

Business Plan
for
A Helping Paw

February 20, 2018

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Table of Contents

| | |
|------------------------------------|----|
| Executive Summary | 3 |
| Vision and Mission Statement | 4 |
| Target Market | 5 |
| Promotional Plan | 6 |
| Financial Plan | 7 |
| Budget Spreadsheet | 8 |
| Appendices | 9 |
| Resumés of employees | 10 |
| Business website | 12 |

Executive Summary

Our change campaign is entitled *A Helping Paw*. It is run by Olivia McEvoy and Maddie Gotlieb in the Legend High School EDGE Program in Parker, CO. The goal of this change campaign is to bring the older animals in shelters that have been without a family for quite some time, to the older people inside of elderly homes that are suffering from symptoms of depression. We plan on doing this because we know that there needs to be a change regarding increasing depression within elderly homes as well as the euthanization of animal in shelters. To accomplish this, we will drive to local shelters and bring some of the high-risk (likely to be euthanized) dogs to local elderly homes. The purpose of doing this is for us to be able to help the elders in nursing homes find a connection with dogs in shelters. *A Helping Paw* wants to help each individual improve their happiness, and we want to connect people with a loving animal.

Vision and Mission Statement

Problem Statement:

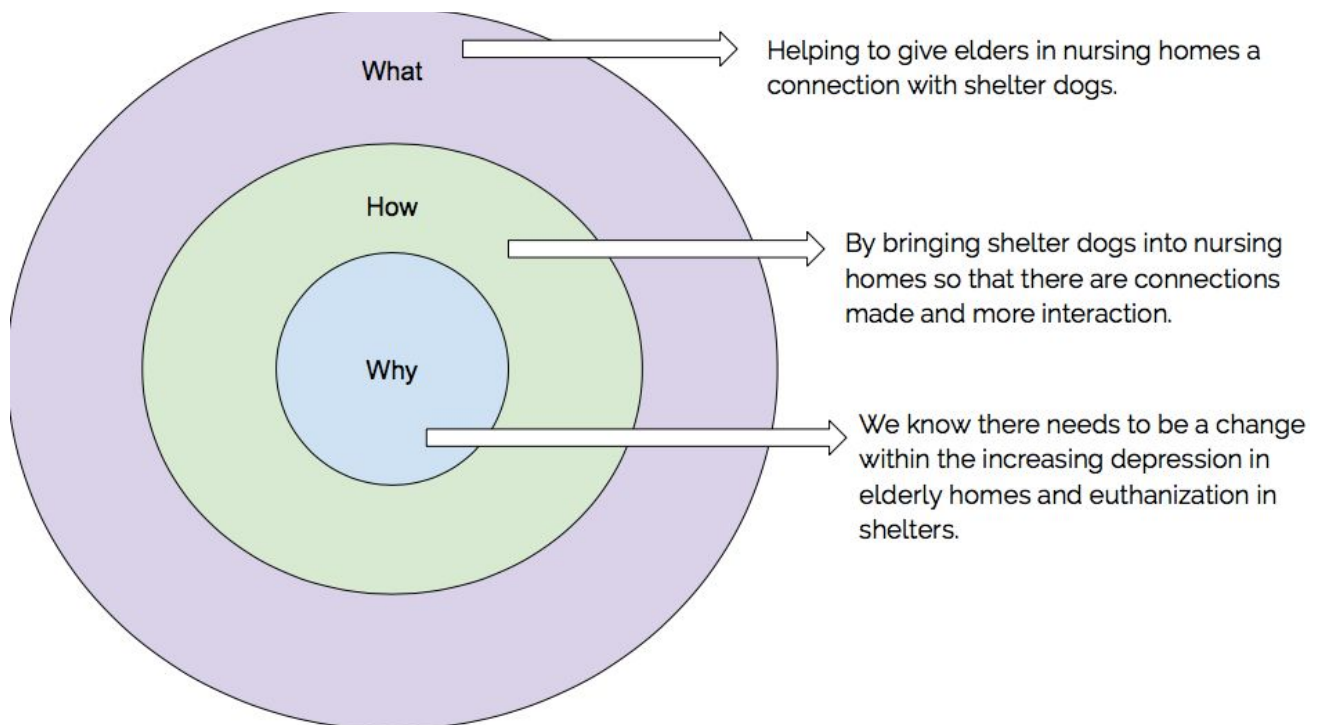
Each year nearly 17,000 dogs and cats are put to death nationwide while waiting for a home while nearly 50% of elderly people feel lonely and show signs of depression.

Mission Statement:

The relentless pursuit to bring love from animals nearing death to elders who lack a connection.

Vision Statement:

With *A Helping Paw*, we will connect elders in nursing homes with the dogs and cats that are scheduled for euthanization each year to help prevent suicide within nursing homes. Our short-term goal is to start locally in the Parker area, and eventually we want to take *A Helping Paw* nationally. We will touch one heart at a time.



Target Market

The target market for this change campaign includes the businesses we want to work with. The target market is any ages ranging from teens to adults who are willing to donate, volunteer, and/or want to learn more about our topic. The plan is to start locally in the Parker area, and gradually spread to the Douglas County area. Then, *A Helping Paw* will move further into the state of Colorado, and eventually globally. *A Helping Paw* wants people of any ethnicity to help, and we encourage people of any age with a passion to do anything they can to participate in this business, whether it's volunteering, learning more, or donating.

Promotional Plan

A Helping Paw



A Helping Paw

Olivia McEvoy

A Helping Paw
Change Campaign

Co-Owner

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A Helping Paw



Financial Plan

With this change campaign, we were granted \$50 to start our business. We had to budget our money wisely, and we accounted for all things like promotional items and gas money. We were able to buy promotional items like a website, PSA, business cards, t-shirts, and stickers. It takes money to make all of these things, so in our financial plan we planned how much our profits will go to manufacturing, advertising, company development, and other expenses that may pop up. Our plan needed short-term and long-term planning, so we set up our financial plan over the course of three years, the rest of our high school careers. With the money we had to spend, we decided to buy, make, and sell things that we think will attract our target market. We will be selling t-shirts with our logo on the front. We will also be selling stickers for a dollar. They are cheap and fun for anyone to have. We will be handing out our business cards which is a good way for us to get our name out there. We also have a PSA that we created which will hopefully reach our audience on an emotional level.

Budget Spreadsheet

Change Campaign Financial Plan

(Olivia McCreary and Maddie Goffin)

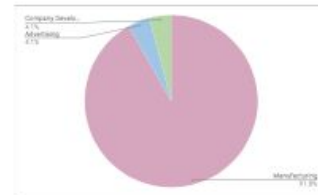
Cost Analysis Items

| Item | Quantity | Cost Per Each | Total Price | Sell Each For... (Price) | Profit Per Item Sold (Price) | Total Profit (quantity x net) |
|---------------------------------|------------------|-------------------|-------------|--------------------------|------------------------------|-------------------------------|
| Website | \$1.00 | | \$4.00 | | | |
| Business Cards | 100 | \$0.01 per card | \$1.00 | | | |
| Video Advertisement | 1min 30sec | \$2.00 per 30 sec | \$6.00 | | | |
| 9 Shots (Business Socks) | \$2.00 | \$4.00 | \$15.00 | | | |
| 7-Shirts (Socks) | \$3.00 | \$3.00 | \$15.00 | \$10.00 | \$5.00 | \$15.00 |
| Stickers | 10 (4 sq inches) | \$0.40 | \$4.00 | \$1.00 | \$0.60 | \$6.00 |
| Gas Mileage | 10 (miles) | \$0.50 per mile | \$5.00 | | | |
| Promotional Items Total Cost | | | \$50.00 | | | |
| Remaining Money | | | \$2.00 | | | |

Sales and Profits

| Where Are the Profits Going??? | | | |
|--------------------------------|-----|-------------------------------|----|
| Manufacturing | 90% | Advertising | 4% |
| | | Company Development (website) | 4% |
| | | Other | 2% |

| Gross Sales (3 Years Plan) | Net Profit (3 Year Plan) |
|-------------------------------|-----------------------------|
| \$15,842.00 | \$8,137.20 |



One Year Plan

| | | Month-1 | Month-2 | Month-3 | Month-4 | Month-5 | Month-6 | Month-7 | Month-8 | Month-9 | Month-10 | Month-11 | Month-12 | Totals |
|--------------------------------------|---------------------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|------------|
| Stickers: | Total Sales Cost | 10 | 10 | 21 | 24 | 27 | 30 | 33 | 36 | 40 | 42 | 46 | 48 | 378 |
| | Gross Sales Revenue | \$15.00 | \$15.00 | \$27.00 | \$24.00 | \$27.00 | \$30.00 | \$33.00 | \$36.00 | \$42.00 | \$42.00 | \$46.00 | \$48.00 | \$379.00 |
| | Cost of Goods Sold | \$4.00 | \$2.00 | \$8.00 | \$9.00 | \$10.00 | \$12.00 | \$15.00 | \$14.00 | \$16.00 | \$16.00 | \$18.00 | \$18.00 | \$157.00 |
| | Total Profit | \$9.00 | \$10.00 | \$12.00 | \$14.00 | \$15.00 | \$18.00 | \$18.00 | \$22.00 | \$26.00 | \$26.00 | \$28.00 | \$30.00 | \$222.00 |
| T-Shirts: | Total Sales Cost | 3 | 5 | 7 | 8 | 11 | 10 | 10 | 11 | 10 | 21 | 22 | 20 | 148 |
| | Gross Sales Revenue | \$30.00 | \$60.00 | \$75.00 | \$90.00 | \$110.00 | \$130.00 | \$130.00 | \$130.00 | \$110.00 | \$220.00 | \$220.00 | \$200.00 | \$1,980.00 |
| | Cost of Goods Sold | \$15.00 | \$25.00 | \$35.00 | \$40.00 | \$55.00 | \$65.00 | \$75.00 | \$80.00 | \$85.00 | \$155.00 | \$155.00 | \$125.00 | \$940.00 |
| | Total Profit | \$15.00 | \$35.00 | \$40.00 | \$45.00 | \$55.00 | \$65.00 | \$55.00 | \$50.00 | \$25.00 | \$65.00 | \$65.00 | \$75.00 | \$1,040.00 |
| Net Profit of Stickers and T-Shirts: | | \$1 | \$24.00 | \$30.00 | \$47.00 | \$50.00 | \$71.20 | \$83.00 | \$34.00 | \$108.00 | \$130.20 | \$142.00 | \$113.00 | \$1,060.00 |

Two Year Plan

| | | Month-1 | Month-2 | Month-3 | Month-4 | Month-5 | Month-6 | Month-7 | Month-8 | Month-9 | Month-10 | Month-11 | Month-12 | Totals |
|--------------------------------------|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|------------|
| Stickers: | Total Sales Cost | 30 | 52 | 54 | 56 | 58 | 60 | 62 | 64 | 66 | 70 | 72 | 74 | 740 |
| | Gross Sales Revenue | \$30.00 | \$32.00 | \$34.00 | \$36.00 | \$38.00 | \$40.00 | \$42.00 | \$44.00 | \$46.00 | \$50.00 | \$52.00 | \$54.00 | \$740.00 |
| | Cost of Goods Sold | \$20.00 | \$20.00 | \$21.00 | \$22.00 | \$23.00 | \$24.00 | \$25.00 | \$26.00 | \$27.00 | \$28.00 | \$29.00 | \$30.00 | \$290.00 |
| | Total Profit | \$10.00 | \$12.00 | \$13.00 | \$14.00 | \$15.00 | \$16.00 | \$17.00 | \$18.00 | \$19.00 | \$22.00 | \$23.00 | \$24.00 | \$450.00 |
| T-Shirts: | Total Sales Cost | 27 | 29 | 31 | 33 | 35 | 37 | 39 | 41 | 43 | 45 | 47 | 49 | 480 |
| | Gross Sales Revenue | \$270.00 | \$290.00 | \$310.00 | \$330.00 | \$350.00 | \$370.00 | \$390.00 | \$410.00 | \$430.00 | \$450.00 | \$470.00 | \$490.00 | \$4,980.00 |
| | Cost of Goods Sold | \$135.00 | \$145.00 | \$155.00 | \$165.00 | \$175.00 | \$185.00 | \$195.00 | \$205.00 | \$215.00 | \$225.00 | \$235.00 | \$245.00 | \$2,380.00 |
| | Total Profit | \$135.00 | \$145.00 | \$155.00 | \$165.00 | \$175.00 | \$185.00 | \$195.00 | \$205.00 | \$215.00 | \$225.00 | \$235.00 | \$245.00 | \$2,600.00 |
| Net Profit of Stickers and T-Shirts: | | \$1 | \$165.00 | \$178.00 | \$187.00 | \$196.00 | \$209.20 | \$221.00 | \$232.20 | \$243.40 | \$255.20 | \$267.00 | \$278.00 | \$2,720.00 |

Three Year Plan

| | | Month-1 | Month-2 | Month-3 | Month-4 | Month-5 | Month-6 | Month-7 | Month-8 | Month-9 | Month-10 | Month-11 | Month-12 | Totals |
|--------------------------------------|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|------------|
| Stickers: | Total Sales Cost | 70 | 75 | 80 | 82 | 84 | 86 | 88 | 90 | 92 | 94 | 96 | 98 | 1,044 |
| | Gross Sales Revenue | \$70.00 | \$75.00 | \$80.00 | \$82.00 | \$84.00 | \$86.00 | \$88.00 | \$90.00 | \$92.00 | \$94.00 | \$96.00 | \$98.00 | \$1,044.00 |
| | Cost of Goods Sold | \$30.00 | \$31.00 | \$32.00 | \$33.00 | \$34.00 | \$35.00 | \$36.00 | \$37.00 | \$38.00 | \$39.00 | \$40.00 | \$41.00 | \$417.00 |
| | Total Profit | \$40.00 | \$44.00 | \$48.00 | \$49.00 | \$50.00 | \$51.00 | \$52.00 | \$53.00 | \$54.00 | \$55.00 | \$56.00 | \$57.00 | \$627.00 |
| T-Shirts: | Total Sales Cost | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 744 |
| | Gross Sales Revenue | \$570.00 | \$600.00 | \$630.00 | \$660.00 | \$690.00 | \$720.00 | \$750.00 | \$780.00 | \$810.00 | \$840.00 | \$870.00 | \$900.00 | \$7,440.00 |
| | Cost of Goods Sold | \$285.00 | \$290.00 | \$295.00 | \$300.00 | \$305.00 | \$310.00 | \$315.00 | \$320.00 | \$325.00 | \$330.00 | \$335.00 | \$340.00 | \$3,720.00 |
| | Total Profit | \$285.00 | \$310.00 | \$335.00 | \$360.00 | \$385.00 | \$410.00 | \$435.00 | \$460.00 | \$485.00 | \$510.00 | \$535.00 | \$560.00 | \$3,720.00 |
| Net Profit of Stickers and T-Shirts: | | \$1 | \$500.00 | \$513.00 | \$523.00 | \$534.20 | \$545.40 | \$556.60 | \$567.80 | \$579.00 | \$590.20 | \$601.40 | \$612.60 | \$4,380.00 |

Appendices

We came up with the idea for this change campaign because it's something that is unique and not a lot of people know about it. We are both passionate about it and put a lot of hard work into this project. During a guest speaker presentation, we had a brain dump where we were able to write down all of our ideas. From our original thoughts, we were able to get feedback from peers and mentors and came up with our final plan of, *A Helping Paw*. We hope that our campaign will bring awareness of the 17,000 dogs and cats that are euthanized each year, and the 50% of elders that show signs of depression when living alone in nursing homes.

Resumes

Olivia McEvoy

My name is Olivia McEvoy, and I am a native to Paker, CO. I currently attend Legend High School, and I am a freshman in the Legend EDGE program. I am a CEO in *A Helping Paw*, which is a business that my partner and I started in 2018. I mainly focus on the finance and budgeting part of this business, but I also help to promote our business and improve it in any way we can. I have a strong background in math, which is why I am the behind the scenes of budgeting everything. So far, we have created our short-term and long-term financial plan, as well as set up a website, and make some of our promotional items which includes a Spanish/English PSA.

Contact Information:

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(720)589-1609

Maddie Gotlieb

My name is Maddie Gotlieb. I grew up in Colorado, and now I am attending Legend High School located in Parker. I am a freshman in the Legend EDGE program, and I am currently a CEO in *A Helping Paw*. My partner and I came up with this business at the start of 2018. We work together to make our change campaign business, and I mainly focus on promoting our business. I have a background in Spanish which is incorporated in our PSA. Right now, we have prototypes of our T-Shirts and stickers that we will be selling.

Contact Information:

gotliebme@dcsdk12.org

(720)360-6323

Website Link