



REFUGEE

[BOARD]LESS

Loan Proposal

-2022-

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Executive Summary

The *Neos* Company was founded to represent quality brands that sell meaningful and desirable products to enhance the lives of customers, impact the surrounding community, and glorify God.

The name *Neos* is the Greek word for ‘new’. The Greek root is derived from the original language of the Bible’s New Testament. This connection emphasizes the biblical foundation of the *Neos* Company. The meaning of ‘new’ also conveys a different business approach that operates for profit with a goal beyond simply making money. ‘New’ additionally relates to each brand it promotes and the fresh, creative ideas behind the brands.

Philanthropy

The *Neos* Company requires all brand members to participate in philanthropic activities and requires all company sales to be donated to charity.

Boardless Solutions and Proclaim the Name: Refuge company members will be participating in 10 volunteer hours for Agape for Youth in Dayton, Ohio. This will include assisting at a picnic.

Mission: “Providing Youth and Families with supportive nurturing services that encourage each other to reach their full potential.”

Proclaim the Name: Refuge company will be donating all 2022 sales to Grace Refuge Outreach WorldWide (GROW). GROW is based in Wooster, Ohio but has members represented globally. This brand works directly with Charis Fellowship Churches.

Mission: “To rescue at-risk children, restore their broken lives, and equip them to impact their families and communities.”

Boardless Solutions Company will be donating all 2022 sales to Back2Back Ministries. This non-profit is based in Mason, Ohio and has a large representation in Mexico.

Mission: “Back2Back is an international Christian non-profit organization dedicated to being a voice for orphans. We exist to love and care for orphaned and vulnerable children by meeting their spiritual, physical, educational, emotional and social needs so that they might overcome their life circumstances and break free from the cycle of generational poverty.”



Refuge

Mission Statement

To impact consumers in their personal walk with Christ and encourage growth while building a community of believers who look at God as their permanent refuge and help in the midst of their struggles.

The Observed Need

Through in-depth heart research, it has been found that believers in college are struggling to grow in their faith. Proclaim the Name: Refuge has the goal to remind Christians of the refuge that they can find in Christ, who is ultimately their safe place through whatever struggles they face. Taking refuge in Christ promotes growing closer to him through the good and bad times. In Psalm 142, David is in a similar situation where he is troubled and looking for spiritual relief. He cries out to the Lord and seeks Him as his refuge. The goal at Proclaim the Name: Refuge is to encourage believers to take refuge in the Lord and recognize his sovereignty in the world. Through the use of apparel, there is also to be a community built in which Christians can be reminded that they are not alone in their life journey—that all need Jesus and that He is our Refuge.

The Product

The product is a line of spiritually-based t-shirts, mugs, and stickers that provides a sense of unity between believers by reminding them of biblical truths. This also promotes community and growth among believers. Every Christian knows what it feels like to live in a broken, fallen world. These items give them an opportunity to proclaim that God is their only refuge and help in the midst of their struggles. The shirt depicts a character, David, coming upon a cave in a mountain range with arms outstretched in relief. Through the cave that God provided, David sought permanent refuge with the Lord. This connects to the theme to encourage believers to find refuge in God. The broken logo on the mug, sticker, and front of the shirt shows the brokenness that humans have as sinners before God. The box around the logo represents the security and refuge that is held in God as believers and how he has saved all who go to Him. Through the hopeful tone of the

design, the products will build community and encouragement among believers. Proclaim the Name as a company focuses on encouraging, equipping, and reminding believers. The Refuge line encourages believers to grow in their faith in order to dig deeper in their walk with Christ and share His love with others. The product also stands as a daily reminder of what one stands for, and a declaration of faith designed to create a community of Christians.

Marketing

The goal in marketing is to reach the target audience through multiple channels. Social media will be a primary focus, given the young age and technological savvy of our target market. There is an active Instagram account that posts weekly to keep consumers engaged. Elements of the strategy in this area include posts, stories, reels, and giveaways. Several content series have also been planned, one to introduce the members of the team, and another to share follower-submitted photos of customers and their merch. In addition to Instagram, Refuge intends to contact local newspapers and radio stations. All marketing will direct people to the Instagram page, where the website will be linked in the bio. The website will allow customers to purchase Refuge products.

A main goal for the team is to set up as many pop-up shops as possible, especially off of the Cedarville University campus. This will be accomplished by reaching out to leaders of Christian ministries on other college campuses. We will explain our mission and ask if they would allow a table after one of their events this semester. Since the ministry all profits will be supporting (Grace Refuge Outreach Worldwide) has ties to Charis Fellowship churches, Refuge seeks to reach out to them and explore the possibility of partnering with those local churches. They would be provided with options of promotional material, including a video and flyers.

Refuge will also hold occasional pop-up shops on Cedarville University Campus. These have been strategically scheduled to coincide with events which bring many visitors to campus, such as homecoming. The shops will be advertised on social media, digital announcement boards across campus, tri-fold table displays, and chapel announcements.

Supplier Information

T-shirt: The Gildan softstyle t-shirts will be sourced and printed through Underground Printing in Cincinnati, OH as they have worked with Proclaim the Name in the past.

Sticker: The stickers will be 4 mil. white vinyl high gloss (UV) that are waterproof and printed and supplied by Uprinting located in California.

Mug: The mug imitates a campfire mug with a clay bottom that is printed and supplied by 4imprint located in Wisconsin.

Inventory and Distribution Strategies

Product	Inventory to be Ordered
T-shirt	225
Sticker	250
Mug	144
all inventory will be stored in the IBC closet located in Milner 105	

All purchases made on campus will be packaged in-person and provided to the customer at the time of purchase. Any online purchases through the website will be packaged and sent out through United States Postal Services. Packaging—online and in-person—will include a connection card that promotes social media, encourages customers in their personal faith, and shares the mission behind the brand’s vision.

Contingencies

In an emergency delayed-shipping situation, there will be a pre-order installed to ensure that sales remain on schedule and elongate the selling window. If a customer receives a damaged product, there will be a 10-day-policy to reach out for a new product sent to them. An email will be provided on the website that the customer can easily reach out to about a damaged product. In order to avoid any product issues with customers, ‘all sales

are final' will be advertised, concluding that returns will not be accepted. T-shirts are the only apparel item that someone might want to try on, but the Gildan product is popular and will list all measurements of sizes for anyone concerned about how it fits. These will be listed online as well as provided at pop-up shops. Due to any pushback about advertising products to Ohio colleges and Charis Fellowship churches, advertising will be directed to local churches and colleges, as well as any local hometown locations.

Financials

Proclaim the Name: Refuge	
<i>Income Statement</i>	
Gross Income:	\$5,938
Cost of Goods Sold:	\$3,110
Gross Profit	\$2,828
Marketing Costs:	\$570
Variable Selling Costs	\$910
Total Operating Expenses:	\$1,480
Total Costs:	\$4,590
Net Income	\$1,348

Proclaim the Name: Refuge	
<i>COGA</i>	
T-shirt cost per unit	\$8.44
Mug cost per unit	\$3.71
Sticker cost per unit	\$0.36
T-shirt quantity to purchase	225
Mug quantity to purchase	100
Sticker quantity to purchase	250
Total quantity to purchase	575

Proclaim the Name: Refuge

<i>Break-Even Analysis</i>			
Fixed Costs:			
Cost of Goods Sold			\$3,110
Marketing Costs			\$570
Total Fixed Costs			\$3,680
Break-Even	T-Shirt	Mug	Sticker
Average Sales Revenue per Unit	\$18.00	\$12.00	\$2.75
Sales Tax Expense (6.75%)	\$1.22	\$0.81	\$0.19
Neos Reserve (5%)	\$0.90	\$0.60	\$0.14
Square Expense (2.6%) + \$.10 per sale	\$0.57	\$0.41	\$0.17
Contribution Margin \$	\$15.32	\$10.18	\$2.26
Contribution Margin %	85.09%	84.82%	82.01%
Sales Mix	39.13%	17.39%	43.48%
Weighted Average Contribution Margin			\$8.74
Weighted Average Break-Even Units			421

Proclaim the Name: Refuge	
<i>Loan Request</i>	
Marketing Costs:	
Student Photographer and Videographer	\$200
Other Decorations for Shops	\$20
T-Shirt Rack	\$20
1,000 Half-page Flyers	\$200
Paper and Printing for QR Code Handouts	\$30
Product Message Cards	\$100
Total Marketing Costs:	\$570
Non-Marketing Costs:	
Cost of Goods Available	\$2,360
Shipping and Handling	\$750
Cost of Goods Sold:	\$3,110
Marketing Costs:	\$570
Total Costs:	\$3,680
Loan Request	\$4,000

Boardless Solutions

Mission Statement

At Boardless Solutions, our mission is to provide useful and innovative products that improve workspaces and reduce paper waste.

The Observed Need

Over the semester, our team has interviewed many college students to gain an understanding of the routines and common challenges faced by college students. We learned that students often used whiteboards in their rooms, library, and classrooms as a tool for studying, planning, and artistic drawing. However, many interviewees noted that they often used sheets of paper and sticky notes for their academic and organizational needs, due to the challenges that whiteboards often present. Many expressed concerns that normal whiteboards are clunky and get in the way, and other mediums like sticky notes or note sheets are small and not reusable. Therefore, we saw the need for reusable, transportable products that easily accommodate a desk or workspace. We asked a group of 150 respondents to answer questions regarding a whiteboard alternative concept on a one-to-ten scale. When asked how appealing they found our product, sixteen percent answered nine out of ten, and thirteen percent answered ten out of ten. When asked how likely they were to purchase our product, thirteen percent answered with a nine, and eight percent answered with a ten. Thus, the observed need was statistically evidenced by our concept testing results.

Our Products

Our main product is an adaptable, portable, and reusable whiteboard alternative called the Lite-Board which retails for \$11.99. Measuring 8 ½ inches by 11 inches, it solves many of the limitations of traditional personal whiteboards by using a lightweight and flexible dry erase surface that easily adheres to any non-porous surface with micro-suction technology. Because micro-suction is not adhesive, it can stick to vertical and horizontal surfaces without leaving residue or damaging the surface that it is placed on. This is the perfect addition to any desktop space and can also be easily peeled up, placed in a

cardboard tube, and carried in a backpack, greatly improving the portability over traditional whiteboards. Additionally, every Lite-Board comes with a high-quality dry erase marker and eraser cloth, making the Lite-Board ready to use out of the box. For customers that would like to expand the versatility of their Lite-Board, the wet erase pack, which is available for \$5.99, is the perfect addition. This pack provides the customer with a quick-drying wet erase marker which is easily removed using water and a cloth while still being durable enough to withstand smudging and traditional erasers. The wet erase pack also comes with a portable squirt bottle and special cleaning cloth resulting in an all-inclusive package that is the perfect, affordable addition for any Lite-Board purchase.

Marketing

We are planning to use multiple outlets for marketing, including press releases, websites, social media, face-to-face interactions, and influencer marketing. We estimate that we will need to reach roughly 5,000 individuals across all outlets to break even, assuming roughly 8% (400 individuals) make a purchase. Our primary outlet will be digital marketing to create an awareness of our business, including a website and multiple social media platforms. Additionally, we plan to create pop-up shops at Cedarville University, Wright State University, and the University of Dayton to reach various audiences and provide a hands-on experience.

With our target market being freshmen female students, we will use feminine and aesthetically pleasing designs across our marketing outlets. Design features across marketing outlets may include succulents, fairy lights, laptops, coffee mugs, soft neutral colors, etc. We plan to use primarily female influencers and portraits in our media outlets to create a sense of relatability and comfort between our target market and our brand.

Supplier Information

The material for the Lite-Board will be purchased from our supplier, UCI. Since this company has been true to its word and quick to answer questions, we have great confidence in their reliability. UCI also has very competitive shipping times compared to

other suppliers. In addition to the main product, we will purchase dry erase markers from Volcanics and wet-erase markers from Expo Markers. Uline will supply cardboard shipping tubes for packaging, boxes for the Premium Wet Erase Pack, and the 2 oz. spray bottles. ERC Wiping Products will supply the 6” x 6” microfiber eraser cloths.

Inventory and Distribution Strategies

Once able, we will place the order for our products to be shipped to Cedarville University for storage. Twice each week, members of our team will process and package our products in the IBC workroom. We will be monitoring online orders to remain on top of the number of products to be packaged. After the products are packaged, they will be sorted and distributed either by personal selling or shipped through the University Post Office. Online, on-campus orders will be placed in students’ mail lockers by the Post Office Staff, while off-campus orders will be shipped for a \$3.82 shipped fee paid by the customer. Products sold through personal selling will be processed using Square for payments.

Contingencies

Our contingency supplier is a domestic company called Tag Up which also makes a high-quality, nonadhesive-backed whiteboard product that can be printed on. If any of the side product suppliers fall through there are a plethora of alternative suppliers available through websites such as Alibaba.

Financials

Boardless Solutions Projected Income Statement	
Revenue:	
Lite-Board Pack (400 packs @ \$11.99)	\$4,796
Premium Wet Erase Pack (200 packs @ \$5.99)	\$1,198
Total Sales	
Sales	\$5,994
Cost of Goods Sold	\$2,801
Gross Profit	\$3,193
Expenses:	
Marketing Expense	\$900
IBC Reserve (5%)	\$300
Square Fee (2.9% + \$0.30)	\$354
Total Expenses:	\$1,554
Net Income:	\$1,639

Boardless Solutions COGA	
Lite-Board Pack cost per unit	\$5.46
Premium Wet Erase Pack cost per unit	\$3.11
Lite-Board Pack quantity to purchase	400
Premium Wet Erase Pack quantity to purchase	200
Total quantity to purchase	600

Boardless Solutions Break-Even Analysis		
Fixed Costs:		
Cost of Goods Sold		\$2,801
Marketing Expense		\$900
<i>Total Fixed Costs</i>		\$3,701
Products:		
	Lite-Board Pack	Premium Wet Erase Pack
Variable Cost Per Unit		
IBC Reserve	\$0.60	\$0.30
Square Fee	\$0.73	\$0.47
Total Variable Costs	\$5.37	\$3.12
Selling Price Per Unit	\$11.99	\$5.99
Profit Per Unit	\$5.29	\$2.10
Percentage of Sales	78.09%	21.91%
Weighted Average Break-Even Units		226.36

Boardless Solutions Projected Cash Flows			
	Pre-Sale	Post-Sale	Summary
Cash Inflows			
Sales		\$5,994	
Loan	\$4,000		
<i>Total Cash Inflows</i>			\$9,994
Cash Outflows			
Cost of Goods Sold	\$2,801		
Marketing Expense	\$900		
Loan Repayment		\$4,000	
IBC Reserve		\$300	
Square Expense		\$354	
<i>Total Cash Outflows</i>			\$8,355
Ending Cash Balance			\$1,639

Boardless Solutions Total Loan Request	
Lite-Board Pack	\$2,300.00
Cost of Goods Sold	\$800.00
Marketing	\$900
Gross Profit	\$4,000.00

Consolidated Financials

Neos Projected Income Statement		
Revenues		
PTN T-shirts	\$	4,050
PTN Stickers	\$	688
PTN Mugs	\$	1,200
Lite Board Pack	\$	4,796
Premium Wet Erase Pack (Combined)	\$	1,198
Total Sales		\$ 11,932
Cost of Goods Sold		\$ 5,911
Gross Profit		\$ 6,021
Expenses		
Marketing Expense	\$	1,470
IBC Reserve	\$	598
Square Fee	\$	661
Total Expenses		\$ 2,729
Net Income		\$ 3,292

Neos Total Loan Request	
Loan Request	
PTN T-shirts	\$ 2,229
PTN Stickers	\$ 420
PTN Mugs	\$ 701
PTN Marketing Expenses	\$ 650
Lite Board Pack	\$ 2,300
Premium Wet Erase Pack (Combined)	\$ 800
Boardless Solutions Marketing Expense	\$ 900
Total Loan Request	\$ 8,000