

(Example video)

**R & R Excavation** - [https://drive.google.com/file/d/0B\\_9\\_wJffK\\_vYaVRlcEpMSUdReWM/view](https://drive.google.com/file/d/0B_9_wJffK_vYaVRlcEpMSUdReWM/view)

(Example executive summary – video unavailable)

## **VT Vending: Executive Summary**

### **Product**

I am Cameron Wilk. I am 17 years old and the sole proprietor of VT Vending. I came up with the company in September of 2016. VT Vending was founded from an idea that would give the customer an ease of use while in need of office supplies, school supplies and other everyday utilities besides the usual food and drink. VT Vending will have a specific menu for each location to have a more customized aspect to our vending machines to meet all customer needs. The \$10,000 will be used to purchase vending machines and school supplies to fill the machines. We will lease or sell the machine to customers and buy our supplies in bulk wholesale.

### **Customers**

VT Vending can fit the needs of many different locations and venues. Our target market at the moment is high school and college students. We are starting with schools and other educational centers, so that we can provide students with school supplies that they can get in school instead of having to go to an office supply store after school.

### **What Drives Us**

Although school stores can provide some of these products, they are only open certain hours of the day. Our machines can provide products seven days a week at any time of the day. In the future, I would like to expand nationwide or even worldwide because of how beneficial it is to customers. Our goal is to help out as many students as possible in school by allowing students to purchase items that are necessary for them to be productive in class.



(Example video and executive summary)

<https://drive.google.com/file/d/1q1OB7Rs5qKYmmkhK2i-QyrrlTjiG3bz6/view?usp=sharing>

## **Executive Summary for Beebe's PCs**

### **Our Mission**

Beebe's PCs looks to completely reinvent the way the general public views personal computer ownership. Instead of running their computer into the ground, and then shilling out anywhere from \$600 to \$2,000 for a new one, clients will have the opportunity to keep their computers up to date by purchasing upgrade packages at any time.

## **The Company and Management**

Beebe's PCs is an in home business based out of Wallingford Vermont. The company is owned by sole proprietor Dylan Beebe. Dylan has extensive experience with computer building, computer repair, marketing, coding, and electrical engineering.

## **Our Services**

Our primary service is custom computers, fine tuned to the customer's needs. Our service that sets us apart however is that we offer upgrade packages for customers who purchased their systems through us. In addition to these, we will also offer the following services:

Troubleshooting

Hard Drive Clean Up

Virus removal

Data Recovery

Free Used Electronics Disposal

Case Modding

## **The Market**

In today's world, almost everyone owns a computer, meaning that the market size is massive. This being said, our primary target demographic will be teenagers and young adults looking to purchase their first computer, as older generations very often have already established brand loyalty with large corporations.

## **Our Competitive Advantages**

While there are many online sellers and big box stores that also sell computers, we aren't simply selling computers. We're a local business that helps the consumer know exactly what they need, and helps them always have what they need, via our upgrade program.

Our primary advantage is that almost every big box store price gouges horrendously. This allows us to significantly undercut the competition while also selling the luxury experience of a custom tuned system.

## **Financial Projections**

Based on the size of our market and our defined market area, our sales projections for the first year are around \$8,000 in net growth and we are aiming for 40% growth each year thereafter.

We have already established about a half dozen repeat customers, all of who, have been satisfied with our services, and said they would recommend us to a friend.

## **Start-up Financing Requirements**

We are seeking a \$7,500 investment to help cover startup costs such as tools, licensing, and advertising.

(Example video and executive summary)

<https://vimeo.com/218554155>

## **EXECUTIVE SUMMARY – The Flow**

The Flow is the first of its kind. Designed for boaters to help them save time and conserve energy, this boat restaurant is just the novelty experience that Lake Champlain needs. We're on the Lake during lunch hours, and specialize in sandwiches and roasted to perfection hot dogs. But we also offer snacks, refreshing drinks, and

fruit. The Flow will be stationed in one of three popular areas on the Lake; the Boquet River, Point Bay Marina, and Quaker Smith Point. And the beautiful thing is that you can track where the Flow is on our website! Also on our website, you can place orders in advance, to completely minimize your waiting time, and The Flow will bring your lunch right to you! Our target market is middle-aged adults, out with their families. These are busy people who might not have time to pack a picnic lunch. And they don't want to deal with the hassle of looking for dockage, then going on land and waiting for a table for lunch. Kids especially don't like waiting long for food. When they get hungry, they want their lunch right then and there. This is exactly why The Flow was created.

The startup cost of my business is \$15,792. The bulk of this is made up from boat gas, food, and advertising. This expense will mostly all be covered in my first month of business, which is why I am asking for a line of credit. In years to come, if my business is successful, which I expect it will be, I'll need more supplies. I plan on franchising, so I'll need to buy new boats, and fuel for all these boats. I expect to make \$47,745 in the first year. I estimated that each customer would spend between \$12 to \$15 per visit at the Flow, and I predicted how many customers I would have per day of the week. My expenses for the first year will be \$13,467. By the end of the first summer, the Flow will have a profit of \$34,278. I expect this number to continue to grow as we become more popular and begin to franchise. This business is an opportunity worth pursuing because it provides the customer with a fun experience that will make them want to keep coming back. A reliable customer base is essential for a successful business.

