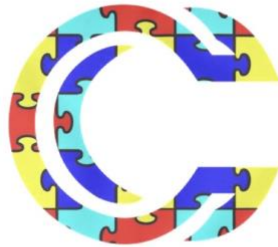


# COMMUNIVANCE



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## CONTENTS

Executive Summary.....	3
Forecast.....	4
The Problem.....	5
The Solution.....	6
The Product.....	7
Advertising.....	8
The Website.....	9
Appendix 1.....	10
Appendix 2.....	11
Appendix 3.....	12
Bibliography.....	13

## Executive Summary

**Problem Condensed:** 85% of those with Autism who *have* a college degree are unemployed. 1 in 54 children are diagnosed with Autism in the United States. Autism impacts social skills, speech, repetitive behaviors, and nonverbal communication which can all impact one of the most vital steps in getting a job: the interviews.

**Solution Condensed:** Communivance is a social enterprise striving to advance the job hunt for those with Autism by professionally helping improve their communication skills, resume, connections, and qualifications for their desired job.

**Key Partners:** Autism Speaks, Florida Autism Center, FSU Center for Autism, Microsoft Autism Inclusive Hiring

**Marketing/Advertising:** Advertising through large Autism related social media accounts, Facebook advertising and analytics, YouTube advertising and analytics, Google advertising and analytics, and providing free resume templates and weekly newsletter with signup (which will include information relating to job openings). Success stories on the front page of website.

**Product:** **Tier II** application: tell us what your desired job is, location, send in resume, LinkedIn profile or information needed for a profile. We take these four things and build a master profile for you on our website. We update and improve your resume and LinkedIn if they need it, match that information with your desired job and location. We then decide if you meet the qualifications for the job or if you need more to meet the minimum requirements and what you can do to make yourself look more competitive.

**Tier I** application. Includes mock interviewing and interview material with information regarding attire examples, hygienic necessities, verbal and nonverbal advice, as well as an array of interview questions and examples of answers from us and other customers. More on this on page (4)

We understand this is a service for the *unemployed*, which is why there is a delayed payment option for up to 6 months after signup which allows time to land the first job and receive the first paycheck. Extensions past this are available via request.

## Forecast

Units Sold	50	100	150	200	250	300	400	500	600	700	800	900
Total Sales	\$ 625	\$ 1,250	\$ 1,875	\$ 2,500	\$ 3,125	\$ 3,750	\$ 5,000	\$ 6,250	\$ 7,500	\$ 8,750	\$ 10,000	\$ 11,250
Accountant/CEO	\$ (1,000)	\$ (2,000)	\$ (2,500)	\$ (3,000)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)
Professional 1	\$ (1,000)	\$ (2,000)	\$ (2,500)	\$ (3,000)	\$ (3,500)	\$ (4,000)	\$ (4,500)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,000)	\$ (2,500)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Current Margin	\$ (1,375)	\$ (2,750)	\$ (3,125)	\$ (3,500)	\$ (3,708)	\$ (3,583)	\$ (2,833)	\$ (2,083)	\$ (833)	\$ 417	\$ 1,667	\$ 2,917
Advertising	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
Total Margin	\$ (3,375)	\$ (4,750)	\$ (5,125)	\$ (5,500)	\$ (5,708)	\$ (5,583)	\$ (4,833)	\$ (4,083)	\$ (2,833)	\$ (1,583)	\$ (333)	\$ 917
Service	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Units Sold	1,000	1,100	1,200	1,300	1,400	1,500	1,600	1,700	1,800	1,900	2,000	2,100
Total Sales	\$ 12,500	\$ 13,750	\$ 15,000	\$ 16,250	\$ 17,500	\$ 18,750	\$ 20,000	\$ 21,250	\$ 22,500	\$ 23,750	\$ 25,000	\$ 26,250
Accountant/CEO	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)
Professional 1	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 2	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Current Margin	\$ (833)	\$ 417	\$ 1,667	\$ 2,917	\$ 4,167	\$ 5,417	\$ 6,667	\$ 7,917	\$ 9,167	\$ 10,417	\$ 11,667	\$ 12,917
Advertising	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)
Total Margin	\$ (3,833)	\$ (2,583)	\$ (1,333)	\$ (83)	\$ 1,167	\$ 2,417	\$ 3,667	\$ 4,917	\$ 6,167	\$ 7,417	\$ 8,667	\$ 9,917
Service	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Units Sold	2,100	2,200	2,300	2,400	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Total Sales	\$ 26,250	\$ 27,500	\$ 28,750	\$ 30,000	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250
Accountant/CEO	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)
Professional 1	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 2	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 3	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 4	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Ad Revenue	\$ 1,000	\$ 1,200	\$ 1,300	\$ 1,400	\$ 1,500	\$ 1,600	\$ 1,700	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800
Current Margin	\$ 3,917	\$ 5,367	\$ 6,717	\$ 8,067	\$ 9,417	\$ 9,517	\$ 9,617	\$ 9,717	\$ 9,717	\$ 9,717	\$ 9,717	\$ 9,717
Advertising	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)
Total Margin	\$ 917	\$ 2,367	\$ 3,717	\$ 5,067	\$ 6,417	\$ 6,517	\$ 6,617	\$ 6,717	\$ 6,717	\$ 6,717	\$ 6,717	\$ 6,717

Our asking price is \$64,000.

This would cover the areas in red where we are negative in profit. Our break-even point would be the twenty-eight month which is the area in orange. Expenses would cover the following:

- Accountant/CEO Wage of \$40,000 a year for the first three years.
- Two professionals' wages of \$60,000 a year each for the first two years, three professionals starting the third year.
- Advertising (About 30% of income).
- Website hosting (\$20/month)
- Website developing (One-time \$2303 fee)
- \$1000 to produce our professional products

Once we break even and make additional profits, we will invest 100% of the additional profits into the business until after year 3 where we will invest 50% into nonprofits that benefit Autism and Autism awareness.

With Autism being diagnosed in 1 and 54 children and the unemployment rate being 85% in individuals with a college degree, we predict that there won't be a shortage of those needing our product.

## The Problem

It is estimated that worldwide 1 in 54 children have Autism Spectrum Disorder (ASD), yet the cause is unknown (Source 1). Scientists have found many correlations as to possible causes, but there has not been a single identifiable source (Source 2). Although it's considered a disorder on the DSM-5, people such as our company as well as Ed Cook, M.D., professor of psychiatry at the University of Illinois, think "traits of autism exist in everyone. Many of them, whether you have autism or not, may very well give you something that's positive...such as an intense passion for certain subjects and a keen eye for detail" (Source 2). All autism refers to is a difference in someone's brain leading to differences of typical social interactions and communication. Symptoms do not imply any kind of sickness, emotional trauma/disturbance, or weakness.

It simply impacts a person's way of interacting with the world.

This also means that in some cases with people diagnosed with ASD, there can be a sort of **unfair** advantage when it comes to receiving and being qualified for desirable jobs. Obviously, skills involving communication, technology, and management are all required for all jobs and careers.

The world today is extremely communication heavy. It's necessary. It's estimated that **93% of communication is nonverbal** (Source 6). Employers have to be sure their employees can communicate with their co-workers, customers, managers, and people as a whole. Communication in an effective way. During interviews, those with ASD may use certain gestures that makes the employer uncomfortable such as avoiding eye contact, pointing, staring, etc. Some of these can even communicate that the interviewee is uninterested or inattentive (Source 7). Some people, such as 23-year-old Dylan, believes the most difficult part to finding a job is the interview process. "The most difficult part is, honestly, just talking to people. It makes me anxious to put myself out there. I do not like rejection, but I have been, **repeatedly**" (Source 8).

The worst part is 85% of those impacted by autism *with* college degrees are unemployed compared to the national unemployment rate of 4.5% (Source 8). 77% of autistic adults are unemployed wanting work with only 16% having full time jobs (Source 9). Even if the interview goes well, there's always a level of comparison employers have against potential employees and who would best fit the position. **There are layers and layers to this.**

## The Solution

Unemployment is a problem for **everyone** not only those with Autism because money is survival. Everyone needs money. Everyone has the right to the economy. Everyone has the right to be self-sufficient. To not have the ability to be self-sufficient even when you want to mean living a life unsatisfying especially if that means leading to poverty. Everyone has the right to a certain quality of life. A lack of can lead to a severe impact on mental health/happiness.

That is why we believe a service that sharpens the weapons needed to take on anyone who sets their eyes on you and wonders - “Would this person be a fit in our company?” is necessary. Again, a quality service that arms people with the skills they need to be competitive in such a rapidly growing advancing world is **necessary - physically, emotionally, statistically.**

Advance *your* life through advancing *yourself*.

SOCIAL ENTERPRISE BUSINESS MODEL				
Designed for:		Designed by:		Date:
				Version:
<b>Social Problem</b>  Unemployment with those that have Autism.	<b>Market Solution</b> A service that sharpens their resume, LinkedIn, portfolio, and improves their job interviewing attire, verbal and non verbal social skills, hygiene, and most importantly: answers	<b>Value Propositions</b> We assess how likely it is to get the job you want with your current resume and portfolio.  We then find if it's within reach to gain the proper requirements and train you to effectively go through job interviews maintaining concrete communication skills, professionally presenting yourself, and asking the interviewer the right questions.	<b>Beneficiary</b> Not only the consumers, but the economy, businesses that hire our customers, and Autism community as a whole.	<b>Customer</b> Those with Autism needing or looking for a dependable service that will help advance their career, therefore advancing their own life.
<b>Key Partners</b> Autism Speaks, Florida Autism Center, FSU Center for Autism, Microsoft Autism Inclusive Hiring, and many more companies we hope to reach out to and work with along our journey.	<b>Key Resources</b> The professionals we hire as well as advertising. We plan to hire that were previously job interviewers and have a familiarity with Autism. We plan to heavily invest in advertising because that is how we will gain many of our customers.	<b>Channels</b> Mainly our website, but for advertising: Google, Facebook, Instagram, Twitter, Tik Tok, and any major social media and Autism related channels.	<b>Differentiators</b> A service that focuses primarily on those with Autism. We train them, we help them, we give them the tools they need for one of the most intimidating and crucial parts of choosing a career.	
<b>Cost Structure</b> CEO/Accountant Training Professionals Website development and maintenance Creating content for the product Advertising		<b>Revenue Streams</b> Payment from our products: Tier II and Tier I. Payment for advertising on our website.		

## The Product

**Tier II - \$9.99** First, we build a custom master profile of you based on four essentials: your desired job, desired job location, resume, and LinkedIn profile. We make a copy of your resume and LinkedIn file and make you an enhanced, edited one made by one of our professional's experienced in job recruiting. We send you the product and an explanation of why we fixed it the way we did. We then decide if you meet the qualifications for the job or if you need more to meet the minimum requirements. If you meet the requirements, we will still find what things you can do to make yourself look more competitive to potential future employers.

**Tier I - \$14.99** All of the above is included, but with a crucial mock interviewing process. The applicant is sent an informational video designed to provide tips and advice for standing out during interviews. This includes attire examples, hygienic necessities, verbal and nonverbal advice, as well as an array of interview questions and examples of answers from us and other customers. They can then schedule a 30 minute session with one of our professionals and are given a mock interview. We plan to give them positive reinforcement combined with constructive feedback on what they can improve on to maximize their chances for landing their dream job. We go over and practice negotiation tactics as well as questions they should ask the interviewer before signing any documents. With their permission we take what answers we think would benefit others and eventually compile an example video any customers can watch and learn from that would be included in the Tier I package as well.

A smaller video of the compiled answers we think were absolutely perfect from our customers will be available with the Tier II package to promote purchase of Tier I.

\*NOTE: The TIER I package can be purchased as an upgrade from the TIER II for just \$4.99.

The idea behind the prices are for TIER I to be the main sold product. It's slightly more expensive than TIER II, which is why people will assume they are paying less for more value. We also plan to promote free resume templates and a weekly newsletter with creating an account on our website. The templates will be sent to the email that the user chose to sign up with. This will influence people want to spend money due to already investing their time on our website.

## Advertising

**Advertising will be the bulk** of how we find our customers. Obviously, we will start as a small, unknown business. We *know* the quality of our product will provide the whopping 77% of those unemployed individuals with Autism searching for a job with the resources they need to become competitive, effectively communicative, and confident in their searching, so they will find a stable income.

We plan to do heavy investing (30% of net profit) in advertising. This will include advertising on Autism related social media accounts, “Feel Good” social media accounts, and investing in Google and Facebook advertising.

When it comes to social media, it was estimated over 3.6 billion people in 2020 were connected through usage from an account or browsing. We plan to create our own Instagram, Facebook, and Twitter to connect, promote, and engage with our followers. With account creation, we will actively pay large Autism related Facebook pages and Instagram accounts to post advertisements of us. Payment may not even be necessary for some accounts, but we won’t rely on handouts in this area. Eventually after we’ve had a few success stories with our product, we will professionally produce emotional connecting videos showing how **tough** it was for our customers, how **hopeless** some may have felt, but how **hard** they worked, how **dedicated** they were, how they did **not** give up. How eventually they were **successful**. We will share **their** stories and how **proud of them we are**. There are social media accounts with millions of followers, that get billions of views per month for emotional feel-good content. Our videos sharing our customers stories would get hundreds of millions of views and clicks. That is why would invest so heavily in this area.

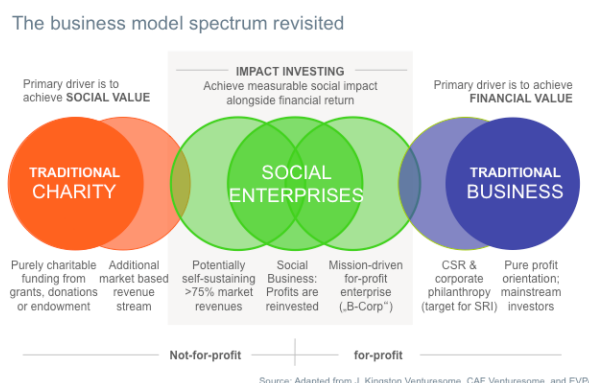
Again, we will also invest in Google and Facebook advertising. How this works is Google and Facebook essentially show advertisements to specific people based on their search history and website cookies. People who search for Autism related things will be prompted with ads showing our product - increasing the chances of their interest in it.

*In year 3*, we predict we will have enough traffic to our website to be able to put designated locations for other company’s advertisements. The advertisements will not show on paid costumer’s webpages.



## The Website

The website will include our home page which will include success story visuals and videos going in depth with how we helped certain people and where they are now. There will be a tab that goes into depth with me and the professionals hired. It will say a little about us, our goals, mission, and journey through the process. It will also include our business model and why we chose it. We believe being transparent with our customers, potential investors, and anyone interested in our company or product will be an advantage.



There will also be a tab that shows off any companies that were eminent in our success or notable in how they contributed to us. Any partners that want to work with us in hiring any quality members of our program will also have their own page that goes into depth with their history, how they helped, why the help, and anything they want to include or add (such as stories of people they've hired).

There will be a product tab that gives all the necessary details of our product, the average length it takes for someone to receive an offer/job after purchasing our product, the average annual and monthly salary increased from purchasing our product, and other significant information pertaining to the quality of it. This information will also be included in many of our advertisements.

There will be a Q&A tab with recent questions and answers, a tab to ask us any questions, and our contact information. There will be a notification box that shows the last time someone purchased our product, the percent of hired individuals from us, our social medias, links to large social media accounts that have posted our content, resources to get in contact with other Autism related organizations, and resources for Autism related financial help that some people may be unaware of. We will prove our product works and show the impact it brings.

## Appendix 1 – Forecast

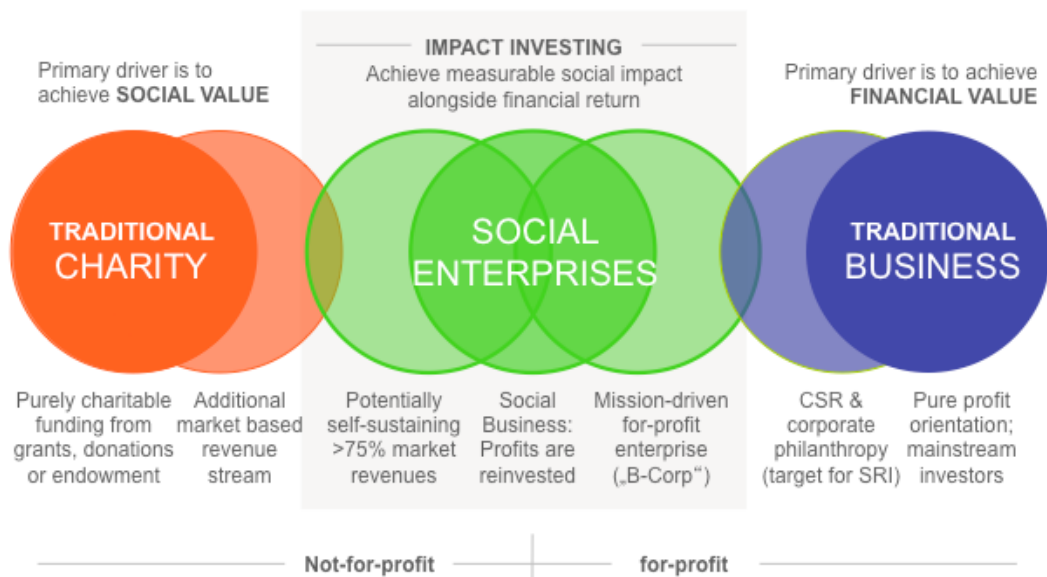
Units Sold	50	100	150	200	250	300	400	500	600	700	800	900
Total Sales	\$ 625	\$ 1,250	\$ 1,875	\$ 2,500	\$ 3,125	\$ 3,750	\$ 5,000	\$ 6,250	\$ 7,500	\$ 8,750	\$ 10,000	\$ 11,250
Accountant/CEO	\$ (1,000)	\$ (2,000)	\$ (2,500)	\$ (3,000)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)
Professional 1	\$ (1,000)	\$ (2,000)	\$ (2,500)	\$ (3,000)	\$ (3,500)	\$ (4,000)	\$ (4,500)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,000)	\$ (2,500)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Current Margin	\$ (1,375)	\$ (2,750)	\$ (3,125)	\$ (3,500)	\$ (3,708)	\$ (3,583)	\$ (2,833)	\$ (2,083)	\$ (833)	\$ 417	\$ 1,667	\$ 2,917
Advertising	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
Total Margin	\$ (3,375)	\$ (4,750)	\$ (5,125)	\$ (5,500)	\$ (5,708)	\$ (5,583)	\$ (4,833)	\$ (4,083)	\$ (2,833)	\$ (1,583)	\$ (333)	\$ 917
Service	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Units Sold	1,000	1,100	1,200	1,300	1,400	1,500	1,600	1,700	1,800	1,900	2,000	2,100
Total Sales	\$ 12,500	\$ 13,750	\$ 15,000	\$ 16,250	\$ 17,500	\$ 18,750	\$ 20,000	\$ 21,250	\$ 22,500	\$ 23,750	\$ 25,000	\$ 26,250
Accountant/CEO	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)
Professional 1	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 2	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Current Margin	\$ (833)	\$ 417	\$ 1,667	\$ 2,917	\$ 4,167	\$ 5,417	\$ 6,667	\$ 7,917	\$ 9,167	\$ 10,417	\$ 11,667	\$ 12,917
Advertising	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)
Total Margin	\$ (3,833)	\$ (2,583)	\$ (1,333)	\$ (83)	\$ 1,167	\$ 2,417	\$ 3,667	\$ 4,917	\$ 6,167	\$ 7,417	\$ 8,667	\$ 9,917
Service	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Units Sold	2,100	2,200	2,300	2,400	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Total Sales	\$ 26,250	\$ 27,500	\$ 28,750	\$ 30,000	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250	\$ 31,250
Accountant/CEO	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)	\$ (3,333)
Professional 1	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 2	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 3	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Professional 4	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)	\$ (5,000)
Ad Revenue	\$ 1,000	\$ 1,200	\$ 1,300	\$ 1,400	\$ 1,500	\$ 1,600	\$ 1,700	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800	\$ 1,800
Current Margin	\$ 3,917	\$ 5,367	\$ 6,717	\$ 8,067	\$ 9,417	\$ 9,517	\$ 9,617	\$ 9,717	\$ 9,717	\$ 9,717	\$ 9,717	\$ 9,717
Advertising	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)	\$ (3,000)
Total Margin	\$ 917	\$ 2,367	\$ 3,717	\$ 5,067	\$ 6,417	\$ 6,517	\$ 6,617	\$ 6,717	\$ 6,717	\$ 6,717	\$ 6,717	\$ 6,717

## Appendix 2 - Lean Business Model Canvas

SOCIAL ENTERPRISE BUSINESS MODEL				
Designed for:		Designed by:		Date:
				Version:
<b>Social Problem</b>  Unemployment with those that have Autism.	<b>Market Solution</b> A service that sharpens their resume, LinkedIn portfolio, and improves their job interviewing attire, verbal and non verbal social skills, hygiene, and most importantly: answers	<b>Value Propositions</b> We assess how likely it is to get the job you want with your current resume and portfolio.  We then find if it's within reach to gain the proper requirements and train you to effectively go through job interviews maintaining concrete communication skills, professionally presenting yourself, and asking the interviewer the right questions.	<b>Beneficiary</b> Not only the consumers, but the economy, businesses that hire our customers, and Autism community as a whole.	<b>Customer</b> Those with Autism needing or looking for a dependable service that will help advance their career, therefore advancing their own life.
<b>Key Partners</b> Autism Speaks, Florida Autism Center, FSU Center for Autism, Microsoft Autism Inclusive Hiring, and many more companies we hope to reach out to and work with along our journey.	<b>Key Resources</b> The professionals we hire as well as advertising. We plan to hire that were previously job interviewers and have a familiarity with Autism. We plan to heavily invest in advertising because that is how we will gain many of our customers.	<b>Channels</b> Mainly our website, but for advertising: Google, Facebook, Instagram, Twitter, Tik Tok, and any major social media and Autism related channels.	<b>Differentiators</b> A service that focuses primarily on those with Autism. We train them, we help them, we give them the tools they need for one of the most intimidating and crucial parts of choosing a career.	
<b>Cost Structure</b> CEO/Accountant Training Professionals Website development and maintenance Creating content for the product Advertising		<b>Revenue Streams</b> Payment from our products: Tier II and Tier I. Payment for advertising on our website.		

## Appendix 3 – Business Model Spectrum Revisited

### The business model spectrum revisited



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

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