



# VIRIDITY CAPITAL LLC

<b>Solicitation Number</b>	FDA-75F40123Q00108
<b>Project Name</b>	On-Line Subscription Access to International Source-Tobacco Industry Business Data and Information
<b>Proposed Cost</b>	\$900,000 base year, \$300,000 per option year
<b>Award Instrument Requested</b>	Firm Fixed Priced Purchase Order
<b>Lead Organization</b>	Viridity Capital LLC
<b>Type of Business</b>	Small Business
<b>Technical Area</b>	Computer Systems Design, Software, Data (541511, 541512, 518210)
<b>Technical and Administrative Point of Contact</b>	Michael You viridity.capital@gmail.com (703) 329-6039 6372 Alderman Dr, Alexandria, VA 22315
<b>Employees</b>	Michael You, Joseph Kim, Wilson Yu, Emily Cheng, Lin Xie
<b>Unique Entity ID</b>	V5GQS6KME915
<b>EIN number</b>	86-2510064
<b>Cage Code</b>	9HZQ9
<b>Place of Performance</b>	6372 Alderman Dr, Alexandria, VA 22315
<b>Date Submitted</b>	April 18, 2023

# **On-Line Subscription Access to International Source-Tobacco Industry Business Data and Information**

Providing easy access to tobacco and nicotine research of over 100 countries.



VIRIDITY CAPITAL LLC

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# 1 Cost Breakdown

At Viridity Capital LLC, we strive to be very efficient with

## 1.1 Direct Labor

We have calculated the 2000 hrs worked as 2080 hrs minus 10 Federal holidays for the year.

It is noted that the CEO has significantly more responsibilities than the engineers, as he has to meet with stakeholders, provide roadmap, planning, and also is an engineer as well.

Name	Title	# Hours Worked	Hourly Rate	Total Cost
Michael You	CEO & Engineer	2000	\$75.00	\$150,000
Joseph Kim	Engineer	2000	\$37.50	\$75,000
Wilson Yu	Engineer	2000	\$37.50	\$75,000
Emily Cheng	Engineer	2000	\$37.50	\$75,000
Lin Xie	Engineer	2000	\$37.50	\$75,000
			<b>Total</b>	\$450,000

## 1.2 Indirect Costs

We will need to purchase compute for hosting the website, storing data in databases, and providing analytics. We will be using a combination of AWS Lambdas and Elastic Beanstalk. We have estimated \$10,000 a month for the compute costs as we have seen similarly scaled businesses use around that much for their services which provide websites with analytics for users worldwide.

We will save costs by having employees use our own laptops to work on. The company has agreed that we don't need to provide benefits to the employees as well to additionally save costs. We will also choose to forgo purchasing subscriptions for coworking space such as WeWork.

Item	Quantity	Unit Cost	Sum Cost
Compute (AWS) <sup>1</sup>	12	\$10,000/month	\$120,000
GitHub Pro <sup>2</sup>	$12 \cdot 5 = 60$	\$21/month per user	\$1,260
MongoDB <sup>3</sup>	12	\$120/month	\$1440
		<b>Total</b>	\$122,700

## 1.3 Travel

We will have travel taken by all members once a month to meet in person. As we have workers in New York City and Washington DC, we will travel by train. The Per Diem cost includes hotel and food for the day.

Item	Quantity	Unit Cost	Sum Cost
Train	$12 \cdot 5 = 60$	\$200	\$12,000
Ground Transportation	$12 \cdot 5 = 60$	\$200	\$12,000
Per Diem	$12 \cdot 5 = 60$	\$300	\$18,000
		<b>Total</b>	\$42,000

<sup>1</sup>Calculated using <https://calculator.aws/>

<sup>2</sup>Enterprise plan

<sup>3</sup>Atlas Dedicated, 2 DBs for the data and the surveys

## 1.4 Total Costs

Summing up our total costs, we arrive at the final cost of \$614,700.

Category	Total Cost
Direct Labor	\$450,000
Indirect Costs	\$122,700
Travel	\$42,000
<b>TOTAL</b>	<b>\$614,700</b>

## 2 About Viridity Capital

Viridity Capital LLC provides industry-leading technologies that are clean, smooth, and a delight to use. We have created web sites and backend services for Pittsburgh's largest fashion show, built trading dashboards for high-frequency quant traders, and built numerous portfolio sites for clients.

We use the best industry practices for technology, including top cybersecurity measures, compliance with regulations, continuous integration and deployment, a vast testing suite, code quality, code review and much more.

Our team consists of graduates from top universities such as Carnegie Mellon and Cornell University. We have a wide variety of talent from design, mathematics, computer science, electrical engineering, stats, and machine learning.

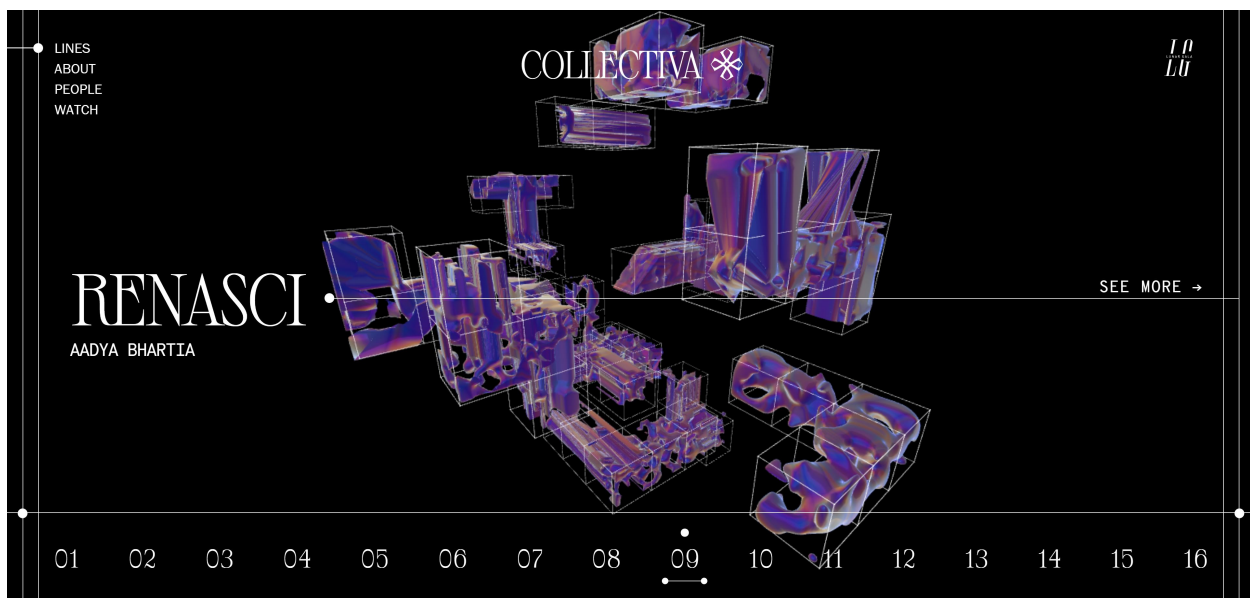
As a Small Business, we are able to move fast, and ship your product fast. We look forward to working with you to help you discover the future of tech!

### 2.1 Past Work

Check out some of our previous work.

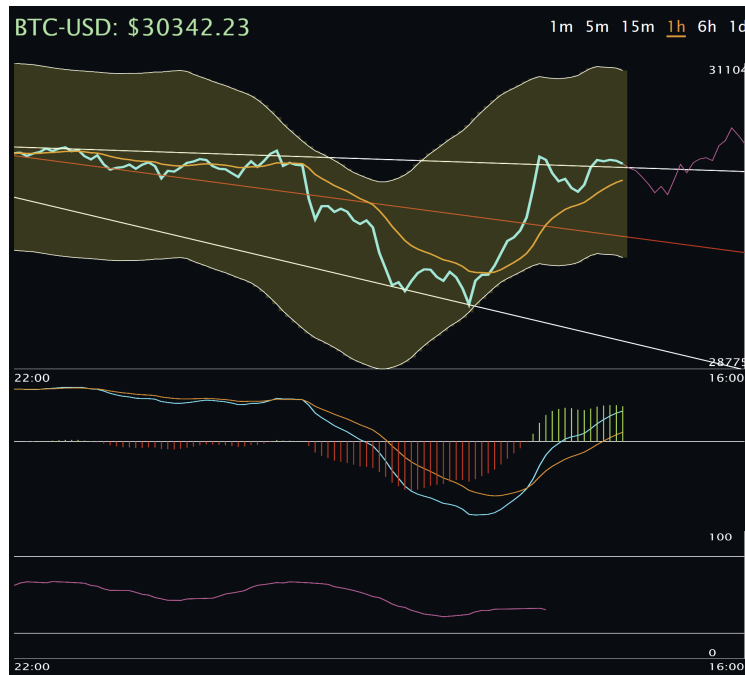
#### 2.1.1 Lunar Gala - Pittsburgh's Largest Fashion Show

Implemented and designed. Fashion show watched by over 10,000 people live. View our live demo here: <http://2021.lunargala.org>.



### 2.1.2 Live trading insights

Data visualization built with custom graphics and data ingestion. [View demo here.](#)



### 2.1.3 Finance Planning

Data visualization for financial planning. [View demo here.](#)

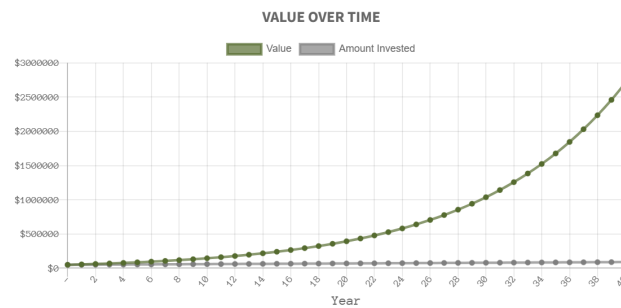
#### Compound Interest

INITIAL INVESTMENT (\$)	<input type="text" value="50000"/>	NUMBER OF YEARS	<input type="text" value="40"/>
RECURRING INVESTMENT (\$)	<input type="text" value="1000"/>	EVERY	<input type="text" value="Year"/>
INTEREST RATE (%)	<input type="text" value="10"/>	INFLATION RATE (%)	<input type="text" value="3"/>

**Calculate**

☐ Break Down by Time

☐ Compare Against Today's Dollars



**FINAL VALUE** \$2,705,555.33

**RETURNS** 2,906.2%

### 2.1.4 Design

We have talented designers that can produce aesthetic graphics and web designs.

