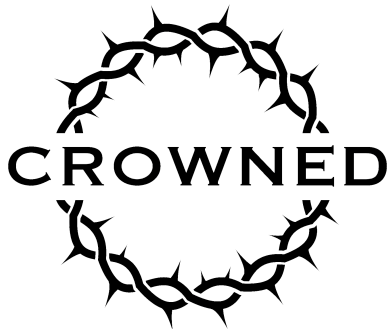


IBC

Loan Proposal 2023



UPWRITE
NOTEBOOKS



PROCLAIM
THE NAME

ENCOURAGE. EQUIP. REMIND.



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Executive Summary

The IBC 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 IBC is a program by Cedarville University where it partners with groups of students in order to assist them with starting their own businesses. Through this program, students learn how to be entrepreneurs and leaders/teammates with each other in order to make sure their business succeeds. All proceeds go towards charities as chosen by the groups as they also spend volunteer hours helping those in need.

Philanthropy

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

Didasko, Crowned, Proclaim the Name: Everlasting, and UpWrite company members will be participating in 10 volunteer hours at Target Dayton in Dayton, Ohio. This will include serving the homeless.

Mission: “Our *mission* is to be a church for the poor and homeless; to express God’s love to the poor through ministries of compassion and to lead them into a life changing personal relationship with Jesus Christ.”

UpWrite: UpWrite will be donating all 2023 profits to Dayton Christian Center. They provide Christian schooling for young children, free meals for the Dayton area, and serve the community in many different ways!

Mission: “Dayton Christian Center's Mission is to promote community by nurturing children and empowering families in a Christian Environment.”

Crowned: All Crowned Chains profit from 2023 will be donated to Target Dayton. Target Dayton seeks to serve the poor and homeless through serving them hot meals, giving clothing, and leading them to Christ.

Mission: “Our *mission* is to be a church for the poor and homeless; to express God’s love to the poor through ministries of compassion and to lead them into a life changing personal relationship with Jesus Christ.”

Everlasting: All 2023 sales will be donated to Ligonier Ministries. Ligonier encourages believers globally through publishing materials, airing broadcasts, and hosting events for Christians to grow in the knowledge of God.

Mission: “Proclaiming, teaching, and defending the holiness of God in all its fullness to as many people as possible.”

Didasko: As Didasko is planning to continue business beyond the scope of the IBC, a percentage of the donations will be given to Christian Children’s Home of Ohio and Hosanna Trust

Mission:

Christian Children’s Home of Ohio: To be a safe and stable environment where abused, neglected and traumatized children find healing, discover hope and experience unconditional love.

Hosanna Trust: Limited information as it is an underground ministry located in northeast India

UpWrite

Mission Statement:

At UpWrite, our mission is to provide consumers with the last notebook they will ever need to buy, at a great price, and to do so in an environmentally friendly way.

The Observed Need:

During the past semester, our team conducted interviews and research to identify potential needs among college students. Our findings reveal that students use various methods to record their notes and ideas, including computers, notebooks, and tablets. Most students express a strong desire for organization and simplicity in their note-taking process.

In our concept testing, individuals watched a video and read a description of our product's features. The results showed that 22% of respondents rated it 10/10, while 11% gave it a 9/10 when asked, 'Does this product fulfill a need that you currently have?'

While our product does have direct competitors, there is currently no product in the market that addresses the same needs as ours while offering a more competitive price point.

Our Products:

Notebook Option #1 (UpWrite Classic)

The first notebook option available for purchase is the UpWrite Classic notebook, which will only be available with a plastic cover. This style of notebook measures 9.8 inches in width, 6.9 inches in length, and 0.47 inches in height, making it our largest size. It will include 30 pages (double-sided) for note-taking. Additionally, the notebook will come with a Newyes-manufactured erasable pen, which, when purchased online, will be shipped in a Uline Bubble-Lined Polyolefin Mailer.

Notebook Option #2 (UpWrite Plus)

The second notebook option available for purchase is the UpWrite Plus notebook, which will be available with a leather cover. The UpWrite Plus notebook with the Leather Cover measures 9 inches in length, 6.6 inches in width, and 0.8 inches in height, while the pages measure 8.2 inches in length and 5.6 inches in width. This notebook contains 50 double-sided pages for writing. Additionally, the notebook will come with a Newyes-manufactured

erasable pen, which, when purchased online, will be shipped in a Uline Bubble-Lined Polyolefin Mailer.

Marketing:

Our comprehensive marketing strategy includes a range of channels such as face-to-face interactions, social media, and our website, as well as promotions and influencer marketing. Through our market analysis, we have identified a target audience of approximately 2,500 individuals, and based on our concept testing results, we anticipate a conversion rate of 25%.

To maximize our potential sales and reach our target audience effectively, we have determined that purchasing 600 notebooks is the optimal decision. However, we understand that success in the market depends on various factors such as competition, pricing, and consumer preferences, which we will continually monitor and adapt our marketing strategy accordingly. Our primary channel will be our digital marketing to create an awareness of our business and an understanding of the product we are presenting. This outlet will consist of multiple social media platforms and our website. In addition to our digital marketing efforts, we are aware of the importance of creating a meaningful and immersive experience for potential customers. To achieve this, we have strategically decided to set up pop-up shops at nearby universities such as Cedarville University, Wright State University, and the University of Dayton.

As we focus on catering to a target market of organized, minimalist, and eco-conscious students, we understand the importance of appealing to their preferences and values. To effectively communicate our brand message and product offerings, we have decided to prioritize visually appealing designs across all our marketing outlets. Whether it is our website, social media content, or pop-up shops, we will incorporate aesthetically pleasing designs that align with our target audience's eco-friendly, minimalistic, and organized taste.

Supplier Information:

The notebooks that we will be selling will be acquired from the company NEWYES, which is a company based in Shenzhen, China. NEWYES sells smart notebooks along with other smart products. We have established communication with a representative from NEWYES over the course of several months, she has helped us understand the different costs associated with bulk smart notebook purchases. The ordering process involves us paying and specifying

exactly what we want our notebook to look like and then our order will begin to be fulfilled. On a recent call with NEWYES, the sales representative specified a length of time from order to receiving the products of about 35 business days. This information has allowed us to plan accordingly and move forward with our ordering process as soon as we receive the necessary loan.

Contingencies:

After careful research, we have identified Alibaba as a potential platform to find reliable backup suppliers. One of the backup suppliers we have identified is Shanghai Tinghao Stationery Co., Ltd, which we believe could be a great alternative option. This supplier has the capability to offer similar products at comparable prices in smaller quantities. We are currently in the process of reaching out to this supplier to explore their offerings and ensure that they align with our product and quality standards. When it comes to refunds for consumers, if any product is shipped to our buyer damaged they will be reimbursed.

Financials:

UpWrite Notebooks				
Projected Income Statement				
Revenue:				Amount:
	UpWrite Plus Notebook (250 @ \$19.99)			\$4,997.50
	UpWrite Classic Notebook (250 @ \$13.99)			\$3,497.50
Total Sales:				
	Sales Revenue			\$8,495
	Cost of Goods Sold			\$2,500
	Gross Profit:			\$5,995
Expenses:				
	Marketing Expense			\$463
	Sales Tax (6.75%)			\$574
	Shopify Fee (2.9%+ \$0.30)			\$397
	IBC Reserve			\$150
	Total Expenses:			\$1,584
Net Income				\$4,411

UpWrite Plus Notebook Variable Costs	Amount
A5 Leather Notebook with Logo	\$5.80
Poly Mailer Packaging	\$0.10
Total Variable Costs	\$5.90

UpWrite Classic Notebook Variable Costs	Amount
B5 Plastic Notebook with Logo	\$4.00
Poly Mailer Packaging	\$0.10
Total Variable Costs	\$4.10

Marketing Costs	Cost
Total Shopify Costs	\$113
Total Social Media Costs	\$200
Total Pop-Up Shop Costs	\$150
Total Marketing Costs	\$463

Break-Even Analysis for A5 Leather Notebook	Cost
Fixed Cost	\$1,450.00
Selling Price for Notebook	\$19.99
Variable Costs	\$5.90
Sales Tax (6.75%)	\$1.35
Shopify Fee (2.9% + \$0.30)	\$0.88
Break-Even Point in Units	122
Break-Even Point in Dollars	\$2,441.91

Break-Even Analysis for B5 Plastic Notebook	Cost
Fixed Cost	\$1,000.00
Selling Price for Notebook	\$13.99
Variable Costs	\$4.10
Sales Tax (6.75%)	\$0.94
Shopify Fee (2.9% + \$0.30)	\$0.71
Break-Even Point in Units	121
Break-Even Point in Dollars	\$1,697.82

Crowned

Mission Statement:

Crowned Chains seeks to equip consumers in the jewelry market with affordable, quality products that offer new opportunities for community and self-expression.

The Observed Need:

Our market has expressed a need for affordable quality chains, easy-to-use clasps, and an avenue to display Christian values, all while being able to express their style in a fashionable way. Other chains on the market may offer some of these qualities, but the price is too high for many in our target market to afford. Our in-person market research has shown that our target market also finds frustration with traditional clasps, which is why we have made our magnetic clasps a crucial part of our chains. The convenience of the magnetic clasp is a high selling point for our product. To address the ability to display Christian values in a stylish way, Crowned will be offering a variety of pendant options to accompany the chains, many of which can be identified as a symbol of the Christian faith. Our chains and pendants both serve to fulfill the needs of our target market by providing them with a high-quality, affordable accessory that can be used to express personal style and/or Christian values, all while staying up to date with fashionable trends.

The Product:

Customers will be able to choose from a variety of products, starting with rope chains. We will be offering rope chains in both gold and silver and in the following different lengths and widths: 18in x 3mm, 20in x 3mm, 20in x 4mm, and 22in x 4mm. We will also be offering a variety of pendants to further provide an avenue to display personal style or the Christian faith. For the initial product launch the only pendant available to customers was the crown of thorns pendant but plans to offer future pendants are being considered.

Marketing:

The goal with marketing is to reach our customers through a variety of channels. Our target market consists of Gen Z-Millennial athletic males which gives us a target market size of 25,423,200. Our wider market size will also include Gen Z-Millennial athletic females, as well as parents of middle-high school boys, which more than doubles our target market size.

We will reach our market through online sales via our website, as well as through tabling in the SSC, additionally, through personal sales and word of mouth.

The journey that the customer goes through to arrive at a place of purchase is roughly a four step process that starts with making the target market aware of the product, provides the customer with information to give them an understanding of the product, build an interest in the product, and finally lead the customer to a point of conversion otherwise known as the point of purchase.

1. Crowned Chains plans to build awareness for our products through various avenues such as utilizing Instagram, Facebook, and other platforms such as announcements from the chapel stage.
2. Moving into building an understanding of the product, we will utilize constructed resources such as a fully functioning website that will inform the customer of the value our product has.
3. Interest for our product will be greatly built by the many video productions that we plan to do to build anticipation for the product.
4. The final step, conversion, will take place as the product becomes fully available to the customer and already having built an interest in the product, a combination of in-person salesmanship and accessibility will bring the customer to the point of buying the product.

Supplier Information:

Chains: Our chains will come from Wholesale Jewelry based in Florida. They are made of surgical and stainless steel.

Pendant: Our pendants will come from Xometry, a laser cutting business that will take our custom pendant STL scans and cut the metal models.

Clasps: Our clasps will be supplied from a retailer on Amazon manufactured by Yaomiao

Product Cards: Product cards will also accompany our chains with every purchase to serve as a professional “thank you.” We will receive the product cards from Canva.

Shipping Labels and Packing Envelopes: For online orders, we will receive our shipping labels and packing envelopes from Amazon.

Contingencies:

In case of Wholesale Jewelry shutting down, we plan to shift chain suppliers to a supplier from Alibaba. The quality of these other chains would have to be tested to ensure that the standards of quality that we are expecting remains the same but upon previous research and the stated product qualities and pictures provided on the website, it is fair to say that

Alibaba contains a reasonable backup supplier in the case of an issue with our current supplier.

Financials:

Fixed Costs	Quantity
Concept Costs	\$421.94
Advertising / Marketing	\$500.00
Pendent Costs	\$72.06
Finishing Costs	\$50.00
LAUNCH Product Costs	\$2,000.00
Website (\$39 for 4 months)	\$156.00
Total Initial Fixed Costs (Loan Amount)	\$3,200.00
Total Loan Repayment Including 5% Interest	\$3,360.00
Product Costs Overview	
Weighted Average Cost Per Unit	\$3.48
Average Cost per Pendent	\$1.35
Average Cost Per Combo	\$5.40
Pricing Overview	
Sales Price per Chain Unit	\$20.00
Sales Price per Combo	\$25.00
Sales Price Per Pendent	\$10.00
Average Sales Tax	\$1.42
Average Card and Square Fees	\$0.91
Estimated Shipping per Order	\$0.19
Post Tax Profitability Overview	
Per Unit	
Average Revenue Per Unit	\$17.48
Average Profit Per Unit	\$14.00
Profit Percentage	402.79%
Profit Margin	80.11%
Contribution Margin	\$15.11
Contribution Margin Ratio	75.53%
Per Combo	

Average Revenue Per Combo	\$22.48
Average Profit Per Unit	\$20.11
Profit Percentage	372.58%
Profit Margin	75.99%
Contribution Margin	\$18.19
Contribution Margin Ratio	72.74%
Per Pendent	
Average Revenue Per Pendent	\$8.58
Average Profit Per Unit	\$7.38
Profit Percentage	446.98%
Profit Margin	77.63%
Contribution Margin	\$6.66
Contribution Margin Ratio	66.62%
Potential Revenue on Initial Launch Purchase Order	
538 (80%) Unit Sales	\$9,403.43
150 (20%) Combo Sales	\$3,371.78
Total Revenue	\$12,775.21
Potential Total Profit After Paying Back Loan	\$9,415.21
Break Even on Initial Launch	
Unit Sales of Chains (80% of Expected Sales)	\$13.98
Combo Sales (20% of Expected Sales)	\$4.50
Weighted Average Revenue	\$18.48
Break Even Units Point (Sales Needed)	182

Proclaim the Name: Everlasting

Mission Statement:

Proclaim the Name: Everlasting exists to serve the church by pointing believers to God's eternal nature.

The Observed Need:

Through conversational and observational research, we have seen that there is a need for an awakening to God's eternal glory in our generation. Our research indicated that many students struggle in their prayer lives, Bible reading, and scripture memory—all things that are shaped by our understanding of who God is. Our team has no ability to fulfill this need; only the Holy Spirit can wake us up. However, we can use the vessel of Christian apparel (a felt need according to our research) to point believers to the fulfillment of their deepest need.

The Product:

We will be offering t-shirts and crewnecks in various colors with various designs. Our designs for this year focus on Psalm 90:2, reminding believers of God's everlasting nature. We will also be offering Proclaim the Name designs from previous years.

Marketing:

(1) We have connections to Resound Radio, which not only plays in the Lower SSC but also has a worldwide audience of about 500 every hour. (2) We are planning to partner with Sanctified Ministries, Womanhood, and Manhood events to co-host as well as build publicity. (3) We are also planning to reach out to Cedars and see if they would be interested in writing an article. (4) We will make posters and tabletoppers as well as upload a slide for the Powerpoint TVs around campus. (5) Off campus we have connections with Christian ministries on secular college campuses such as Wright State and Ohio State that we will communicate with. (6) We will also continue to use and grow the Proclaim the Name Instagram page. Currently it has mostly Cedarville people following it, but if we can reach out to other campuses it can grow. (7) We will be making Instagram Ads to help boost who sees us. We plan to make reels and posts regularly to keep people updated and interested in what we are doing. Once we get off campus people following us on Instagram, that will be our main marketing tool.

Supplier Information:

We will be using Shopify, a website for ordering a variety of custom items, our choice being apparel. Shopify partners with Printify to print all orders after they are received. Every order is printed on demand so we will not have any on-hand inventory. Our customers will order online

through Shopify, then Shopify will send the order to Printify, and then it will be shipped straight to the buyer.

Contingencies:

Inflation: If inflation is significant enough to make it necessary for us to change business strategies, there are 2 approaches we could take. First, we can change the quality of our shirts to keep our price constant. We would switch the t-shirt from Bella+Canvas to Gildan Soft. Second, if we want to keep the same quality, we can increase our prices slightly.

Producer falls through. Backup suppliers: If Printify stops fulfilling Shopify orders, we will switch to Printful, which will still be through Shopify. If Shopify in general falls through, there are two options we can look into. First Etsy, which is another online shopping website that also works with Printify and Printful. Second, we can go with Underground Printing, which would be our last resort. They would set up a shop online for us for \$1000, and then we could sell through that. This is obviously the most expensive and risky option, but if we needed to take it, we could.

Shipping issues: If shipping issues occur, we will be quick to contact our suppliers. We will also reach out to let our customers know of any issues and what we are doing to fix it.

Returns: We will keep undamaged returns as on hand inventory if we do any in-person selling and refund the customer.

Nobody buys anything: We will look at our current designs and create new designs. This will be low cost since the shop will already be set up. The more we have for sale, the more likely someone will be to buy something.

Finances:

Proclaim The Name: Everlasting	
Marketing breakdown	
Instagram ads	300
Table toppers and posters	200
Sample Products	200
Gifts for volunteers	200
TOTAL	\$900

Proclaim The Name: Everlasting	
Projected Income Statement	
Revenue	
Sales Revenue	8,564
Cost of Goods Sold	5,205
GROSS PROFIT	\$3,359
Expenses	
Marketing Expense	900
Shopify Account and Domain Expense	55
Stickers	45
The Neos Company Reserve (5% of loan)	60
Total Expenses	\$1,060
NET INCOME	\$2,299

Proclaim The Name: Everlasting	
Revenue Breakdown	
T-Shirt Unit Price	\$22.70
Estimated Units Sold	150
Estimated Revenue	\$3,248
Crewneck Unit Price	\$31.44
Estimated Units Sold	150
Estimated Revenue	\$4,716
Stickers Unit Price	\$3.00
Estimated Units Sold	200
Estimated Revenue	\$600
PROJECTED TOTAL SALES	\$8,564

Proclaim the Name: Everlasting			
Break Even Analysis			
Fixed Costs			
Total marketing expense			900
Domain expense			20
Shopify account fees			35
Stickers			45
Total Fixed Costs			\$1,000
Cost of Goods Sold			
	Crewneck	T-Shirt (2 sided)	T-Shirt (1 sided)
Product cost:	19.56	17.77	11.91
Selling price:	31.44	21.65	21.65
Profit per unit:	11.88	3.88	9.74
Breakeven sales:			40 units per product

Proclaim the Name: Everlasting		
Customer Payments		
	Crewnecks	T-Shirts
Selling price	31.44	21.65
Shipping cost	8.49	4.75
Sales tax (6.75%)	2.70	1.78
Total cost:	\$42.63	\$28.18

Didasko

Mission Statement:

Didasko is a biblically rooted game, created to encourage and engage young believers in their faith around the world.

The Observed Need:

Our Market has expressed a need for a fun engaging tool to aid in the discipleship, development, and spirituality in older children as they progress throughout different stages of their lives. Many Christian parents felt that there was a need to help discipline their children in a more interactive and fun way. Also, many parents felt the need to find a way to evangelize to their children when they are not yet saved. Christian parents desire a tool for character-building in their children. According to our concept testing, Cedarville Alumni and Christian parents indicated a strong need for a game emphasizing Biblical truths. A total of 77.1% of respondents answered, on a scale of 1-10, an 8, 9, or 10 when asked about the benefit such a game would provide. A total of 37.5% of those answers were 10s.

The Product:

We will be buying 200 custom manufactured games. Our game will function like spoons or “Throw Throw Burrito.” There will be 120 matching cards that have been designed by a graphic designer. Each player will get a certain amount of them. Their goal is to make a match. Players pass around cards until they make a match of 4. Once they do that, they will select a challenge card. We have worked with Bible faculty and staff at Cedarville to create 50 challenge cards that players will get to complete. There will be 13 of these that are sword drills, in which players will compete to be the quickest to get to a passage. These passages have been strategically selected to tell the story of God’s faithfulness throughout the Bible. There will be cards where players must act out bible stories, retell stories in spin off ways, guess bible characters, and many more! This product will tie the fun aspect of a game with the richness of God’s word in a way that middle schoolers find enjoyable!

Marketing:

As a team, our goal is that the marketing strategy relies on our customers’ journey through these categories of awareness, understanding, interest, and finally conversions. The first step of the customers’ journey is awareness and this consists of social media campaigns, our presence here on campus, and visiting/speaking at churches as well as homeschool groups. The second step in the journey is understanding. Our strategy for helping our customers understand our product and mission will be through posting videos of how to play the game via social media and our website. During this summer we will also collect testimonials from people around the world who are playing our game. We also hope to display our game at certain events on campus where

people can view and play the game for themselves. For the third step in our customers' journey, we will gain their interest by directing their attention to our website by social media posts where they can find our mission statement, more about our team, and even purchase the game. On our website to increase the interest of our customers, we will provide a parents' guide, resources, and more testimonials about our game. The fourth and final step in our customers' journey is conversion. This is where the customers will be fully interested in our game and venture to our website to purchase the games for themselves.

For the publicity and the marketing of Didasko, we will use distinct methods for our different target markets.

- Parents: For parents, we will publicize our product on the Cedarville Parents' Facebook page and through Cedarville PR.
- Ministries: We will post about our product on Facebook, and then contact missionaries to help share it with ministry organizations.
- Local churches: We will reach out to our local churches as well as other churches in the area, such as Grace Baptist Church, for the most effective ways to work alongside them.
- School groups: We have previous connections to some homeschool groups and we will reach out to see if they will help market our product.
- Cedarville Students: We will hang up posters in strategic places to grow awareness of our product. Also, we will use SGA, MISO, and MuKappa social media platforms to promote our product.

Supplier Information:

We have purchased the initial 200 beta versions of the game from SmartPress. They are set to ship on Friday and will be delivered sometime next week. This is our test version and a stripped down version of the game. We have a goal of getting the full version of the product from PrintNinja in a couple weeks once we generate the desired feedback from our beta version.

Contingencies:

Forecast: Growth Plan Beyond Initial Purchase: We have lofty goals here in the IBC. We have already fallen back on one of our contingency plans and bought a stripped down version of the game. Like mentioned above we hope to buy another version of the game. We are collecting data on our website that will shape the future of these decisions, quantity, amendments to the product and other decisions. We were hoping to be able to get this order in so that it is here in the beginning of December. Our goal in the IBC is to generate investors after the IBC. We were willing to scale back on the quantity that we purchased in order to minimize the risk and maximize the changes. We were aware that our first version won't be our final and we wanted to make these changes with a cheaper version of the game. Our risk is minimal with our first

version. We only need to sell 121 units to break even. Based on our projections, both concept testing and word of mouth, there is not a lot of risk associated with this.

Logistics: We won't have much logistical issues associated with this. It is shipping from a few states away so if worse comes to worse we could simply just go pick it up.

Total Fixed Costs	
Prototyping Costs	\$26.87
Design Cost	\$100
Website Cost	\$172.93
Initial Product Purchase	\$1,504.17
Product Accessories	\$50
Additional Marketing Expense	\$100
Loan Interest Expense	\$100
Total Fixed Costs	\$1,953.97
Product Breakdown	
Revenue Expected from Beta Version	\$3,598
Units Purchased	200
Per Unit Revenue	\$17.99
Per Unit Break Down	
Per Unit Revenue	\$17.99
Per Unit COGS	\$7.77
Marketing/Overhead Per Unit	\$2.00
Tax/Interest Expense Per Unit/Square Fee	\$2.50
Post Tax Profit Per Unit	\$5.72

Profit Percentage	35.72%
Total Profit	\$1,143.25
Break Even	132 Units

Consolidated Financials

IBC Total Loan Request	
Loan Request	
UpWrite A5 Leather Notebook	\$ 1,475.00
UpWrite B5 Plastic Notebook	\$ 1,025.00
UpWrite Marketing	\$ 463.00
Crowned Concept Cost	\$ 378.45
Crowned Advertising / Marketing	\$ 500.00
Crowned Pendant Costs	\$ 72.06
Crowned Finishing Costs	\$ 50.00
Crowned LAUNCH Product Costs	\$ 2,000.00
Crowned Website	\$ 156.00
Crowned Contingency	\$ 43.49
Everlasting Marketing	\$ 900.00
Everlasting Website	\$ 55.00
Everlasting Stickers	\$ 45.00
Everlasting Contingency	\$ 200.00
Didasko Game	\$ 1,554.00
Didasko Marketing	\$ 400.00
Total Loan Request	\$ 9,400.00

IBC Projected Income Statement		
Revenues		
UpWrite A5 Leather Notebook	\$ 5,246.50	
UpWrite B5 Plastic Notebook	\$ 3,274.50	
Crowned Individual Chain	\$ 9,375.46	
Crowned Combo Chain + Pendant	\$ 3,363.98	
Everlasting T-Shirt	\$ 3,248.00	
Everlasting Crewneck	\$ 4,716.00	
Everlasting Sticker	\$ 600.00	
Didasko Game	\$ 3,598.00	
Total Sales		\$ 33,422.44
Cost of Goods Sold		\$ 11,942.24
Gross Profit		\$ 21,480.20
Expenses		
IBC Marketing Expense	\$ 1,763.00	
Sales Tax	\$ 2,256.01	
IBC Interest	\$ 470.00	
Website and Square Fees	\$ 1,565.01	
Total Expenses		\$ 6,054.02
Net Income		\$ 15,426.18