

# REQUESTED INFO

CUBE KARAOKE LLC | 2014

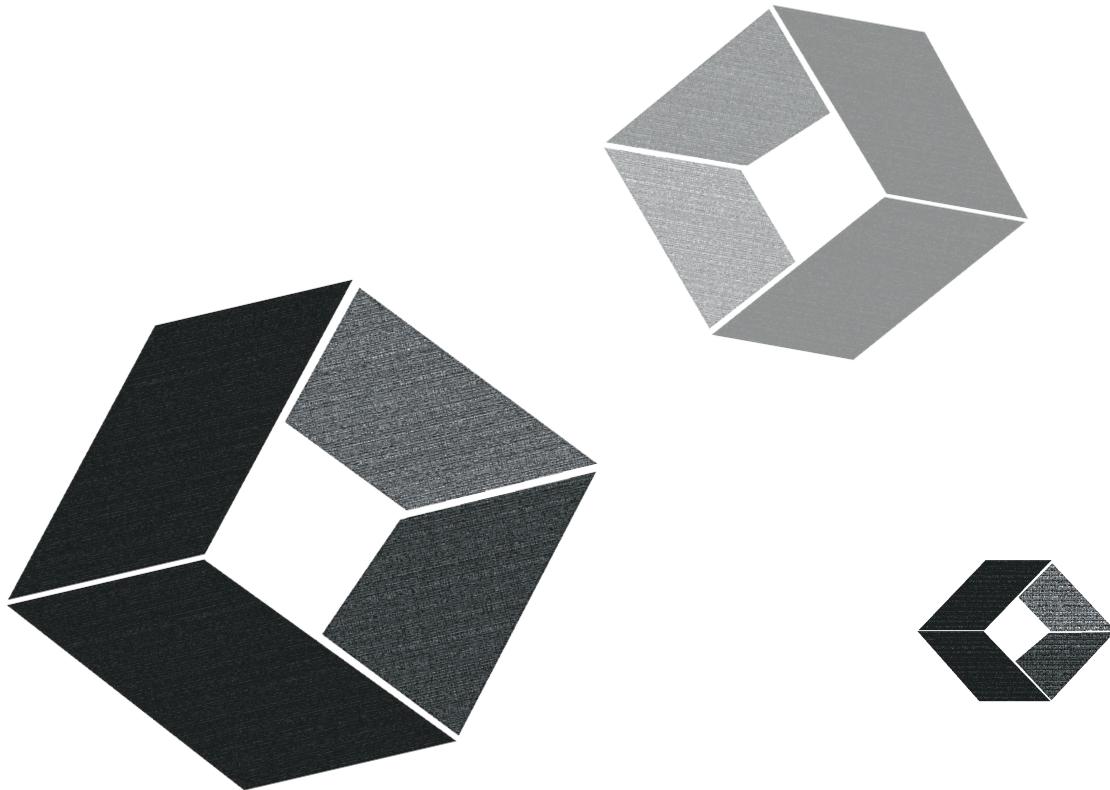
INTENDED RECIPIENT: TERRY BENTON

KAROL BUCZEK  
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# TABLE OF CONTENTS

PART 1 - EXECUTIVE SUMMARY	4
PART 2 - KEY PERSONNEL	6
PART 3 - OPPORTUNITY ANALYSIS	6
PART 4 - BRAND IDENTITY	8
PART 5 - MARKETING PLAN	10
PART 6 - FINANCIAL SUMMARY	12
APPENDIX - RESUMES OF KEY PERSONNEL	14



# EXECUTIVE SUMMARY

## **BUSINESS PROPOSITION**

CUBE Karaoke LLC. is a dual-service cocktail lounge that provides customers a unique blend of convenience and control within the bar and nightclub industry. Offering an innovative floor plan and optimized service design, CUBE has the unique value proposition of providing patrons with a diverse array of activities in a manner that is simultaneously appealing to a wide range of customer types.

Private rentable rooms, deemed “CUBEs”, are ideal for small groups, birthday parties, work functions, or even quieter evenings with loved ones; while the “Middle Room Lounge” is a more traditional environment for dinner crowds, happy hour regulars, as well as the weekend party animals. This flexibility is complimented with premium product offerings, technology integration, operations optimization, and targeted niche market appeal; making CUBE Karaoke Lounge and Suites a dynamic opportunity for customers to live beyond expectations.

## **TARGET MARKET(S)**

To accomplish broad, yet niche, market appeal, CUBE has chosen to appeal to two cultures of consumer: the affluent and rapidly growing, yet under-served, emerging market of International Students, predominately Chinese; as well as the financially sound, active market of Young Professionals (Millennials, aged 21+). These primary target audiences will be accompanied with two additional target markets with similar interests and/or spending habits to TIER 1 and TIER 2: Sorority Students, precursor to the young professional female; as well as Students Interested in Asian Culture who would enjoy interacting with TIER 1 clientele.

- CHINESE INTERNATIONAL STUDENTS (TIER 1)
- YOUNG PROFESSIONALS (TIER 2)
- SORORITY STUDENTS (TIER 3)
- STUDENTS INTERESTED IN ASIAN CULTURE (TIER 4)

## **FINANCIAL SUMMARY**

- CUBE is projected to acquire over \$600,000 in annual sales.
- Investors should expect a complete exiting ROI in excess of 130% in the third year.
- CUBE requires approximately \$347,000 in seed capital investment.
- CUBE requires a \$350,000 pledged seed capital investment to be made available on an as-needed basis.
- CUBE requires a minimum of \$300,000 in seed capital to establish an absolute minimum viable product. Note: CUBE does not advise establishing only the bare minimum.

## **ORIGIN AND PROGRESS**

CUBE saw its conceptual beginnings in the Fall of 2012 with founder Max Warren’s initial preparations of the idea upon his return from Shanghai. From which, the business evolved to include co-founder Karol Buczek’s creative vision and Mike Kolich’s technical expertise in early 2013. In September of 2013, Stefan Daniels was added to maintain cohesive business strategy and long term stability. In October of 2013, Kierra Williams was added to aid in further establishing operational structure within CUBE. In November of 2013, Timothy Payne and Nicco Alesci were added to further diversify the experience and core competencies of management/ownership to include Kitchen Strategy and Interior Design, respectively.

# KEY PERSONNEL

## MAXWELL WARREN | C.E.O.

- Max's study of management and leadership will guide the strategic vision of CUBE towards operational success.
- His dual background in business and engineering will set the foundation for a dynamic and agile business model with innovative technology implementation in the private rooms
- His experience studying, living, and working in China will help CUBE better understand the primary customer and deliver more targeted products and services.

## KAROL BUCZEK | Creative Director

- Karol is to serve as CUBE's Creative Director, guiding the brand's aesthetic presentation, and marketing strategy toward elegance and success.
- A student of Asian culture, business, and art throughout college, Karol's background will provide the multi-industry perspective required for CUBE's brand development
- Co-founder and CEO of in2itivmedia LLC, Karol already has experience in the entertainment and event planning industries, which will guide CUBE as it pursues successfully establishing its position in the marketplace.

## MIKE KOLICH | Chief Technology Officer

- Mike's fascination with programming and computer automation began in high school, where he utilized the TI-83's programming capabilities to solve mathematics problems.
- Since then, he has gone on to attend Miami University where he earned a Bachelor's of Software Engineering. During his time at Miami, he gained extensive experience programming web applications while working as a student programmer for Advanced Learning Technologies on campus.

## STEFAN DANIELS | Chief Development Officer

- Stefan's diverse personal and educational background allows him to contribute to a variety of disciplines within CUBE.
- Stefan has acquired extensive experience in China professionally, academically, and socially. This experience gives him acute insight into the China business world and Chinese consumers.
- His ambitious attitude and commitment to growth will contribute to business expansion.

## KIERRA WILLIAMS | Operations Manager

- Kierra's 9+ years working in the food and Hospitality industry have provided her with the keen ability to lead and build strong teams, and provide customers with exceptional service
- Her repeated ability to exceed standards through increased sales, improved productivity, and confirmed customer satisfaction attests to her results oriented mindset.
- Kierra will bring her creativity and innovative conceptualization to increase multiple facets within CUBE's operations.

## TIMOTHY PAYNE | KITCHEN STRATEGY CONSULTANT

- Tim's 7+ years within the culinary industry will provide CUBE the insight necessary to bring it's kitchen strategy from concept to reality. His guidance will be essential in choosing equipment, ingredients, suppliers, staff requirements, and just about any other nuance to a functioning food service facility.

## NICCO ALESCI | DESIGN CONSULTANT

- Nicco's multi-discipline artistic knowledge and training will provide CUBE an advantage in experience and flexibility as it pursues to turn interior design strategy and sketches into reality, under budget.
- Father owns remodeling/construction contracting company, has expressed interest in providing information and guidance whenever needed during every facet of construction process.

# OPPORTUNITY ANALYSIS

## THE CURRENT BAR AND NIGHTCLUB INDUSTRY IS DEMONSTRATIVE OF A HEALTHY ENVIRONMENT FOR THIS TYPE OF VENTURE...

"the industry's financial performance is forecast to strengthen as the economy improves and consumer spending increases. In the five years to 2019, industry revenue is forecast to moderately increase at an annualized rate of 2.1% to \$26.1 billion." IBIS WORLD 2014

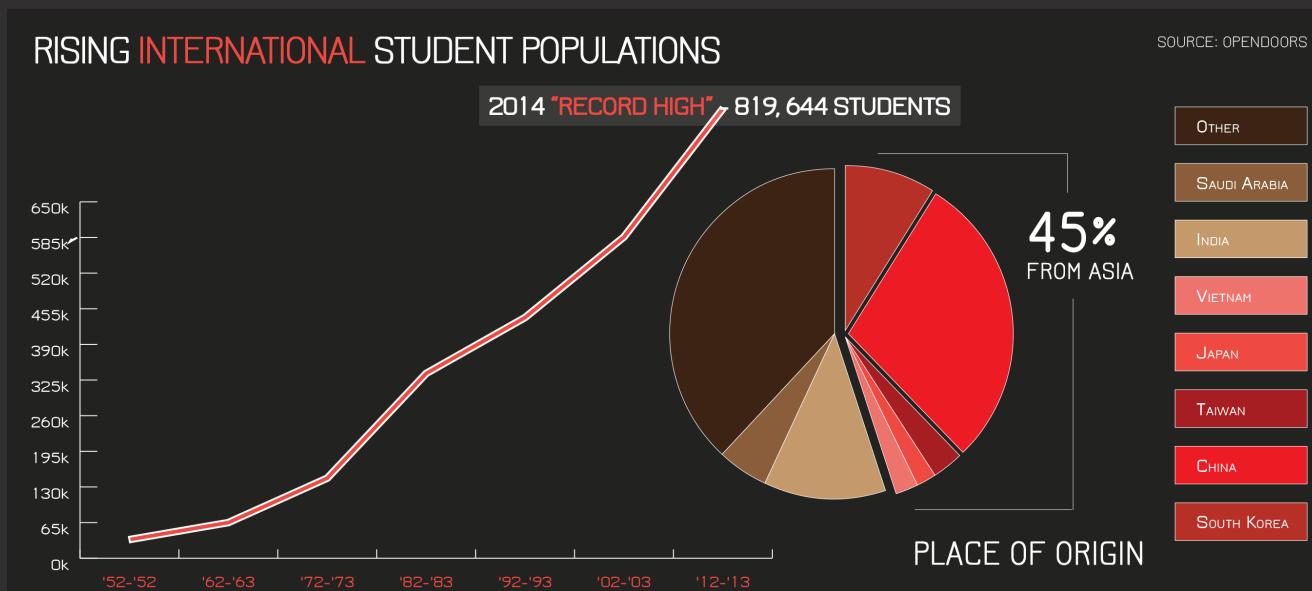
REVENUE: \$23.5 billion	ANNUAL GROWTH (09'-14'):	1.4%
PROFIT: \$1.4 billion	PROJECTED GROWTH (14'-19'):	2.1%

Competition is waning with "no major players in this industry" and a "decline in establishments over the past five years as unprofitable businesses exited the industry in response to a sustained period of decline or low revenue growth." IBIS WORLD 2014

"The most successful industry operators over the past five years have been those that understand customer needs, develop a niche position to fulfill those needs and offer the ambiance and hospitality that patrons prefer." IBIS WORLD 2014

## NICHE MARKET OPPORTUNITY - RISING INTERNATIONAL STUDENT POPULATIONS

There is an under-served market within the growing population of International Students arriving to the country for western educational opportunities, a fact that is particularly true within the Chinese community.

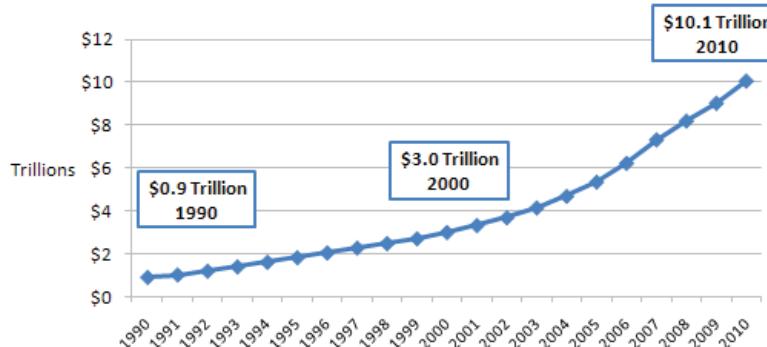


Chinese students enrolling in higher education institutions across the US are at a consistent growth rate of 17% annually. Projections indicate that this number will increase due to the fact that China has the World's largest population; there is no shortage of Chinese students with interest in western universities and the financial means to pursue these interests.

# OPPORTUNITY ANALYSIS

## Economic Growth in China

Gross Domestic Product (PPP) in Trillions of International Dollars



Source: IMF World Economic Outlook Database Oct 2010

## PRIMARY SOURCE OF FUNDING



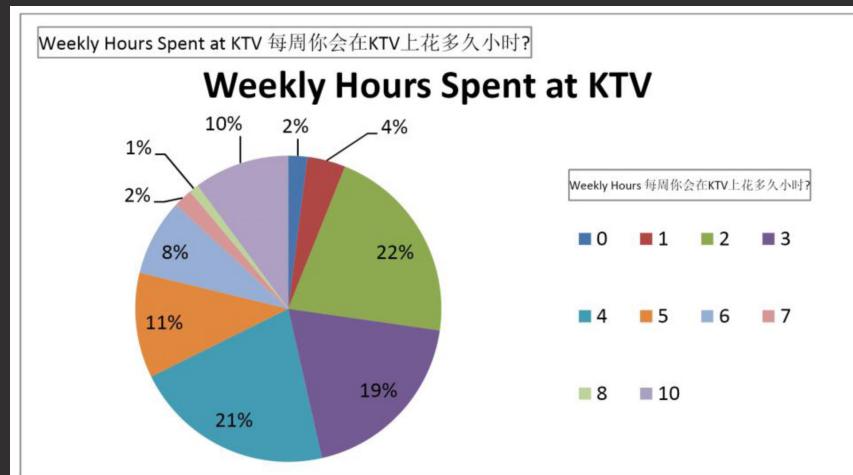
China has been experiencing extreme growth in GDP and individual growth in personal income among its people. Chinese personal income is rising at rates congruent with the country's GDP as a whole. This growth trend was identified over a decade ago, and is projected to continue through the next decade.

With this new surge in discretionary income, Chinese students have been flocking to western universities.

International students in general, but specifically Chinese, are dissatisfied with American-style entertainment options and have expressed a willingness to pay a premium for traditional entertainment options such as KTV.

This pie chart represents survey responses from Chinese students registered on the CSSFA listserv: a 13% sample of the total population at Miami University. "How many hours a week would you spend at a private room rental karaoke lounge?" Responses indicating an average of 4.28 hours *per week*.

NOTE: Respondents were only allowed to choose hours between 1-10. Several respondents indicated that 10 hours wasn't enough because some students will be there "all day".



In a survey conducted at Miami University, Chinese students said that they would spend 4.28 hours a week at KTV on average. Students also said that they would go to KTV in groups of 4-6 friends, and they would most frequent the venue on Friday nights.

# COLUMBUS, OH ANALYSIS



POPULATION: 809,798 (166,153)

- 15th largest city in the nation
- Largest city in Ohio
- State capital of Ohio
- Home to The Ohio State University
- Large International Business Community

Located in the heart of Franklin County, near exciting areas such as Gahanna, German Village, and Short North, Columbus, OH is a perfect environment for the first CUBE Karaoke Lounge and Suites to find its prosperity.

## NOTABLE SURROUNDING AREAS

- SHORT NORTH
- BREWERY DISTRICT
- ARENA DISTRICT
- GAHANNA, OH
- UPPER ARLINGTON, OH
- CLINTONVILLE, OH

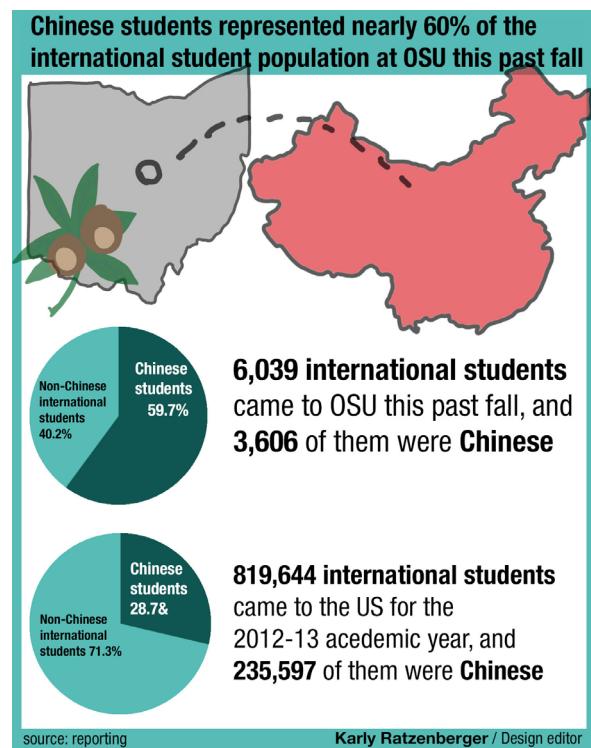


## THE OHIO STATE UNIVERSITY

Enrolled (AUTUMN 2013)  
57,466 Columbus Campus  
6,037 Foreign Students  
3,192 Asian Americans

- Ranked 4th Largest Public University in USA
- Ranked 15th in International Student Enrollment
- Ranked 25th in Study Abroad Participation
- Home to Midwest-China Flagship Program

The graphic on the right, from the OSU student paper the Lantern, is representative of university sentiment towards international students; depicting how favorable policies and attentive growth have fostered the 15th largest population of international students. A population that is poised to keep growing as the university continues to expand its international appeal and academic rankings.



\*\*OSU SPORTS CULTURE PROVIDES LARGE POTENTIAL CLIENTELE BASE\*\*

# BRAND IDENTITY



## BRAND CHARACTERISTICS:

- MODERN
- SIMPLE
- MEMORABLE
- FLEXIBLE

## LOGO DESCRIPTION

Simple in design, but endless in possibility; the CUBE logo is designed as an extension of the brand itself, reminding customers to take a closer look and expect more from what is in front of them. This image will signify a simple association to multiple dimensions of space and of entertainment.

## POINTS OF DIFFERENCE

	<u>CUBE</u>	<u>BARS/NIGHT CLUBS</u>	<u>KARAOKE BARS</u>
<u>BUSINESS MODEL</u>	<ul style="list-style-type: none"> <li>• Multiple Revenue Streams</li> <li>• Private room rental</li> <li>• Public Space</li> <li>• Large potential for high tech components</li> </ul>	<ul style="list-style-type: none"> <li>• Limited offerings</li> <li>• No product development</li> <li>• No technological component</li> </ul>	<ul style="list-style-type: none"> <li>• Mainly market to Asians</li> <li>• Low tech components</li> <li>• Lacks flexibility, relies on singular channel for customer appeal</li> </ul>
<u>TECHNOLOGY</u>	<ul style="list-style-type: none"> <li>• Custom CUBE KTV Software</li> <li>• Integrated software</li> <li>• High quality sound equipment</li> <li>• Lavu POS</li> <li>• iPads</li> </ul>	<ul style="list-style-type: none"> <li>• Little/Zero tech component</li> <li>• Must choose only one form of entertainment for all customers, limited flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• Med/Low quality tech</li> <li>• Frequent changes</li> <li>• Mid/Low quality sound equipment</li> </ul>
<u>MARKETABILITY</u>	<ul style="list-style-type: none"> <li>• Fully supported concept by target market audience</li> <li>• High potential for simultaneous appeal to multiple segments</li> <li>• Low direct competition</li> <li>• Cross Promotional Product and Service Offering</li> </ul>	<ul style="list-style-type: none"> <li>• Low range of appeal</li> <li>• High competition</li> <li>• Rely on trends</li> <li>• Diverse promotional structure</li> <li>• Influenced by consumer confidence, economic factors, and sentiment on alcohol</li> </ul>	<ul style="list-style-type: none"> <li>• Low competition</li> <li>• Being replaced with home karaoke solutions</li> <li>• Karaoke is a loaded verb to most americans, limits market response</li> </ul>

<u>INTERNAL FACTORS</u>	
<u>STRENGTHS</u>	<u>WEAKNESSES</u>
• BROAD MARKET AUDIENCE	• LACK OF INDUSTRY EXPERIENCE
• NICHE MARKET APPEAL	• NEW CONCEPT FOR AMERICAN PATRONS
• FLEXIBILITY THROUGH TECHNOLOGY IMPLEMENTATION	• DEPENDENCY ON APPLE TECHNOLOGY
• UNIQUE VALUE PROPOSITION	
• INNOVATIVE BUSINESS MODELS, DIVERSE REVENUE STREAMS	
• ELASTIC PRICING AND MARKETING STRATEGIES	
• STRONG TEAM	

<u>EXTERNAL FACTORS</u>	
<u>OPPORTUNITIES</u>	<u>THREATS</u>
• NO MAJOR PLAYERS	• RISING DIRECT COMPETITION
• BRAND AWARE TARGET CUSTOMERS	• LACK OF COMMUNITY SUPPORT
• INTERNATIONAL STUDENT MARKET	• CHANGES IN CONSUMER CONFIDENCE
• OSU CAMPUS RELATIONS	
• COLUMBUS	

# MARKETING PLAN

## MARKET ANALYSIS

Throughout the nation there are about 200 dual-service restaurants/bars that have 5 or more rent-able rooms, and would be classified as direct competitors with CUBE. These are typically owned and operated by Asian immigrants with the implementation of a traditional private room business model lacking in technological innovation.

- Due to lack of competition and the monopoly effect, most private room karaoke venues in America reach success while only implementing the bare minimum in quality of service and value delivery to their patrons.
- Minimum Viable Product (MVP) delivery has limited most of these venues' potential to a "lifestyle" business, one that has been rendered virtually un-scalable because of poor branding and operational efficiency.

Some of the more scalable venues target Americans by maintaining higher standards in service quality because the concept is new in the mind of the American customer, and thus a higher risk. The American targeted venues aim at customer segments ranging from middle school aged youth to middle-aged adults. Some have even subsided on little-to-no patronage from Asian immigrants or students. The only direct competition within Ohio is "XOX Karaoke Bar" in Columbus. XOX Karaoke Bar has failed to reach the American market. Their sole clientele consists of Chinese International Students. Despite this limitation, they are profitably operating.

## POINTS OF DIFFERENCE

To succeed within this competitive industry, CUBE Karaoke has positioned itself as a balance between tradition and innovation; providing elegant product offerings amongst a technologically advanced service design. This integration of technology into its operations provides CUBE with a distinct brand identity as one of the few businesses within the bar and nightclub industry with a large focus on adapting to modern lifestyle trends at a rate that matches the expectations of the consumer.

Optimized operations will also limit work force requirements and increase the accountability of CUBE's staff. Thus, services such as Lavu POS and WiPour have been identified as major priorities for what is considered as basic software functionality, putting customer convenience first.

## CUSTOMER ACQUISITION STRATEGY

CUBE's target market segmentation has been designed in an effort to provide the business with a customer acquisition strategy that has the capacity for high volume initial traction and sustainable long term growth.

This is possible by providing a dual-service bar design, which directly facilitates to a major demand for the under-served market of Chinese International Students currently residing abroad at Ohio State University. This demographic, specifically, has already shown large scale interest in this concept with the popularity of similar KTV concepts within the Asian region. This cultural link has been isolated as a primary target for marketing efforts, thus making the name CUBE Karaoke a guiding point to the venture in it's long term pursuits.

In order to retain market flexibility and avoid a dependency on this seasonal consumer, CUBE has proceeded to include other demographics who will adopt the concept of private rentable space. Options to be implemented include watching sports games, "pre-gaming" with friends, or simply enjoying an exclusive experience through a controllable environment with close friends and colleagues.

# MARKETING PLAN

## PRODUCT STRATEGY

As a complement to the aspired brand identity as an exclusive and modern establishment, the portal for customer interaction within private rooms will take shape as an Apple IPad Mini running the proprietary CUBE Karaoke Software. This feature will be accented with a premium product offering that is a combination of specialty cocktails, fresh dinner options, light snack alternatives, and a range of interaction incentives.

## PRICE STRATEGY

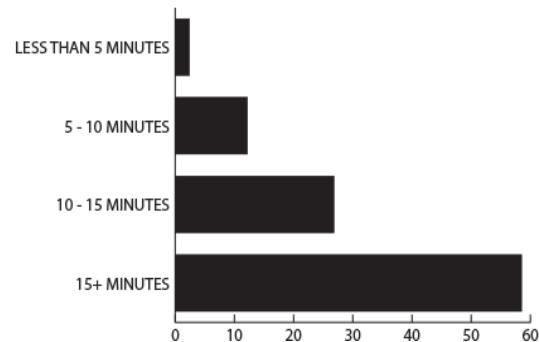
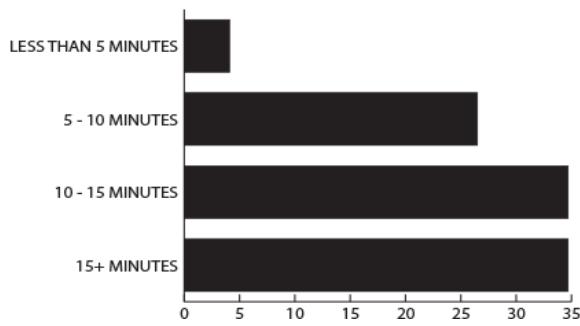
To align brand association with luxury and sophistication, CUBE's pricing strategy has been set at what is considered a "premium" level within the bar/restaurant industry. Products will reflect this price point, while maintaining what can be considered "reasonable" prices within the Columbus region. Prices have been determined using calculations that compare local dishes of similar portion/preparation to achieve the most advantageous position possible that can be perceived with value from the customer's perspective.

## PLACE STRATEGY

To accomplish a wide reach throughout its target market audience, CUBE will be located in an area of validated relevance for students of the local university, the local Chinese community and young professionals and/or single households within the area entering their transition to their work life. The building of choice will undergo any necessary renovations in order to adhere to the modern, elegant personality of the CUBE brand.

Concentrations of young professionals have been chosen as a primary location determinant, so their patronage is more a matter of promotions, not place. For other customer segments, survey data has been collected to isolate a location that is of relevant interest to TIER 1 and TIER 2 target market segments. Sorority and Asian students were polled a series of 5 questions, one of which determines the average time students will consider when traveling for entertainment (in general, not even specialized or unique). The data from the surveys can be seen below.

2) 您愿意花多长时间在去娱乐场所的路程上？ 2) HOW FAR ARE YOU WILLING TO TRAVEL FOR ENTERTAINMENT PURPOSES



The findings further supported our selected target markets with 69.4% of Chinese International Students expressing that they travel 10-15+ minutes regularly for entertainment purposes while 58.5% of Sorority Students expressed they will travel a minimum of 15 minutes regularly for entertainment.

## PROMOTIONAL STRATEGY

CUBE promotional strategy is centered around building brand awareness through targeted direct marketing efforts within areas of relevance to our chosen market segments. Focal points include presentation of the versatility of the concept, as well as the integration of the up scale products and services we provide.

# FINANCIAL SUMMARY

## THREE YEAR PRO-FORMA - INCOME STATEMENT

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Assumptions</b>
<b>Revenue</b>				Tax Rate
Rent Revenue	569,251	619,270	677,292	28.0%
F&B Revenue				
Food	191,050	204,475	220,048	Food Allocation
Beverage	286,575	306,713	330,073	Beverage Allocation
<b>Total Revenue</b>	<b>1,046,876</b>	<b>1,130,458</b>	<b>1,227,413</b>	
<b>Direct Expenses</b>				
Food	57,315	61,343	66,015	30.0%
Beverage	28,658	30,671	33,007	10.0%
Payroll	67,500	67,500	67,500	Misc. Expenses % (Year 1)
<b>Total Direct Expenses</b>	<b>153,473</b>	<b>159,514</b>	<b>166,522</b>	Misc. Expenses % (Year 1)
<b>Operating Expenses</b>				
Salary Expense	108,000	108,000	108,000	
G&A	153,377	151,153	151,153	
<b>Total Salary and G&amp;A</b>	<b>261,377</b>	<b>259,153</b>	<b>259,153</b>	
<b>EBIT</b>	<b>632,027</b>	<b>711,791</b>	<b>801,738</b>	
Less: Interest Expense	-	-	-	
<b>EBT</b>	<b>632,027</b>	<b>711,791</b>	<b>801,738</b>	
Less: Tax Expense	176,968	199,301	224,487	
<b>Net Income</b>	<b>455,059</b>	<b>512,490</b>	<b>577,252</b>	
<i>Profit Margin</i>	43.5%	45.3%	47.0%	
<i>D&amp;A</i>	7,386	7,386	7,386	
<b>EBITDA</b>	<b>639,413</b>	<b>719,178</b>	<b>809,125</b>	

# APPENDICES



# APPENDIX: RESUMES OF KEY PERSONNEL

**College Address:**  
31 Indian Cove Circle, Unit 4  
Oxford, OH 45056

**Maxwell N. Warren 马克斯**  
warrenmn@muohio.edu  
216.571.1067

**Permanent Address:**  
23304 Cedar Rd.  
Beachwood, OH 44122

## Education

**Miami University:** School of Engineering and Applied Sciences (SEAS), Oxford, OH Dec 2013  
*Major: Engineering Management/ Systems Analysis ; Minor: Management and Leadership*  
**Related Courses:** New Ventures Capstone (ESP 467); Financial Aspects of Entrepreneurial Ventures (ESP 306); Technology, Products, and Ventures (ESP 481); Chinese 101, 202, 302; Operations Management- Small Business (BTE 242)

## Campus Leadership and Involvement

<b>Miami University Senate</b> <i>Voting Senator</i>	Spring 2013
• Representative voice in discussions around university issues • Player in debate over new university metro system	
<b>Study Abroad</b> <i>CIEE Shanghai, P.R. China BLC program student</i>	Spring 2012
• Studied Chinese, International Business, and Chinese culture at East China Normal University in Shanghai, China • Language Skills: Mandarin-Conversational	
<b>SEAS Diversity Awareness Project Team</b> <i>Project Manager and Lead Consultant</i>	Fall 2011- Present
• Achieved commitment from Dean at SEAS to begin planning implementation of diversity training at Miami	
<b>Miami Business Consulting (MBC)</b> <i>Consultant</i>	Fall 2011- Present
<b>Teach For America (TFA)</b> <i>Leadership Liaison</i>	Spring 2011- Present
<b>Diversity Affairs Council (DAC)</b> <i>Vice President of Academic Affairs &amp; Liaison to the School of Engineering and Applied Sciences (SEAS)</i>	Spring 2011- Present
• Manage general efforts to promote diversity in different colleges at Miami • Span of control: Liaison to Liaison to the Farmers School of Business (FSB), Liaison to College of Arts and Sciences (CAS), Liaison to the College of Fine Arts, Liaison to College of Education	
<b>School of Engineering and Applied Sciences Ambassador at Miami University</b> <i>Student Ambassador</i>	Spring 2011-Present
• Responsible for promoting and representing SEAS • Facilitated tours to prospective SEAS students	
<b>Intercollegiate Athlete: Football, Miami University, Oxford, Ohio</b>	Summer 2009- Summer 2010
• Committed 40 hours a week to team training and practice while carrying a full time course load	

## Work Experience

<b>English NOW Consulting</b> , Shanghai, P.R. China <i>Management Consultant/Business English teacher</i>	Summer 2012
• Taught Management at Gambrinus China business English	
<b>Shane English</b> , Shanghai, P.R. China <i>ESL English Teacher</i>	Summer 2012
• Taught ages 3-9	
<b>Maxwell Warren Private Tutoring</b> <i>Private practice tutor</i>	Fall 2011-Present
<b>Progressive Casualty Insurance Company</b> , Mayfield Village, OH <i>IT-Programming (Developer) Intern</i>	Summer 2011
• RETURN OFFER – Winter 2011/12 and Summer 2012 • Worked with Visual Studio, Excel, SQL server, Mainframe, Sharepoint, HTML, NUnit, MVC, Outlook, Lotus Notes, DB2 Database, .NET framework, and the local company intranet	
<b>Scholastic Assistance at Miami University</b> , Oxford, OH <i>Student Associate (Tutor)</i>	Fall 2010-Present
• Tutored in 7 different subjects ACHIEVED: Tutor of the Month (10/2011) an honor held by 1 out of 100+ tutors	

# APPENDIX: RESUMES OF KEY PERSONNEL

OBJECTIVE

EDUCATION  
HISTORY

CULTURAL  
COMPETENCY

SKILLS  
SUMMARY

COMPUTER  
SKILLS  
SUMMARY

PREVIOUS  
WORK  
HISTORY

to gain work experience towards a career in the management/direction of International Marketing, Event Coordination & Multimedia Production

**INDEPENDENCE HIGH SCHOOL** - Independence, OH 44131

+ Graduated with Honors

**MIAMI UNIVERSITY** - Oxford, OH 45056

+ Currently enrolled: Senior + Expected Graduation: 2013  
-International Studies Major -China Business Program  
-Entrepreneurship Minor -Chinese Minor

**FLUENT IN:**

-Polish & English

**STUDENT OF:**

-Chinese & Spanish

+Highly-competitive. Task-oriented. Success driven

+Creative, Original, Innovative, and Outspoken

+Meticulously organized. Highly Intuitive

= Superior Networking and Interpersonal Skills.

= Interdisciplinary background set towards innovation.

= Project Management: Scrum, Agile, XP

Microsoft Office Suite 2013: Word, Excel, Powerpoint,  
Adobe Creative Suite CS6: Photoshop, InDesign, Premiere Pro.

Maxon CINEMA 4D

+ Basic Programming Knowledge: HTML 5.0, CSS3, Javascript

**MIAMI UNIVERSITY CULINARY SUPPORT CENTER (Fall 2009 – Spring 2010)**

Part-time Designer/Marketing Intern

Responsible for the production and design of ordered print media.

**MIAMI UNIVERSITY OUTDOOR PURSUIT CENTER (Fall 2009)**

Freelance Designer/Marketing Intern

Designed print media for events and organization

**POLISH WOMENS ALLIANCE OF AMERICA / POLISH SCHOOL**

I.J. PADEREWSKI

(Spring 2008 – Present)

Volunteer Freelance Designer

Designed print media, tickets, brochures, etc.

**in2itiv media LLC (2012-present)**

Co-Founder/C.E.O

Responsible for every facet of successful business strategy implementation.

# karolbuczek

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Cleveland, OH 44131

Oxford, OH 45056

# APPENDIX: RESUMES OF KEY PERSONNEL

## Michael F. Kolich

31 Indian Cove Circle – Oxford, OH 45056  
(513) 280-2722 – kolichmf@miamioh.edu

### EDUCATION

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#### Miami University, Department of Computer Science & Software Engineering – Oxford, OH

- Bachelor of Science in Software Engineering
- Major: Software Engineering , Minor: Mathematics

Expected Graduation: May 2012

### WORK EXPERIENCE

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#### Student Web Developer, Advanced Learning Technologies – Oxford, OH

Summer 2012

- Managed COM135 SQL database for the Summer 2012 and Fall 2012 semesters.
- Created and maintained a product backlog, as well as sprint backlogs for each individual sprint.
- Developed an online collaborative workspace for evaluating course materials for the Communications department using Ruby on Rails, jQuery, Javascript, and other web languages.
- Developed a test suite for regression testing, created test patterns to assure logical read and write operations to the database, documented bugs and fixes according to the date they were found and the date they were fixed.

#### Student Web Developer, School of Engineering and Applied Science – Oxford, OH

Spring 2013

- Performed a statistical analysis to find a correlation between placement scores and final grades for CSE 174
- Helped create architecture and a data structures for generating random placement exams in a web based environment.

### ACADEMIC PROJECTS

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#### Senior Capstone, Department of Computer Science & Software Engineering

Fall 2011-Spring 2012

- Designed preliminary architecture for a web based call center for a suicide hotline in Oxford, OH using Javascript, PHP, jQuery, and HTML5
- Maintained and created a product backlog, as well as individual sprint backlogs for each sprint
- Interacted with clients on a bi-weekly basis to validate and demo all design changes and implementations of new features
- Implemented, polished, and presented the final project at the annual Senior Capstone presentations
- Earned an A and an A- for the Fall and Spring semesters

#### Myaamia Project, Department of Computer Science & Software Engineering

Spring 2011

- Created a design document which specified the project's architecture, requirements, and use cases
- Implemented a learning game to teach children the language of the Myaamia using Javascript and HTML5
- Presented the finished product to representatives of the Myaamia tribe

#### Fair Shuffling Algorithm, Data Structures & Abstractions

Fall 2010

- Implemented a linked-list in C++ for storing a “deck” containing “card” objects
- Created a fair shuffling algorithm that produced a fairly shuffled deck in only six shuffles

### REFERENCES

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#### Sid Jayanna, Advanced Learning Technologies - Senior Developer

Miami University, Oxford, OH 45056  
Email: sid.jayanna@miamioh.edu  
Phone: (513) 529-5930

# APPENDIX: RESUMES OF KEY PERSONNEL

## Stefan K. Daniels 邓时范

5734 Berwick Avenue • Canton, OH 44720  
(330) 418-9541 • danielsk@muohio.edu

### EDUCATION

#### Miami University, Farmer School of Business—Oxford, OH

Expected Graduation: December 2013

- Bachelor of Science in Business
- Major: Interdisciplinary Business Management Minor: Chinese, Economics
- East China Normal University—Shanghai, China
- Business, Language, and Culture Educational program

Cumulative GPA: 3.1/4.00

Major GPA: 3.2/4.00

Spring 2012

### WORK EXPERIENCE

#### Intern, Sherwin Williams—Shanghai, China

Summer 2013

- Assisted management in creating and implementing commercialization process for the Chinese team.
- Harmonized brand consistency across American and Chinese media outlets.
- Sourced and researched Chinese mining industry in order to assist P&M division in entering this market.

#### Intern, NBA Global Marketing Partnerships—New York, New York

Summer 2012

- Assisted NBA Cares team to determine potential sponsorship partnerships and platforms.
- Worked with a team of interns to develop a solution to a current NBA business operations problem and presented solution to NBA management for our final Think Tank Project.
- Performed industry research for Global Marketing Partnership's senior management.
- Completed numerous Case Studies showcasing partner activations with the NBA.

#### Intern, Legacy Investment Group—Canton, OH

Summer 2011

- Performed stock research and data analysis for partners who manage 700 accounts totaling \$45 million in assets.
- Back-tested stocks to include price and market data to determine effectiveness of investment strategies.
- Researched stocks and companies within DJIA and S&P 500 as well as used TD Ameritrade's Think or Swim platform to cultivate required information.

### LEADERSHIP & CAMPUS INVOLVEMENT

#### China Business Program (Business Certificate)—Farmer School of Business

Aug. 2011 to Present

- Lived 4 months in Shanghai, China to experience Chinese business, culture, and increase knowledge of Mandarin.
- Attained the cultural knowledge and professional skill set needed to begin a professional career in China.
- Participated in service projects in rural China and increased global perspective.

#### Liaison, Diversity Affairs Council—Miami University

August 2011 to May 2013

- Serve as the Liaison to the Farmer School of Business to promote and present student perspectives as it relates to improving diversity and awareness on Miami's campus.
- Promote recommendations to Dean and faculty to expand diversity topics within curriculum.
- Assist underrepresented students in transition to college life and engage in outreach efforts to local high schools.

#### Business Consulting Case Competitions

Fall 2011- Spring 2013

- Miami University Business Consulting Case Competition- Collaborated with team to develop innovative strategy to improve system migrations within the technological field.
- KeyBank and Fisher College of Business Leadership and Creativity Symposium- Provided management consulting for a non-profit organization within the agriculture field.
- Kelly School of Business Midwest Diversity Case Competition- Developed solutions to assist Target Co. with diversity management and provided recommendations on how to better appeal to diverse consumers.

#### Participant, Training the Street Financial Modeling Workshop

Fall 2011

- Obtained training in financial modeling and valuation for finance professionals.
- Acquired skills to navigate efficiently through Microsoft Excel and completed an abridged financial model.

# APPENDIX: RESUMES OF KEY PERSONNEL

## KIERRA M. WILLIAMS

3589 Hilliard Station Dr.  
Hilliard, OH 43026  
(937) 260-1269  
k.williams.cubekaraoke@gmail.com

### EDUCATION

Bachelor of Arts, Psychology

Miami University

Oxford, Ohio 45056

May 2013 (Supplemental Research at the University of Utah Spring 2012)

### SUMMARY

Goal oriented, high energy individual with over 9 years of successful experience in providing excellent customer service. Dedicated and passionate about exceeding performance goals with a proven ability to exceed metrics through strategic planning, innovative conceptualization and effective management. Skilled in managerial concepts, acquiring and maintaining top talent, reducing turnover rate, implementation and building motivated teams in a fast pace environment.

### PROFESSIONAL EXPERIENCE

**Cardinal Health Inc.**, Dublin, OH

July 2013-Present

*Pharmaceutical Segment Recruiting Coordinator, Talent Acquisition*

Currently responsible for sourcing, screening and on boarding new talent into the organization. In this role I have been successful with filling new slots with top talent while exceeding metrics and time to fill standards set by the business and fiscal year performance plans.

**M.I.A. Restaurant and Lounge** Oxford, OH

August 2012-July2013

*Head Server/Bartender*

Responsible for providing an inviting environment for guests and ensuring excellent customer service/customer relations. Successfully trained employees in crucial skills necessary for the hospitality industry. Continuously improved sales and exceeded sales metrics set by business on a semi-annual basis. Assisted in acquiring talent for the business and providing exceptional training and reducing turnover rate.

**La Europa Academy** Salt Lake City, UT

February 2012-August 2012

*Residential Assistant*

Utilized skills acquired to promote a healthy environment for students culminating in a successful completion of individual goals set by therapists and teachers.

**Miami University Spring Street Market** Oxford, OH

October 2008- February 2012

*Manager*

Acted as liaison to student workers and staff while training students on importance of providing exceptional customer service and maintaining valuable relationships with clients. Successfully trained student workers on job knowledge and execution of essential customer service values.

**Miami University Career Services** Oxford, OH

June 2010- June 2011

*Office Assistant*

Assisted staff and Director of Career Services in acquiring new talent for various roles within the organization as well as sourcing for companies recruiting top talent. Provided excellent customer service to students and Employers utilizing the Career Services resources and created innovative approaches to special tasks and projects as necessary for major events hosted by Career Services on campus.

**Montgomery County Children Services** Dayton, OH

March 2006-November 2011

*President of VISION Youth Advisory Board*

Facilitated committees responsible for writing legislation aimed towards bettering the lives of foster youth. Successful strategic planning and collaborative efforts resulted in passing two bills in the State of Ohio and crucial testimony to national legislation.

# APPENDIX: RESUMES OF KEY PERSONNEL

## NICCO ALESCI

### Objective:

Traveling, exploring & gaining from the world to build upon the mind and physical skills. I am in search of a variety of positions that will allow me to enhance any of my prior knowledge and skills in ceramics as well as many other areas including woodworking and sculpture.

I enjoy learning ancient methods of building & living. It is amazing when you discover how much more resourceful you can be when using natural materials such as clay, wood, natural fibers, fabrics, plants & foods. Not to mention many of these materials can be found locally. Currently my main focus is in ceramic utilitarian work.

### Education:

**Cleveland Institute of Art** (CIA) Cleveland, Ohio May 2012 Bachelor of Fine Arts, Ceramics

### Skills:

**Ceramics:** Mold Making, Slip Casting, Kiln Firing (Electric/Gas/Wood Fire), primitive Anagama firing, Salt firing, Hand Building, Wheel Throwing, Slab Building.

**Computer:** Adobe Photoshop, Adobe Premiere Pro, Adobe Premiere Pro, Adobe Illustrator, Ableton Live

**Sculpture:** Carpentry, Metal Forging, Bronze Casting, Mig Welding, Tig Welding

### Related Experience:

#### Kent State University

Kent, Ohio Fall 2010 Anagama Wood Kiln Firing

- Loading and organizing Anagama Kiln for efficient and proper firing. Assistance in stoking and beginning the firing of the kiln.
- Anagama Unloading Anagama after firing and assisted with scraping kiln shelves as well as washing kiln bricks.

#### Cleveland Institute of Art

Cleveland, Ohio Spring 2011 Slip Casting Teaching Assistant

- Assistance with minor duties such as making slip for class, organizing and maintaining a clean working environment for the class.
- Aid in mold making to ensure proper molds for slip casting as well as assistance in slip casting process.

#### Kent State University

Kent, Ohio Spring 2012 Salt Firing

Kent, Ohio Fall 2012 Salt Firing

- Loading and organizing Salt Kiln for efficient and proper firing. Assistance in stoking and beginning the firing of the Salt Kiln
- Unloading Salt Kiln after firing and assisted with scraping kiln shelves as well as washing kiln shelves.

### Grants & Awards:

- CIA Portfolio Grant 2009 - 2012
- CIA Grant 2009 - 2012
- Viktor Schreckengost '29 Award for Excellence in Ceramics 2010 - 2011
- Charles F. Mosgo '35 Memorial Ceramic Prize 2011 - 2012

### Exhibitions:

"Latitude 41 Degrees North International Art Show" Jan. 2010

"CIA's Student Independent Exhibition" Mar. 2011

"CIA's Annual Spring Show" Apr. 2011

"6th Annual Ceramics Invitational" May 24 2012

"Holiday Sale & Gathering" Nov. 2012

# APPENDIX: RESUMES OF KEY PERSONNEL

## TIMOTHY PAYNE

 513.461.4175  
 PAYNETM.TP@GMAIL.COM

### OBJECTIVE:

Experienced kitchen manager, prep cook and executive chef; currently looking for work opportunities within the restaurant and/or commercial kitchen industry of the city of Columbus, OH.

### SKILL SUMMARY:

- CREATIVE, RESOURCEFUL, AND SELF-MOTIVATED.
- RESPONSIBLE, EXPERIENCED, AND DEPENDABLE.
- MANAGEMENT EXPERIENCE: HIRING, FIRING, SCHEDULING, MOTIVATION, OPTIMIZATION
- CATERING EXPERIENCE: MENU TASTINGS, WINE TASTINGS, WEDDINGS.
- KITCHEN EXPERIENCE: PREPARATORY TASKS, COOKING DUTIES, PRESENTATION STANDARDS.
- KNIFE WORK AND BUTCHERY ABILITIES

### AWARDS AND RECOGNITION:

- Who's Who of American Business Associates, 2011
- Recipe featured in Hamilton Journal (local publication), 2011
- Chosen as guest chef for local charity event, Chef's Celebration, Oxford, OH, 2011

### CULINARY WORK EXPERIENCE:

EXECUTIVE CHEF, KONA BISTRO, OXFORD, OH - 2009 - 2013
Promoted from sous chef in line with the departure of the head chef. Increase in responsibilities included primary managerial roles, menu design, hiring and firing, interviewing, scheduling of staff, delegation of duties, amongst other situational duties such as catering weddings, wine tastings, and special university alumni events.
SOUS CHEF, KONA BISTRO, OXFORD, OH - 2008-2009
Progressing from kitchen manager, increased duties included heightened responsibilities and dependence upon as the primary responsibility for assisting the head chef in his tasks while performing all the same tasks as when I was kitchen manager.
KITCHEN MANAGER, KONA BISTRO, OXFORD, OH - 2008
Progressing from line cook; increased responsibilities included preparatory responsibilities, designing specials, and the management/upkeep of kitchen employee moral and efficiency.
DISHWASHER/LINE COOK, KONA BISTRO, OXFORD, OH - 2007-2008
Starting at the very bottom of the ladder, my initial kitchen experience came from learning everything in a natural progression. From maintaining kitchen cleanliness, to sauté, and eventually grill and all other typical duties of a line cook

### ENTREPRENEURIAL WORK EXPERIENCE:

CREATIVITY AND MARKETING, IN2ITV MEDIA, CHICAGO, IL - 2012 - PRESENT
A founding father, my responsibilities include the incubation of business strategy relating to company involvement in the music, arts, and entertainment industries. Duties included performing organization of events, artist relations, promotional efforts, managerial activities, as well as assisting in the development of the creative direction of both branding and marketing efforts of the firm.
FOUNDER AND HEAD PERFORMER, FUNKY FLOWER, COLUMBUS, OH - OCT. 2012 - PRESENT
Following my passion of creative self expression I founded and currently manage a fire and light performance troop that 'spins' at various festivals, events and party's across the nation. In addition to performing my specific duties have varied from managerial tasks to performing tasks typical of a graphic designer, creative director.



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