

Business Plan



Create Your Why

Tech Startup - AI/ML Solution

Gain Clarity, Confidence, Direction, and Meaning

# Idea

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## **Finding Yourself in Transition (FYiT)**

### **Exclusive Online Access to the Career Construction Interview (CCI)**

FYiT provides the first and only online version of the CCI, a powerful tool for self-discovery, life planning, and career guidance. Developed by world-renowned vocational psychologist Professor Mark Savickas, the CCI is backed by extensive research and addresses both life and career transitions, challenges, and concerns.

### **AI-Enhanced Experience**

Our intelligent ChatBot acts as your personal coach, guiding you through the CCI process and providing valuable insights for both life and career challenges.

### **Instant, Personalized Insights**

Receive a comprehensive 32-page PDF report, uniquely generated based on your responses, providing you with unparalleled clarity and direction.

### **Flexible and Accessible**

- Update and edit your answers at your own pace
- Access FYiT seamlessly across devices - iPhone, Android, iPad, or Laptop
- Enjoy one full year of access to tackle various life and career challenges

### **User-Friendly Features**

- Animated assistant to guide you through the CCI process
- Real-life case studies for vicarious learning
- Software tours for easy navigation
- Secure and confidential data collection and storage

### **Satisfaction Guaranteed**

We stand behind our product with a 100% satisfaction guarantee. If you're not completely satisfied, we offer a full reimbursement within 7 days of purchase, no questions asked.

Invest in yourself today with Finding Yourself in Transition - the most comprehensive, user-friendly, and affordable software available for navigating life's challenges and career transitions.

## Why? (Problem)

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### **Finding Yourself in Transition (FYiT)**

#### **Accessibility and Affordability**

Traditional career coaching and life counseling services are expensive and time-consuming. FYiT offers a comprehensive solution for \$200 with one full year of access, enabling users to address multiple challenges over time.

## **Evidence-Based Online Tools**

FYiT provides the first online version of the Career Construction Interview (CCI), developed by Professor Mark Savickas. The platform leverages extensive research and over 20 years of expertise in vocational psychology.

## **Holistic Life Planning**

Unlike tools focused solely on careers, FYiT takes a comprehensive approach to both career and life transitions. The platform provides guidance for various life obstacles, creating a more complete personal development solution.

## **Personalized, Instant Insights**

FYiT generates a unique 32-page PDF report immediately upon completing the CCI process, delivering personalized insights based on individual responses.

## **Flexible Access**

Users can access FYiT 24/7 on multiple devices (iPhone, Android, iPad, or laptop) and update their responses at their own pace, eliminating the constraints of traditional counseling appointments.

This revolutionary platform transforms the career counseling and life coaching industry by offering an accessible, affordable, and effective alternative to traditional methods.

## **What? (Solution)**

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### **Finding Yourself in Transition (FYiT)**

#### **AI-Enhanced Career Construction Interview (CCI)**

FYiT brings the power of the Career Construction Interview, developed by world-renowned vocational psychologist Professor Mark Savickas, to an accessible online platform. This evidence-based method is now available digitally for the first time, backed by over 20 years of research and expertise.

#### **Comprehensive Life Design Tool**

Unlike traditional career counseling services, FYiT addresses both career and life transitions, challenges, and concerns. This holistic approach helps users gain clarity, control, direction, purpose, and confidence in various aspects of their lives.

#### **Instant, Personalized Insights**

Upon completing the CCI process, users receive a unique 32-page PDF report generated immediately from their responses. This instant feedback provides tailored guidance and deep insights into the user's life

journey and career path.

### **AI-Powered Guidance**

An intelligent ChatBot serves as a personal coach, guiding users through the CCI process and offering valuable insights for both life and career challenges. This AI-enhanced experience ensures users receive support and direction throughout their journey.

### **Affordable and Accessible**

At \$200 for a full year of access, FYiT offers a cost-effective alternative to traditional career coaching services. Users can access the platform on multiple devices, allowing for flexibility and convenience in their self-discovery process.

### **Ongoing Support and Flexibility**

With a full year of access, users can revisit and update their responses as they navigate multiple life challenges over time. This long-term support ensures that FYiT remains a valuable resource throughout various life transitions.

By combining the proven CCI methodology with AI technology and a user-friendly interface, FYiT revolutionizes the approach to career and life guidance, making it more accessible, affordable, and effective for individuals seeking direction and purpose in their personal and professional lives.

# Products & Services

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## Finding Yourself in Transition (FYiT)

A revolutionary AI-enhanced career counseling software providing exclusive access to the Career Construction Interview (CCI), developed by Professor Mark Savickas.

## Value Proposition

Empowers individuals to navigate life's challenges and career transitions confidently, offering comprehensive solutions at a fraction of traditional coaching costs.

## Unique Selling Points

1. **Exclusive Online CCI Access** First and only digital version of the Career Construction Interview, backed by 20+ years of research
2. **AI-Enhanced Experience** Intelligent ChatBot provides personal coaching and valuable insights
3. **Comprehensive Approach** Addresses both life and career transitions holistically
4. **Instant, Personalized Insights** 32-page PDF report generated immediately upon completion
5. **Affordable and Flexible** \$200 for full year of access

## Product Portfolio

### 1. Career Construction Interview (CCI)

- Gain clarity, direction, purpose in career/life decisions
- Evidence-based self-discovery and planning

### 2. AI-Powered ChatBot

- Personalized guidance throughout process
- On-demand coaching support

### 3. Personalized Report

- Deep insights into life journey
- Actionable, tailored advice

### 4. Mobile-Friendly Interface

- Seamless access across all devices
- Maximum flexibility

### 5. Real-Life Case Studies

- Learn from others' experiences
- Enhance personal responses

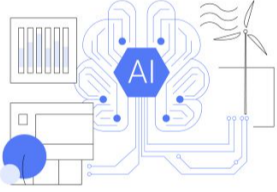

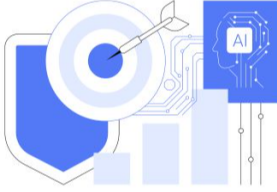
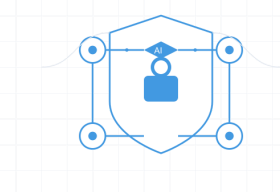
### 6. One Year Access

- Address multiple challenges
- Ongoing guidance

## 7. Secure Data Storage

- Private information protection
- Complete confidentiality

FYiT provides a comprehensive, user-friendly, and affordable solution for individuals seeking direction in their personal and professional lives.

			
<b>Revolutionary Career Intervention</b>	<b>Digital CCI Experience</b>	<b>Support Tools</b>	<b>Security and Support</b>
<ul style="list-style-type: none"><li>• AI-enhanced Career Construction Interview (CCI) platform</li><li>• One year of unlimited access for \$200</li><li>• Instant 32-page personalized PDF report</li></ul>	<ul style="list-style-type: none"><li>• Exclusive online access to Professor Savickas's proven methodology</li><li>• AI-powered ChatBot for personalized guidance</li><li>• Interactive question-and-answer format</li></ul>	<ul style="list-style-type: none"><li>• Animated assistant for step-by-step guidance</li><li>• Real-life case studies for enhanced learning</li><li>• Software tours for easy navigation</li><li>• Mobile-friendly interface across all devices</li></ul>	<ul style="list-style-type: none"><li>• Secure data collection and storage</li><li>• 7-day money-back guarantee</li><li>• Year-round access to update responses</li></ul>
Key Differentiators	Key Differentiators	Key Differentiators	Key Differentiators
<b>Immediate, actionable insights</b>	<b>24/7 intelligent coaching support</b>	<b>Seamless access anywhere, anytime</b>	<b>Continuous support for multiple life transitions</b>

# Marketing

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## Marketing Strategy Overview

### Marketing Objectives

#### Brand Awareness

- Establish FYiT as the leading digital career construction platform
- Build recognition of the CCI methodology and Professor Savickas's expertise
- Position FYiT as an affordable, professional-grade alternative to traditional coaching

#### Customer Acquisition

- Drive platform adoption among target demographics
- Convert website visitors into paid subscribers
- Build a strong user base within the first year

### Key Marketing Tactics

#### Digital Marketing

- Search engine optimization (SEO) focusing on career transition keywords
- Content marketing featuring success stories and expert insights
- Paid search campaigns targeting career change-related searches
- Social media presence on LinkedIn, Instagram, and Facebook

#### Content Strategy

- Educational blog posts about career transitions and life planning
- Video testimonials from successful users
- Expert interviews with career counseling professionals
- Weekly newsletter with career insights and success stories

#### Partnership Development

- Collaborate with career counseling associations
- Partner with universities and alumni associations
- Engage with professional development organizations
- Build relationships with HR departments and outplacement services

#### Professional Networking

- Present at career development conferences
- Host webinars for career counseling professionals
- Engage with career counseling communities
- Develop referral programs for career professionals

### Target Audience Segments

#### Career Transitioners

- Mid-career professionals seeking change
- Individuals affected by workplace restructuring

- People returning to the workforce

## Life Change Navigators

- Those facing major life transitions
- Individuals seeking purpose and direction
- People experiencing personal challenges

## Young Professionals

- Recent graduates entering the workforce
- Early-career individuals planning their path
- Young adults seeking career clarity

## Marketing Channels

### Primary Channels

- Professional social media platforms (LinkedIn)
- Career development websites
- Professional associations
- Educational institutions

### Secondary Channels

- Personal development podcasts
- Career coaching blogs
- Professional networking events
- Online career forums

## Measurement Metrics

- Website traffic and conversion rates
- User acquisition costs
- Customer lifetime value
- User satisfaction scores
- Platform engagement metrics
- Social media engagement
- Referral rates

This marketing strategy focuses on building credibility, demonstrating value, and reaching target audiences through multiple touchpoints while emphasizing FYiT's unique combination of proven methodology and innovative technology.





### Content Marketing

Website & YouTube Channel -  
Educational videos about the  
CCI methodology



### Google Ads

Focus on career transition and  
life planning keywords



### Facebook Groups

Share transformational stories  
and visual testimonials



### Instagram Ads

Share transformational stories  
and visual testimonials



### LinkedIn Ads

Target career professionals and  
job seekers with CCI  
testimonials and success stories



### Educational Outreach

LinkedIn Live Sessions - Host  
Q&As with career experts

# Sales

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## Sales Strategy Overview

FYiT utilizes a direct-to-consumer digital sales model through our online platform, complemented by strategic partnerships and professional referral networks.

## Primary Sales Channels

### Direct Online Sales

- E-commerce platform with secure payment processing
- Self-service purchase and immediate access
- Automated onboarding process
- 7-day money-back guarantee

### Strategic Partnership Sales

- Career counseling associations
- University career centers
- Corporate HR departments
- Outplacement services
- Professional development organizations

## Distribution Model

### Digital Delivery System

- Instant access upon purchase
- Automated account creation
- Immediate PDF report generation
- Cross-platform compatibility
- Cloud-based service delivery

### Access Management

- One-year subscription model
- Multi-device login capability
- Secure user authentication
- Automated renewal notifications

## Sales Team Structure

### Partnership Managers

- Focus on institutional relationships
- Build professional networks
- Manage referral programs
- Develop corporate accounts

### Commission Structure

- Base salary plus performance incentives
- Partnership revenue sharing
- Referral fee program

- Volume-based bonuses

## Sales Targets

### Individual Sales

- Direct consumer purchases
- Professional referrals
- Social media conversions
- Email marketing campaigns

### Institutional Sales

- Corporate wellness programs
- University career center partnerships
- Professional association memberships
- Outplacement service contracts

## Distribution Channels



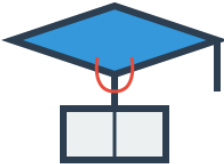

### Primary Platform

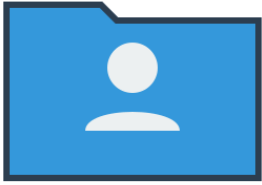
- Web-based application
- Mobile-responsive design
- Native iOS and Android apps
- Tablet optimization

### Support Infrastructure

- Cloud-based delivery
- 24/7 platform availability
- Automated backup systems
- Technical support access

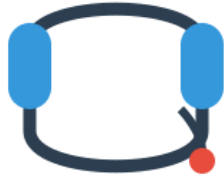
This strategy ensures efficient delivery of FYiT's services while maintaining high customer satisfaction and scalable growth potential.

			
Website Direct Sales	Career Counseling Partnerships	Educational Institutions	Institutional Sales
<ul style="list-style-type: none"> <li>• Automated e-commerce system</li> <li>• Secure payment processing</li> <li>• Instant access activation</li> <li>• Self-guided onboarding process</li> <li>• Automated renewal notifications</li> </ul>	<ul style="list-style-type: none"> <li>• Professional association memberships</li> <li>• Referral program for counselors</li> <li>• Bulk licensing options</li> <li>• Commission-based partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Student access programs               <ul style="list-style-type: none"> <li>• Alumni association partnerships</li> </ul> </li> <li>• Career center integration               <ul style="list-style-type: none"> <li>• Institutional licensing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• University career centers</li> <li>• Corporate HR departments               <ul style="list-style-type: none"> <li>• Outplacement services</li> </ul> </li> <li>• Professional development organizations</li> </ul>



## Account Management

- User authentication system
- Multi-device access control
  - Usage analytics
- Secure data storage



## Customer Service

- 24/7 technical support
- Automated help center
- Live chat assistance
- Email support system

# Partners

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## Strategic Partnerships

### Professional Organizations

- Career Counseling Associations
  - Provide professional credibility
  - Offer member referral programs
  - Enable professional networking opportunities

### Academic Institutions

- Universities and Colleges
  - Integrate FYIT into career centers
  - Provide student and alumni access
  - Collaborate on research validation

### Corporate Partners

- HR Departments
  - Implement employee development programs
  - Provide outplacement services
  - Support career transition initiatives

### Technology Partners

- Cloud Service Providers
  - Ensure platform reliability
  - Maintain data security
  - Enable scalable infrastructure

### Professional Development Organizations

- Career Coaching Networks
  - Expand distribution channels
  - Provide expert endorsements
  - Generate referral partnerships

## Key Individual Partners

### Academic Collaborators

- Professor Mark Savickas
  - CCI methodology creator
  - Scientific validation
  - Professional endorsement

### Career Development Experts

- Career Counselors
  - Platform validation
  - Professional referrals
  - Case study contributions

### Technical Specialists

- AI Development Team
  - ChatBot enhancement
  - Platform optimization
  - User experience improvement

## Support Infrastructure

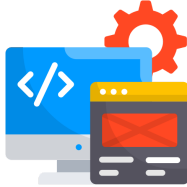


## Customer Service Partners

- Technical Support Teams
  - 24/7 platform assistance
  - User onboarding support
  - Issue resolution

## Marketing Collaborators

- Content Creators
  - Educational material development
  - Success story documentation
  - Social media management

These partnerships create a robust ecosystem that enhances FYiT's value proposition while ensuring sustainable growth and market penetration.

		
(TEMPLATE) Software developers	(TEMPLATE) Marketing agency	(TEMPLATE) Influencers
Connect with the software development companies and find the one that offers the best value for money	Find the marketing agency to help us promote our app	They will promote our app over their social media accounts

# Market

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The career counseling and online coaching market is experiencing significant growth, driven by digital transformation and increasing demand for personalized guidance.

## Market Size and Growth

The global career education counseling market is valued at \$2.66 billion in 2024 and is projected to reach \$3.52 billion by 2028, growing at a CAGR of 7.3%<sup>1</sup>. The broader online coaching market shows even more dramatic growth, expected to reach \$11.7 billion by 2032, with a CAGR of 14%<sup>2</sup>.

## Key Market Trends

### Digital Transformation

- 78% of job seekers now turn to online platforms for career advice<sup>3</sup>
- AI-powered platforms are revolutionizing career guidance delivery
- Increased adoption of hybrid coaching models and mobile applications

### Demographic Shifts

- Rising demand from 18-30 year age group
- Growing need for career transition support
- Increased focus on work-life balance and personal fulfillment

### Market Evolution

- Shift from traditional counseling to AI-enhanced guidance
- Integration of data analytics for personalized insights
- Emphasis on both career and life transition support

### Geographic Distribution

### Regional Leadership

- Asia-Pacific dominates the market with 41.7% market share<sup>2</sup>
- North America shows strong adoption of technology-driven solutions
- Emerging markets display rapid growth potential

### Market Stage

The career counseling market is in a growth phase, characterized by:

- Increasing adoption of digital solutions
- Expanding service offerings
- Rising demand for personalized guidance
- Growing investment in AI and technology integration

This dynamic market environment presents significant opportunities for FYiT's innovative AI-enhanced career counseling platform, particularly given its unique position as the exclusive digital provider of the Career Construction Interview.

**Market Coverage**

**Market Growth**



## International market

Your products and services are  
distributed globally



## Growing

There is an overall increase in  
demand for the products and  
services you plan to sell



# Customers

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## Target Market Overview

FYiT serves individuals seeking clarity, direction, and support during career and life transitions. Our platform addresses the growing demand for accessible, affordable, and professional-grade career guidance.

## Primary Target Segments

### Career Transitioners

- **Demographics:** Professionals aged 30-50
- **Pain Points:**
  - Need for career direction and purpose
  - High cost of traditional career coaching
  - Limited access to professional guidance
- **Market Size:** Large and growing segment of workforce
- **Willingness to Pay:** High, given ROI on career advancement
- **Accessibility:** Strong digital engagement

### Young Professionals

- **Demographics:** Ages 22-30, college educated
- **Pain Points:**
  - Uncertainty about career direction
  - Limited professional experience
  - Budget constraints for coaching
- **Market Size:** Substantial annual growth with new graduates
- **Willingness to Pay:** Moderate, value-conscious
- **Accessibility:** Highly tech-savvy

### Life Change Navigators

- **Demographics:** Adults 25-65 facing transitions
- **Pain Points:**
  - Need for life direction and purpose
  - Desire for structured guidance
  - Time constraints for traditional coaching
- **Market Size:** Broad demographic experiencing transitions
- **Willingness to Pay:** High, motivated by personal growth
- **Accessibility:** Mixed digital comfort levels

## Secondary Target Segments




### Corporate Partners

- HR departments and outplacement services
- **Pain Points:**
  - Need for scalable career development solutions
  - Cost-effective transition support
  - Evidence-based methodologies
- **Market Size:** Growing corporate wellness sector
- **Willingness to Pay:** High, with bulk licensing options
- **Accessibility:** Through B2B channels

### Educational Institutions

- Universities and career centers
- **Pain Points:**
  - Limited career counseling resources
  - Need for scalable solutions
  - Student demand for modern tools
- **Market Size:** Substantial institutional market
- **Willingness to Pay:** Moderate to high
- **Accessibility:** Through institutional partnerships

Each segment represents a significant market opportunity, with career transitioners and young professionals being the highest priority targets due to their immediate need, willingness to pay, and digital engagement levels.

		
Career Transitioners: "Midlife Momentum Seekers"	Young Professionals: "Emerging Career Explorers"	Life Change Navigators: "Transition Trailblazers"
<p>Midlife Momentum Seekers are professionals aged 30-50 who are looking to pivot their careers or find new purpose in their work lives. They have substantial work experience but feel stuck or unfulfilled in their current roles. These individuals are digitally engaged and willing to invest in their career development, making them an ideal target for FYiT's services.</p>	<p>Emerging Career Explorers are recent graduates and young professionals aged 22-30 who are navigating the early stages of their careers. They are tech-savvy and value-conscious, seeking affordable guidance to help them make informed decisions about their professional futures. This segment represents a large and growing market with high digital engagement.</p>	<p>Transition Trailblazers are adults aged 25-65 who are facing significant life changes such as career shifts, relocation, or personal transformations. They are motivated by personal growth and willing to invest in guidance that can help them navigate these transitions effectively. This segment has diverse digital comfort levels but represents a broad demographic experiencing various life changes.</p>
<b>Pain points</b> <div> <p>Lack of clarity in career direction and purpose</p> <p>High cost of traditional career coaching services</p> <p>Limited access to professional-grade career guidance</p> </div>	<b>Pain points</b> <div> <p>Uncertainty about long-term career direction</p> <p>Limited professional experience and network</p> <p>Budget constraints for traditional coaching services</p> </div>	<b>Pain points</b> <div> <p>Need for life direction and purpose during major transitions</p> <p>Desire for structured guidance and support</p> <p>Time constraints limiting access to traditional coaching</p> </div>
<div>Market Size4/5</div> <div>Pay for value4/5</div> <div>Accessibility4/5</div> <div>PriorityHigh</div>	<div>Market Size5/5</div> <div>Pay for value3/5</div> <div>Accessibility5/5</div> <div>PriorityHigh</div>	<div>Market Size4/5</div> <div>Pay for value4/5</div> <div>Accessibility3/5</div> <div>PriorityHigh</div>

# Competitors

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## Competitive Landscape Overview

The career counseling and coaching industry is experiencing significant growth, with the global market valued at \$2.66 billion in 2024 and projected to reach \$3.52 billion by 2028, growing at a CAGR of 7.3%<sup>1</sup>. The online coaching market specifically is expected to skyrocket to \$11.7 billion by 2032, with a CAGR of 14%<sup>2</sup>. This growth is driven by several factors, including:

- Increasing demand for personalized career guidance
- Rise of remote and hybrid work models
- Growing awareness of mental health in the workplace
- Demographic shifts in the workforce
- Emphasis on sustainability and ethical careers

The industry is being transformed by digital solutions, AI integration, and increasing demand for personalized guidance. This shift is creating new opportunities for innovative platforms that can offer scalable, accessible, and cost-effective career support.

## Direct Competitors

### Traditional Career Coaches

- One-on-one personalized coaching
- High cost (\$150-500 per session)
- Limited scalability and accessibility
- Location-dependent services

### Online Career Platforms

#### The Muse Coach Connect

- Personalized career coaching
- Flexible packages
- Lower price point than traditional coaching
- Outplacement services for companies supporting departing employees

#### BetterUp

- AI-based insights
- Focus on mental wellness and leadership development
- Enterprise-focused solutions
- Personalized coaching experiences

#### Korn Ferry Advance

- Career coaching subscription service
- Resume help and AI interview bot
- Focus on less technical positions
- Monthly subscription model (\$49/month)

#### Simon Sinek's Find Your WHY

- Online course priced at \$250
- Focuses on discovering personal purpose and motivation
- Guided by Simon Sinek through video lessons
- Includes exercises to develop a personal WHY statement<sup>3</sup>

#### Career Contessa

- Specializes in career coaching for women
- Pricing ranges from \$75-\$280 per 50-minute session
- Offers job board, online workshops, and podcast
- Represents a wide array of industries<sup>4</sup>

## Indirect Competitors

### AI Career Coaching Platforms

#### Bob AI Career Coach

- Automated job search assistance
- Resume and cover letter help
- Personalized career guidance based on user profile
- Integration of local data and resources<sup>5</sup>

#### Jobiri

- AI-powered job matching
- Basic career guidance
- Template-based solutions
- Institutional partnerships with universities and municipalities<sup>5</sup>

#### Rocky.ai

- Focus on personal development and career coaching
- Tailored coaching plans for individuals and organizations
- Based on positive psychology and solution-focused coaching<sup>5</sup>

#### Prentus

- Comprehensive AI career coaching platform
- Offers job tracking, resume building, and AI mock interviews
- Integrates data from leading job platforms like Indeed<sup>5</sup>

#### Khanmigo

- Developed by Khan Academy
- Offers guidance on career choices, resume creation, and interview preparation
- Also serves as a life coach for educational decisions<sup>5</sup>

## FYiT's Competitive Advantages

#### 1. Exclusive Technology

- Only platform offering digital access to the Career Construction Interview
- AI-enhanced guidance system
- Proven methodology backed by research

#### 2. Price Leadership

- \$200 for one year of unlimited access
- Fraction of traditional coaching costs
- Immediate ROI for users

#### 3. Comprehensive Solution

- Addresses both career and life transitions
- Instant 32-page personalized report
- Year-round access and support

#### 4. Scalability

- Digital platform accessible worldwide
- Multi-device compatibility
- Automated report generation

#### 5. Research-Backed Methodology

- Founded on Career Construction Theory
- Developed by industry thought leaders
- Continuous improvement based on user data and outcomes

## 6. Holistic Approach

- Integrates career and personal development
- Focuses on finding meaning and purpose in work
- Addresses the growing demand for work-life balance

## Market Positioning

FYiT is well-positioned to capture market share by offering a unique combination of proven methodology, AI enhancement, and cost-effective pricing. The platform addresses the growing demand for accessible, affordable, and professional-grade career guidance in an increasingly complex job market.









By leveraging the Career Construction Interview and AI technology, FYiT differentiates itself from both traditional career coaches and other AI-powered platforms. Its comprehensive approach to career and life transitions aligns with the increasing focus on holistic career development and mental well-being in the workplace.





The platform's scalability and digital-first approach make it well-suited to meet the needs of a global audience, particularly as remote work becomes more prevalent. FYiT's competitive pricing strategy positions it as an attractive option for individuals seeking high-quality career guidance without the high costs associated with traditional coaching services.



As the career coaching market continues to evolve, FYiT's combination of research-backed methodology, AI-enhanced personalization, and affordable pricing positions it as a strong contender in the growing digital career guidance space. Its unique offering sets it apart from both established players like Simon Sinek's Find Your WHY and emerging AI-driven platforms, making it an attractive choice for individuals seeking comprehensive career and life transition support.

## Footnotes

1. <https://thebigmarketing.com/coach-competitors/>
2. <https://workee.net/blog/the-booming-coaching-industry-market-size-and-trends-in-2024>
3. <https://simonsinek.com/product/find-your-why-with-simon/>
4. <https://igotanooffer.com/blogs/tech/best-career-coaching-services>
5. <https://www.delphi.ai/blog/2024/10/12-best-ai-career-coach-platforms-for-personalized-career-coaching>

<div></div> <div>Direct</div>	<div></div> <div>Direct</div>	<div></div> <div>Indirect</div>	<div></div> <div>Direct</div>
Career Contessa	Korn Ferry Advance	Bob AI Career Coach	CoachHub
Career Contessa: Specializes in career coaching for women across various industries.	Korn Ferry Advance: Offers a career coaching subscription service with resume help and an AI interview bot.	Bob AI Career Coach: Offers automated job search assistance and personalized career guidance.	CoachHub: Provides digital coaching programs for companies and teams with access to over 3,500 coaches worldwide.
<div><div>Price</div><div>Fair</div></div> <div><div>Quality of Service</div><div>Good</div></div> <div><div>User Experience</div><div>Good</div></div> <div><div>Reputation</div><div>Good</div></div> <div><div>Accessibility</div><div>Excellent</div></div> <div><div>Threat Level</div><div>Medium</div></div>	<div><div>Price</div><div>Fair</div></div> <div><div>Quality of Service</div><div>Good</div></div> <div><div>User Experience</div><div>Good</div></div> <div><div>Reputation</div><div>Excellent</div></div> <div><div>Accessibility</div><div>Excellent</div></div> <div><div>Threat Level</div><div>Medium</div></div>	<div><div>Price</div><div>Good</div></div> <div><div>Quality of Service</div><div>Good</div></div> <div><div>User Experience</div><div>Fair</div></div> <div><div>Reputation</div><div>Good</div></div> <div><div>Accessibility</div><div>Excellent</div></div> <div><div>Threat Level</div><div>High</div></div>	<div><div>Price</div><div>Fair</div></div> <div><div>Quality of Service</div><div>Excellent</div></div> <div><div>User Experience</div><div>Excellent</div></div> <div><div>Reputation</div><div>Excellent</div></div> <div><div>Accessibility</div><div>Excellent</div></div> <div><div>Threat Level</div><div>High</div></div>
<div></div> <div>Direct</div>	<div></div> <div>Direct</div>	<div></div> <div>Direct</div>	<div></div> <div>Direct</div>
Ezra	Bravely	Sayge	LeggUP
Ezra: Offers personalized coaching experiences for professional development.	Bravely: Provides on-demand coaching for employees.	Sayge: Offers personalized coaching for professional growth.	LeggUP: Provides career coaching services for professional development.
<div><div>Price</div><div>Fair</div></div> <div><div>Quality of Service</div><div>Good</div></div> <div><div>User Experience</div><div>Good</div></div> <div><div>Reputation</div><div>Good</div></div> <div><div>Accessibility</div><div>Excellent</div></div> <div><div>Threat Level</div><div>Medium</div></div>	<div><div>Price</div><div>Fair</div></div> <div><div>Quality of Service</div><div>Good</div></div> <div><div>User Experience</div><div>Good</div></div> <div><div>Reputation</div><div>Good</div></div> <div><div>Accessibility</div><div>Excellent</div></div> <div><div>Threat Level</div><div>Medium</div></div>	<div><div>Price</div><div>Fair</div></div> <div><div>Quality of Service</div><div>Good</div></div> <div><div>User Experience</div><div>Fair</div></div> <div><div>Reputation</div><div>Good</div></div> <div><div>Accessibility</div><div>Excellent</div></div> <div><div>Threat Level</div><div>Medium</div></div>	<div><div>Price</div><div>Fair</div></div> <div><div>Quality of Service</div><div>Fair</div></div> <div><div>User Experience</div><div>Fair</div></div> <div><div>Reputation</div><div>Good</div></div> <div><div>Accessibility</div><div>Excellent</div></div> <div><div>Threat Level</div><div>Medium</div></div>

							
Indirect		Direct		Direct		Direct	
Jobiri		Rocky.ai		Prentus		The Muse Coach Connect	
Jobiri: Provides AI-powered job matching and basic career guidance.		Rocky.ai: Focuses on personal development and career coaching using AI.		Prentus: Offers a comprehensive AI career coaching platform with various job search tools.		The Muse Coach Connect: Provides personalized career coaching with flexible packages and a lower price point than traditional coaching.	
Price	Fair	Price	Good	Price	Good	Price	Good
Quality of Service	Fair	Quality of Service	Excellent	Quality of Service	Good	Quality of Service	Good
User Experience	Fair	User Experience	Good	User Experience	Good	User Experience	Good
Reputation	Good	Reputation	Good	Reputation	Good	Reputation	Good
Accessibility	Good	Accessibility	Excellent	Accessibility	Good	Accessibility	Excellent
Threat Level		Threat Level		Threat Level		Threat Level	
Medium		High		High		Medium	

			
Direct		Direct	
BetterUp		Simon Sinek's Find Your Why	
BetterUp: Offers AI-based insights and personalized coaching experiences, focusing on mental wellness and leadership development.		Simon Sinek's Find Your WHY: Focuses on discovering personal purpose and motivation through an online course.	
Price	Good	Price	Fair
Quality of Service	Excellent	Quality of Service	Good
User Experience	Excellent	User Experience	Fair
Reputation	Excellent	Reputation	Excellent
Accessibility	Excellent	Accessibility	Excellent
Threat Level		Threat Level	
High		Medium	

## Direct Competitors

1. BetterUp - High Threat
  2. Reason: Strong AI integration, focus on mental wellness, and enterprise solutions make it a formidable competitor in the digital career development space.
3. The Muse Coach Connect - Medium Threat
  4. Reason: While offering personalized coaching, it lacks the comprehensive AI-driven approach of FYiT.
5. Korn Ferry Advance - Medium Threat
  6. Reason: Established brand with a subscription model, but focuses more on traditional career services.
7. Simon Sinek's Find Your WHY - Medium Threat
  8. Reason: Strong brand recognition, but limited scope compared to FYiT's comprehensive offering.
9. Career Contessa - Medium Threat
  10. Reason: Niche focus on women's career development limits its overall market impact.
11. CoachHub - High Threat
  12. Reason: Large coach network and focus on corporate clients pose a significant competitive challenge.
13. Ezra - Medium Threat
  14. Reason: Offers personalized coaching but lacks the AI-driven, comprehensive approach of FYiT.
15. Bravely - Medium Threat
  16. Reason: On-demand coaching model is attractive, but primarily targets employee assistance programs.
17. Sayge - Medium Threat
  18. Reason: Offers personalized coaching but lacks the technological edge and comprehensive approach of FYiT.
19. LeggUP - Medium Threat
  20. Reason: Provides career coaching services but doesn't have the unique methodology or AI integration of FYiT.

## Indirect Competitors

1. Bob AI Career Coach - High Threat
  2. Reason: Strong AI integration and personalized guidance make it a significant competitor in the automated coaching space.
3. Jobiri - Medium Threat
  4. Reason: AI-powered job matching is valuable, but lacks the comprehensive career development approach of FYiT.
5. Rocky.ai - High Threat
  6. Reason: AI-driven personal development and career coaching align closely with FYiT's offering.
7. Prentus - High Threat
  8. Reason: Comprehensive AI career coaching platform with multiple features poses a significant competitive challenge.

This categorization helps identify which competitors pose the most significant challenges to FYiT's market position. High-threat competitors, particularly those with strong AI integration and comprehensive career development approaches, should be closely monitored for strategic planning and differentiation efforts.



# SWOT Analysis

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## Business Environment Analysis

### Market Conditions

- Growing demand for digital career guidance solutions
- Increasing acceptance of AI-enhanced coaching
- Rising need for affordable, accessible career support
- Shift toward remote and digital services

## SWOT Analysis

### Strengths

- AI-enhanced platform with immediate results
- Affordable pricing (\$200 for annual access)
- Scalable digital delivery model
- Comprehensive 32-page personalized reports
- Multi-device accessibility
- Research-backed methodology

### Weaknesses

- New entrant in established market
- Reliance on digital adoption
- Limited face-to-face interaction
- Initial brand recognition challenges
- Dependence on internet connectivity
- Learning curve for some users

### Opportunities

- Growing market for career guidance
- Increasing demand for digital solutions
- Corporate partnership potential
- Educational institution integration
- International market expansion
- Integration with HR departments
- Development of additional AI features
- Creation of specialized versions for different sectors

### Threats

- Potential new AI-powered competitors
- Market saturation in digital coaching
- Economic downturns affecting spending
- Cybersecurity risks
- Changes in digital privacy regulations
- Traditional coaching industry resistance
- Technology platform dependencies
- Market perception of AI-based solutions

## Strategic Implications

This SWOT analysis reveals FYiT's strong position as an innovative solution in the career guidance market. The combination of exclusive CCI access, AI enhancement, and affordable pricing provides a solid foundation for growth. Key focus areas should include building brand awareness, developing strategic partnerships, and maintaining technological leadership while addressing potential security and privacy concerns.

## Strengths

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FYiT's competitive advantages stem from several key strengths that set it apart in the career guidance market:

### Exclusive Technology

- First and only digital platform offering the Career Construction Interview (CCI)
- Created by world-renowned vocational psychologist Professor Mark Savickas
- Backed by extensive research and 20+ years of expertise
- Scientifically validated methodology

### Comprehensive Solution

- Addresses both career and life transitions
- AI-enhanced ChatBot for personalized guidance
- Instant 32-page personalized report generation
- Real-life case studies for vicarious learning
- Animated assistant for user support

### Cost Leadership

- \$200 for full year of unlimited access
- Fraction of traditional career coaching costs
- No additional fees or hidden charges
- 7-day money-back guarantee

### Accessibility and Convenience

- 24/7 platform availability
- Multi-device compatibility (iPhone, Android, iPad, Laptop)
- Update and edit responses at any time
- Secure online data storage
- No scheduling or location constraints

### User Experience

- Intuitive interface design
- Guided software tours
- Interactive learning environment
- Immediate results and insights
- Flexible self-paced progress

These strengths create significant barriers to entry for competitors while delivering exceptional value to users seeking career and life guidance.

# Weaknesses

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## Market Position Weaknesses

### New Market Entrant

- Limited brand recognition in established market
- Need to build credibility and trust
- Initial customer acquisition challenges

### Digital Dependencies

- Reliance on internet connectivity
- Platform technology dependencies
- Potential cybersecurity vulnerabilities
- Digital privacy compliance requirements

### User Experience Limitations

- Learning curve for non-tech-savvy users
- Lack of face-to-face interaction
- Limited personalization beyond AI capabilities
- Dependence on user self-motivation

### Business Model Constraints

- Single revenue stream from annual subscriptions
- Price point sensitivity in different markets
- Reliance on CCI methodology licensing
- Limited differentiation options

### Resource Limitations

- Initial marketing reach constraints
- Customer support scalability challenges
- Development resources for platform updates
- Competition for technical talent

These weaknesses require strategic attention and mitigation plans to ensure FYiT's long-term success in the market. However, many can be addressed through careful planning, strategic partnerships, and continuous platform improvement.

## Opportunities

---

## **Market Growth Opportunities**

### **Digital Transformation**

- Rising demand for online career guidance solutions
- Increasing acceptance of AI-enhanced coaching platforms
- Growing comfort with digital self-help tools
- Shift toward remote work and virtual services

### **Demographic Trends**

- Rising career transitions across age groups
- Growing need for affordable coaching solutions
- Increased focus on work-life balance
- Expanding millennial and Gen-Z workforce

### **Partnership Expansion**

- Integration with university career centers
- Corporate HR department collaborations
- Professional association partnerships
- Outplacement service providers

### **Technology Advancement**

- AI and machine learning improvements
- Enhanced personalization capabilities
- Mobile technology integration
- Cloud computing scalability

### **Market Expansion**

- International market penetration
- Multi-language platform versions
- Industry-specific adaptations
- Educational sector integration

### **Economic Factors**

- Increasing career mobility
- Rising demand for career guidance
- Growing investment in personal development
- Shift toward cost-effective solutions

These opportunities position FYiT to capture significant market share while delivering innovative solutions in the career guidance industry.

Share

Rewrite

# Threats

---

## Market Competition Threats

### Emerging Competitors

- New AI-powered career platforms entering the market
- Traditional coaching services developing digital solutions
- Large tech companies expanding into career guidance
- Potential copycat products and services

### Technology Risks

- Rapid technological changes requiring constant updates
- Cybersecurity threats and data breaches
- Privacy regulation changes affecting data handling
- Platform dependency vulnerabilities

### Market Conditions

- Economic downturns affecting consumer spending
- Reduced corporate training budgets
- Market saturation in digital coaching
- Shifting consumer preferences

### Industry Resistance

- Traditional career counselors opposing digital solutions
- Professional skepticism toward AI-guided coaching
- Resistance from established coaching networks
- Negative perception of automated guidance

### Regulatory Environment

- Changes in digital service regulations
- Data protection law modifications
- Cross-border compliance requirements
- Professional certification demands

These threats require proactive monitoring and strategic planning to maintain FYiT's competitive advantage and ensure long-term market success.



# Market Potential

## Market Overview

The career education counseling market is experiencing significant growth, expanding from \$2.66 billion in 2024 to a projected \$3.52 billion by 2028, with a CAGR of 7.3%<sup>1</sup>. The broader coaching industry is even more substantial, valued at approximately \$6.25 billion in 2024<sup>2</sup>.

## Market Potential Analysis

### Total Addressable Market (TAM)

- Global career education counseling market: \$2.66 billion in 2024<sup>1</sup>
- Expected to reach \$5.33 billion by 2032<sup>3</sup>
- Driven by increasing demand for international jobs and digital transformation<sup>1</sup>

### Serviceable Available Market (SAM)

- Online career counseling segment
- Target demographics include:
  - Career transitioners
  - Young professionals
  - Life change navigators
  - Corporate clients
  - Educational institutions

### Serviceable Obtainable Market (SOM)

- First-year target: 0.1% of SAM
- Focus on English-speaking markets initially
- Primary concentration on:
  - Individual users seeking career guidance
  - Corporate partnerships for employee development
  - Educational institution collaborations

## Market Growth Drivers

- Rising demand for digital career guidance solutions
- Increasing acceptance of AI-enhanced coaching
- Growing need for affordable, accessible career support
- Shift toward remote and digital services<sup>1</sup>

## Geographic Distribution

- North America: Largest current market share
- Asia-Pacific: Fastest growing region
- Europe: Strong adoption of digital solutions<sup>4</sup>

This market analysis suggests significant potential for FYiT, particularly given its unique position as the exclusive digital provider of the Career Construction Interview, combined with AI enhancement and affordable pricing structure.

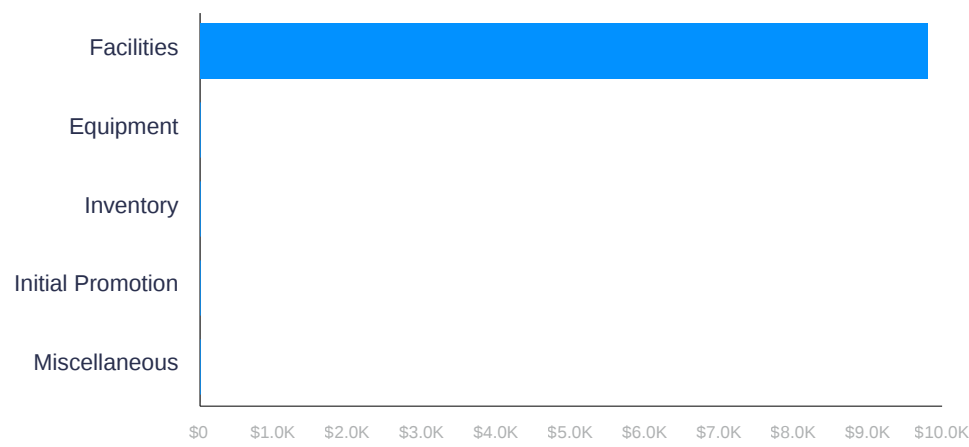
Total Addressable Market <b>\$4,000,000</b>	Market Potential
--	------------------





# Startup Costs

## Distribution of Startup Costs



**\$9,800**

Total Startup Costs

Top 3 Costs:

- 1 **\$2,000**  
Initial marketing materials
- 2 **\$2,000**  
Digital marketing setup
- 3 **\$2,000**  
Conference Travel

## Startup costs over time



**\$9,800**

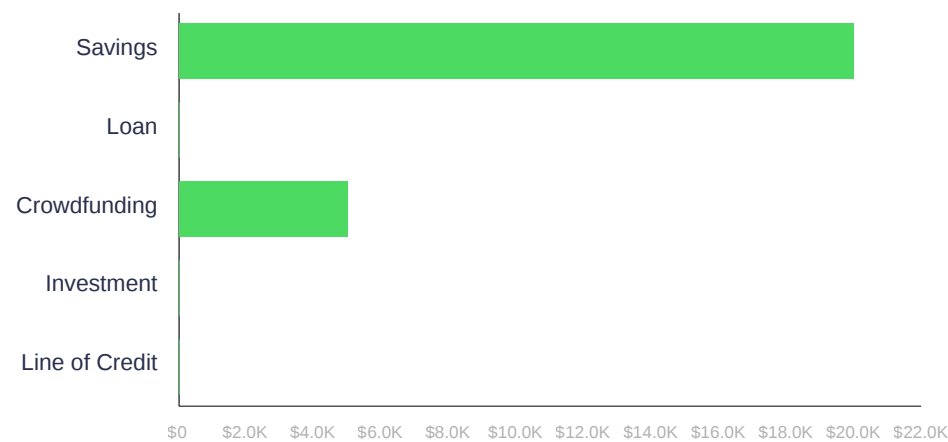
Total Startup Costs

- Y1 **\$9,800**  
End of Dec '25

Startup Costs	Y1
Facilities	\$ 9,800
Initial marketing materials	\$ 2,000
Digital marketing setup	\$ 2,000
Conference Travel	\$ 2,000
Professional liability insurance	\$ 1,000
Professional association memberships	\$ 800
Consulting Accountant	\$ 1,000
Insurance (General Liability	\$ 1,000
Totals	\$ 9,800

# Financing

## Financing sources



\$25,000

Total Financing Income

Top 3 Financing Incomes:

- 1

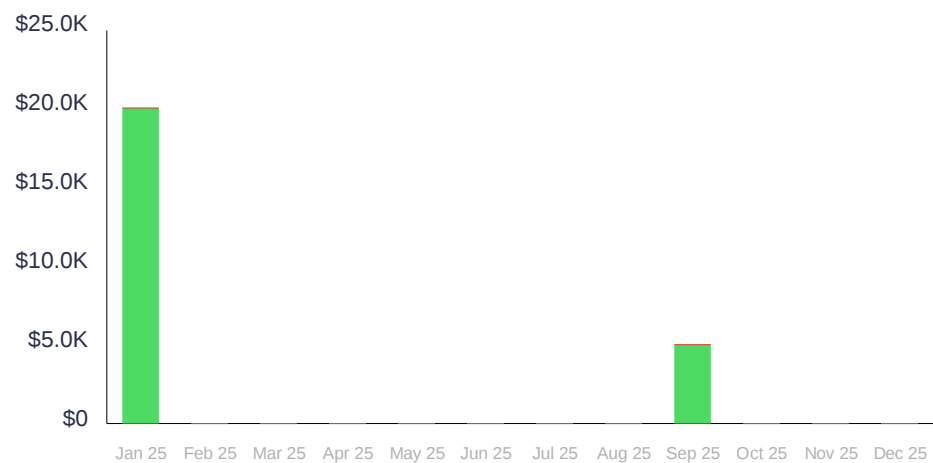
\$20,000

Personal
- 2

\$5,000

Crowdfunding

## Cash flow from financing activities



\$25,000

Financing Balance

- Y1

\$25,000





End of Dec '25

Financing	Y1
Savings	\$ 20,000
Personal	\$ 20,000
Crowdfunding	\$ 5,000
Crowdfunding	\$ 5,000
Balance	\$ 25,000

# Management Team

(TEMPLATE)

Our team is experienced and diverse, dedicated to delivering outstanding results and maintaining high standards of excellence. Our company is guided by a leader with extensive experience in the AI and machine learning industry.

			
Kevin Glavin, PhD LPC	Elisabeth Montgomery, Ph.D., GCDF	Gerald Tan	Jeremiah Wong
Chief Executive Officer	Career Counseling Content Specialist	Chief Marketing Officer	Chief Training Officer
<p>Dr. Glavin brings over 20 years of expertise in counselor education and supervision to the company. As the founder of "Create Your Why," he has established himself as a thought leader in career counseling and vocational psychology. His research has resulted in 17 peer-reviewed articles in professional journals, focusing on career counseling and vocational psychology. Under the mentorship of Professor Mark Savickas, Kevin has emerged as a pioneer in Life Designing for Career Construction.</p> <p>Key con</p>	<p>Dr. Elisabeth Montgomery brings a wealth of experience and expertise to our team as our Career Counseling Content Specialist. With her Ph.D. in Counseling Psychology and certification as a Global Career Development Facilitator (GCDF), she is uniquely qualified to develop &amp; curate content for our AI-powered career counseling platform.</p> <p>Dr. Montgomery's role is crucial in ensuring that our AI-powered advice aligns with best practices in career counseling &amp; remains up-to-date with industry trends.</p>	<p>With 15+ years in workforce development, Gerald leads our marketing efforts. He will:</p> <ul style="list-style-type: none"><li>Develop strategies for user acquisition and engagement</li><li>Position our AI career counseling platform through branding</li><li>Establish partnerships with educational and career organizations</li><li>Analyze trends to inform product and marketing decisions</li><li>Oversee content marketing to showcase our expertise</li></ul> <p>His background in career services and national employment programs provides valuable insights.</p>	<p>As Head of Training, Jeremiah will:</p> <ul style="list-style-type: none"><li>Develop and deliver high-quality training programs for our team and clients</li><li>Adapt career construction theories to diverse cultural contexts</li><li>Enhance our platform's global effectiveness through innovative training approaches</li><li>Contribute expertise as a certified Career Construction Interview practitioner</li><li>Leverage his international speaking experience to represent our company at industry events</li></ul>

# Ownership

Create Your Why is a pioneering career development company that seamlessly integrates AI technology with evidence-based counseling methods. Founded by Dr. Kevin Glavin, a Licensed Professional Counselor with over two decades of experience in counselor education and supervision, the company transforms how individuals navigate career transitions through innovative narrative psychology and post-modern career interventions.

Our mission is to democratize expert career guidance by making it accessible, personalized, and meaningful. We empower individuals to craft compelling career narratives and discover purposeful professional paths in today's rapidly evolving workplace. Through our unique blend of storytelling techniques and AI-powered solutions, we help clients articulate their authentic brand and embrace the opportunities within career uncertainty.

What sets Create Your Why apart is our foundation in narrative psychology, particularly our expertise in the Career Construction Interview (CCI) developed by Professor Mark Savickas. Unlike traditional assessment-based approaches, our qualitative methodology reveals the deeper patterns and themes in clients' life stories, creating a robust framework for career decision-making.

## Our Comprehensive Solutions:

- Premium Career Coaching: Personalized guidance combining narrative psychology with AI-enhanced storytelling to unlock career potential and overcome transitions.
- Professional Development: Industry-leading training programs, including the exclusive live practicum in Career Construction Theory and the only certified CCI training experience.
- FYiT (Finding Yourself in Transition): A groundbreaking AI-powered platform offering the first digital implementation of the CCI, complete with real-time support and customized insights.
- Enterprise Solutions: Tailored workshops and seminars integrating AI technology to elevate organizational career development initiatives.

Our clients consistently report transformative outcomes, including:

1. Enhanced career clarity and direction
2. Increased sense of control over their professional journey
3. Stronger alignment between personal values and career choices
4. Improved confidence in decision-making
5. More compelling personal brand narrative

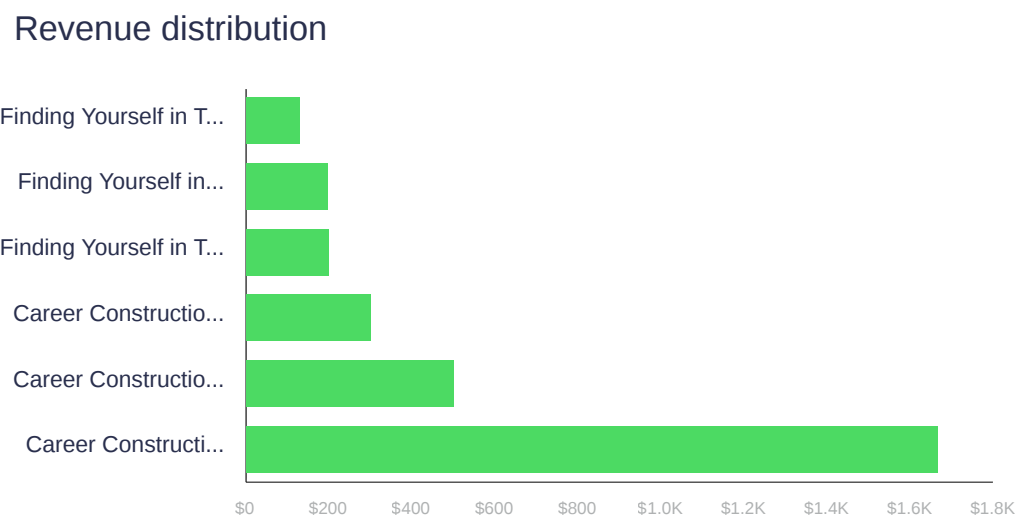
By combining time-honored narrative techniques with cutting-edge AI technology, Create Your Why leads the evolution of career development, preparing individuals and organizations for the future of work. Our innovative approach ensures that every client can access expert-level guidance while maintaining the personal touch essential for meaningful career transformation.

## Business Structure

### Limited Liability Company

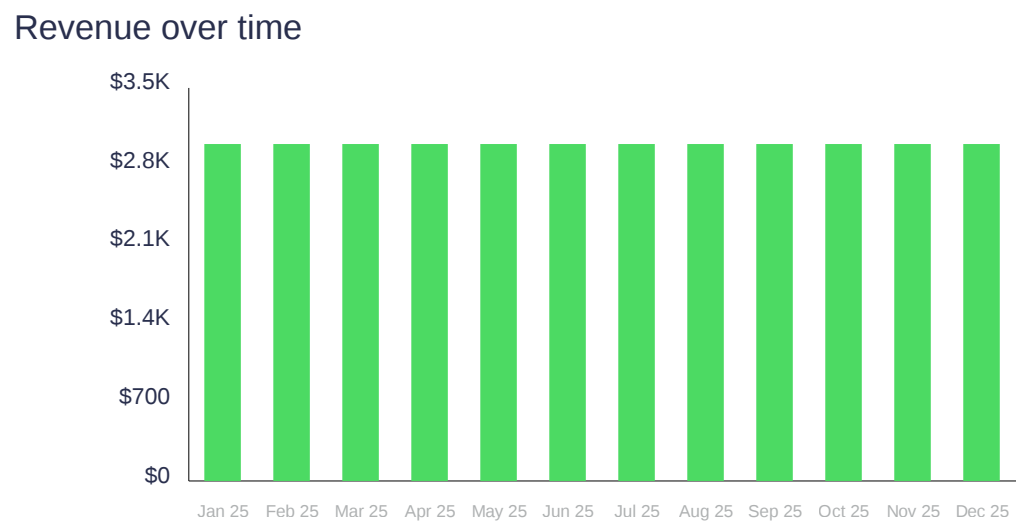
Owners	Share
<div><div></div>Kevin Glavin</div> 100.00%	

# Revenue Streams



**\$2,992**  
Total Monthly (Average)

- Top 3 (Average):
- 1 **\$1,667**  
Career Construction Masterclass: Advanced
  - 2 **\$500**  
Career Construction Masterclass:...
  - 3 **\$300**  
Career Construction Masterclass:...



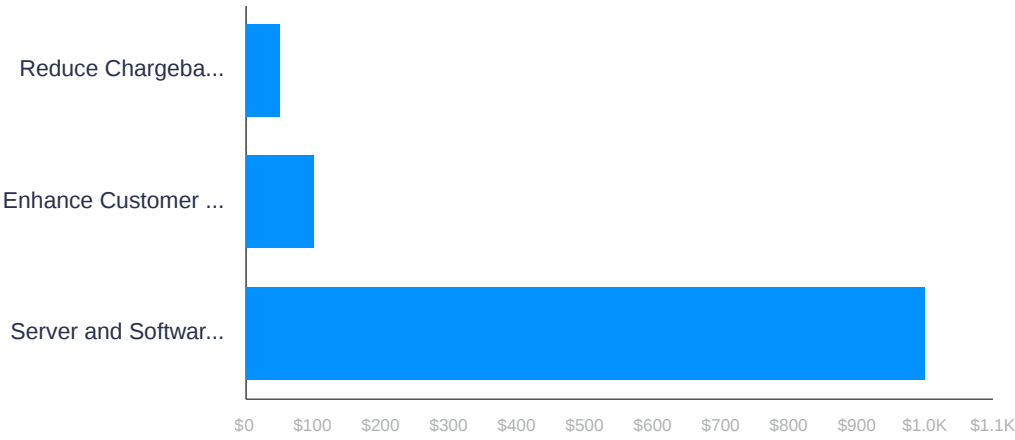
**\$35,876**  
Total Revenue Streams

Y1 **\$35,876**  
End of Dec '25

Revenue Streams	Y1
Career Construction Masterclass: Fundamentals	\$ 3,594
Career Construction Masterclass: Intermediate	\$ 5,994
Career Construction Masterclass: Advanced	\$ 20,000
Finding Yourself in Transition: Basic	\$ 2,364
Finding Yourself in Transition: Plus	\$ 1,542
Finding Yourself in Transition: Premium	\$ 2,382
Totals	\$ 35,876

# Direct Costs

Distribution of direct costs



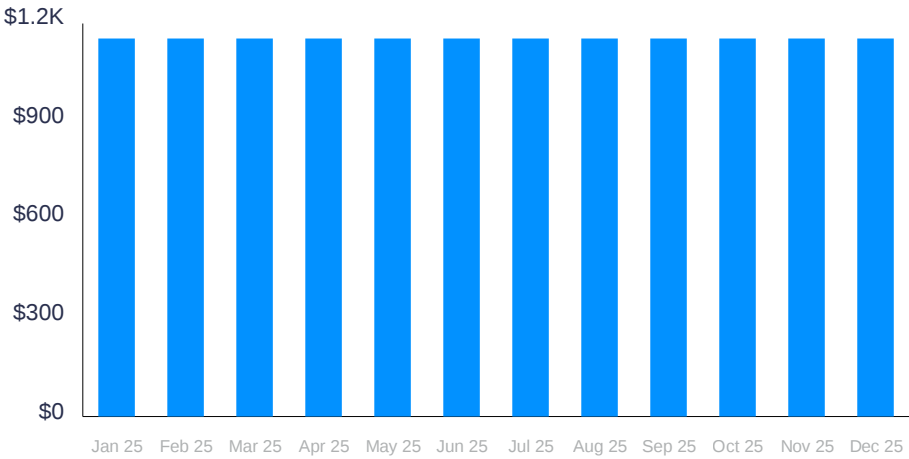
\$1,150

Total Monthly (Average)

Top 3 (Average):

- 1 \$1,000 Server and Software Fees
- 2 \$100 Enhance Customer Support Efficiency
- 3 \$50 Reduce Chargebacks

Direct costs over time



\$13,800

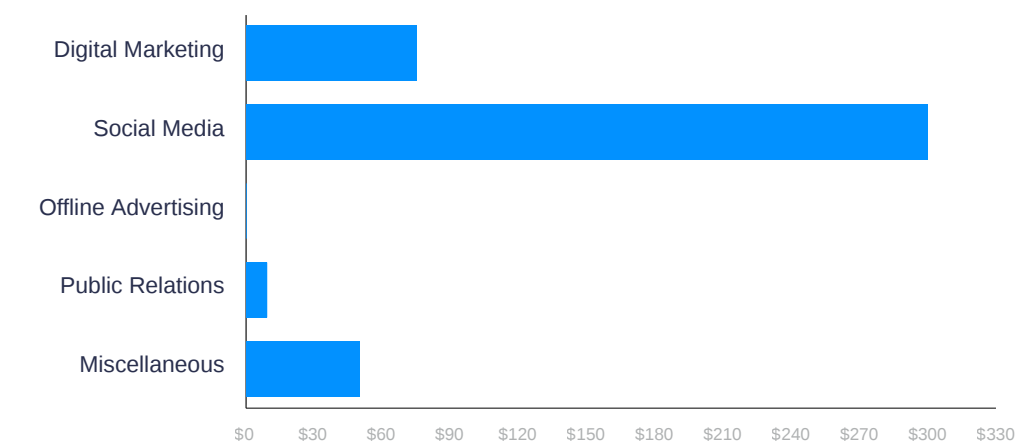
Total Direct Costs

- Y1 \$13,800 End of Dec '25

Direct Costs	Y1
Enhance Customer Support Efficiency	\$ 1,200
Reduce Chargebacks	\$ 600
Server and Software Fees	\$ 12,000
Totals	\$ 13,800

# Marketing Costs

## Distribution of marketing budget



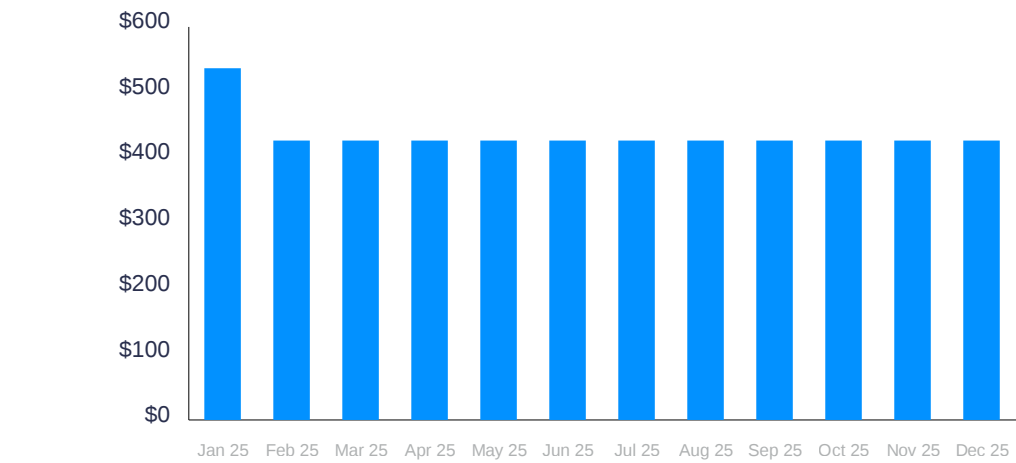
**\$434.17**

Total Monthly (Average)

Top 3 (Average):

- \$100**  
Social Media Marketing: Facebook Ads
- \$100**  
Social Media Marketing: Google Ads
- \$100**  
Social Media Marketing: LinkedIn Ads

## Marketing budget over time



**\$5,210**

Total Marketing Budget

- Y1** **\$5,210**  
End of Dec '25

## Marketing Budget

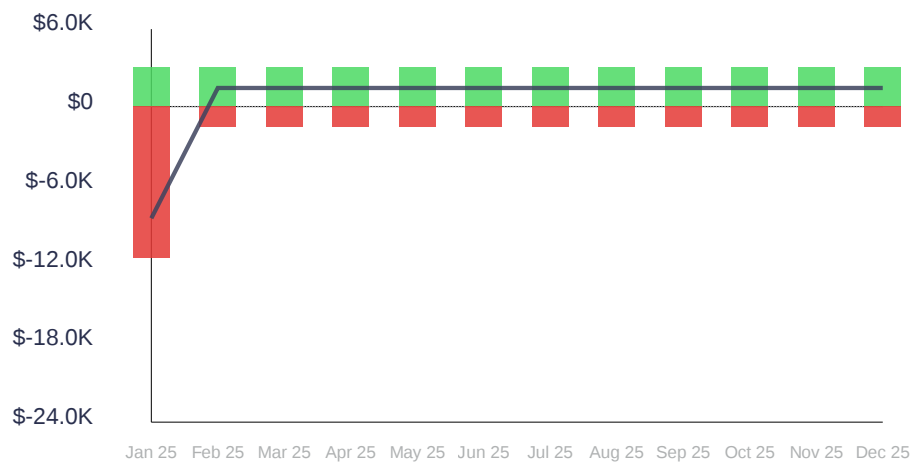
	Y1
Digital Marketing	\$ 900
Email Marketing	\$ 300
Content Marketing and SEO	\$ 600
Social Media	\$ 3,600
Social Media Marketing: Facebook Ads	\$ 1,200
Social Media Marketing: Google Ads	\$ 1,200
Social Media Marketing: LinkedIn Ads	\$ 1,200
Public Relations	\$ 110
Promotion at Conferences	\$ 100
Free Introductory Webinars	\$ 10
Website Optimization	\$ 600
Totals	\$ 5,210





# P&L / Cash Flow Projections

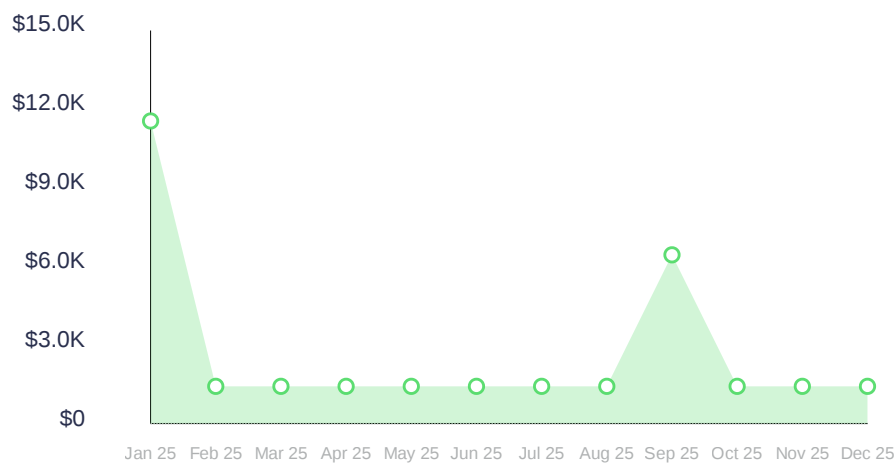
## Profit and Loss Projection



### Net Cash Flow

- IN** **\$35,876**  
Total Income
- EX** **\$28,810**  
Total Expenses
- NP** **\$7,066**  
Net Profit

## Cash Flow Projection



- Y1** **\$1,414.67**  
End of Dec '25

Profit & Loss	Y1
Total Revenue	\$ 35,876
Direct Costs	\$ 13,800
Gross Profit	\$ 22,076
Operating Expenses	\$ 15,010
Operating Income	\$ 7,066
Total Interest Expense	
Accrued Income Taxes	
Total Expenses	\$ 28,810
Net Profit	\$ 7,066

Cash Flow

Y1

Cash Flow - Operations	\$ 7,066
Cash Flow - Financing	\$ 25,000
Cash at the Beginning of Period	
Net Change in Cash	\$ 32,066
Cash at the End of Period	\$ 32,066