



Wednesday, October 22, 2025

Business Registration Form

Firm Contact Information

School Name: Waubonsie Valley High School

Please select your VE region:

VE Midwest (IA, IL, IN, KS, MI, MN, MO, NE, ND, OH, SD, WI)

Firm Name: Thrive

Current Firm Name on the Hub: Waubonsie Valley HS - Owles TBD

Employer Identification Number (PF Code) US019814

Does your firm need an official VE email address?

Yes

Facilitator Contact Information

VE Facilitator Name: David Owles

VE Facilitator Email: david_owles@ipsd.org

Firm Information

Please choose one of the following

New Firm

Number of employees 20

What is your primary product, product line or service?

A product line of personalized water bottles made out of lightweight recycled metal, with their key feature being a removable divider that allows storage for multiple drinks. They are compatible with our accessories, additional compartments, and health supplements, including protein powders, electrolytes, and wellness shots.

How have you determined that there is a need for this product or service?

We have observed and surveyed students in school hallways, libraries, and gyms, and noticed a common trend of seeing them struggling to carry multiple different drinks and water bottles at once. Recently on social media, there has also been rising trends in going to the gym, eating healthy, and staying healthy: this abundance of information can be confusing to digest at once, and users may feel intimidated, not knowing where to begin. Additionally, research conducted by the National Library of Medicine shows that 46% of college students consider their food choices unhealthy, with 62% interested in improving their lifestyle. This statistic solidifies a consumer need for wellness products that can easily, effectively improve health, which we offer here at Thrive.

What problem are you solving by offering this product or service?

Our product line is solving two issues. Our range of customizable water bottles resolves the inconvenience of carrying multiple different drinks at once. Customers like to consume water, protein shakes, coffee, and energy drinks at the same time, but do not have the space. Our additional compatible line of health supplements and unique compartments streamlines the process of staying hydrated and healthy, resolving the confusion of navigating through different health trends. Together, our product line will help motivate consumers to lead a healthier lifestyle.

PRICE:

32 oz Bottle with Normal Lid: \$49.99
40 oz Bottle with Normal Lid: \$64.99
Divider: \$8.99
Liquid IV (6.3 g): \$19.99
Organic Protein Powder (2 lb): \$33.99

PLACEMENT:

Online

Through a third-party distributor

Trade Shows

PROMOTION:

Sponsorships

Advertising

Media

Identify the primary audience(s) your firm intends to reach through its marketing strategy:

Gen Z (born 1997-2012)

VE Students

Explain why this group or groups were selected as ideal customers:

Gen Z and VE Students live busy lives, juggling school, work, and sports, with other responsibilities. Currently on their social media, going to the gym and leading healthy lifestyles are popular topics that kids and college students are increasingly beginning to follow. However, busy students and workers do not have the time to analyze the current, confusing market of health products and lifestyles; our product line resolves this issue. Our identified primary audience also shares the desire to consume multiple different drinks at once, like water, coffee, and energy drinks, resulting in a struggle of holding them all at once. Because they spend a majority of their day outside, they need a water bottle that can hold all of their drinks at once.

Provide a short description of your Ideal Customer, including demographic, geographic and/or psychographic attributes:

Our ideal customers are both women and men who are either students or workers within the age range of thirteen to thirty years old, coming from a middle or upper class income. Geographically, our product targets those across the United States living in urban or suburban towns. Our customers enjoy having multiple drinks and want to prioritize health and/or athletics, but are ultimately very busy and unsure how to decipher between contradicting and convoluted health fads circulating on social media.

From the industry categories listed below, check the option(s) that best fit(s) your business model. Select up to 5 options:

Food and beverages

Health and personal care

Green and eco-friendly

Application for Incorporation

Please select your legal form of business ownership:

S Corporation

Why did you choose this type of legal form of business ownership?

An S Corporation is ideal for a small startup that wants to gain a strong customer base concentrated in the United States. This legal form of business ownership allows our firm to bypass double taxation with

pass-through income, which is ideal for maximizing our net profit margin in our first few years of operation. Our product line, an improvement on pre-existing products, realistically may face risks of low demand and customer interest. While we plan to enact marketing and sales tactics to reduce this potential risk, it is essential for our shareholders to be protected by the limited liability offered by an S Corporation. Additionally, when developing new products and promotions, we are primarily focused on the needs and trends of the American market, which is compatible with the limited, American-based investor circle that an S Corporation requires. While this business model demands strict organization and eligibility requirements, which may be considered a hassle, our small business size of twenty employees will reduce any excessive complications.

Firm Budget Information

Initial Firm Budget Information

Monthly Expenses

Payroll 74000

Your total estimated payroll per employee (based on Payroll reported at left) is shown below: \$3700

I verify that the total estimated payroll per employee shown above is accurate based on the payroll figures provided.

Rent 900

Utilities 473

Insurance 100

Total Estimated Monthly Budget \$75473

One-Time Expenses

New Firms: Please provide cost estimates for the following one-time asset purchases.
Existing Firms: Please provide the book value of firm assets according to the Asset Log, as of prior May 1

Initial Inventory Purchases for beginning sales: 46086

Computers 16640

Office Furniture & Fixtures 13000

Equipment 9000

Office Supplies 200

Total One-Time Expenses \$84926

Facilitator Signature

