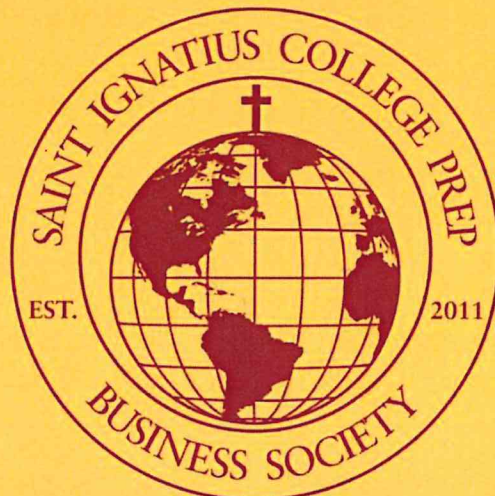




2022 Ignatian Entrepreneurship **Wolves' Den**

Monday 25th April 3:30 pm
McLaughlin Theater
Saint Ignatius College Prep

Investor Packets



St. Ignatius College Prep
April 25, 2022

Lupos Cafe

Owen Koehl- CEO



Hello my name is Owen Thomas Koehl and I am a senior at Saint Ignatius College Prep. I am attending Michigan State in the fall and majoring in supply chain management. Lupos was an idea we crafted when brainstorming ideas for what ignatius is missing, this is the business plan we came up with.

Anna Ciecierski-CFO



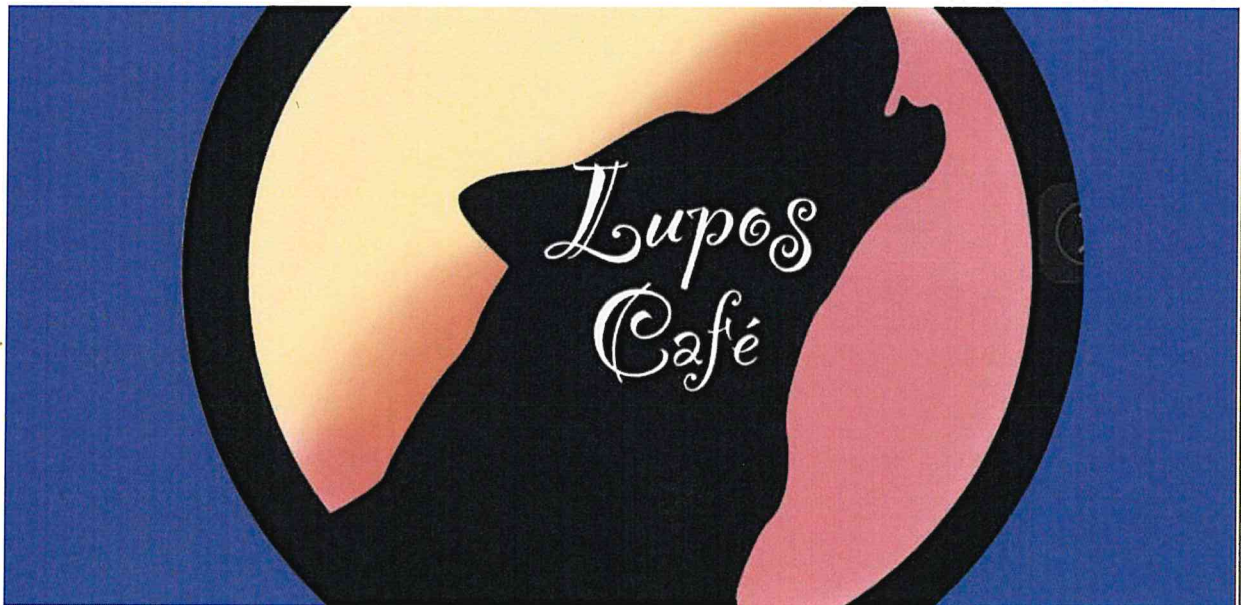
My name is Anna Ciecierski. I am a Junior at Saint Ignatius College Prep. I am just beginning my college search. I plan to major in Biology with the ultimate goal of completing medical school.

Anastasia Trice-CMO



My name is Anastacia Trice. I am a Junior at Saint Ignatius College Prep. I plan to major in Fashion Merchandising.

Sam Winn-COO



Overview

Our service is a cafe aimed towards students and staff at Saint Ignatius college prep. The goal is to create a fun space in Damien hall where students can enjoy new food and have a fun experience.

Our MVP

Hypothesis: Students and staff of St. Ignatius needed a food company that would help solve the issue of overcrowding, pricing, and lack of variety in a more spacious area.

MVP prototype: To test our hypothesis we decided to hand out new pastries and snacks that are not currently available in Tully. In return we asked students for feedback. On average the majority of feedback suggested that we should sell our pastries around the price ranges of \$3 - \$7 and coffee at a price ranging from \$3-\$6, if we promised to bring in new and exciting items.

Measure of Success: About 70% of our customers asked to receive a notification when our grand opening will be.

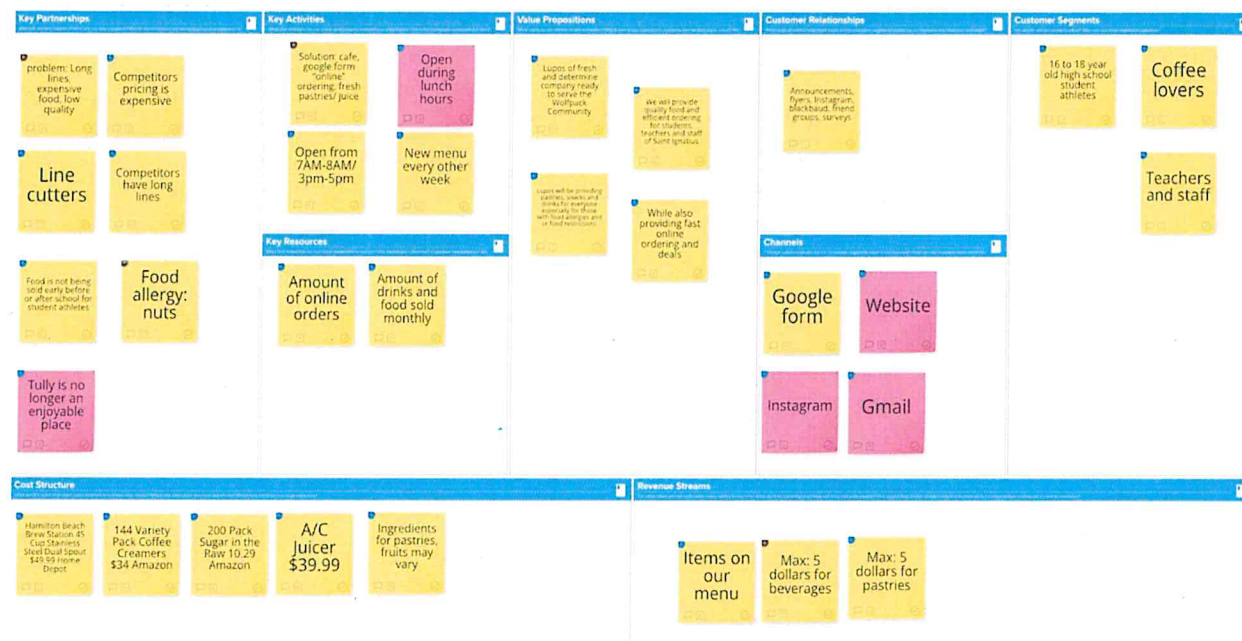
Customer Validation of Product: Our customers as a whole have agreed that the food services and settings need a change. Our upperclassmen customers have liked the idea of creating new menu items and agreeing to paying a higher price for better and consistent quality food. Our underclassmen enjoyed the idea of having another location to enjoy their food while also getting the chance to meet new people.

MVP Testing: We used many testing tactics that include, websites, social media, and an MVP exhibition. By advertising our business we received many feedbacks from students on what they would like to see in Lupos Cafe and how we can improve our ideas.

Why should we be funded?

- We are asking for 4000 dollars for 15% of our company
- This money will be used for the following reasons
 - a. We will gradually introduce more products that compliment coffee ex. Waffles, cookies, muffins etc.
 - b. Pay for the equipment and licenses

Business Model Canvas



Market sizing

TAM Calculation	SAM Calculation (coffee)
<p>At Saint Ignatius Ignatius College Pep there are:</p> <ul style="list-style-type: none"> 1,710 people on campus <p>TAM (units)- 307,980</p>	<p>In order to find our Serviceable Addressable Market, we decided to use the number of students in the Wolfpack community</p> <ul style="list-style-type: none"> 1,607 students <p>SAM (units)- 251,640</p>

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Financial Model

Production Costs:

- **Coffee: (unit price)**
 - Coffee beans: 0.45
 - Creamer cups: 0.15
 - Cups(100 pack with lids): 0.15
 - Sugar packets: 0.03
 - Labor: 0.60
- **Waffles: (unit price)**
 - Waffle mix: 0.45
 - Chocolate syrup: 0.20
 - Whip cream: 0.10
 - Fresh strawberries: 0.20
 - Powdered sugar: 0.05
 - Labor: 0.60
 - Paper Plate and Fork: 0.20

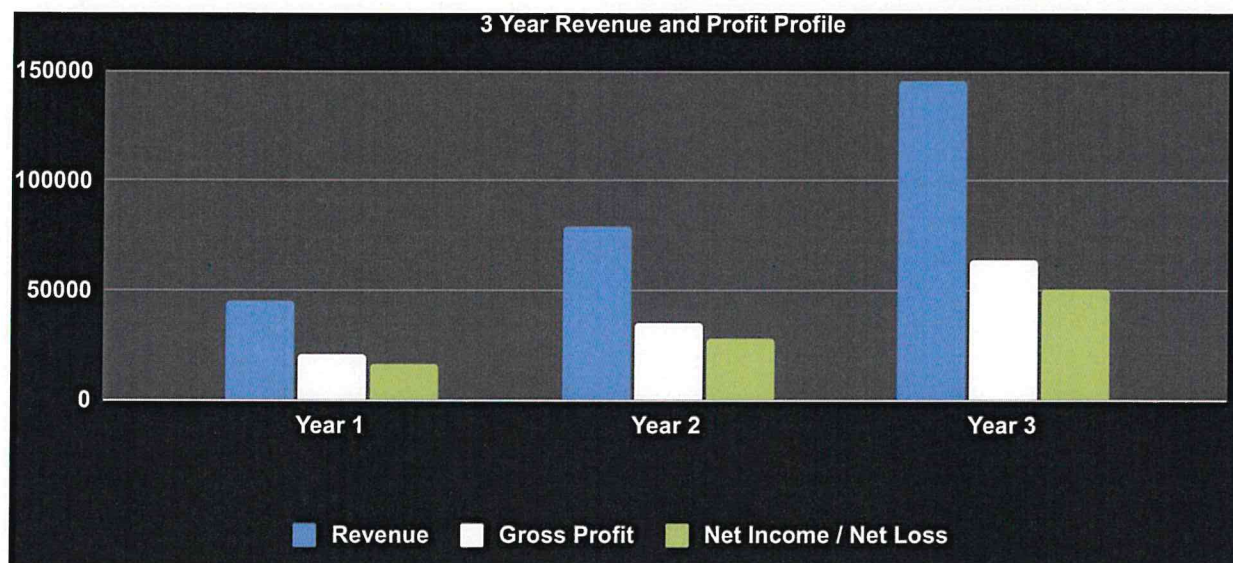
Revenue Model:

- **Transaction Based revenue**
 - **\$2.60 coffee**
 - **\$2.83 waffle**
 - The service would be available in Damen Hall

Financial Overview

Financial Profile

	Year 1	Year 2	Year 3
Revenue	\$ 45,488	\$ 79,531	\$ 145,402
Gross Profit	\$ 20,516	\$ 35,330	\$ 63,555
S,G&A Expenses	\$ 38	\$ 38	\$ 38
Taxes	\$ 4,096	\$ 7,059	\$ 12,704
Net Income / Net Loss	\$ 16,383	\$ 28,234	\$ 50,814



ST. Ignatius College Prep
April, 2022



NYCE CHARGING

Jacob Marrero, Theo Conroy, Conner Randall, Hayden Washington

Overview

Nyce charging is an organization tool that helps with messy cords. The shell stops cords from tangling in bags and keeps your bag neat. Our product is aimed at students that use technology as a daily form of doing school work.

Our MVP

Hypothesis: Students would rather not deal with tangled and messy cords in their bags.

MVP prototype: after accessing our options we realized that buying from an unlicensed and uncopyrighted group in china would allow us to keep our costs down while keeping profits up. We would be able to buy in bulk and that way save money for our other expenses such as advertising, our website and our shipping.

Measure of success: after our MVP exhibition we found that a majority of our student body found our product helpful and would consider buying our product. We were able to meet our goal of 75 surveys completed and found that around 60% of students stated they would be interested in out product.

Customer validation of product: the customers, which are mainly students are able to not worry about messy cords and the quick and portable case makes it convenient for them.

MVP testing: we used the website creator, wix, to set up the website. We had a MVP exhibition where we showcased our product to the school community. We asked for students to complete multiple surveys in order to get insight to what we needed to improve on.

**NYCE
CHARGING**



Business Model Canvas



Market Sizing

TAM

Chicago Land area Population- 2,710,000
Percent of people who use electronic devices- 93%
Percent of people that use corded chargers- 87%
People who travel daily- 78%
Students- 45%
Estimated Total # of buyers- 769,624
Unit price: \$6.50
TAM, revenue- 5,002,556

SAM

Total # of Buyers- 769,624
Students that use technology - 76%
Technology that is charged by USB ports - 84%
Students in High school- 56%
SAM(# of Units)- 209,109
SAM(\$ revenue)- 1,359,210

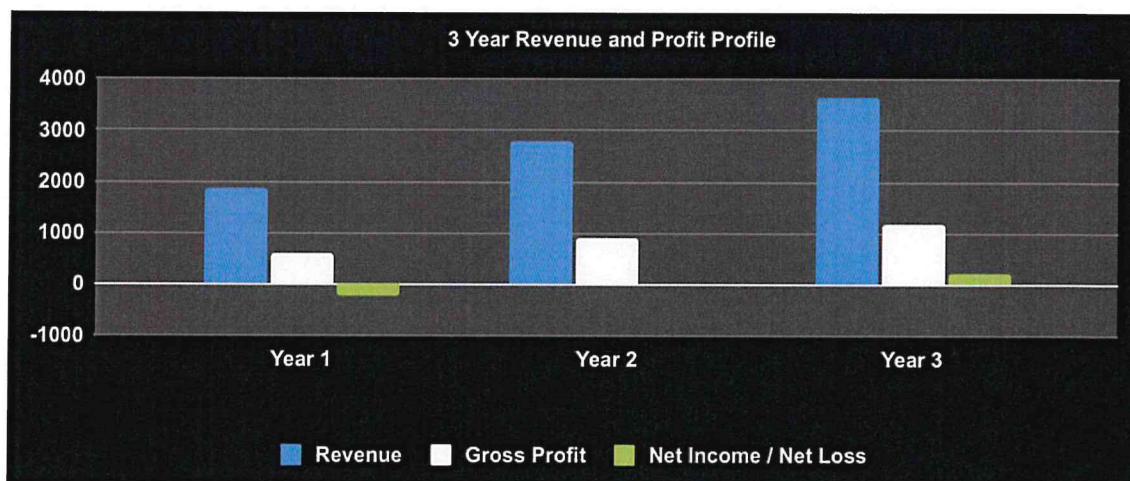
NYCE
CHARGING

Overview

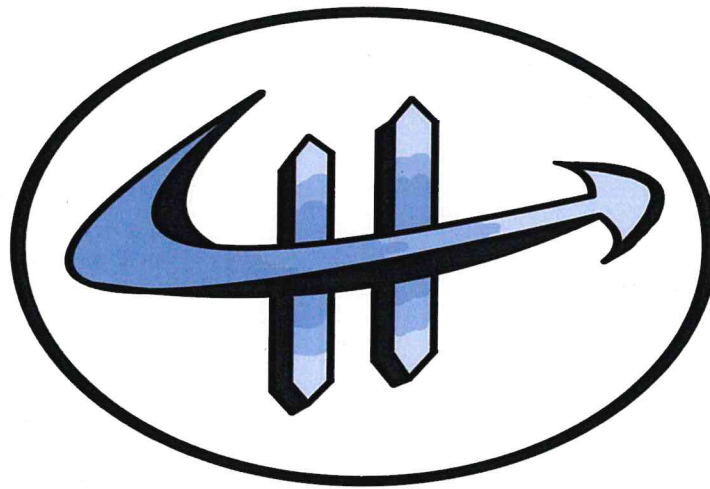
Financial Profile

	Year 1	Year 2	Year 3
Revenue	\$ 1,872	\$ 2,808	\$ 3,650
Gross Profit	\$ 605	\$ 907	\$ 1,179
S,G&A Expenses	\$ 900	\$ 900	\$ 900
Taxes	\$ (59)	\$ 1	\$ 56
Net Income / Net Loss	\$ (236)	\$ 6	\$ 223

Note: we plan on losing money in our first few months so that we can test the market and see if it is worth it to buy in bulk.



Saint Ignatius College Prep
April 22, 2022



HAT HOOK

Original Product Designed By: Paul O'Grady, Chris Garza, Bobby Eber



Overview

Our product is designed to prevent people from losing their favorite hats. Hat Hook is made with a paracord string and clamps that attach to any baseball hat. Typically on a windy summer day your hat would get blown away, but our product stops that from happening.

About Our MVP

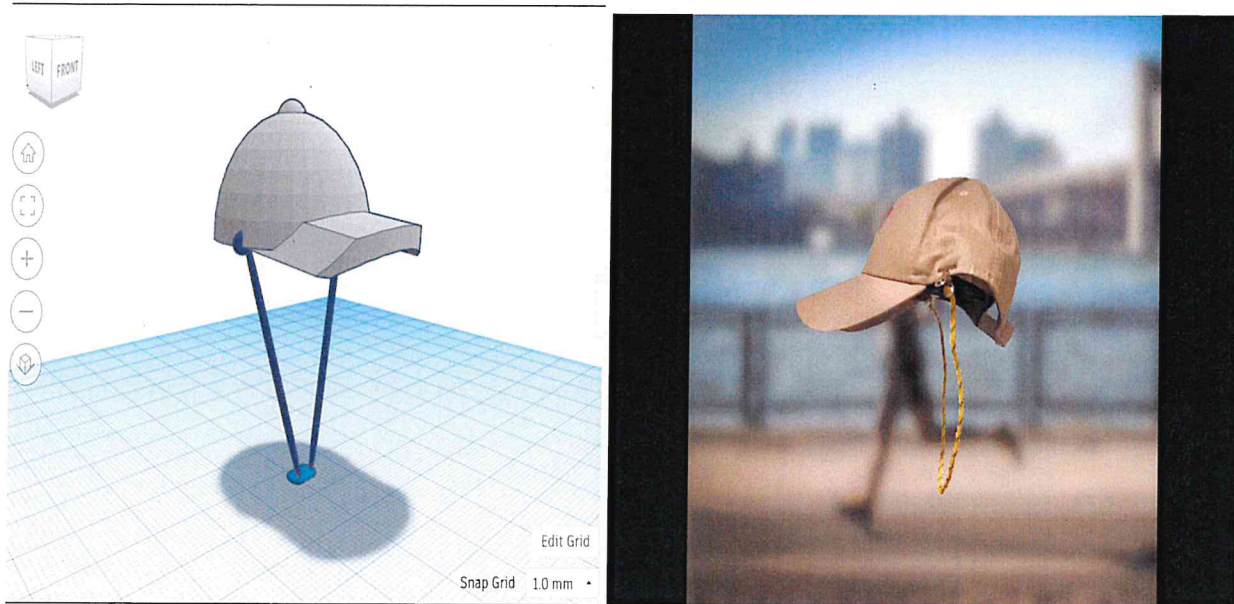
Hypothesis: People prefer to spend money on a product that could save their favorite baseball hat from being blown away.

MVP Prototype: We began with making prototypes on TinkerCad, which allowed us to make a 3D version of our product. We then created our first hat hook prototype that came in a yellow/grey/green color, but scrapped that because people preferred basic colors. We now have 10 Hat Hooks that come in black, green, white, red, and blue.

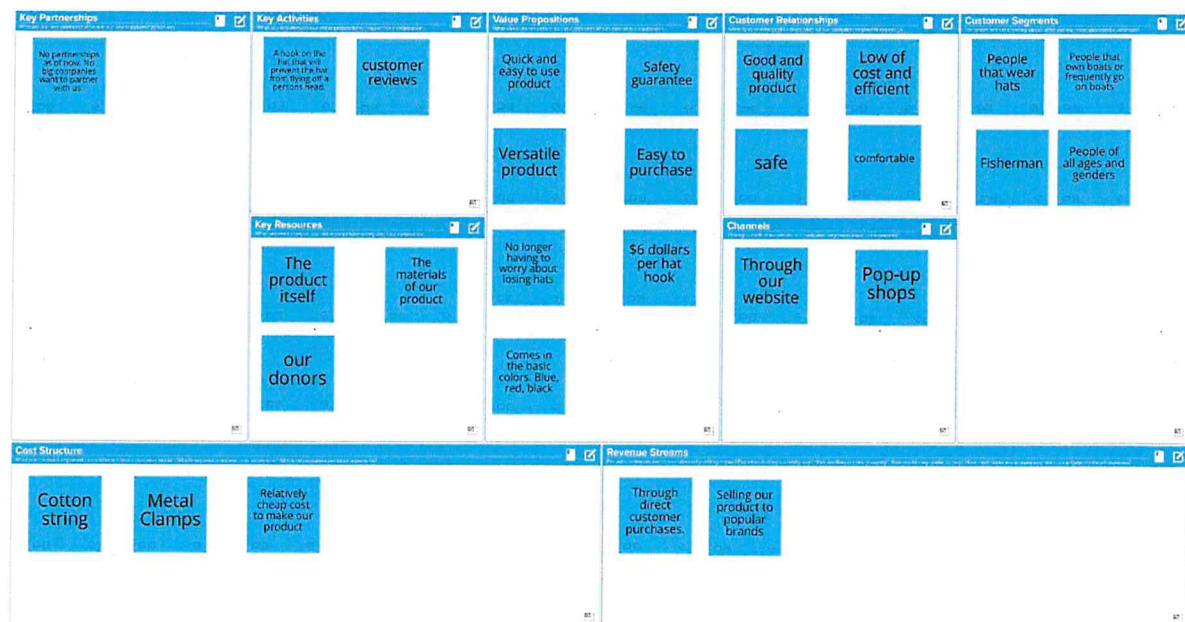
Measure of Success: We conducted surveys back in January and our product was well received. Around 80% of the people we interviewed said they would buy a Hat Hook and that we have developed an effective and affordable product.

Customer Validation of Product: Our customers said they enjoyed the simplicity of Hat Hook and how affordable it is. Also, customers said they enjoyed the new basic colors. They also enjoyed how hat hook isn't annoyance

MVP Testing: We used the website creator, GoDaddy, to set up the website. And we set social media accounts such as Instagram and Tik Tok, which allow customers to interact with our team and product. Chris also developed a QR Code from our website that you can scan to access our product.



Business Model Canvas:



Market Sizing:

TAM and SAM Calculation: According to google, there are,

- 9.5 million people in the Chicagoland area
- Around 50% of people wear hats at some point in the year
 $9.5 \text{ million} (.50) = 4,750,000$

Financial Model: AT A GLANCE- Product Launch/ Commercial Guide

- Clips: \$36 cents per hat hook
- Paracord: \$14 cents per hat hooks
- Raw production cost of 1 hat hook: 50 cents

Revenue Model:

- Direct purchases through our website by customers
- Potential pop-up shops in different communities of Chicago

Overview:

- Potential Revenue after one year

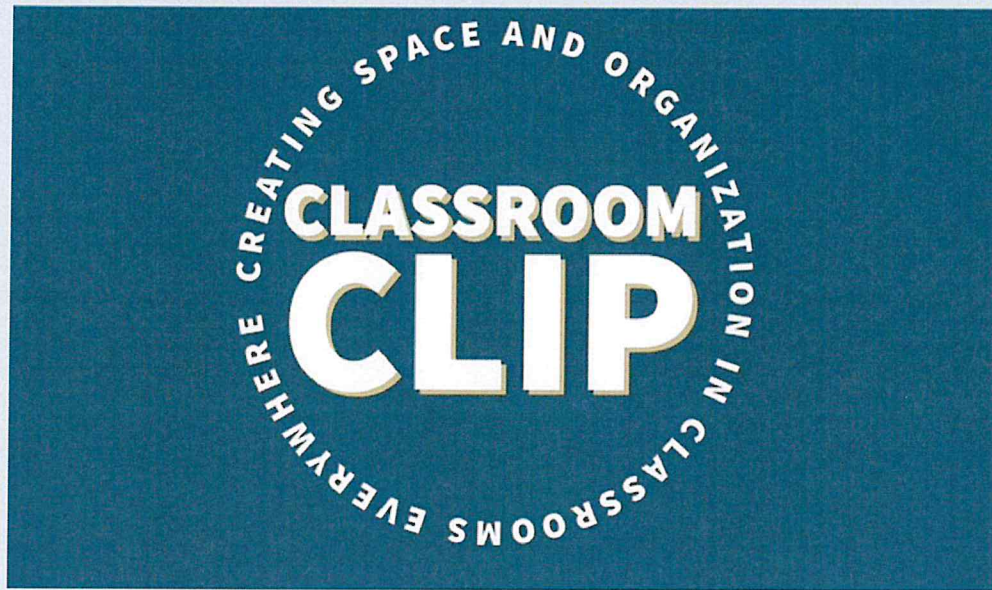
Transaction Type	Unit Price	Year 1 Monthly Units Sold												Year 1		Growth Rate	Year 2		Growth Rate	Year 3	
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Units Sold	Total Revenue		Units Sold	Revenue		Units Sold	Revenue
Hat Hook	\$ 6.00	5	6	8	15	40	38	34	25	12	19	11	17	230	\$1,380	0.0%	230	\$1,380	0.0%	230	\$1,380
[Transaction Revenue 2]	\$ -	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0	0.0%	0	\$0	0.0%	0	\$0
[Transaction Revenue 3]	\$ -	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0	0.0%	0	\$0	0.0%	0	\$0
[Transaction Revenue 4]	\$ -	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0	0.0%	0	\$0	0.0%	0	\$0
Total of all Transaction Types		5	6	8	15	40	38	34	25	12	19	11	17	230	\$1,380		230	\$1,380		230	\$1,380

- QR code for our website



Hat Hook

hathook.godaddysites.com



Saint Ignatius College Prep Entrepreneurship Course 2021-2022

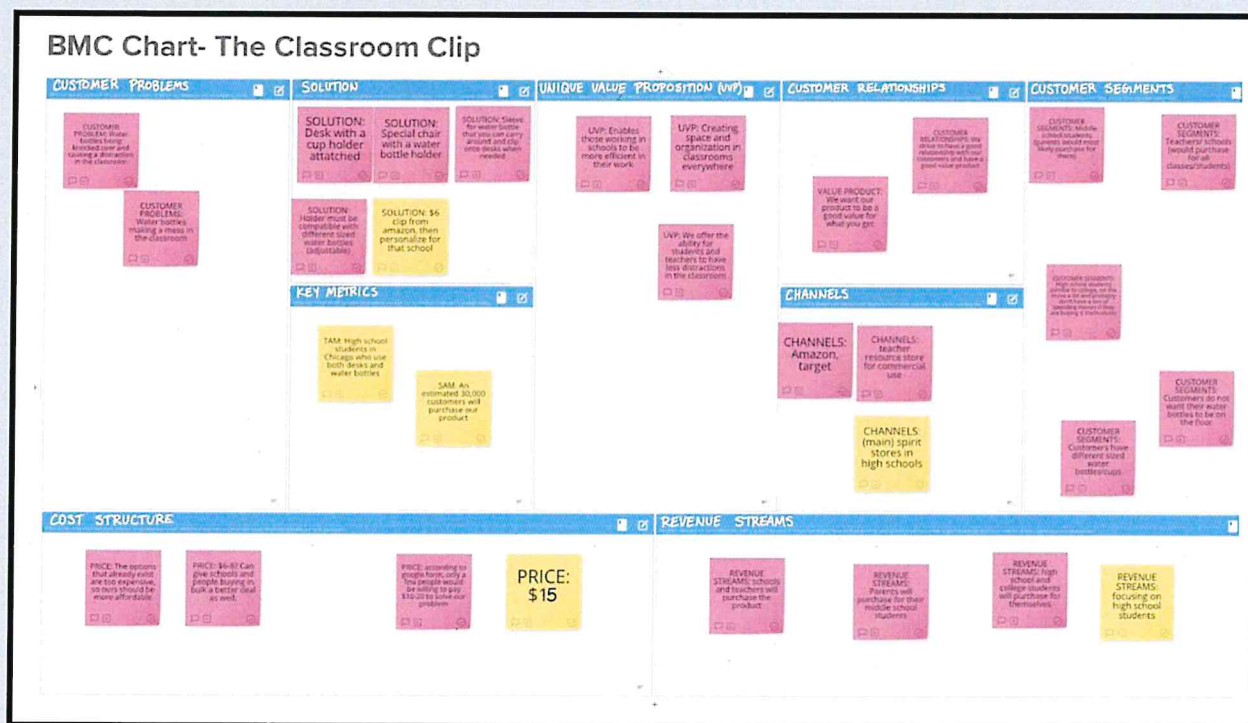
Anna Jablonski

Rocco Rigali

John D'Arco

Completed Canvas:

Anna Jablonski



Here is our completed Business Model Canvas Chart. This chart shows the outline of our general business strategy for our company.

Customer Problems:

- Water bottles being knocked over and causing a distraction in the classroom.
- Water bottles making a mess in the classroom.

Solutions:

- What didn't work:
 - Desk with a cup holder attached
 - Special chair with a water bottle holder
 - Sleeve for water bottle that you can carry around and clip onto desks when needed
 - Cup with suction on the bottom so it doesn't move around
- What worked:
 - Plastic clip you can clip onto the desk during class to create more space on the desk and also allow it to not be knocked over

Key Metrics:

- Total Addressable Market: High school students in Chicago who use both desks and water bottles

- Serviceable Addressable Market: An estimated 30,000 customers will purchase our product if our company is at full capacity

Unique Value Proposition (UVP):

- Our motto: "Creating space and organization in classrooms everywhere."
- Enables those working in schools to be more efficient in their work
- We offer the ability for students and teachers to have less distractions in the classroom

Customer Relationships:

- We want our product to be a good value for what you get
- We strive to have a good relationship with our customers and have a good value product

Channels:

- Mainly spirit stores in high schools
 - We will start off with the Saint Ignatius Spirit Store
- Eventually Amazon and Target and teacher resource stores for commercial use

Customer Segments:

- Mainly high school students
- Middle school students could use as well
 - (Parents would most likely purchase for them so marketing tactics would be different)

Cost Structure:

- The options that already exist are too expensive (~\$17!)
 - Ours should be more affordable
- Original idea was hoping to be \$6-8 but after looking further into financials this would not be possible
- Google form results showed people would generally be willing to pay around \$10
- Our final price is \$15 in order to make enough profit to cover our costs

Revenue Streams:

- Schools and teachers could purchase the product
- Parents would purchase for their middle school students
- High school students would buy the product themselves in their high school spirit store
- We will be focusing on the revenue stream of high school students.

Why should our company be funded?

John D'Arco

- Our product is a one of a kind product
- Our product is needed in classrooms
- Our product has a lot of potential to become big in the school supplies market.

Financials:

Rocco Rigali

TAM

- Total Addressable Market- 180,000 schools in America
 - 30,000 high schools
 - 1,700 high schools in Illinois
 - 200 high schools in Chicago

Production

- Production cost:
 - \$5.60 for clip,
 - \$0.99 for sticker
 - \$0.45 grip tape per clip

Revenue

- One time purchase- \$15 for one item
- Optional bulk purchase by schools-will vary depending on how many orders

Total COGS per Unit	\$ 6.26
Unit Price	\$ 15.00
Less: COGS per Unit	\$ 6.26
Equals Gross Margin per Unit	\$ 8.74
Gross Margin % (Gross Margin/Price)	58.27%

Year 1		Year 2			Year 3		
Total Units Sold	Total Revenue	Growth Rate	Units Sold	Revenue	Growth Rate	Units Sold	Revenue
200	\$3,000	20%	240	\$3,600	30.0%	312	\$4,680

Value of company and how much you are asking for/equity relinquish:

John D'Arco

- We value our company at \$10,000.
- We are asking for \$2,000 for 15% of our company.

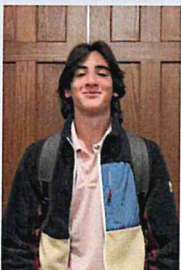
Organization and Roles of the Team:

Anna Jablonski



Chief Financial Officer (CFO): Rocco Rigali

Rocco is a junior at St. Ignatius College Prep. He manages all the finances for Classroom Clip, and ensures all the numbers are correct, a crucial part of the operations of the company.



Chief Operating Officer (COO): John D'Arco

John is a junior at St. Ignatius College Prep. For the Classroom Clip, he focused on managing the operations of the company and made sure everything runs smoothly.



Chief Marketing Officer (CMO): Anna Jablonski

Anna is a senior at St. Ignatius College Prep and will be heading off to University of Illinois Urbana-Champaign next year. She is head of all marketing for the Classroom Clip, and manages the social media as well as the posters for the group.

Bathroom Buddy Final Pitch

April 25th, 2022



Bathroom Buddy

Jack Druckman (Senior)

CEO of Bathroom Buddy

Attending Miami University in Ohio next Fall and majoring in business

Cristian Carr (Senior)

CFO

Attending Miami University in Ohio next Fall and majoring in Finance

Angelina Canas (Senior)

COO

Attending Harold Washington in Illinois next Fall and majoring in business

Overview:

Our Bathroom Buddy toothpaste clip is a great way to maximize your toothpaste and minimize bathroom mess. Simply attach our product to the bottom of your preferred toothpaste. Then slide the clip towards the top of the tube. Finally, enjoy your clean bathroom sink and shiny clean teeth.

About Our MVP:

Hypothesis: People have trouble getting toothpaste out of the tube when there is a little toothpaste left.

MVP Prototype: We created a prototype made of cardboard and colored duct tape. It was a simple and affordable way to test out our idea and get feedback from customers and followers on our social media platforms.

Measure of Success: About 60% of our customers told us that once they put the Bathroom Buddy Clip on their toothpaste tube they were satisfied.

Customer Validation of Product: The customers mentioned to us that they appreciated the ease of getting the rest of their toothpaste out of the tube when there was little toothpaste left. In fact, some of the customers that gave us feedback have followed up and asked for the completed version of the Bathroom Buddy Clip.

MVP Testing: We used the website creator, GoDaddy.com, to create our website. We also began an advertising campaign on instagram which got us some foot traffic on our website. By creating the website and making advertisements we were able to find out that most of our customer segment were young parents.

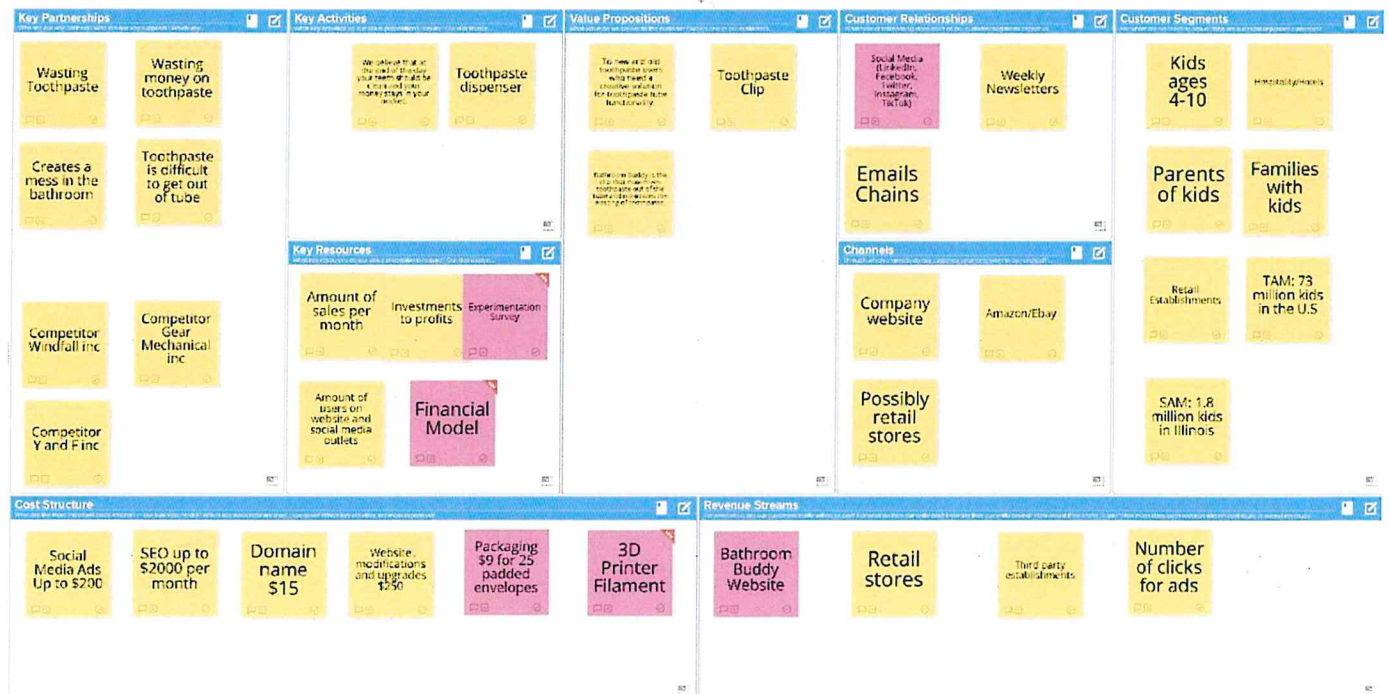
Why should we be funded?

- We are asking for 4000 dollars for 15% of our company
- This money will be used for 3 different reasons
 - a. We will build our inventory to be able to fulfill online orders
 - b. We have interest from a convenience store who wants to purchase 10,000 units this will make us \$6000 dollars in profit and cost around \$2000 to produce
 - c. We want to start ramping up our advertising and fund our website subscription.
- The outstanding interest that we have already received proves that the market for our product is real and proves that we can have outstanding growth in the near future.



Business Model Canvas:

Bathroom Buddy MVP



Market Sizing

TAM Calculation	SAM Calculation
<p>According to the United States Census Bureau there are:</p> <ul style="list-style-type: none">• 128,450,000 households in the United States<ul style="list-style-type: none">◦ We are assuming that each household has at least 1 parent and 1 child◦ The product costs \$4 per unit• Our Calculation:<ul style="list-style-type: none">◦ $128,450,000 * 1 * \\$4 = \\$513,800,000$ Market Share	<p>In order to find our Serviceable Addressable Market, we decided to use the number of households in the Chicagoland area using the same assumption of number of people per household from the TAM.</p> <ul style="list-style-type: none">• 1,081,143 households in Chicagoland area<ul style="list-style-type: none">◦ The product costs \$4 per unit• Our Calculation:<ul style="list-style-type: none">◦ $1,081,143 * \\$4 = \\$4,324,572$ Market Share

Financial Model

Production Costs: Product launch and Implementation phase

- Bathroom Buddy Clip costs \$0.20 to produce.
- Shipping costs \$0.20 per unit and packaging is \$1.00 per unit.
- Bathroom Buddy Clip costs \$1.40 to produce, ship, and package allowing us to make \$2.60 in profit per unit.
- Calculations:
 - $\$0.20 + \$0.20 + \$1.00 = \1.40
 - $\$4.00 - \$1.40 = \$2.60$

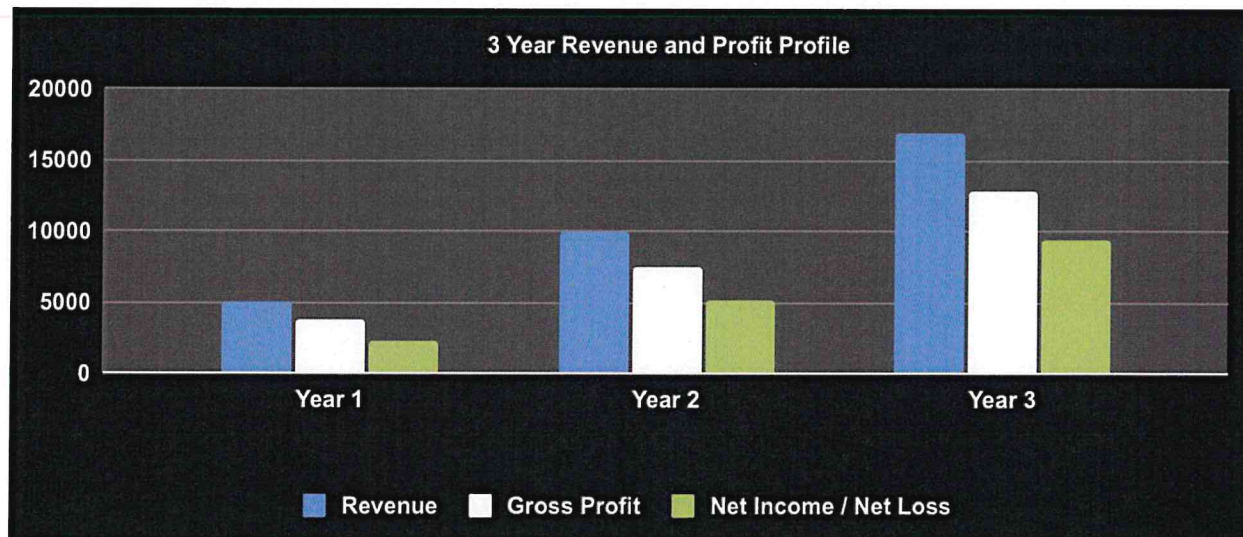
Revenue Model:

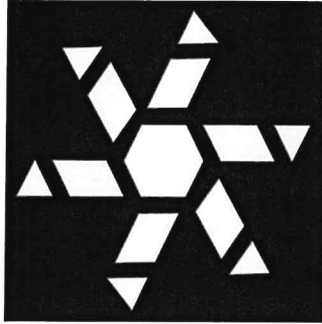
- Transaction Based Revenue
 - \$4 per Bathroom Buddy Clip.
 - Bathroom Buddy Clip available for purchase on our company website.

Financial Overview:

Financial Profile

	Year 1	Year 2	Year 3
Revenue	\$ 4,950	\$ 9,900	\$ 16,929
Gross Profit	\$ 3,754	\$ 7,508	\$ 12,839
S,G&A Expenses	\$ 1,012	\$ 1,012	\$ 1,012
Taxes	\$ 548	\$ 1,299	\$ 2,365
Net Income / Net Loss	\$ 2,194	\$ 5,197	\$ 9,462





Will Mulchrone, Mark Williams, Colin Del Giudice

Overview

Our product is for car owners who need a convenient spot to store their snow brush. *Snow Sheath* is a car accessory that consists of a snow brush and a holder that attaches to your car's seat for easy access when you need it and easy storage for when you don't.

About Our MVP

Hypothesis: People would prefer to purchase a snow brush with a holder rather than only a snow brush.

MVP Prototype: We created 1 raw version of the *Snow Sheath*. This MVP prototype allows us to test out the product on our own car and give potential customers a physical idea of the product.

Customer Validation of Product: After conducting surveys on 18-65 year olds who own a car in the Midwest, we concluded that 87% of those people thought that the *Snow Sheath* would be useful.

Market Sizing

TAM Calculation: 10,800,000 people

SAM Calculation: 1,944,000 people

Market Share Calculation: 5,832 people or ~\$100,000

Product Costs

- Snow Brush: \$3
- Snow Sheath(holder): \$5
- Advertising Cost per Snow Sheath Sold: \$2
- **All In Cost: \$11**
- **Buyer Pays: \$16.99 + \$3.99 shipping**

Sales Funnels

- Amazon

- Snowsheath.com
- In stores (walmart, gas stations, auto shops)

Business Model Canvas

Business Model Canvas

