

Show For Charity

Business Plan

The team:

Michael Messling, Rippan Brar, Jovany Del Toro, Yonas Ambaye, Jake Lindloff,
Dzmitry Ryzhkov, Lorelei Labella

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Company Description

Show for Charity is a non-profit organization that serves the students, staff, and visitors of Western Washington University. There are many key people within the company. Michael is the CEO and founder of the company. Yonas is in charge of marketing. He will be creating and managing all our social media accounts. Jake and Jovany will work closely together to ensure that our events are running effectively and that the company has the sufficient amount of supplies necessary. Lorelei is the company's CFO and she works closely with Dzmitry to make sure cash is managed well and all financial statements are up to date. Dzmitry will also be in charge of managing our bank account. Rippan is the general manager of the company. She will be responsible for ensuring that all departments are running at proficiently. The inspiration for the business was to create an amusing environment for student and staff. Our mission is to provide students and staff a place to enjoy their spare time on campus by providing them with popular video games to play. We want to entertain our customers by giving them a place that is stress free. Based on research and surveys, the business has come to a conclusion that video games is of high interest. Our business will consist of charging people to play video games. Our main focus will be holding Fortnite competitions in which the player with the highest score will earn money back. Our company will be donating the profits to the Whatcom Humane Society. They provide a variety of services like animal control, pet licensing, microchips, and animal rescue. Overall, the goal is that our services will provide a relaxed and exciting environment for the people at Western.

Products and Services

The products that we are selling to our customers isn't physical. What we decided to focus on is giving our target market, who we decided are patrons at WWU, a place where they can spend time either in between classes or after. Multiple students on campus have two hour breaks and we have found that it is tough to find something to entertain themselves during then. The product we offer in a sense is entertainment, and plan on offering a gaming-based tournament where players can win prize money. The products we will have at the event will consist of two Xbox consoles, one Playstation 4, and one Nintendo switch. We will have one controller for each console and offer two different games in Fortnite and Super Smash Bros.

We are planning on partnering up with a different business who is going to offer pizzas to our customer base. We will be taking a portion of their revenue as they are going to be our main provider for food. Gaming is one of the most popular topics right now and we feel that we can take advantage of that to sell it as a service. The events we will be hosting will be organized in a way that offers freedom and the convenience of having a space on campus that offers gaming without having to deal with the equipment. Our product will also be great for those who don't currently own a gaming system or are looking into buying one, so that they can come in and try some games out to see if they like it.

Marketing Plan

Show for Charity's ideal customers are students that are interested in gaming and spending their free time between classes relaxing. We provide a service that gives students the free space to play their favorite games and to enjoy their lunches. In the early stages the business, we created a survey to see how people on campus wanted to spend their free time. It included activities like watching movies, shows, and even gaming tournaments. Since we are providing a service, we can set up our event up in a place closest and most convenient for our target market. For our first event, we decided to set up in the Academic West building from 1:00pm-4:00pm. During these hours students are usually eating lunch or trying to kill time until their next class. To market our service, we will be walking around campus with posters. We have also created an Instagram account where we will show everything, including videos of our tournaments, pictures of the winners, and the time and location of our next event. Social media marketing is going to be huge for our business because this is only way our customers will know how to find us. Multiple members in our group are also huge on gaming so we'll end up marketing to our close friends which in turn will bring them to the events along with others they may know. An idea that was brought up to us by one of the board members was to team up with a local gaming store called Best Buds. That idea is interesting because it takes us off of campus which could help us attract new potential customers. We are going to link up with Best Buds after we do one solo event just so we can have an idea of what type of revenue we're generating. For now we are going to

keep the Instagram page updated frequently and continuing to market for our upcoming events.

Operational Plan

From an operational standpoint, this business structure is fairly straightforward. It requires no initial investment as all the gear we are planning on using will be borrowed from the friends of team members. We are incentivizing those people by giving them a few free lives during our events. The events will be primarily Fortnite competitions, with access to other various video/board games to kill time for people who choose to not participate in the competition. The competition will be structured in a way that allows players to keep playing if they continuously donate. After an entrance fee of five dollars, they will be officially in the competition. If they are happy with their current score, they can leave it and hope they win at the end of the competition. If they want to try for a higher score they can donate another two dollars and they get another life. They can do this until they are satisfied or until we run out of time with our room. The player with the highest placement in the game, or the highest number of wins, will be the recipient of 20% of all money donated that day. We plan on having team members attend events to oversee the cash flow and keep track of the competition. We will try to limit the amount of team members at the events so that we can ensure our labor costs will be low. We plan on partnering with another team that is going to sell pizza outside the building in which we host our event. They will draw attention with food and recommend customers go play fortnite and donate to our cause. The combination of marketing between our two teams will be more effective due to collaboration and will increase profits for both teams. Their team plans on compensating us

roughly 25% of their total revenue in exchange for piggybacking on our event. All profits obtained go to the Humane Society

Management and Organization

At the beginning of the quarter, we as a team determined that delegating and identifying leads of departments will greatly help us run a successful business. To do that, each person was assigned a role for the business and they must fulfill all of the duties that come up pertaining to their job. First we determined the CEO, Michael, which was ultimately placed on the person who had come up with the original business idea. The CEO is ultimately responsible for steering the business in the right direction and ensuring everything is on track and going to plan. We have also identified a CFO, Lorelei, who is in charge of all financial statements and cash management in the business. Dzmitry assists Lorelei with money management as he is the one with access to our accounts. We have also determined a few “heads” of departments that will be in charge of certain categories of business. Yonas is the head of marketing which is one of the key aspects of this business. This is a service/event planning business so getting the word out there about us is key to our success in the future. Next we have Jovany, who is our head of procurement which is another key aspect of this business. During our events, we need to ensure we have all the necessary supplies and equipment so that everything runs smoothly. Jake is the head of operations, so he works closely with Jovany to ensure events can operate efficiently without any issue. Rippan works with every department, as she has a good knowledge of many aspects of the business. We do have a rather large team, which poses some potential issues with staying on track and within the scope of our business. Ultimately, this

is a well rounded off team though and each person was selected for their job based on their knowledge and willingness to complete the required duties.

Startup Expenses and Capitalization

At the beginning of our project, all team members agreed that we would each contribute \$20 (\$140 total) to the business to cover any costs that may arise. Our other startup assets will include a couple TV's, two Xbox consoles, one Playstation 4, and a Nintendo switch. We will also have a variety of games that will be available to play . All electronics are provided voluntarily by each team member or close friend and will will be able to utilize any school equipment if necessary. The equipment we will need is stuff that at least one person on the team has an extensive knowledge about so we will not need to spend time learning anything. Our setup and tech support will be included in our labor costs. Due to our planned location, we will have a nice advantage as it is a high trafficked area and we will not need to be paying any rent.. Our main startup costs will be labor for all the marketing that we will be doing as this is an essential part to this business. Snacks will not be provided by us so we do not have to worry about any inventory going bad. We are partnering with another team that will be selling pizza and drinks outside our event and they will be giving us 25% of their revenue.

Financial Plan

Financial Forecast

Pro Forma Income Statement		Forecast	Percentage of Sales	
Sales		600	100%	
Cost of goods sold		10	1.67%	
Gross Profits		590	98.33%	Gross Profit Margin
Operating Expenses:				
Marketing Expenses	25			
Labor Expenses	420			
Depreciation	0			
Total Operating Expenses:		445	74.17%	
Operating Profits		145	24.17%	Operating Profit Margin
Interest Expense		0	0	
Profits Before Tax		145	24.17%	
Income Tax		0	0	
Net Profits		145	24.17%	Net Profit Margin
Dividends Paid		0		
Addition to retained earnings		145		
Estimate based on 4 events with \$150 per event				

Revenue Streams for potential customer base

Product Pricing	Fee	10	20	30	40	50
1 Play	\$3.00	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00
2 Play	\$5.00	\$50.00	\$100.00	\$150.00	\$200.00	\$250.00
Tournament fee	\$5.00	\$50.00	\$100.00	\$150.00	\$200.00	\$250.00
Pizza Revenue	25%					

Balance Sheet

Balance Sheet	Assets	Debt and Owners Equity	Debt
Cash	\$140.00	Debt	
Accounts Receivable		Current Short term Debt	
Inventory		Accounts Payable	
Fixed Assets		Accrued Expenses	
Machinery Equipment		Short term Notes	\$140.00
Buildings		Long term Debt	
Land		Long Term Notes	
Other Assets		Mortgages	
Long term Investments		Owners equity	
Patents		Partnership equity	
Total Assets	\$140.00	Total Debt and Equity	\$140.00

Income Statements

Income Statement	Winter Quarter 2019
Sales	\$0.00
Cost of Goods Sold	0
Gross Profits	\$0.00
Operating Expenses	0
Operating Profits	\$0.00
Interest Expense	0
Profits Before Taxes	\$0.00
Taxes	
Net Profits	\$0.00
Dividends Paid	
Addition to retained earnings	\$0.00

Cash Flow Statement

Cash Flow Statement	
Initial Investment	\$140.00
Net Profits	\$0.00
Purchased Inventory	\$0.00
Cash Collected from 1st event	\$0.00
Cash collected from 2nd event	\$0.00
Less investment payback	-\$140.00
Ending Cash	\$0.00

*Our revenue is forecasted as our events are

currently in progress and updates will be available later.