



INTEGRATED MENTORING SOLUTIONS

Executive Summary

INTEGRATED MENTORING SOLUTIONS 133 West Market Street #202 / Indianapolis, IN 46204





Who We Are

- Integrated Mentoring Solutions is a software-based consulting firm who customizes mentoring programs and offers a library of training and consulting to make executing a mentoring program a turn-key process.

Company Information

- Mentoring Women's Network Corporate Services, DBA as Integrated Mentoring Solutions (IMS) was founded by Alison Martin-Books in 2014 in order to address a need with the membership organization she founded, Mentoring Women's Network. The organization had a need to create a mentoring program and the available products did not meet the needs of the growing organization. She personally invested in the software and curriculum used by the organization today and quickly realized other organizations have a need for services and software aimed at making the administration of a mentoring program less daunting. After piloting the software through the Mentoring Women's Network, IMS took on a fraternal client, Delta Sigma Phi.

Products/Services

- IMS owns the software and offers a license to clients for annual use of the product, in addition to the curriculum-based training, which can either be facilitated by our contract facilitators or delivered through a train-the-trainer option to the client.

Future Plans

- IMS has significant opportunity in three distinct markets:
 - Corporations – through affiliation with Mentoring Women’s Network, IMS will continue to receive corporate leads for companies wishing to customize mentoring programs for their employees, either for women only or inclusive of both genders.
 - Colleges and Universities – USA Funds is currently piloting 100 college students through the Mentoring Women’s Network, utilizing the IMS software and curriculum. We anticipate this pilot activity will result in expanded grant-supported opportunities within those markets in 2016.
 - Fraternities and Sororities – this is a hot market for IMS. Beginning with the pilot of the program with Delta Sigma Phi, we now have a contract with Alpha Chi Omega and are beginning discussions with several others as a result of participating in the Fraternal Executives Association Conference and building great relationships with association executives.

Ideal Client

- Our ideal corporate client is a mid-sized company who recognizes the need to create a succession plan and provide development opportunities for employees, particularly when they have multiple office locations or a significant amount of field staff.
- Our ideal collegiate client has a desire to engage alumni and strengthen the transition from college to work life. They also have an ability to pay.

Competitive Advantage

- IMS is uniquely qualified to meet the needs of the market it serves because of the expert personnel, the successful pilots in unique environments, and the delivery of customized software and training combined with expert guidance and assessment tools.

Pricing and Gross Margin Targets

- Pricing is based on an initial set up fee, an ongoing maintenance fee, and training fees. The initial set up fee is \$15,000 and the actual cost for the initial set up is approximately \$1,500, resulting in a profit margin of 90%. We pay commission for referrals to our contract consultants of between 20%-30%. In this instance, the profit margin would drop to 60% where the rep receives a 30% commission. The monthly maintenance fees are based on volume, starting at \$750 for up to 500 participants and going up incrementally. The monthly maintenance fees include hosting, up to two hours of tech support, and one hour of consulting.
- IMS has a business model that is designed to produce high margin, recurring service income. By leveraging existing business relationships, the company expects to achieve high growth and strong internally generated cash flow. Numbers below are forecasted, unless otherwise noted.

Revenue

- IMS has three primary revenue streams:
- Consulting Fees (82%): New consulting engagements are expected to close at the rate of four per month in 2016. Setup costs average \$18,750 per client and generate \$750 in monthly maintenance fees (for website hosting and technical support). Annual renewal fees will average \$16,250 per client, and 50% of clients are expected to renew.

- Training Fees (4%): Workshops and Webinars (2 per month) are delivered for \$2,500 each. Train the Trainer sessions (1 per month) are delivered for \$699 each.
- Product Sales (14%): Workbooks are sold to the client for each mentor and mentee (\$20 each). These sales are driven by the number of workshops delivered, which vary by client. We project 3 workshops (including train-the-trainer sessions) per month, with 30 workbooks sold per workshop.

Gross Margin

- IMS owns the proprietary software used to deliver service to its clients. The existing architecture and platform is expected to adequately scale to the levels of service forecast in 2016 and 2017.
- Initial setup costs are approximately \$1,000 per client (95% gross margin). This includes a customization to the software, a client specific landing page, a webinar training video. After sales commissions of 20-30% paid to contract consultants, the total margin is not less than 65%.
- Training facilitators are paid \$500 for each Workshop delivered (60% gross margin). Train-the-Trainer sessions and Webinars are delivered online and have no incremental cost.
- The cost of each Workbook is \$8 (60% gross margin)
- Monthly maintenance costs are incurred for hosting (no incremental cost), technical support (up to 2 hours @ \$80 per hour is included) and up to 1 hour of consulting.
- Fixed operating expenses are kept at a very modest level of less than \$5,000 per month (including the expectation of a move to a larger office).
- Payroll expenses are expected to increase along with revenue, primarily in the area of new business development and client support.
- Variable expenses are a significant aspect of overall costs, primarily in the areas of sales commissions and donations

made to the non-profit foundation from which the business originally sprung.

- Interest expense is insignificant at the present time.

Balance Sheet

- Assets are primarily in the form of Accounts Receivable to large, well established companies. The value of the software has not been capitalized. The company debt is limited to small sums contributed by the founder.

Initial Organization Structure

- Managing Director – Alison Martin-Books, responsible for the overall operations of the company.
- CFO – This would be an outsourced position – Jeff Farren of Outsourced CFOs will be performing this duty.
- Marketing Manager – This is an outsourced position through Jennifer Riley Simone of Fresh Figs Marketing.
- Director of Corporate Partnerships – Responsible for business development within the corporate sector. Julie Petr is serving in this role and has an extensive background in selling to corporations.
- Business Development Manager, Membership Organizations – Responsible for business development within membership organizations and associations, with a particular emphasis on the Fraternal and Sorority Markets.
- Tech Support – This is currently outsourced through Chris Straw of OuterLimits Technologies. As IMS grows, it will be important to hire an in-house tech support staff who will be able to focus on continuous development as well.
- Social Media Manager – This will be an outsourced contracted role initially through Nikki Lewallen at Rainmakers.
- Consulting and facilitation – This is an outsourced contracted role.



- Landing Page Development – We outsource the voice talent, whiteboard animation, and wordpress page development to three different independent contractors through Upwork. Alison oversees this operation.

Ownership Information

- Integrated Mentoring Solutions is currently an LLC owned 100% by Alison Martin-Books (now in the process of being changed to an S-Corp)

Alison Martin-Books Bio: Alison Martin-Books has a background of roughly 19 years in nonprofit work. After serving as Executive Director at two different national nonprofit organizations, her commitment to her passion for developing female talent led to the launch of Mentoring Women's Network. In developing the mentoring program utilized by the membership of Mentoring Women's Network, she realized other membership organizations and companies face the dilemma of how to create a sustainable mentoring program and a meaningful experience for the participants and then formed Integrated Mentoring Solutions in order to meet that need. She is the author of the book, "Landing on My Feet: Learning to Lead Through Mentoring."

Intellectual Property

Integrated Mentoring Solutions is the sole owner and reseller of the Mentoring Connect software, the customizable scheduling tool utilized by the mentoring programs we support. In addition, Integrated Mentoring Solutions has a curriculum-based training library aimed at helping participants engage. Finally, IMS has IMS Link, a customized portal created so clients and program facilitators can order curriculum with ease.

Research and Development Activities

The Mentoring Connect software and curriculum has been piloted successfully through the Mentoring Women's Network and Delta Sigma Phi. Beginning in the Fall, USA Funds will provide a grant to the Mentoring Women's Network Foundation to perform research on outcomes for 100

college students completing the annual program. The Foundation will be providing IMS with the results of that research study. We anticipate this study will show successful outcomes, which we can share with the collegiate market as proof the model produces the outcomes we anticipate it will.

Financial Data and Projections

Integrated Mentoring Solutions
Balance Sheets
December 31, 2014, 2015, 2016 and 2017
Initial Forecast

	Historical 12/31/2014	Forecast 12/31/2015	Forecast 12/31/2016	Forecast 12/31/2017
Current Assets				
Cash and cash equivalents	\$15,955	\$66,218	\$877,200	\$2,424,447
Accounts Receivable (A/R)	11,000	0	0	0
Total Current Assets	26,955	66,218	877,200	2,424,447
Total	\$26,955	\$66,218	\$877,200	\$2,424,447
Current Liabilities				
Bank Loan	\$3,255	\$0	\$0	\$0
Loan from Owner	60,401	0	0	0
Current portion of LTD	7,422	33,800	8,079	4,273
Total Current Liabilities	71,078	33,800	8,079	4,273
Long Term Liabilities				
403(B) Loan	4,427	2,355	193	0
401(A) Loan	15,668	9,997	4,080	0
Total Long Term Liabilities	20,095	12,352	4,273	0
Stockholder Equity				
Retained earnings	-36,701	20,066	864,848	2,420,174
Total Stockholder Equity	-36,701	20,066	864,848	2,420,174
Total	\$54,472	\$66,218	\$877,200	\$2,424,447

Income Statement

Integrated Mentoring Solutions
Statement of Operations
For the years ending December 31, 2014, 2015, 2016 and 2017
Initial Forecast

	Historical 12/31/2014	Forecast 12/31/2015	Forecast 12/31/2016	Forecast 12/31/2017
Revenue				
Consulting Fees				
Setup Fees	\$0	\$75,000	\$900,000	\$900,000
Renewal Fees	0	0	48,750	390,000
Monthly Maintenance Fees	1,225	10,000	262,500	558,000
Other Consulting Fees	0	21,000	0	0
Event Income	20,334	529	0	0
Membership Dues	1,428	0	0	0
Total Consulting Fees	22,987	106,529	1,211,250	1,848,000
Product Sales				
Refund	135	0	0	0
Training Workbooks: Workshops	0	6,000	14,400	14,400
Training Workbooks: Train the Trainer	0	0	128,700	366,300
Total Product Sales	135	6,000	143,100	380,700
Training Income				
Training: Workshops	0	25,000	60,000	60,000
Training: Train the Trainer	0	0	8,388	8,388
Sponsorship	13,825	0	0	0
Transfer from paypal account	4,100	0	0	0
Total Training Income	17,925	25,000	68,388	68,388
Billable Expense Income	3,318	100	0	0
Uncategorized Income	180	50,257	0	0
Total Revenue	44,545	187,886	1,422,738	2,297,088
Cost of Sales				
COGS: Web Devel. & Database	0	4,000	48,000	48,000
Customization				
COGS: Tech Support	0	3,500	87,500	186,000
COGS: Workbooks	0	2,400	5,760	5,760
COGS: Workshop Facilitators	0	5,000	12,000	12,000
Total Cost of Sales	0	14,900	153,260	251,760
Gross Profit	\$44,545	\$172,986	\$1,269,478	\$2,045,328
Operating Expenses				
Advertising, Marketing & Promotion				
Advertising	155	0	0	0
Business Networking	2,724	180	0	0
Donations	10,125	15,325	189,750	258,000
Marketing	737	2,470	1,080	1,080
Publishing	427	0	0	0
Promotional	1,186	0	0	0
Social Media	617	1,400	8,400	8,400
Website	503	2,000	0	0
Total Advertising, Marketing & Promotion	16,474	21,375	199,230	267,480
Travel & Entertainment				
Auto Maintenance	0	648	0	0
Meals and Entertainment	1,890	5,976	6,000	6,000
Meeting Expense	40	0	0	0
Parking	23	14	0	0
Travel	1,099	10,513	5,000	5,000
Travel Meals	0	40	0	0
Total Travel & Entertainment	3,052	17,191	11,000	11,000
Finance and Insurance				
finance charges	2,224	0	0	0
Loan Payment	0	350	0	0
Total Finance and Insurance	2,224	350	0	0

Legal & Professional				
Dues & Subscriptions	1,282	1,302	1,301	1,301
Legal & Professional Fees	1,469	24,959	12,804	10,800
Consulting & Training	-21,198	-28,189	3,600	3,600
Drawings	14,134	3,519	0	0
Total Legal & Professional	-4,313	1,591	17,705	15,701
Office Supplies				
Office Expenses	252	11,488	4,200	4,200
Postage & Carriage	145	101	0	0
Stationery & Printing	6,356	487	900	900
Supplies	51	12	0	0
Software & tools	2,962	0	0	0
Total Office Supplies	9,765	12,088	5,100	5,100
Occupancy Expenses				
Rent or Lease	0	649	9,000	9,000
Utilities	1,269	1,442	1,380	1,380
Total Occupancy Expenses	1,269	2,091	10,380	10,380
Personnel Expenses				
Payroll	4,689	0	0	0
Salaries & Wages	0	25,900	74,000	74,000
Commissions & Fees	0	7,500	90,000	90,000
Payroll Taxes	0	2,605	12,792	12,792
Payroll Fees	0	400	960	960
Benefits	0	775	2,220	2,220
Subcontractors	5,770	13,712	0	0
Taxes & Licenses	651	0	0	0
Total Personnel Expenses	11,110	50,892	179,972	179,972
Uncategorized Expense	1,265	5,680	0	0
Total Operating Expenses	40,843	111,259	423,387	489,633
Income from operations	\$3,702	\$61,727	\$846,091	\$1,555,695
Other Income(Expense)				
Other Income	585	4,350	0	0
Interest expense	0	-711	-1,309	-369
Miscellaneous	0	-658	0	0
Total Other Income(Expense)	585	2,981	-1,309	-369
Net Income	\$4,286	\$64,708	\$844,782	\$1,555,326

Cash Flow Projection

Integrated Mentoring Solutions
Statement of Cash Flows
December 31, 2014, 2015, 2016 and 2017
Initial Forecast

	Historical 12/31/2014	Forecast 12/31/2015	Forecast 12/31/2016	Forecast 12/31/2017
Cash Flows from Operating Activities				
Operating revenues	\$44,545	\$187,886	\$1,422,738	\$2,297,088
Change in Accounts Receivable (A/R)	-11,000	11,000	0	0
Cash received from customers	33,545	198,886	1,422,738	2,297,088
Operating expenses	40,843	126,159	576,647	741,393
Cash from Other Income	-585	-4,350	0	0
Cash from Interest expense	0	711	1,309	369
Cash from Miscellaneous	0	658	0	0
Change in Bank Loan	5,188	3,255	0	0
Change in Loan from Owner	0	60,401	0	0
Change in Current portion of LTD	-7,422	-26,378	25,721	3,806
Cash paid to supplies and employees	38,024	160,456	603,677	745,568
Total Cash Flows from Operating Activities	-\$4,479	\$38,430	\$819,061	\$1,551,520
Cash Flows from Financing Activities				
Change in 403(B) Loan	4,427	-2,072	-2,162	-193
Change in 401(A) Loan	15,668	-5,671	-5,917	-4,080
Distribution/Adj to retained earnings	-189	-7,939	0	0
Total Cash Flows from Financing Activities	19,906	-15,682	-8,079	-4,273
Net Increase(Decrease) in Cash	15,427	22,748	810,982	1,547,247
Cash at Beginning of Period	28,045	15,955	66,218	877,200
Cash at End of Period	\$43,472	\$38,703	\$877,200	\$2,424,447