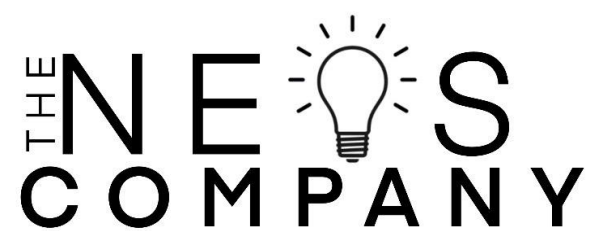


2021 Annual Report
12/03/21

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Summary & Mission

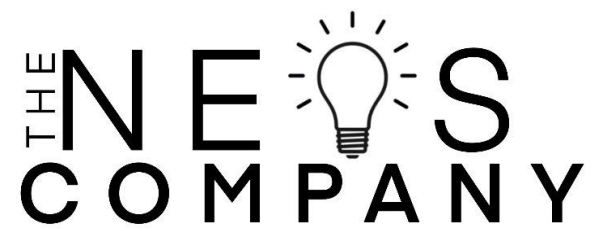
I. Neos Company Executive Summary

Throughout 2021, The Neos Company had a very busy, yet successful year. From very early on, our group first decided to continue with the previously established brand name, The Neos Company, in order to further reflect our emphasis on creating new and innovative products. As a whole, our goals for The Neos Company included selling meaningful products that will make a difference in a mission beyond ourselves, learning and growing as business individuals through real world experience, and positively reflecting Cedarville University's School of Business to surrounding individuals and communities.

However, our group decided that the best way to achieve these goals was to split into three groups under two different brands: Proclaim the Name - Pursuit, Proclaim the Name - Encompass, and Consider the Ravens. These groups were mainly focused on three different categories that included evangelism, missions, and awareness of military mental health. Through these business units, we were able to attract a large number of customers and efficiently achieve our goals through the variety of products we offered this semester.

II. Neos Company Mission Statement

The Neos Company exists to offer meaningful and desirable products in order to enhance the lives of customers, impact the surrounding community, and glorify God. We strive to represent Christ by serving others with high quality products.



Philanthropy

III. Philanthropy

This year's Philanthropy Director is Jake Lindaberry.

Jake coordinated this year's service project, developed a tracking system, ordered team jackets, and updated marketing outlets for the IBC (wall pictures, brochure, and tour guide script).

All volunteering was done at One Bistro in Xenia, Ohio.

One Bistro is a faith-based non-profit restaurant that operates for the betterment of the community.

One Bistro has three simple principles regarding payment for your meal:

1. Pay what you can afford. If unable, volunteer.
2. Pay the entire amount of the suggested price.
3. Pay the entire amount as well as a little extra.

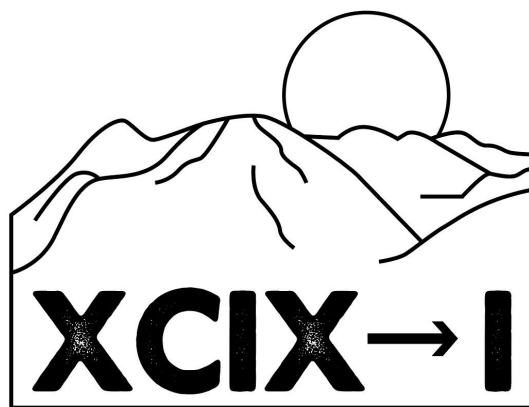
Students volunteered in the areas of food preparation, customer service, cleaning, and gardening.

All students completed 10 hours of service, which was typically covered in 3 shifts.

By November 13, all philanthropic obligations were achieved.

By October 1, two of the three teams had fulfilled their service requirements.





PTN Pursuit

IV. Proclaim The Name: Pursuit

i. Executive Summary

In the Spring of 2021, a group of business students came together as part of the Integrated Business Core with a mission to facilitate gospel conversations. After brainstorming, concept testing, and drafting a loan proposal, they pitched to the loan committee the idea for a company based on the Parable of the Lost Sheep. Since then, Proclaim the Name: Pursuit has successfully launched and run their business. The following report summarizes the mission, products, marketing strategies and successes, inventory, and financial information for Pursuit.

ii. Mission Statement

Proclaim The Name

Proclaim The Name is an evangelism-based branch under The Neos Company. The purpose of our products is to be an aid in starting gospel conversations. Evangelism is never easy, but it is our goal to assist you in taking the steps to do so.

Proclaim The Name: Pursuit

Proclaim the Name Pursuit is a branch of Proclaim the Name. We seek to be a conversation-starting, image-driven, and evangelism-equipping brand. Our artwork opens the door for people to ask about the meaning of the parable of the lost sheep, which is simple to explain, allowing for an easier transition into a gospel conversation centered around one's personal testimony.

iii. Products

The inventory and operations team consisted of Madi McMillan, Sarah Baab, Silas Boulanger, Ryan Sheppard.

a. Product Overview

Our brand consisted of three products: a long sleeve pocket t-shirt, a dad hat, and an enamel pin. Each featured some elements of imagery from the parable of the lost sheep.

b. Product Description

Long Sleeve Tee (Price: \$24)

Featuring our unique logo of roman numerals representing the 99 and the one sheep on the front pocket, and a more elaborate graphic of the parable on the back, both sides of the shirt served to initiate gospel conversations. The shirt is long sleeve based on similar outdoors brands with artistic images on the back, and because a long sleeve received more votes over short sleeve on our survey. We offered two colors (light green and slate grey) from a brand of similar quality to ComfortColors, a company known for comfort and high quality.

Dad Hat (Price: \$18)

An earthy-colored hat with our logo stitched on the front. The logo was clearly visible on the front in order to inspire people to ask what the meaning of the logo is.

Pin (Price: \$6)

Also featuring our logo and serving a similar purpose of a compelling conversation-starter, the pin is tailored toward those who wanted to buy into the brand's vision, yet do not want an article of clothing.

c. Product Inventory

Long Sleeve Tee

- Our shirts were our best seller, with total sales revenue of \$4,654
- Initial estimates of our shirt per unit cost was \$15, but we were able to acquire 205 at \$13.65.
- Our break even amount for shirts was 140 units, and we sold 194 units, meaning we sold 54 units above our break even point, with 11 units still remaining.

Dad Hat

- Our hats were our third best seller, with total sales revenue of \$738
- Initial estimates of our hat were \$10.68, but we were able to purchase 100 at \$9.86.
- Our break even amount of hats was 70 and we sold 41, falling short 29 units of our goal, leaving 59 units still in inventory.

Pin

- Pins, our second best seller, total sales of \$389.35.
- Initial estimates of our pins unit cost was \$2.95, but we were able to acquire 100 pins at \$2.36
- Our breakeven amount for pins was 62 and we sold 65 units, exceeding our breakeven measurement by 3 units, leaving 39 remaining units in inventory.

iv. Marketing

The marketing team consisted of Maddie Robey, Dawson Poling, Sarah Whitscell, Leah Reger, and Anna Wallace.

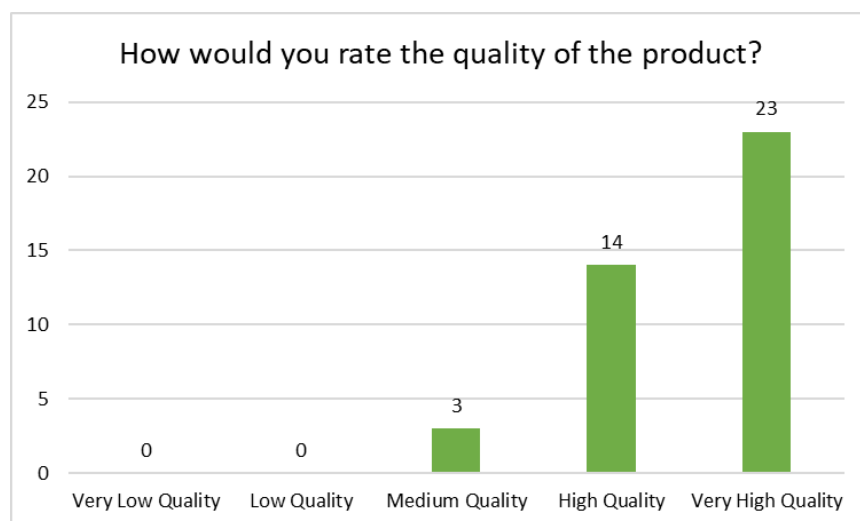
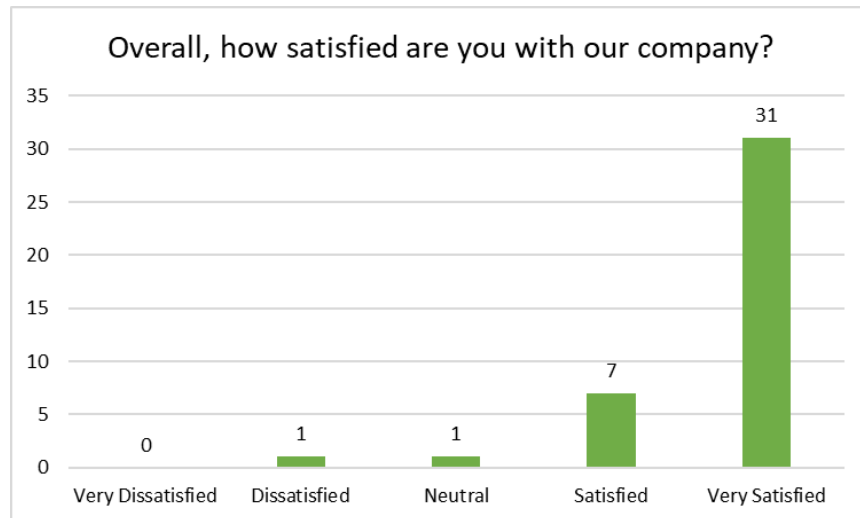
a. Marketing Content

- Photography & Videography
 - This semester, we had 2 successful photography and videography sessions done. In the first photoshoot, we achieved the outdoors aesthetic and got a variety of

pictures with a larger group. These photos were distributed regularly on our social media and used on the website and in emails for regular promotion.

- Our second photoshoot was in a professional studio. These images were used to list products on the website. Our studio images were also used to create print ads (posters and cards) and allowed for a lot of graphic design elements.
- Videography done at both shoots was used to create 4 short videos. One of these videos was posted as an instagram reel and received 3,500+ views on instagram.
- Social Media Marketing
 - Instagram
 - Instagram was our main social media used to market products and announce company updates. Our most successful social media posts were instagram videos, reels, and giveaways.
 - Giveaways
 - One of our giveaways reached 551 accounts and got 215 content interactions. Another giveaway, which was promoted through instagram advertisements, reached 2,431 accounts and 24 promotion taps. Each giveaway post ended with about 70 comments from those entering to win. These comments showed us people that were clearly interested in our product and we created more content geared towards these.
 - Paid Advertising
 - With a large budgeted amount to use paid advertising, our team anticipated a lot of instagram promotion. After 2 paid promotions, there were disappointing insights on these posts. Many people saw the ads but this traffic never led customers to our website. This is when the marketing team tuned into on-campus marketing efforts and began to see more progress.
 - Facebook and LinkedIn
 - We created generic posts for each team member to post on their personal social media accounts (Facebook and LinkedIn) explaining the company and directing to our social media and website. This helped raise awareness among family and friends.
- b. Marketing Mediums**
- Print & Exposure
 - Campus Slides
 - Campus slides, which run 24 hours and announce events and important news, were used consistently to market the company. The first slide featured an image of a group of people wearing PTN clothing with a QR code. This slide was designed with the intent of gaining awareness and familiarity with the campus. The second slide we ran was designed to promote the hats and pins more specifically, as shirt inventory was extremely low at this point. Campus slides are not able to be tracked in effectiveness, but with these our team saw more awareness and customers seemed more prepared to approach our pop-up shops on campus.

- My CU web banner
 - Similarly to campus slides, we had an image run on the Cedarville website. This page is opened by every Cedarville student or employee multiple times a day, and having a banner on this site helped reach those students who may be off campus or less involved. This website banner ran for 2 weeks.
- Chapel shoutout and CU Friday
 - During a CU Friday with 800+ visitors, the president of Cedarville University held one of our products on stage and gave a shout out to the IBC. At our pop-up shop immediately after that chapel, we sold products at a rapid rate and many visitors came to purchase items to commemorate their visits to Cedarville. Here, we also handed out a significant number of business cards and got to share our mission and purpose with families visiting from all over.
- ParentConnect Newsletter
 - We submitted an article for the ParentConnect Newsletter explaining the company to parents, advertising for our holiday deals, and directing parents to our website.
- Off-Campus marketing
 - PTN Pursuit is selling pins at the counter of Beans-N-Cream, a local coffee shop. There are also info cards and business cards on the counter, and posters in the shop.
 - 15% of total sold goods were shipped off campus.
- Website
 - Six weeks after classes started, the website was completely finished and ready to take orders. Pursuit began selling on the website October 1, 2021. Since then, 79 shirts were sold with net sales of \$1,869.35, 19 pins were sold with net sales of \$107.84, and 11 hats were sold with net sales of \$193.91. Pursuit also introduced a bundle targeted for Christmas shoppers including a pin and a hat for a slightly discounted price. The bundle was ordered 4 times with net sales of \$78.00. These are the web order stats as of November 29, 2021. The website banners and information were changed every few weeks to reflect current information. Additionally, Pursuit ran Black Friday and Cyber Monday sales during Thanksgiving break through the website. The website will continue to take orders until December 8, 2021.
- Feedback
 - Near the end of Pursuit's selling period, a survey was sent out to gather feedback. The feedback was overwhelmingly positive. The following graphs are results from 40 responses to the 4 question survey.





v. Financials

The finance team consisted of Will Hess, Michael Devore, Matthew Morton, and Parker Johnson

a. The Finance Team

- Will Hess was the team lead on the finance team with team member Matthew Morton and Michael DeVore. The following were the finance's greatest contributions to the company:
 - Together the finance team recorded sales revenue and variable expenses every week during the fall semester.
 - The finance team calculated the break even per unit for the shirts, hats, and pins every month. The break even in dollars was also calculated. The regular break even calculations assisted the finance team and the marketing team with which items were selling better and how far the company was from breaking even. It assisted the team leads with balancing saving and spending to reach the target market on campus and off campus.

Inventory Cost			
Proclaim the Name: Pursuit			
Product:	Long Sleeve Shirt	Hat	Pin
Unit Price from Supplier	\$13.65	\$9.86	\$2.36
Total Units	205	100	100
Cost of Each Product	\$2,798	\$986	\$236
Inventory Cost:	\$4,020		

b. The Balance Sheet

- The finance team recorded assets and liabilities/equity every month.

- In August, PTN: Pursuit received a \$4,000 loan for the purchase of inventory and marketing expenses.
- When the inventory was purchased in the fall semester, it was credited to the Credit Card Payable account which is an account for the School of Business's credit card exclusively for IBC students.
- The IBC Reserve Payable, Sales Tax Payable, and Square Expense were variable expenses that were calculated in an Excel spreadsheet each week.

Balance Sheet					
Proclaim the Name: Pursuit					
<u>Assets</u>	YTD	NOV	OCT	SEPT	AUG
Cash	\$2,837.38	\$2,837.38	\$36.40	\$4,000.00	\$4,000.00
Accounts Receivable	\$2,509.94	\$2,509.94	\$2,692.26	\$-	\$-
Inventory	\$889.33	\$889.33	\$2,246.42	\$4,019.60	\$-
<u>Total Assets</u>	\$6,236.65	\$6,236.65	\$4,975.08	\$8,019.60	\$4,000.00
<u>Liabilities</u>					
Accounts Payable	\$91.25	\$91.25	\$70.37	\$65.00	\$-
Credit Card Payable	\$23.02	\$23.02	\$4.77	\$4,019.60	\$-
Loan Payable	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
IBC Reserve Payable	\$280.75	\$280.75	\$140.56	\$-	\$-
Sales Tax Payable	\$367.02	\$367.02	\$177.76	\$-	\$-
Square Expense Payable	\$178.42	\$178.42	\$94.89	\$-	\$-
<u>Total Liabilities</u>	\$4,940.46	\$4,940.46	\$4,488.35	\$8,084.60	\$4,000.00
<u>Equity</u>	\$1,296.19	\$1,298.19	\$486.73	-\$65.00	\$-
<u>Total Liabilities & Equity</u>	\$6,236.65	\$6,238.65	\$4,975.08	\$8,019.60	\$4,000.00

c. The Marketing Budget

- The finance team recorded marketing expenses from the marketing team and the operations team.
 - The largest marketing expense was the advertising expense which paid for Facebook and Instagram ads. It also paid for business cards and information cards that were distributed with each purchase.

- Packing expenses paid for the plastic bags for the packages that were shipped from the campus post office. It also included shopping bags and twine for the pop up shop.
- With a robust budget and good communication from the finance team to other teams, marketing expenses did not exceed the budget of \$820.

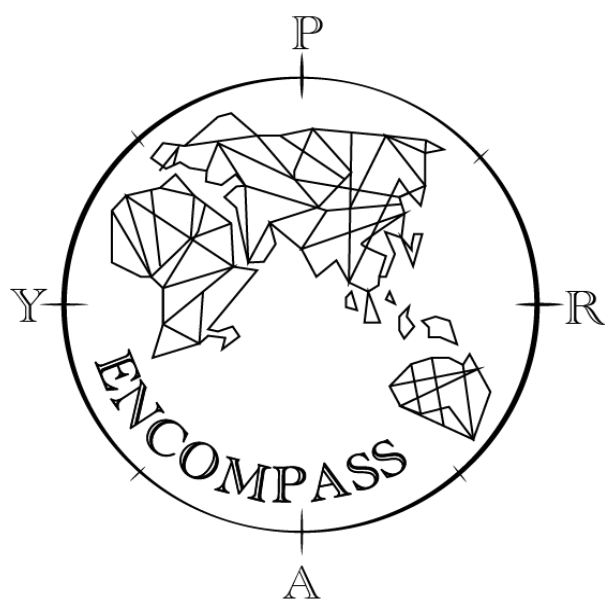
Marketing Expense	
Proclaim the Name: Pursuit	
Marketing Expense:	Cost
Packaging Expense	\$70.84
Contractors	\$47.98
Advertising	\$353.06
Pop-up Shop	\$66.98
Total Marketing Expense:	\$538.86

d. The Income Statement

- The finance team recorded sales revenue and expenses.
 - Sales revenue, IBC reserve expense, sales tax expense, and Square expense were recorded every week by the Finance team. From an Excel spreadsheet downloaded from Square, the finance team used formulas and conditional formatting to sort PTN: Pursuit's transaction from Encompass and Consider the Ravens.
 - At the end of the month, the finance team added up the sales revenue and expense from the four weeks to record the month's total.
 - The finance team recorded the cost of goods sold.
 - The finance team uses an Excel spreadsheet created by the operations team to record the month's total cost of goods sold. The spreadsheet tracked number of items sold, returned, and remaining.

Income Statement					
Proclaim the Name: Pursuit					
<u>Revenues</u>	YTD	NOV	OCT	SEPT	AUG
Net Sales Revenue	\$5,480.04	\$2,668.78	\$2,811.26	\$-	\$-
Contribution Revenue			\$2.00		
Cost of Goods Sold	\$3,130.27	\$1,357.09	\$1,773.18	\$-	\$-
Gross Profit	\$2,349.77	\$1,311.69	\$1,040.08	\$-	\$-
<u>Operating Expenses</u>					

IBC Reserve Expense	\$280.75	\$140.19	\$140.56	\$-	
Sales Tax Expense	\$367.02	\$189.26	\$177.76	\$-	
Square Expense	\$178.42	\$83.53	\$94.89	\$-	
Shipping Expense	\$4.77	\$-	\$4.77	\$-	
Marketing Expense	\$122.45	\$87.25	\$35.20	\$65.00	
Packaging Expense	\$35.17	\$-	\$35.17	\$-	
Total Expenses	\$953.41	\$500.23	\$488.35	\$65.00	\$-
Net Income	\$1,396.36	\$811.46	\$551.73	-\$65.00	\$-



Encompass by PTN

V. Encompass by Proclaim The Name

i. Executive Summary

Encompass is a non-profit organization with a mission of providing Christians with physical reminders to encompass unreached countries in daily prayer. We desire to bring greater awareness to the lack of evangelism in these countries and support current ministries working to spread the gospel abroad. We have spent the past semester looking for good quality products to portray our mission and that would appeal to our markets. It was our goal to make clear the purpose behind our products to customers. This was accomplished through word of mouth, social media posts, promotions on campus, a shoutout in chapel by Dr. White, and thank you cards received with every purchase.

ii. Mission Statement

Proclaim The Name

Proclaim The Name is an evangelism-based branch under The Neos Company. The purpose of our products is to be an aid in starting gospel conversations. Evangelism is never easy, but it is our goal to assist you in taking the steps to do so.

Encompass by Proclaim The Name

Encouraging evangelism through the power of prayer. “Therefore pray earnestly to the Lord of the harvest to send out laborers into his harvest.” Matthew 9:38 -- Encompass is a non-profit organization with a mission of providing Christians with physical reminders to encompass unreached countries in daily prayer. We desire to bring greater awareness to the lack of evangelism in these countries and support current ministries working to spread the Gospel abroad.

iii. Products

The operations team consisted of Jonathan Rathbun and Sam Schoch.

a. Product Overview

Our brand consisted of two products: a mug and journal conveying our mission to remind people to pray for unreached regions.

b. Product Description

Prayer Mug (\$12)

A light green ceramic 12oz mug with our logo depicting the most unreached continents in geometric shapes surrounded by a compass with N.S.E.W. replaced with P.R.A.Y.

Prayer Journal (\$17)

Faux leather journal with ribbon bookmark, lined paper, and pen holder along bridge. Featuring a geometric map with unreached areas filled in.

c. Product Inventory

Prayer Mug

- The prayer mug was our best seller. We sold 116 with a total revenue of \$1,392.
- We purchased 139 Mugs at \$7.21 and sold them at \$12.
- We needed to sell 66 units to break even and we sold 116 as of November 30th. This means we sold an extra 50 units not including sales in the past two days.

Prayer Journal

- Our journals took longer than expected to sell. We sold 95 Journals with a total revenue of \$1,615.
- We purchased 200 Journals at \$9.26 and sold them for \$17.
- We needed to sell 95 units and we have sold 95 units as of November 30th.

iv. Marketing

The marketing team consisted of Faith Triplett and Caroline Kemp.

a. Marketing Content

- **Photography and Video**
 - Photos of Nicole Seagraves and Rufus Matthews with products
 - We commissioned a photographer and two models, paying them with products, to take shots of the mugs and journals that were professionally done.
 - Video of Dr. Bowman
 - We commissioned a videographer to film and edit a 6 minute video and a 1 minute video of an interview of Dr. Josh Bowman talking about his experiences in India and Zambia, Africa. We also filmed models using our products to include in the shorter video. The video exceeded our expectations. We just wish that we had thought of it sooner and got it out closer to the beginning of the semester. It was pushed forward and then ultimately did not impact sales.
 - Product photo sessions
 - Faith Triplett with assistance from other members took most of the pictures we used for Social Media posts and promotions.
- **Social Media Marketing**
 - Instagram (751 Followers)
 - Giveaway
 - On our Instagram page we did a giveaway for one of our mugs that had some traction and resulted in more followers.
 - People Group Posts
 - We created posts to spread awareness of the unreached and give information about who they are and what their struggles are to help those praying for them to have more specific prayers. This

was great for brand and mission awareness, but it did not seem to directly lead to sales.

- Other Posts
 - We created announcements for Pop-shops as well as had highlights for each team member with a little bit about our team.
- Facebook and LinkedIn
 - People Group Posts and Other Posts
 - We posted all of the same posts on Facebook as we did on Instagram. We got up to 64 followers on Facebook.
 - LinkedIn Team Members Posts
 - Each of our team members that have LinkedIn put an individually edited template explaining the Integrated Business Core and Encompass on their LinkedIn profiles.

b. Marketing Mediums

- Print & Exposure
 - Campus slides
 - We submitted two slides to be posted on the Cedarville TVs. One included a photo of our products and to shop online through a QR code. The second was to promote our Christmas Bundle.
 - Posters and Table Tents
 - We posted posters up on campus in Milner, The SSC, and The BTS promoting our products and encouraging you to go to the website as well as social media. We put table tents on the tables in Stingers explaining The Bedouin Nomads of Egypt and encouraging people to go to our website and social media.
 - Chapel Shoutout
 - Dr. White shouted at us in the chapel on Tuesday November 30th the first chapel after Thanksgiving break. This was later than we wanted it to be, but it worked out well and he even incorporated our products in his sermon. He told the students and faculty to come to our Pop Up shops the next two days and we made great sales during those Pop Ups.
 - Cedarville Parent Email
 - We submitted a draft for an email to be sent to all of the Cedarville Parents. This was sent out and brought a few sales as well as spread awareness of our company and mission.
 - Cedarville Parent Facebook Group
 - Along the same lines as the email we made a graphic and a draft for a post and had one of our parents post it into the Cedarville Parents Facebook Group.
- Off Campus Marketing
 - Posters in Beans & Cream and Orion

- We posted posters promoting our products and encouraging people to go to our website and social media in the local coffee shops Beans & Cream and Orion.

- Website

- Six weeks after the beginning of class we had our website up and running. We decided since Pursuit and Encompass were both under Proclaim the Name that these two teams would share a website. Encompass began selling on the website October 1, 2021. The website banners and information were changed every few weeks to reflect current information. Additionally, Encompass ran a Christmas Sale starting Thanksgiving break through the website. The website will continue to take orders until December 8, 2021.

v. Financials

The financial team consisted of Jonathan Rathbun and Zakariah Kitzmiller.

The finance team was composed of manager Jonathan Rathbun and team member Zakariah Kitzmiller. Throughout the semester, the team kept accurate track of sales and expenses, maintaining a monthly journal and ledger to keep track of financials. The team also calculated a breakeven analysis early in the semester to keep the company knowledgeable of how close we were to breaking even.

a. The Balance Sheet

1. The balance sheet was updated monthly by our finance team. It tracked our assets, including up-to-date inventory counts, and liabilities. Our team used Square to get accurate numbers for Sales Tax and Square Expense on the liabilities side, and the cash vs. card sales for our assets section.

Other numbers tracked in the balance sheet include our accounts and credit card payable, which was adjusted as we paid it off. The loan payable and equity number obtained from our income statement rounded out the sheet.

Balance Sheet					
Proclaim the Name: Encompass					
<u>Assets</u>	YTD	NOV	OCT	SEPT	AUG
Cash	\$579	\$579	\$(14)	\$3,000	\$3,000
Accounts Receivable	\$1,794	\$1,794	\$941	\$-	
Inventory	\$1,394	\$1,394	\$2,229	\$1,717	
<u>Total Assets</u>	\$3,767	\$3,767	\$3,156	\$4,717	

Liabilities

Accounts Payable	\$120	\$120	\$10	\$216	
IBC Reserve Payable	\$137	\$137	\$55		
Sales Tax Payable	\$181	\$181	\$70		
Credit Card Payable	\$-	\$-	\$82	\$1,962	
Loan Payable	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Square Expense Payable	\$84	\$84	\$32		
<u>Total Liabilities</u>	\$3,522	\$3,522	\$3,249	\$5,178	
Equity	\$245	\$245	\$(94)	\$(461)	
<u>Total Liabilities and Equity</u>	\$3,767	\$3,767	\$3,156	\$4,717	

b. The Marketing Budget

1. Our initial estimates for marketing were extremely rough, totaling about \$1,000. We kept the estimates rough so that we would not be taken by surprise by any expensive transactions.
2. Despite the fact that the fake tattoo and sticker promotion seems expensive comparatively, we managed to give most of them away and raise awareness.
3. The Pop-up shop and misc. expenses were for the decorations of our Pop-up stand, which created a pleasing atmosphere for the shop, as well as expenses for design apps and other advertising.

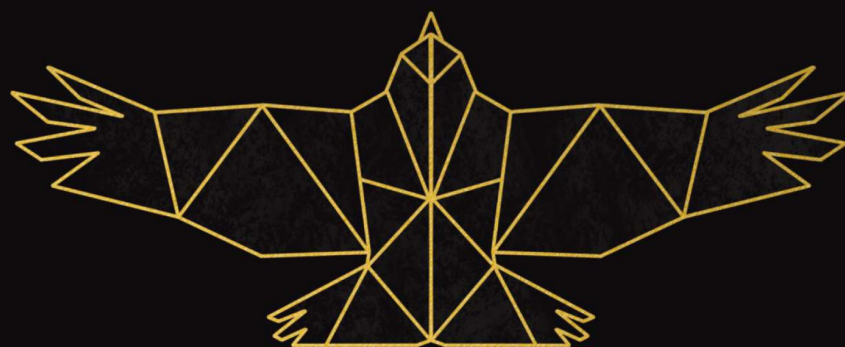
Marketing Expense	
Proclaim the Name: Encompass	
Marketing Expenses:	Cost
Fake Tattoos	\$131.99
Videographer	\$100
Pop-Up Shops/Misc.	\$224
Graphic Designer	\$45
Neos Photo Shoot	\$16.67
Stickers	\$60.12
Total Market Expense:	\$578.21

c. The Income Statement

1. Our finance team kept an up-to-date income statement to go along with the balance sheet. Our net revenue was tracked here, as well as the cost of goods sold to go along with the monthly inventory number from the balance sheet.

We also tracked our expenses in the income statement, keeping timely records of our marketing expenses, IBC Reserve expenses, and expense numbers found through Square. The resulting net income number was then plugged into the balance sheet to balance our assets against our liabilities and equity monthly.

Income Statement					
Proclaim the Name: Encompass					
<u>Revenues</u>	YTD	NOV	OCT	SEPT	AUG
Net Sales Revenue	\$2,745.36	\$1,644.69	\$1,100.67	\$-	\$-
Contribution Revenue	\$6.01	\$-	\$6.01	\$-	\$-
Cost of Goods Sold	\$1,460.68	\$835.43	\$572.15	\$53.10	\$-
Gross Profit	\$1,290.69	\$809.26	\$534.53	\$(53.10)	\$-
 <u>Operating Expenses</u>					
IBC Reserve Expense	\$137.27	\$82.23	\$55.03	\$-	\$-
Sales Tax Expense	\$180.62	\$111.02	\$69.60	\$-	\$-
Square Expense	\$83.97	\$51.65	\$32.32	\$-	\$-
Marketing Expense	\$(172.28)	\$225.93	\$10.00	\$408.21	\$-
Total Expenses	\$229.57	\$470.83	\$166.95	\$(408.21)	\$-
 <u>Net Income</u>	 \$244.70	 \$338.43	 \$367.58	 \$(461.31)	 \$-



CONSIDER THE RAVENS

VI. Consider The Ravens

1. Executive Summary

Led by a concern for the ever increasing number of young servicemembers taking their own lives, CTR jumped into the fulltime mission of reminding soldiers and airmen of their worth. Dog tags and stickers were an opportunity for our customers to strike up a conversation with a soldier they love and show their own connection to that particular individual. Potential suicides can't be stopped by any group attempt. Individuals have to lead the mission of love and encouragement with their own spheres of influence, and our organization gave people that tool.

2. Mission Statement

Our company name comes from Luke 12:24, where Luke encourages believers to watch how little birds live their entire lives without ever worrying, and yet God provides for them. Our products are oriented towards military families/friends to purchase for their particular troop. Our goal is to see suicide rates drop in the military during 2021 and 2022 because of the encouragement from our products.

We pushed a mission that did not shy away from asking hard questions of people that needed encouragement. Our products were displayed publicly, starting conversations about personal mental health. These products will not only be encouraging to the specific troop who has it but also encourage vulnerability for everyone.

3. Products

Our products create conversations about mental health in the military and remind the recipient that people care for them.

a. Product Overview

Consider The Ravens had 4 different products including a dog tag and 3 sticker variants. All these products were meant for encouragement to active duty military members and veterans struggling with mental health issues including suicide.

b. Product Description

Dog Tag (Price: \$8)

The Dog Tag featured five encouraging phrases on them: Stand Firm, Be Watchful, Take Courage, Wield Armor, & Hold Fast. These five phrases were displayed on the front side of the Dog Tag so they could be read easily. Our Dog Tags came with Two stainless steel rolled edge dog tags, One 30" aluminum dog tag chain, and One 4" aluminum dog tag chain.

Consider The Ravens Sticker (Price: \$3)

A matte vinyl peel off sticker with our logo on it.

Wingman Sticker (Price: \$3)

A matte vinyl peel off sticker created for you to give to your friends to remind them that you will always have their back.

Family Behind > Trials Ahead (Price: \$3)

A matte vinyl peel off sticker created to be a reminder that no matter what trials are ahead, there is a family that is supporting you from behind.

c. Product Inventory

The Inventory team consisted of Anthony Alexander, Madelyn Whetzel, and Drew Staats, with the help of Becca Hughes and Luke Young.

Dog Tag

- We purchased 500 dog tags from our supplier at \$0.88 per 2 dog tags, one 4 inch chain, and one 30 inch..
- We made a total of \$1,617.41 selling our dog tags through bundles and individually.
- Our break even for dog tags was 118 units and we sold a total of 319 meaning we beat our break even by 201 dog tags.

Stickers

- We purchased 900 stickers from our supplier at \$0.40 per sticker.
- We made a total of \$1,201.59 selling our stickers through bundles and individually.
- Our break even for our stickers was 296 units and we sold a total of 430, meaning we beat our break even by 134.
- We had 3 different sticker designs as well. Our first was our logo and sold the most successfully with 207 stickers sold, our second highest selling product was our Family Behind > Trials Ahead with 195 sales, and our Wingman sticker sold a total of 190 times.

4. Marketing

a. Marketing Content

- Photography and Videography
 - Photos
 - We had a friend take photos of the team and some products for our website. Trevor Orchard also took some product pictures which we used on the website.
 - Video
 - We commissioned a videographer to film and edit a two minute video about the mission behind Consider The Ravens. We then used this video on our instagram page and our website. This video was an exciting feature for our website that many customers had reached out and asked about and our team was excited to be able to accomplish this for them.
- Social Media Marketing
 - Instagram
 - Instagram

- Between Facebook and Instagram we were able to gain over 500 followers. Among these followers we gained an average of 52 likes per post on Instagram and reached a total of 5,342 accounts.
 - On Instagram we had 2,872 profile visits and gained 168 website taps through our profile.
 - We also had a total of 51 comments on our Instagram.
- Giveaways
 - We ran a giveaway near the end of the semester to draw in a few remaining customers on campus. The giveaway consisted of 5 bundles which were each a set of dog tags and one of each sticker. We had a lot of engagement with this post and a handful of website interactions but ultimately there were not a lot of sales which came from this.
- Paid Advertising
 - Paid promotions were a great tool for us both on Facebook and Instagram and they boosted our reach and engagement greatly. Two ads ran specifically on Instagram and targeted military members and their families. Overall, they gave us 63 website clicks and 56 profile visits, and they more than doubled our engagement for those posts. On Facebook, we ran 1 \$10 ad which reached 593 people and gained 112 engagements. Overall, the cost per engagement was \$0.09. Since we wanted to specifically market off campus, the ads helped us greatly by reaching accounts all around the country.
- Facebook
 - We posted all of the same posts as we did Instagram. Our main seller here was the post we put on the Cedarville Parent Connect page. There was a large increase of engagement and sales after that was posted.

b. Marketing Mediums

● Print & Exposure:

- Posters
 - We drafted many different types of posters to print and hang around campus called urinal journals and stall talks. We hung these up around campus as a last push to remind students of our mission behind Consider The Ravens.
- Business Cards
 - We created business cards which we were able to hand out at our pop-up shops. These business cards directed the potential customers to our website. We saw an increase in visits to the websites after handing these out but did not see that they had a large impact in our conversions.
- Personal Emails
 - Our team made it a goal to send emails to anyone we knew and invite them to the website. We drafted an email template which each team

member could then personalize to fit their specific needs. We used 3-4 weeks to consistently send these out to people and found it to be helpful with drawing in customers.

- Chapel Shoutout
 - On Veterans day Joshua Johnson spoke in the chapel about our products and directed them to the table where we were able to hand out the \$500 worth of products that Cedarville bought from us for the veterans. We were able to have a lot of fruitful conversations with veterans and families of veterans who voiced their appreciation for our efforts.
- Cedarville Parent Page
 - We drafted a post which was sent for Abbie Evans' mom to post in the channel. We saw a lot of response from this post as people interacted with our website more and orders were quickly increasing.
- **Off Campus Marketing**
 - Cedarville Newsletter
 - We reached out to Dick Walker in the town of Cedarville to post an ad in the monthly newsletter which is sent out to the whole town. Micah Mayse worked with him on setting this up and it comes out in the month of December.
- **Website**
 - 4 weeks after school started the website was fully completed and published. We took our first order on September 16th, 2021 and since then we have sold \$1,655 through our website. Our best seller was the dog tag and sticker bundle which we introduced at the beginning of the semester. Throughout the semester we kept up with the inventory and added a video Joshua took to the homepage to reflect our mission statement. The website will continue to take orders through December 8, 2021.

5. Financials

a. The Team and its goals:

Abbie Evans served as the finance lead, with Drew Staats, and Becca Hughes acting as finance operators. Luke Young also contributed significant aid in solidifying the finances as Head of Internal Operations.

The goals of the finance team included:

1. Managing financial reports of CTR and providing accurate and timely data to the Neos Finance Representative (Emily Allen)
2. Tracking sales and expense numbers in order to track financial data and validate internal controls
3. Foster communication amongst each other and to the CTR team as a whole in order to make updates on financial projections and marks needed to meet

4. Work with the website manager (Madelyn Whetzel) to accurately control the Square space that is linked to the CTR website
5. Responsible for creating and expanding on the final financial statements for the year for CTR and validating we have made all the money we should have made based on sales

b. The Forecast

- i. In the CTR initial forecast of financials (see chart below), the finance team used past Neos Company financials, supplier prices, and online research to estimate expenses, plan for a budget, calculate profit margin, and develop other forecasted numbers in order to help the marketing team in their sales tactics for maximization.
- ii. Takeaways:
 1. Starting a business with no prior experience or knowledge leaves room for error in estimations
 2. A lesson we learned was to plan for greater costs than anticipated

CTR Initial Forecast of Financials	
Loan	\$2,000
Projected net income	\$940
Marketing budget	\$1,124
Estimated COGS	\$660
Estimated total sales	\$3,243
Weighted average break-even	449 units

c. The Balance Sheet

- i. In August, CTR was loaned \$2,000 from the committee, allowing the finance team to begin their work in tracking expenditures
- ii. Using the general journal and ledger to track all transactions, sales, expenses, etc. (not pictured), the finance team filled in the balance sheet
- iii. Assets: All cash, accounts receivable, and inventory is recorded. As one can see, August began with the \$2,000 loan and September began our sales
- iv. Liabilities: Several payables needed to come out of our assets, including the IBC reserve, sales tax, Square expense, and Base expense, which is also described in the income statement
- v. The General Ledger and General Journal were updated by the finance team on a weekly basis, thus, the balance sheet was also updated weekly

- vi. Results: Pictured includes all financial numbers through the end of November. For reference, cash must be above \$2,000 in order to break-even. However, December 1-3 provided sales needed to break-even due to a Neos Garage Sale on campus and a large online order from a purchaser of CTR. As of December 3rd, CTR has officially broken-even.

Consider the Ravens Balance Sheet					
<u>Assets</u>	YTD	NOV	OCT	SEPT	AUG
Cash	\$1,670.29	\$1,670.29	\$ 705.22	\$2,142.24	\$2,000.00
Accounts Receivable	\$ 612.54	\$ 612.54	\$ 409.52	\$ 622.76	
Inventory	\$ 612.21	\$ 612.21	\$ 666.05	\$ 730.77	
Total Assets	\$2,895.04	\$2,895.04	\$1,780.79	\$3,495.77	
<u>Liabilities</u>					
Credit Card Payable	\$ 11.97	\$ 11.97	\$ 11.97	\$1,934.57	
Loan Payable	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
IBC Reserve Payable	\$ 73.80	\$ 73.80	\$ 52.23	\$ 35.75	
Sales Tax Payable	\$ 49.96	\$ 49.96	\$ 20.84	\$ 45.21	
Square Expense Payable	\$56.51	\$56.51	\$43.15	\$28.59	
Base Expense Payable	\$ -	\$ -	\$1.60		
Total Liabilities	\$2,192.24	\$2,192.24	\$2,129.79	\$4,044.12	
Equity	\$702.80	\$702.80	\$ (349.00)	\$ (548.35)	
Total Liabilities and Equity	\$2,895.04	\$2,895.04	\$1,780.79	\$3,495.77	

- d. Pricing
- Taking a look at our initial revenue breakdown, prices for each product and bundles are listed below with estimated units/revenue
 - The prices were kept the same as the semester continued
 - These prices played a vital role in our revenue and net income

Consider the Ravens		
Revenue Breakdown		
Dog Tag Price		\$8.00
Dog Tag Estimated Units		400
Dog Tag Estimated Revenue		\$3,200
Sticker Price		\$3
Sticker Estimated Units		300
Sticker Revenue		\$750
Bundle 1 Price		\$12
Bundle 1 Estimated Units		100
Bundle 1 Estimated Revenue		\$1,200
Bundle 2 Price		\$6
Bundle 2 Estimated Units		100
Bundle 2 Estimated Revenue		\$600
Total Sales		\$5,750

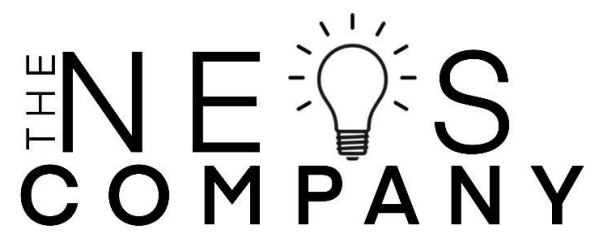
e. The Income Statement

- i. The income statement was used by the finance team to track revenue, gross profit, expenses, and net income
- ii. The finance team focused on the income statement at the end of each month to track cumulative, as well as monthly, numbers
- iii. Once again, the December sales contribute a significant portion of numbers that have not been included due to the timing of the report.
- iv. Below, the income statement provides the year-to-date, as well as monthly, net sales revenue, gross profit, net income, and other additional numbers
- v. At the end of November, net sales revenue came out to be \$2,227.98 and net income came out to be \$702.80, although these numbers are now higher because of large December sales

Consider the Ravens Income Statement					
	YTD	NOV	OCT	SEPT	AUG
Net Sales Revenue	\$2,227.96	\$1,183.44	\$ 329.52	\$ 715.00	
Contribution Revenue	\$ 50.00	\$ -	\$ -	\$ 50.00	
Cost of Goods Sold	\$232.56	\$53.84	\$64.72	\$ 114.00	
Gross Profit	\$2,045.40	\$1,129.60	\$ 264.80	\$ 651.00	
Operating Expenses					
IBC Reserve Expense (5%)	\$73.80	\$21.57	\$ 16.48	\$ 35.75	
Sales Tax Expense (6.75%)	\$95.17	\$29.12	\$ 20.84	\$ 45.21	
Square Expense	\$56.51	\$13.36	\$14.56	\$ 28.59	
Supplies Expense	\$324.26	\$13.75	\$ 11.97	\$ 298.54	
Marketing Expense	\$ 791.26	\$ -	\$ -	\$ 791.26	
Base Expense	\$ 1.60	\$ -	\$ 1.60		
Total Expenses	\$1,342.60	\$77.80	\$ 65.45	\$1,199.35	
Net Income	\$702.80	\$1,051.80	\$ 199.35	\$ (548.35)	

f. Comparison to forecast

- i. Cost of Goods Sold turned out to be \$427.44 less than our initial estimation. This was due to a large discount from the supplier for bulk purchases on dog tags.
- ii. Net income turned out to be \$237.2 less than expected. However, the difference should now be less due to December sales.
- iii. Marketing expenses were much lower than expected, but because of the unexpected costs (such as square expense), total expenses matched our assumptions



2021 Financials

VII. Consolidated Financials

A. Loan Proposal and Payback:

- When it came to the loan this year, the company asked for a total of \$11,813. However, about midway through the semester, we realized that only \$9,000 of that \$11,813 would be necessary to successfully finance all three of the teams. After viewing the loan amount, revenue, and additional expenses to be paid, we are thrilled to say that we will be able to pay back the loan in full as of December 2, 2021. Here is the breakdown of the payback on the loan.

The Neos Company	
As of 12/2/21	
Total Square Sales	\$ 10,518.57
Non-Square Sales	\$ 684.96
Cash Contributions	\$ 54.41
Total Collected	\$ 11,257.94
Sales Tax	\$ 708.42
Square Expenses	\$ 356.21
IBC RESERVE	\$ 560.18
Loan Payback	\$ 9,633.13

B. Balance Sheet and Income Statement

- **Disclosure on Financial Statements**
 - Because teams were continuing to sell through the first few days in December, we were not able to fully close the books for the end of the year. Therefore, these financial statement's still possess liabilities as well as receivables that cannot be confirmed or reversed until they appear in the university's general ledger. It also does not include all revenue by the teams, seeing as three full days of sales revenue are missing from these statements. Therefore, all of the information below is only through November.

- **Balance Sheet**

- Each team tracked their own assets and liabilities on their own financial statements throughout the months, and at the end of each month, they were consolidated to get a view of The Neos Company's financial position as a whole.
- As can be seen below, \$9,000 was credited to a "loan payable" account in August and has not been reversed yet due to undeposited sales transactions.
- The cash and accounts receivable totals together are also over a thousand dollars short of amounts received and/or deposited in the first few days of December.
-

Neos Company Consolidated Balance Sheet As of 11/30/21					
	YTD	NOV	OCT	SEPT	AUG
Assets					
Cash	\$ 5,088.34	\$ 5,088.34	\$ (272.83)	\$ 9,142.24	\$ 9,000.00
Accounts Receivable	\$ 4,916.37	\$ 4,916.37	\$ 4,042.51	\$ 622.76	\$ -
Inventory	\$ 2,895.53	\$ 2,895.53	\$ 5,141.89	\$ 6,467.27	\$ 99.00
Total Assets	\$ 12,900.24	\$ 12,900.24	\$ 8,911.57	\$ 16,232.27	\$ 9,099.00
Liabilities					
Accounts Payable	\$ 211.25	\$ 211.25	\$ 80.37	\$ 281.10	\$ -
Loan Payable	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00
IBC Reserve Payable	\$ 491.81	\$ 491.81	\$ 247.82	\$ 35.75	\$ -
Sales Tax Payable	\$ 597.60	\$ 597.60	\$ 268.20	\$ 45.21	\$ -
Credit Card Payable	\$ 34.99	\$ 34.99	\$ 99.22	\$ 7,916.28	\$ 99.00
Square Expense Payable	\$318.90	\$318.90	\$170.36	\$ 28.59	\$ -
Base Expense Payable	\$ -	\$ -	\$1.60	\$ -	\$ -
Total Liabilities	\$ 10,654.55	\$ 10,654.55	\$ 9,867.57	\$ 17,306.93	\$ 9,099.00
Equity	\$ 2,245.69	\$ 2,245.69	\$ 44.00	\$ (1,074.66)	\$ -
Total Liabilities and Equity	\$ 12,900.24	\$ 12,900.24	\$ 9,911.57	\$ 16,232.27	\$ 9,099.00

- **Income Statement**

- Each team also kept track of their revenue and many expenses through using data from Square.
- Other areas, like Cost of Goods Sold, were calculated by each team using their own methods, such as the First in-First out inventory method.
- The income statement shows that through the months, The Neos Company has increased net income from negative \$1,075 in

September to reach \$2,202 in November. This has been done mainly through increasing revenues drastically from month to month.

Neos Company Consolidated Income Statement As of 11/30/21					
	YTD	NOV	OCT	SEPT	AUG
Net Sales Revenue	\$ 10,453.36	\$ 5,496.91	\$ 4,241.45	\$ 715.00	\$ -
Contribution Revenue	\$ 58.01	\$ -	\$ 8.01	\$ 50.00	
Cost of Goods Sold	\$ 4,823.51	\$ 2,246.36	\$ 2,410.05	\$ 167.10	\$ -
Gross Profit	\$ 5,687.86	\$ 3,250.55	\$ 1,839.41	\$ 597.90	\$ -
Operating Expenses					\$ -
IBC Reserve Expense	\$491.81	\$243.99	\$ 212.07	\$ 35.75	\$ -
Sales Tax Expense	\$642.81	\$329.40	\$ 268.20	\$ 45.21	\$ -
Square Expense	\$318.90	\$148.54	\$141.77	\$ 28.59	\$ -
Supplies Expense	\$324.26	\$13.75	\$ 11.97	\$ 298.54	\$ -
Marketing Expense	\$ 1,622.85	\$ 313.18	\$ 45.20	\$ 1,264.47	\$ -
Shipping Expense	\$ 4.77	\$ -	\$ 4.77	\$ -	\$ -
Packaging Expense	\$ 35.17	\$ -	\$ 35.17	\$ -	\$ -
Base Expense	\$ 1.60	\$ -	\$ 1.60	\$ -	\$ -
Total Expenses	\$3,442.17	\$1,048.86	\$ 720.75	\$ 1,672.56	\$ -
					\$ -
Net Income	\$ 2,245.69	\$ 2,201.69	\$ 1,118.66	\$ (1,074.66)	\$ -

C. Financial Conclusion

- Overall, The Neos Company has tirelessly held up efforts in an attempt to raise the money to pay back our loan as well as having enough to contribute to the non-profit organizations of choice this semester.
 - As of December 2nd, we have reached this goal, seeing as we have broken even on the loan and have some extra left over to donate.
- Final reconciliation with Cedarville University's General Ledger, payback on the loan, reversing payables, and receiving remaining payments through Square will be completed as soon as the information becomes available.
- Overall, each finance team and lead did a great job with the time and effort needed to record and compile all of their financial information from various points of the semester.