Team Solutions is a manufacturer of office furniture parts – finished plastics (NAICS Code 33721.) The primary product, Lift Your Table® table risers, falls within a sub-category “Folding Furniture Manufacturing (FFM)” which includes tables and chairs that can be collapsed for easy storage and portability and are most often made of plastic or basic metals. According to “First Research,” an industry report company, the U.S. office furniture, fixtures, and equipment manufacturing industry includes about 4000 companies with combined annual revenue of about \$20 billion growing at an rate of 5% from 2014 - 2018. IBISWORLD, another industry report company, further breaks out the FFM category as a \$144.3m industry with a projected annual growth of .6% through 2017. Of this FFM category, folding tables represent 17.4% of the category or \$25.2m.

Overall growth of the FFM is flat due to increasing competition from low-cost imports (China) and a conservative U.S. economy. Due to lower costs, imports now represent a staggering 80% of the domestic demand in 2012. Also, tight budgets and low spending across the board in key high-volume consumers such as government, school districts, hotels, banquet halls, and event planning businesses have also impacted the growth of the category.

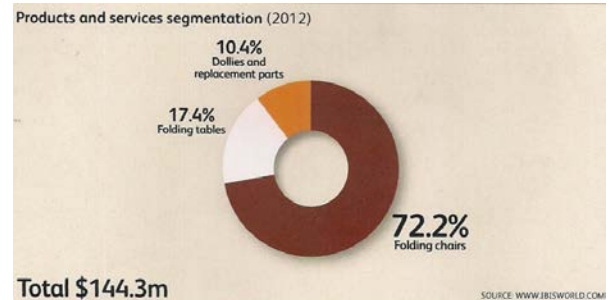
Despite these trends, it is important to point out that Lift Your Table® table risers are an aftermarket product designed to be used with most folding tables. Although the overall growth of the FFM is flat, the potential growth of this product is more closely associated with two factors that are extremely positive. The first is: when budgets are tight, companies and families are less likely to invest in expensive adjustable tables; rather, they are more likely to purchase Lift Your Table® table risers due to the relative low cost. The second is: significant projected growth of other end users such as trade show exhibitors, new and existing businesses, crafters, teachers/education, catering and food service (including hotels, party rentals, etc.) Potential sales of Lift Your Table® table risers is virtually unlimited due to the fact that Lift Your Table® table risers can potentially be purchased for **every folding table that has EVER been made** (and is still in service) across the decades!

Here is the problem or opportunity that Lift Your Table® addresses: standard folding tables are created for people to sit at, but the seated height of the table is too low to comfortably work from in a standing position. Working from a table that is positioned too low leads to lower back pain and neck strain, a large and costly problem. Who works “behind” a table? Here is a sampling of actual LYT® customers*:

- Home Use – Entertaining, gift-wrapping, and handicapped persons (allows wheelchairs to be positioned unobstructed under a folding table for work, meals, projects, etc.)
- Craft persons – Cutting patterns, sewing, quilting, beading, clay, etc.
- Teachers – Projects, podiums, counters, standing desks, etc.
- Exhibitors – Trade shows, expos, displaying products
- Entrepreneurs /Business – Vendors at street fairs, art shows, work stations, yard sale displays.
- Caterers / Chefs/ Banquet - Serving, sampling, demonstrating, food service.
- Office/Warehouse – **Standing desks**, shipping, assembly projects, logistics, etc.
- Professionals – Pet groomers, breeders (for shows), disc jockeys, etc.
- Churches – Portable alters information collection and dissemination, etc.



Research demonstrates that there are many people who experience moderate to severe lower back pain and neck strain simply from working at a table that is positioned too low. Lift Your Table® table risers is a set of four color-through p.v.c. risers that attach to most



folding tables quickly, safely, easily, without tools, and without compromising the structural strength or stability of the table. The risers are professional looking, durable, easily portable, and virtually indestructible.

From a background as caterers, the founders of BTS developed this product as a result of worker back pain complaints. In the discovery process, employees at Sam's Club were observed solving the same problem by working from tables perched on large cans. This was NOT a viable option, as tables perched on cans are not safe because they are easily toppled. Research revealed there were NO commercially available solutions, so BTS developed the product, trademarked it and captured multiple web sites associated with the name/use.

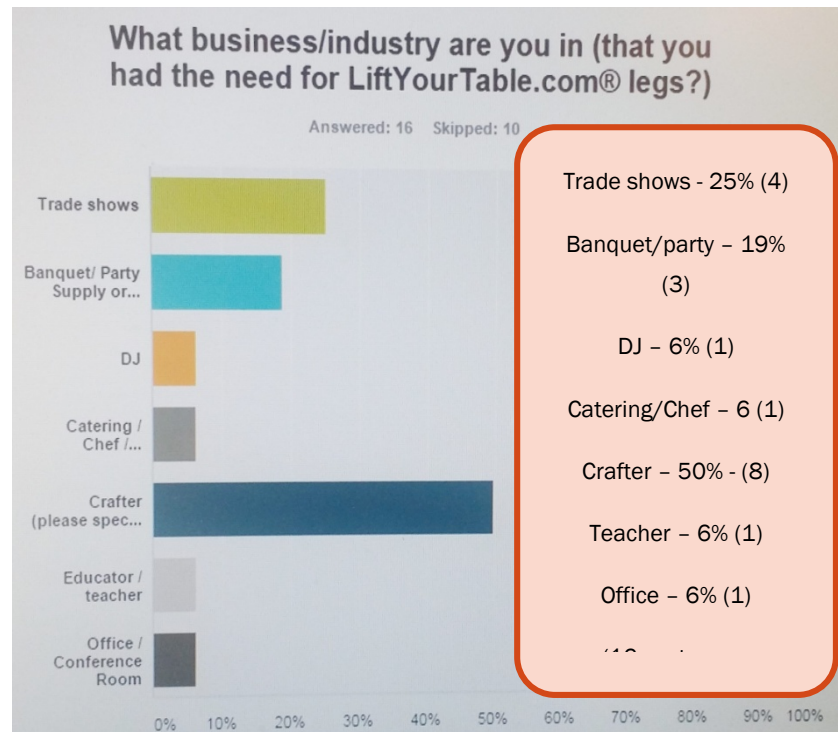
The company began to sell the product via Ebay.com and a web site (www.LiftYourTable.com) but sales quickly out-paced production capacity, so a United States-based plastics manufacturer was contracted to make the components of the product. BTS' most recent "Survey Monkey" professional survey of actual customers resulted in over 75 unique responses. From the survey, the company has been able to gather invaluable information to know exactly WHO the LYT® customers are, WHAT they do, WHY they buy the product (and come back to buy multiple times), WHY they love the product; WHAT they think about the price, and WHAT other products they would like to see offered by BTS. Feedback from the surveys is being used to shape company objectives in many areas including new product development, distribution and marketing strategies.

Opportunities

Currently, the company offers four stock keeping units (s.k.u.'s) for sale: the standard size, custom size (for people who need tables positioned beyond counter height for taller individuals, people using the tables for special projects, displays, etc.), a straight leg kit (for tables with a "T" design), and upcoming, the "EXTRA" long leg set. In addition, the company has custom drawstring carry bags for sale and for customer gifts (mainly for sending back photos of the product in use.) Extensions of the business will be other products that make consumer's working and living environments safe, healthy and aesthetically pleasing such as anti-fatigue mats and custom table clothes (to fit the higher tables!)

BTS is aggressively marketing a s.k.u. targeted at offering a budget-friendly solution for a standing desk kit - a large and growing trend in office ergonomics. Experts agree that spending standing to work vs. sitting could reduce the risk of obesity, diabetes, cardiovascular disease and cancer.* Because the average worker spends almost 6 hours a day sitting each day at his/her desk, some are saying "sitting is the new smoking" and people are proactively converting their workspaces to allow them the ability to stand while they work. Because the average standing desk can cost several hundred dollars, the LYT® standing desk kit can convert a folding table into a standing desk for just \$35.

*<http://www.smithsonianmag.com/science-nature/five-health-benefits-standing-desks-180950259/#8p8jHPtMbq7y9yc2.99>



Potential threats or critical risks facing the product?

There are three potential threats to the LYT® product as follows:

1. The big table manufacturers or other competitors may design a similar product. The answer to this threat (and confirmed by two different patent attorneys who were consulted) is for the company to build market share and brand recognition as quickly as possible. Consider, there are many different portable grills, but only one George Foreman Grill. The goal of BTS is to be the “George Forman” of table risers!
2. 100% of sales are on on-line marketplaces. Any glitch in those systems would impact sales. To minimize this threat, the company is actively pursuing more diversity in its distribution.
3. Improvements in table design that would allow more tables to become adjustable. Currently, there are commercially available adjustable tables, however, these tables are costly (ranging from \$300 and up), heavy, and not portable. Lift Your Table® table risers are inexpensive (\$29/set), lightweight, portable and can be applied by anyone who can set up their own folding table. The table remains stable but can also be easily repositioned without having to remove the legs. Also, there are portable adjustable tables on the market, but not over 6’ in length due to the weight of the mechanisms that would be required. If companies are able to make the longer tables adjustable and lightweight, this could affect the demand for the LYT® product. Despite the potential innovations in the design of the tables, there will still be millions of tables with the current style with owners who still have a “table-that-gives-them-back-pain” problem, so LYT® will still have a significant base of potential customers.

Summary

Now is great time to market Lift Your Table® table risers because customers are saying there is a big need for LYT® table risers. One of the companies’ biggest sale to date was in late 2013 to a New York City-based national food show producer who purchased 87 sets (at \$25/set) for his food show at Caesar’s Palace in Las Vegas, NV. He said he had been looking for this product “forever”, and was relieved to have found it. His chefs use folding tables for their cooking demonstrations and this simple but impactful product meant all the difference to the ergonomic comfort of his celebrity chefs.

With the growth of startup businesses (trade shows, shipping, assembly, etc.), education (classroom projects), crafting (especially sewers and quilters, who are primarily women), vendors/art shows, etc. and the food service/entertainment industries, the need for “raised tables” – or tables one can comfortably work from is a multi-million dollar opportunity.

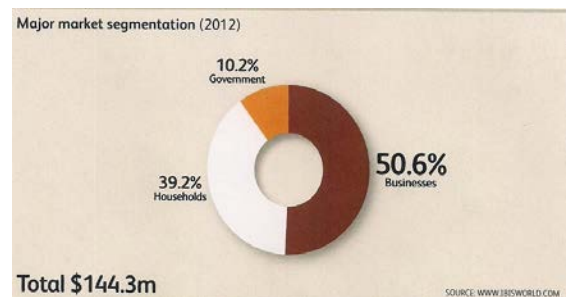
*Data based on two Survey Monkey surveys of LYT® customers with total unique responses of 75+ customers.

Marketing Plan

Overview

Reaching the diverse markets for Lift Your Table® table risers is planned in distinct stages based on ease of entry, costs, and potential payback. The companies’ market is “diverse” because it involves a number of distinct customers as follows:

- The product line is targeted directly to retail consumers (39% of the market.) This group includes large number of consumers who are primarily **women** including: Teachers, crafters, business women, and home entertainers.
- The product line is targeted directly to businesses (51% of the market.) both as end users of the product (party rental businesses, caterers, hotels,) and as resellers; initially by catalog retailers and eventually by brick and mortar retailers.
- The product line will be targeted to government entities (10% of the market.) These are agencies, school districts, etc. which represent high volume opportunities.



Target Markets

Retail Consumers – On-line and retail

The initial sales approach of BTS has been to market its product via on-line marketplaces giving the company national and even some international exposure. Customers, a large percentage of whom are women, are trade show exhibitors, crafters, caterers/restaurants, and office workers. Based on their interests (business, crafting, etc.) the overall demographic of this group is a lucrative demographic to attract. For example, the quilting customer, one of BTS' largest customer base, is a 62-year old female, well-educated (72% attended college) and affluent with an average household income of \$91,602.² Retail pricing of a standard set is \$28.99 plus \$8 shipping or \$36.99 and has been well-received by customers based on feedback received.

²Quilting in America 2010 Presented by Quilters Newsletter, a Creative Crafts Group publication, in cooperation with International Quilt Market & Festival, divisions of Quilts, Inc. http://www.quilts.com/announcements/y2010/QIA2010_OneSheet.pdf

Businesses

The second approach is to sell directly to businesses:

As end users – To date, BTS' largest orders have come from businesses as end users. The average order from a business customer is 4-6 sets with the highest order to date being 87 sets. Next largest volume orders have come from teachers, event planners, resorts, restaurants, retail stores (Nordstrom Rack), a furniture store (for displays) and a dance studio. These businesses are finding the product information primarily from on-line searches. To grow this market, BTS will seek out industry trade shows with its biggest groups including trade show supplies, office and conference furniture, expos, crafters (especially quilters and sewers) and educational furniture supplies.

Business as resellers -

Catalog Distribution – BTS is applying to add its products to several large supply companies including: Uline, a \$1.5 billion company specializing in shipping, industrial and packing materials, Grainger, a \$10m Fortune 500 industrial supply company with two million customers, and PremierTableLinens.com, a large on-line table linen and supply company to name three. **On November 18, 2015**, BST received its first wholesale customer order for 200 sets from a large on-line retailer and projects increased revenue as the product sells through and is regularly re-ordered. BTS will continue to identify strong office supply and industrial supply catalog distribution opportunities for inclusion in both on-line and printed catalogs.

Retail Distribution – BTS plans to gain distribution on the retail shelf at major retail chains such as Bed, Bath and Beyond (\$9.4 billion company with 1000+ stores), Target (\$5.4 billion, 2000 stores), and Sam's Club (the nation's 8th largest retailer with \$57 billion in sales and 640 locations). Distribution at major retailers will result in the goal of Lift Your Table® table risers being as common in work, school, and home environments as the folding table itself.

Government Entities

The third sales target is to establish the company as a Federal, State and Local government vendor to compete for large volume contracts. In conjunction with this goal, the company is establishing itself as a certified minority and woman owned small business. These designations will open up other opportunities to provide products to government and other entities with diversity supplier goals and initiatives. Included in this category are sales to school districts, utility companies and libraries. An immediate objective of the company is to follow up on leads at three local Coachella Valley School Districts to establish the item/s as regular stock so teachers and administrators can order directly from the central warehouse.

Products

The main focus of the company is to build sales of Lift Your Table® table risers by getting the message out: Lift Your Table®...And Save Your BACK!



Problem #1 – Back pain is a major problem in the workplace and home, resulting in billions of dollars lost due to missed work days/reduced wages, decreased productivity, and worker's compensation claims each year.^{2,3}

Here are the facts:

- Low back pain is the single leading cause of disability worldwide, according to the Global Burden of Disease 2010.¹
- One-half of all working Americans admit to having back pain symptoms each year.²
- Back pain is one of the most common reasons for missed work. In fact, back pain is the second most common reason for visits to the doctor's office, outnumbered only by upper-respiratory infections.
- Most cases of back pain are mechanical or non-organic—meaning they are not caused by serious conditions such as inflammatory arthritis, infection, fracture or cancer.
- Americans spend at least \$50 billion each year on back pain—and that's just for the more easily identified costs.³

A U.S. Department of Health study and The Institute in Medicine estimates the economic burden of non-organic back pain as measured by compensation costs, lost wages, and lost productivity is between \$54 - \$850 billion dollars annually, making it the largest workers' compensation expense.

The main solutions identified to reduce the problem of mechanical back pain are prevention strategies including:

- Administrative controls - specifically, adjusting work schedules and workloads.
- Preventative and wellness management programs – these are programs designed to modify individual behaviors such as employee exercise, posture, etc.
- Engineering controls – this includes **ergonomic workplace redesign**.

Conclusion/Solution: Back pain in the work place is an important issue because it results in billions of losses to American businesses and families each year in Worker Compensation claims, lost wages and lower productivity. Lift Your Table® table risers are a low-cost solution for employers to modify work surfaces to become more ergonomically correct to eliminate significant losses each year.

Problem #2 - In today's environment, people are becoming increasingly concerned about health and safety in the work and home environment to maximize productivity and wellness.

Due to increased learning in health and wellness, many people are taking a proactive approach to ergonomics or the study of the kind of work done, the environment they operate in, and the tools they need. The goal of ergonomics is to set up the work space so that it fits the individual and the task he or she is doing in a healthy, productive way.

Ergonomic design is an important priority because addressing these health concerns results in significant savings for the individual/company/organization in lost work time/wages, health care-related costs and increased productivity. Enhanced office ergonomics can also help eliminate injuries caused by people working in awkward positions and performing repetitive tasks. Key ergonomic factors include:

- Workstation setup, how you sit, and how long you stay in one position.
- How you do a certain task, the kinds of movements you make, and whether you make the same movements over and over.
- Your work area, including light, noise, and temperature.
- The tools you use to do your job and **whether they are set up to fit your needs.**

Conclusion/Solution: Lift Your Table® table risers are a low-cost tool in the arsenal of improving health and safety by allowing the retrofitting of existing folding tables to improve the ergonomic impact. For less than a \$35 investment, anyone can convert a basic folding table into a **standing desk**, a very popular innovation in ergonomics, because it allows a person who spends long hours sitting for a work task, the ability to stand and work – which is a more “back-friendly” and healthier alternative.

Problem #3 – Folding tables are used by working people for business tasks based on low-cost and convenience, but the work surface of a folding table is too low to work from causing back pain and neck strain.

Conclusion/Solution - Lift Your Table® table risers can eliminate the back pain and strain associated with working/standing at a table that is positioned too low. From multi-day trade shows, to art show vendors, teachers leading projects with their students, caterers helping their employees prepare food from a comfortable height (not to mention having the ability to let customers apply condiments without strain or discomfort) and human resources departments providing handouts to employees from tables that are counter-height; Lift Your Table® is an inexpensive way to create a safer and more comfortable work space.

Advertising and Promotion

On-Line Marketing: BTS will focus advertising and promotion primarily on on-line media platforms including the Lift Your Table's® web site (www.LiftYourTable.com), Facebook, Twitter, LinkedIn, and Pinterest forums targeting groups such as quilters, teachers, trade show groups, etc. The company will also actively continue to pursue customer feedback and referrals which help management know where to focus efforts to reach customers with the need for the companies' products

Mailing Lists: BTS will use physical and email address of targeted groups including artists, educators, caterers, etc. to reach these potential customers.

Press Releases / Blogging: There is opportunity to explore writing press releases, newspaper articles, and blog to highlight back pain solutions, ergonomic work place design, standing desk alternatives, gift-wrapping stations, etc.

Government and related: As an certified woman and minority owned diversity supplier, the company will pursue opportunities for direct sales to procurement offices in government including school districts, convention centers and trade associations.

Other: Promotional opportunities include giveaways for photos and video testimonials from customers (using the products for use on company social platforms and web site) and distribution of business and rack cards, and tie-in's with special-interest clubs and groups.

BTS Advertising Calendar and Budget - 2016

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Facebook Ads	✓			✓			✓			✓		
Facebook Groups	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Targeted Campaigns via Online Marketplace Resources	✓					✓					✓	
Pinterest Blitz	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mailing List Campaigns	Teachers	restaurants/ caterers	artists	quilters	sewers	trade show	teachers	restaurants	caterers	artists	vendors	businesses
Press Release		✓		✓		✓		✓		✓		✓
Blog	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Promotional Giveaways/Contests	✓			✓			✓		✓			
Trade Shows			✓						✓			
Budget - \$4000	\$200	\$200	950	\$200	\$200	\$200	\$200	\$200	950	\$200	\$200	\$200

Operations Plan

For the companies' main product, Lift Your Table® table risers, BTS contracts the product from an American-based plastics manufacturing company. From there, it is assembled and shipped to customers from a Bermuda Dunes, California-based facility. The product is proudly marketed as "Made In America." Product is procured in large volume quantities, which brings the product cost to half of what it was when the product was manufactured in-house. The contracted manufacturer is capable of meeting increased production demands as BTS' business expands. As the companies' product mix grows, the company will seek drop-shipping partnerships with companies to distribute products such as fitted tablecloths and anti-fatigue mats.

Product ships out to customers typically twice daily via the United States Postal Service. Postage is printed and managed in-house by utilizing the shipping management program, Shipstation.com. Other logistical improvements include moving the company finances and inventory management to QuickBooks software. QuickBooks and Shipstation.com help manage sales reports, inventory, shipping and the companies growing customer base. These tools and continuing to develop competency in these areas are essential to effectively handling the growth the company is projecting.

BTS plans to continue to operate from a home office with off-site storage for inventory for as long as possible to minimize overhead expenses. The company is debt-free, self-supporting, and uses contract labor for assembly with plans to add at least two persons to payroll by April, 2016. The company has negotiated payment terms with its biggest supplier and has a goal to build credit in anticipation of opening a dedicated warehouse, hiring employees, and building inventory.

Management projects the need for credit in anticipation of large orders for high-volume customers. Additionally, the companies' medium-term goal (1-2 years) is to be in distribution with major brick and mortar retailers. In advance of retail distribution, the company is currently developing retail (consumer) packaging and displays. Based on early conversations with packaging companies, the projected cost of the retail packaging is estimated to be \$50,000-\$60,000.

Organization Plan

Management Team

Bethany Smith, President

Background: Bethany Smith is President of BTS and currently runs all operations with the exception of new product development. An entrepreneur since 1993, Bethany developed a diverse skill set that forms the foundation of the growth and success of BTS. These skills include: sales, developing contracts (in the public and private sectors), procuring and maintaining equipment, developing customer relations internet and direct marketing, personnel management, logistics planning, contracts and negotiation, and financial management.

Prior to becoming self-employed, Bethany spent over 13 years in the consumer products industry as a key account sales manager with companies that include Proctor and Gamble, Johnson and Johnson, and Bausch & Lomb. This corporate background has been an advantage in identifying potential customers and markets and making customer presentations. Bethany gained a B.S. in Marketing from Syracuse University School of Management.

Roles and Responsibilities

Bethany will maintain responsibility for overseeing all business operations; including, but not limited to: sales, distribution, marketing, logistics, personnel, finance, inventory management, accounting, and operations. As the company continues to grow, BTS will hire an online marketplace marketing person, bookkeeper, and inventory/logistics manager. Eventually Bethany's role will concentrate primarily on sales and overall growth of the company and less on logistics.

Robert (Bob) Smith, VP and Director of Product Development

Background

Bob Smith, inventor of Lift Your Table®, has a strong background in sales and management. Currently employed in real estate sales for Marriott, he provides numerous support roles for the company.

Roles and Responsibilities

Bob will continue to make adaptations and innovations to the design of the product according to customer feedback and needs. He has also assumed more warehouse and logistic duties.

Outside Resources

Contract Labor: The Company outsources the assembly work. BTS will plans to hire at two employees by June, 2016.

Marketing Agency: The Company consulted with FG Creative, Inc. (Palm Desert, CA) and Thetford Web Development (Rancho Mirage, CA) for online marketplace marketing development and web site improvement. It is also working with the Coachella Valley Women's Business Center (Michelle Skiljan), and S.C.O.R.E. – Palm Desert, CA for consulting. Joshua Donlin does the video production and photography and graphic art is done by Maggie Bray, Owner, Magrafix, Silver Spring, MD.

Bookkeeping and Accounting: The Company works with bookkeepers, Dayanna Watts, and the tax preparer is Pat Milton-Koury, EA. It has identified a law firm, The Gartland Group, to review legal matters.

Other: While the management team is confident it has what it needs to develop into a successful company, there are some skills, specifically related to manufacturing, logistics and assembly which are newer skill sets for the managers. As a result, BTS is actively seeking to establish mentoring relationships with at least one local, successful manufacturing company.

Appendix

References:

*1 The Costs of Back Pain. <http://www.moneycrashers.com/costs-back-pain-treatment-prevention/>

*2Quilting in America 2010 Presented by Quilters Newsletter, a Creative Crafts Group publication, in cooperation with International Quilt Market & Festival, divisions of Quilts, Inc.http://www.quilts.com/announcements/y2010/QIA2010_OneSheet.pdf

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2. Vallfors B. Acute, Subacute and Chronic Low Back Pain: Clinical Symptoms, Absenteeism and Working Environment. Scan J Rehab Med Suppl 1985; 11: 1-98.
3. This total represents only the more readily identifiable costs for medical care, workers compensation payments and time lost from work. In Project Briefs: Back Pain Patient Outcomes Assessment Team (BOAT). In MEDTEP Update, Vol. 1 Issue 1, Agency for Health Care Policy and Research, Rockville, MD
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5. Time to recognize value of chiropractic care? Science and patient satisfaction surveys cite usefulness of spinal manipulation. Orthopedics Today 2003 Feb; 23(2):14-15.
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7. Goodman D, Burke A, Livingston E. Low Back Pain. JAMA. 2013; 309(16):1738.

Financial Assumptions

Funds

BTS has inventory and resources in place to accommodate significantly increase sales projected as a result of sales efforts

Revenue

Product sales were projected by using 2015 sales trends and anticipated new distribution gains specifically with several pending catalog distribution opportunities. Total potential for the brand is based on the following assumptions:

- The folding furniture industry did \$44M in 2012.
- 17.4% of this volume (or \$7.656M) was done in folding tables.
- The top two manufacturers, and the only U.S.-based companies making folding tables, represented 38.4% of the volume or \$3M in folding tables or approximately 40-50,000 tables each year.
- If LYT® is purchased for just 20% of the new tables sold by U.S. manufacturers each year, using the middle range of 45,000 tables, the conservative potential for the brand is 9000 sets or \$270,000 per year. Double this (to allow for imports and tables customers already own), this number is \$540K. Expand this to include the other s.k.u.'s and the volume potential conservatively jumps to **\$760K-\$1M brand yearly!**
- Note: Other manufacturers (imports) represent 61% of the category and this assumption only considers one s.k.u. – the LYT® standard size. (This does not factor in custom legs or planned line extensions.)
- Based on the above, management believes the following 3-year forecast is extremely conservative:

Cost of

		Unit forecast done 11-18-15 for InnovateHER (update to business plan)												
S.K.U.		Jan.	Feb.	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov.	Dec	Total
standard	2015	31	38	45	54	65	78	93	112	135	162	312	250	1374
	2016	256	264	274	286	301	319	343	375	415	469	543	645	4490
	2017	661	681	706	737	775	824	886	966	1071	1211	1401	1664	11584
custom	2015	5	6	8	9	11	13	16	19	23	28	85	75	300
	2016	77	79	82	86	90	96	103	112	125	141	163	193	1347
	2017	198	204	212	221	233	247	266	290	321	363	420	499	3475
SLK	2015	8	6	17	3	3	15	11	9	13	8	10	22	125
	2016	25	26	27	28	29	31	34	37	41	46	53	63	438
	2017	64	66	69	72	76	80	86	94	104	118	137	162	1130
XL	2015												5	5
new prod. 12/15	2016	8	6	17	7	10	15	11	9	13	8	10	22	136
	2017	25	25	25	25	25	25	25	25	25	25	25	150	425

Goods

Cost of Goods	Standard	Custom	SLK	XL
Direct Cost of materials including freight	\$6.76	\$8.40	\$10.64	\$10.48
Assembly (labor)	\$0.75	\$0.75	\$0.75	\$0.75
Packaging (labels, cement, tape)	\$0.25	\$0.25	\$0.25	\$0.25
Bubble wrap	\$0.30	\$0.44	\$0.44	\$0.44
Total cost to produce a unit	\$8.06	\$9.84	\$12.08	\$11.92
Current retail pricing	\$ 28.99	\$ 32.99	\$ 34.99	\$ 49.99

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11/10/15
Accrual Basis

B Team Solutions
Profit & Loss
January through November 2015

	<u>Jan - Nov 15</u>
Ordinary Income/Expense	
Income	
Cash Back - Bonus	9.54
Merchandise Sales	26,455.61
Total Income	26,465.15
Cost of Goods Sold	
Cost of Goods Sold	358.97
Manufacturing Purchase Cost	1,388.55
Merchandise Returns	86.97
Merchant Account Fees	2,234.27
Product Purchases	699.30
Total COGS	4,768.06
Gross Profit	21,697.09
Expense	
Advertising and Promotion	1,960.01
Automobile Expense	134.24
Bank Service Charges	40.46
Continuing Education	157.22
Licenses & Permit	62.50
Meals and Entertainment	21.36
Office Supplies	482.94
Postage	4,936.29
Professional Fees	575.00
Samples	6.00
Shipping Supplies	56.01
Subscription Fee	855.00
Total Expense	9,287.03
Net Ordinary Income	12,410.06
Net Income	<u>12,410.06</u>

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11/18/15

B Team Solutions
Statement of Cash Flows
January 1 through November 18, 2015

	<u>Jan 1 - Nov 18, 15</u>
OPERATING ACTIVITIES	
Net Income	12,410.06
Adjustments to reconcile Net Income	
to net cash provided by operations:	
Inventory Asset	-7,017.40
Sales Tax Payable	72.61
Net cash provided by Operating Activities	5,465.27
FINANCING ACTIVITIES	
Members Draw	-180.00
Net cash provided by Financing Activities	-180.00
Net cash increase for period	5,285.27
Cash at beginning of period	1,604.60
Cash at end of period	<u>6,889.87</u>

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11/10/15
Accrual Basis

B Team Solutions
Balance Sheet
As of November 30, 2015

	Nov 30, 15
ASSETS	
Current Assets	
Checking/Savings	
1st Bank - 2422	1,894.68
1st Bank - 6121	4,750.00
Paypal LYT 6561	245.19
Total Checking/Savings	6,889.87
Other Current Assets	
Inventory Asset	10,439.65
Total Other Current Assets	10,439.65
Total Current Assets	17,329.52
TOTAL ASSETS	17,329.52
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	78.98
Total Other Current Liabilities	78.98
Total Current Liabilities	78.98
Total Liabilities	78.98
Equity	
Members Draw	-180.00
Members Equity	5,020.48
Net Income	12,410.06
Total Equity	17,250.54
TOTAL LIABILITIES & EQUITY	17,329.52

B Team Solutions

Revenue Projections for 2016

Assumptions for Revenue Projections:

List What You Intend To Sale

Lift Your Table® STANDARD	\$28.99
Lift Your Table® CUSTOM	\$32.99
Lift Your Table® SLK	\$34.99
Lift Your Table® JUMBO LONG	\$38.99
	\$-

List The Price You Intend to Sale For Each Item

	\$28.99
	\$32.99
	\$34.99
	\$38.99
	\$-

List the Direct Cost For each item

	\$8.06
	\$9.84
	\$12.08
	\$11.92
	\$-

List how many units you feel you will sale for each month
Estimate unit sales for the next 12 months. Make sure to start out conservatively and reflect seasonal fluctuations.

Monthly Sales in Units	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lift Your Table® STANDARD	369	370	383	400	421	447	481	524	581	657	760	903
Lift Your Table® CUSTOM	77	79	82	86	90	96	103	112	125	141	163	193
Lift Your Table® SLK	25	26	27	28	29	31	34	37	41	46	53	63
Lift Your Table® JUMBO LONG	8	6	17	7	10	15	11	9	13	8	10	22

Total	489	481	509	521	550	589	629	682	760	852	986	1181
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Monthly sales COGS	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lift Your Table® STANDARD	\$ 2,893.54	\$ 2,982.20	\$ 3,086.98	\$ 3,224.00	\$ 3,393.26	\$ 3,602.82	\$ 3,876.96	\$ 4,223.44	\$ 4,682.86	\$ 5,295.42	\$ 6,125.60	\$ 7,278.18
Lift Your Table® CUSTOM	\$ 757.68	\$ 777.36	\$ 806.88	\$ 846.24	\$ 885.60	\$ 944.64	\$ 1,013.52	\$ 1,102.08	\$ 1,230.00	\$ 1,387.44	\$ 1,603.92	\$ 1,899.12
Lift Your Table® SLK	\$ 302.00	\$ 314.08	\$ 326.16	\$ 338.24	\$ 350.32	\$ 374.48	\$ 410.72	\$ 446.96	\$ 495.28	\$ 555.68	\$ 640.24	\$ 761.04
Lift Your Table® JUMBO LONG	\$ 95.36	\$ 71.52	\$ 202.64	\$ 83.44	\$ 119.20	\$ 178.80	\$ 131.12	\$ 107.28	\$ 154.96	\$ 95.36	\$ 119.20	\$ 262.24

Total	\$ 4,048.58	\$ 4,145.16	\$ 4,422.66	\$ 4,491.92	\$ 4,748.38	\$ 5,100.74	\$ 5,432.22	\$ 5,879.76	\$ 6,563.10	\$ 7,333.90	\$ 8,488.96	\$10,200.58	\$70,855.96
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Monthly Sales in dollars	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTALS
Lift Your Table® STANDARD	\$10,407	\$10,726	\$11,103	\$11,596	\$12,205	\$12,959	\$13,944	\$15,191	\$16,843	\$19,046	\$22,032	\$26,178	\$182,231
Lift Your Table® CUSTOM	\$2,540	\$2,606	\$2,705	\$2,837	\$2,969	\$3,167	\$3,398	\$3,695	\$4,124	\$4,652	\$5,377	\$6,367	\$44,438
Lift Your Table® SLK	\$875	\$910	\$945	\$980	\$1,015	\$1,085	\$1,190	\$1,295	\$1,435	\$1,610	\$1,854	\$2,204	\$15,396
Lift Your Table® JUMBO LONG	\$312	\$234	\$663	\$273	\$390	\$585	\$429	\$351	\$507	\$312	\$390	\$558	\$5,303
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Monthly Totals	\$14,134	\$14,476	\$15,416	\$15,686	\$16,579	\$17,795	\$18,961	\$20,531	\$22,908	\$25,619	\$29,654	\$35,607	\$247,367
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B Team Solutions

Projected Income Statements (11-18-15)

Sales	2016	2017	2018
Total Sales	\$247,367	\$742,101	\$1,113,151
Cost of Sales			
Total Cost of Goods Sold	\$70,856	\$212,568	\$318,852
GROSS PROFIT MARGIN	\$176,511	\$529,533	\$794,299
Gross Profit %	71.36%	71.36%	71.36%
Operating Expenses			
Accounting Services	\$800	\$1,000	\$1,150
Advertising and Marketing	\$1,960	\$2,450	\$2,818
Bank Fees	\$75	\$94	\$108
Continuing Education	\$200	\$250	\$288
Depreciation	\$0	\$0	\$0
Insurance (Liability and Property)	\$0	\$0	\$0
Interest on New Loan	\$0	\$0	\$0
Lease	\$0	\$0	\$0
Legal Services	\$0	\$0	\$0
Licenses and Permits	\$75	\$94	\$108
Maintenance	\$0	\$0	\$0
Miscellaneous	\$0	\$0	\$0
Office Expense	\$500	\$625	\$719
Postage	\$5,000	\$6,250	\$7,188
Payroll	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0
Outside Contractor	\$6,000	\$7,500	\$8,625
Supplies	\$1,000	\$1,250	\$1,438
Telephone Expenses	\$1,200	\$1,500	\$1,725
Utilities	\$0	\$0	\$0
Web	\$0	\$0	\$0
Workers Compensation Insurance	\$0	\$0	\$0
0	\$0	\$0	\$0
Total Expenses	\$16,810	\$21,013	\$24,164
Net Profit	\$159,701	\$508,520	\$770,135
% of Sales	64.56%	68.52%	69.19%