



ST MESA

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Executive Summary

Our app promotes the principles of MESA to a general audience of students in order to provide opportunities to disadvantaged students. The goal of our app is to advertise the values and learning opportunities that MESA offers. We showcase the joyous events that MESA hosts and contributes to attracting students to the club. MESA is a non-profit organization that collects 10 dollars a year from its members, but 10 dollars is not enough to properly fund and organize the many events they do. The app offers a MESA shop where people can make a generous donation by purchasing some MESA merch to fundraise the funds to organize the many events that are hosted for the students every year. On our homepage, you will find a couple of videos of current or previous club members celebrating their achievements and collaborating with others to complete challenges.

Our purpose is to spread the word about MESA and provide more opportunities for other students. At many schools, many students don't know what MESA is and does, but with our app's help, we are able to promote the different aspects of MESA to encourage students to join the program. On our app, we have lots of information about MESA that any student can access in case they have an interest in the skills that MESA offers. Furthermore, our app will have information on all the different clubs so that students can see what each MESA club has to offer. By increasing the number of students that join the club, more students will be able to achieve a level of success in their life with the tools and knowledge they learn from MESA.

Our Company Description

Mission Statement

MESA offers a demanding curriculum that gives each student the skills they need to excel in life and in college. MESA offers the tools and opportunities necessary to pursue a successful career, and our mission is to make students aware of the many opportunities MESA has to offer. Some of the competitions that MESA hosts and organizes are renowned around the nation. With all the publicity that MESA competitions give, being one the winners for their national competitions would provide the winners with a higher chance to get a good job position or provide a great advantage in college applications. Furthermore, as MESA is a non-profit program, our app helps fundraise funds to help MESA organize and promote multiple events for students.

MESA History- from the Mesa website

Since 1970, MESA's academic development program has assisted students from low-income backgrounds in their pursuit of degrees in engineering, science, and technology by helping them flourish in their math and science classes.

MESA encourages participation by students from groups with low eligibility rates for four-year colleges, to the extent permitted by California law. The University of California oversees the administration of MESA. The state legislature, business donations, and grants all contribute to the intersegmental program's funding.

MESA has been honored nationally for its accomplishments. MESA has been recognized as one of the most inventive public initiatives in the nation by Innovations in American Government, a Ford Foundation, and Harvard Kennedy School of Government initiative. MESA has received the Presidential Award for Excellence in Mentoring in science, math, and Engineering. MESA is the largest group of programs to be awarded grants from the National Science Foundation for community college students transferring to four-year universities.

Since the curriculum creates highly needed math, engineering, science, and technology specialists, many businesses collaborate with MESA. Equipment, technical resources, internships, and volunteers are donated by businesses to MESA.

Location and Facilities

Our current location is Santa Teresa High School where we are running a beta run of our app to see the feedback of students and how we can better make their experience on the app better. Our goal is to expand to as many other schools as we can that have a partnership with the MESA program like Santa Teresa High School. By expanding to other schools we believe that we will create a better experience for current and new MESA members as our app helps fund their events and promotes more members into the club. The more clubs that we can expand to the more students that will join the MESA program overall. While we are starting small and encouraging more people to join the MESA club at ST. Our goal is to get as many kids into the different factions of MESA as we can as that will provide students with more opportunities to obtain success in the STEM fields. With our reach in multiple clubs, we will be able to advertise in more areas around the nation to reach more and more students allowing more students to access the opportunities that will forever help them in their future lives.

Who We Are

Legal Structure

This is superficially speaking as we are making an app we would require a company name. As a company we are a limited liability company, as we will take care of every single expense that involves our company. Any debts and losses as well as profits and earnings will be absorbed by our company and our company only. Our founders chose to be a limited liability companyship because it was inexpensive with the funds that we had and it was the simplest structure of starting a business, as this is our first business and we don't have very much experience. As a limited liability company we have the following EIN(employer identification number) so that the IRS can track our profits, losses, and earnings in order to tax our business properly. Additionally we have completed all the tax forms necessary to file as a limited liability companyship including forms 540 and 1040. Furthermore, we chose to be an LLC because we are partially protected from certain liabilities that may occur because of how vulnerable our company is. With an LLC, our business won't be individually taxed between owner and business, but only under owner which will provide us with more profits in order to continue our business. As we start off, we are a private LLC funded by a few private investors, but if the funds won't last forever, and that we need more funds in the future, we are considering becoming a public LLC in the future. This would supply us with the necessary funds from the public to propel our business well in the direction we desire. As a public company we will have a Board of Directors to organize and make sure that the public funds from our stocks are used correctly. Our Board of Directors will have the power as any other Board of Directors for any company-the ability to vote out any one of the people that have a position of power including us founders if we wish to hold a position of power. Furthermore, we have a legal team standing by to make sure all our corporate documents about our profits, losses, and other miscellaneous aspects are up to date and on the standard of U.S law.

Ownership Structure and Management

Our four founders have equal control of the app, but the control of different changes to the app is controlled democratically. In order to decide if we want to make a change to our app, we have a group majority vote, where all four founders vote on whether they want to establish or not establish the following changes. In order to create that change, $\frac{3}{4}$ of the founders have to vote for the change. If the change is not wished to be done, $\frac{3}{4}$ of the board must decide against the change. In rare cases, there will be ties as 2 founders may agree on one change, while 2 others are opposed to it. To solve this pressing issue we reach out to our audience of MESA students to decide what decision should be made as the changes that we make are to better the experience for the MESA students and staff who use our app. Additionally, in terms of management, we have no current staff, but in the future when we look to expand our reach to other schools, we would want to hire staff to maintain the integrity of the website. The staff will be constantly updating the website to the latest news and events and they will have access to the entire website itself to make any necessary changes. However, if a founder believes that the work that staff is doing is ill-mannered and hurting the integrity of our app, a founder is able to revoke the privilege to make any changes to the app. Staff will be paid the standard wage of an employee and will have to report monthly reports to the founders to make sure that the job they are doing is well and beneficial to the app.

Founding team

Maximiliano, Gutierrez

Cofounder

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Market Opportunity

Industry Analysis

Currently, many of these small clubs have Instagram or Facebook pages that can only do so much. Making an app that focuses entirely on MESA would be a more effective way to recruit and promote MESA events.

Market Description

As MESA is a large program, there are many independent clubs that promote the interests of MESA. There are a few similar programs like the GATE program which offers similar learning opportunities to students K-12.

Target Customers

Our app mainly targets students that are interested in an extracurricular that helps them better or gain the necessary tools to help them further their future careers. Additionally, many disadvantaged students are able to pursue the different opportunities that MESA offers as there are many national competitions that can help a student promote their careers in the future.

Current Customers

Our current customers are MESA members at Santa Teresa High School who want an app solely based on MESA. Our app will provide a more fluid way to access information in helping MESA than social media apps like Instagram and Facebook.

Competitors

Many of the MESA clubs rely on social media apps like Instagram and Facebook to advertise and recruit candidates for MESA. Our main competitors are these large social media companies as many clubs are using to host information about their MESA club.

Competitive Advantages

Our app is solely based on MESA unlike Instagram and Facebook, as well as we have a more user-friendly UI to instruct people on the proper channels whether they would want to make a donation to the MESA cause or learn about the different aspects of

Regulations

While MESA offers many promising learning opportunities to its members, students must follow the rules of MESA as they may be permanently kicked out of the club because they disobeyed rules. All students have 3 strikes and if all 3 strikes are appealed because of disobedience, they may be permanently banned from all MESA clubs, not only ST's MESA club. Some forms of disobedience are not being able to attend all the MESA meetings (some may be excused if they talk to their club MESA board about why they can't attend) may be struck.

Beyond The Bottom Line

Social Impact

MESA is already doing fundraisers in the community including selling boba to help fundraise for necessary materials for the competitions, events, and projects. This additional stream of income can help MESA fund their events to help educate students and teach them necessary skills for STEM careers. After all, MESA is a non-profit program that collects a mere 10 dollars from its members every year. Also not all members may pay because some qualify for financial support. With their lack of funds MESA needs to fundraise extra funds to be able to host their yearly events for the students every year. With our app, we can contribute to fundraise money for the MESA cause, and make sure that the critical opportunities that MESA provides are provided to students every year.

Sustainability

Our app will constantly be updated with the latest information about the specific clubs. Additionally, the feedback from students will be taken into account and be used to constantly update our app so that it exceeds the standards of students. Students may offer any feedback they wish about the app, and we will be glad to thoroughly read through the different advice offered by students and take their suggestions into account in order to make their experience better.

Our Products & Services

Products/

Services Benefits

Some of the services our app contributes to is connecting the different MESA clubs with one another. While in competitions, each club is meant to rival each other, each member should understand that everybody on MESA is on the same side. Our app also helps with promoting the MESA clubs as we have promotional videos to help encourage people to join the club as well as other incentives.

Additionally, our MESA app offers MESA merch that students and parents may purchase to help fund the program and help the club continue its goal of helping disadvantaged students.

Pricing Structure

To use our app is entirely free as there is not cost to use our app. However, if users of our app wish to purchase some of the MESA merch that we offer, we gladly appreciate that as our organization is also a non-profit. We take donations from people to fund our app and keep it running.

Lifecycle

In our first years of startup, we plan to put our app in testing beta mode with the members of Santa Teresa MESA to test our app. We would adjust our app properly to the suggestions that they make in order to make our app better. After establishing a strong connection with the students at Santa Teresa High School and helping them gain a record amount of new members, we want to expand to other schools that have an association to MESA. Slowly, but surely, as we gain the momentum, we will spread to all schools that have an association with MESA and contribute the same things as we did with Santa Teresa's MESA. The final stage of our lifestyle is maintaining our position as the most helpful app for MESA users and stay efficient and effective as time goes on and consistently help the MESA members that need our service.

Intellectual Property Rights

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Research and Development Activities

We ask for the support of our community on how we can better grant students and parents a better experience with our app and are willing to undergo any necessary changes to make these experiences better. One of our biggest competitors is the Discord server for Santa Teresa MESA, and the biggest problem is that the features are limited to socializing only. With our app we will have more features that are meant to concentrate on the needs of MESA.

Marketing & Sales

Value Proposition

Our app promotes a simple and easy way to recruit students into the club as well as create fundraising opportunities to help MESA continue its beneficial efforts for years to come.

Communication Strategy

We communicate to our audience via the videos on our homepage. On our homepage, we showcase promotional videos to showcase the different opportunities that MESA has to offer.

Sales Team

Our sales team designs our promotional videos to encourage students to join the club as well as design other advertisements to intrigue their interests. To fund the club the sales teams design different extravagant merch designs to sell to members to help fund the program.

Sales Activity

To promote our app we will put ourselves on school websites next to freshman orientation to attract members to stay for all four years of their high school life. By putting our advertisement next to the freshman orientation, many students will be able to see what MESA has to offer and increase the number of students that join MESA per year.

Growth Strategy

Our strategy for growth is to create a beta program for the Santa Teresa High School club where students will provide different feedback and suggestions so that we can further build our app to exceed the standards of students.

Operations

Production

We produce high-quality videos to help promote our efforts to the general audience of students to encourage them to join us in our mission to offer them the necessary tools they will need to pursue their future careers.

Location

Our current location where we offer our services is Santa Teresa High School, but with the support and efforts that our staff and members are making, we believe that we will soon be able to promote our services to other East Side Union High Schools as well as other districts of schools that need the help our services offer.

Suppliers

We have a few different suppliers as our suppliers cover the videos and photos we post on our app as well as the merchandise that we sell on our page. Roku is one of our biggest suppliers as Roku helps us with our expenses. We don't have to worry about paying monthly dues to post our app on the app store or the IOS store because uploading an app on the Roku service is entirely free and doesn't cost a membership fee. The suppliers for the videos and images we post on our app are sent from the Santa Teresa MESA club, where students take pictures and videos of their accomplishments. Furthermore, we are planning to partner up with Ubershirts in order to mass-produce the MESA merchandise that we are selling on our app.

Financials

The money we use from our yearly membership costs is used to grant students and members learning opportunities to fund their learning desires. Despite the money that we receive from members, we can only do so much with the funds that we are given. To combat this problem we conduct many fundraisers to get necessary funds to help fund the joyous and educational projects and events that members enjoy.

Startup Costs

Since one of our main suppliers is Roku, we don't have to worry much about the startup costs to post our app on the app store as our app can be posted freely on the Roku service. Furthermore, the biggest cost for us is the server where we will run our programs, which will cost 96 dollars a month. The website costs 32 bucks annually so that we can get rid of certain wix features and focus on our personal branding, and as for the merch that we have to purchase from Ubershirts will cost around 15 dollars for every shirt that we buy. As for delivery costs, they will cost around 20 dollars per delivery that is made to us. Overall the cost of our app is relatively small, but to fund these expenses, we mainly rely on the generosity of students and their families to make donations to keep our app up and running by buying the merch that we produce.