

Connecting YOUth's Business Plan



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EXECUTIVE SUMMARY

Based out of London, Ontario, Canada, Connecting YOUth is a nonprofit organization that connects students with professionals, strategists and tutors in order to help students to reach their desired occupations. Using corporate capabilities, Connecting YOUth creates an unique market that establishes professional relationships, while also opening up opportunities.

Due to the sustainable target market, Connecting YOUth projects a 900% increase in the number of students enrolled in this organization by the end of year 3. Connecting YOUth aids students on numerous levels by creating professional competitive advantage for them prior to entering the work force. Due to these advantages, Connecting YOUth further distinguishes itself from services already available, by not only informing the students of requirements, but also creating social networking, strategic plans, and free tutoring.

Creating a distinct and unique program within schools, Connecting YOUth also separates itself from existing businesses in the city at large. Do to Connecting YOUth's approach, costs are greatly minimized for students, while greatly increasing the number of resources available both to the target market and their families.

Students are required to attend school until they reach the age of 16, thereby ensuring that the target market will be available to benefit from the services of Connecting YOUth. This non-profit organization is not only beneficial to the students but also to London at large as it develops the potential of students within the London region, Connecting YOUth aids in retaining the knowledge of the City's post-secondary school graduates by decreasing the number of YOUth leaving to look for opportunities elsewhere.

PROBLEM

London's economy is not prospering as much as the city could be due to the city's inability to retain the knowledge of post secondary school graduates. Students often leave to surrounding cities upon graduate because they are unaware of the thousands of job opportunities and sectors available in London. Companies market employment to upper year students as a form of recruitment, however, this strategy targets a small market, while disregarding a large potential future market.

SOLUTION

Connecting YOUth capitalizes on London's YOUth by educating students on job opportunities for the future. This organization creates a network between students enrolled in programming and professionals working within the City while providing educational aid- tutoring and strategist- to ensure students will meet academic requirement for their desired occupation. Additionally, mentors have the ability to create the ideal employee for their business by mentoring a young student who has unbounded potential. By promoting London businesses, more students will be inclined to remain in



London upon graduating, thus retaining the knowledge and enhancing the City's economy.

WHAT WE DO

Connecting YOUth will provide knowledge, connection and opportunity to students between the ages of fourteen and seventeen through informed networking, mentorship, tutoring and intentional planning and development.

MENTORING

Our organization works with professional Londoners to mentor students. This will occur in face-to-face meetings between students and professionals matched up by their desired occupation. The showcasing of many employment sectors that London has to offer will help students make more informed decisions (see exhibit 1).

TUTORING

By allowing post-secondary students from London's teacher colleges to tutor students enrolled in Connecting YOUth, we can provide our students with academic aid while giving real-life experience to upper year students within their desired occupation.

WHY WE DO IT

RETAINING TALENT

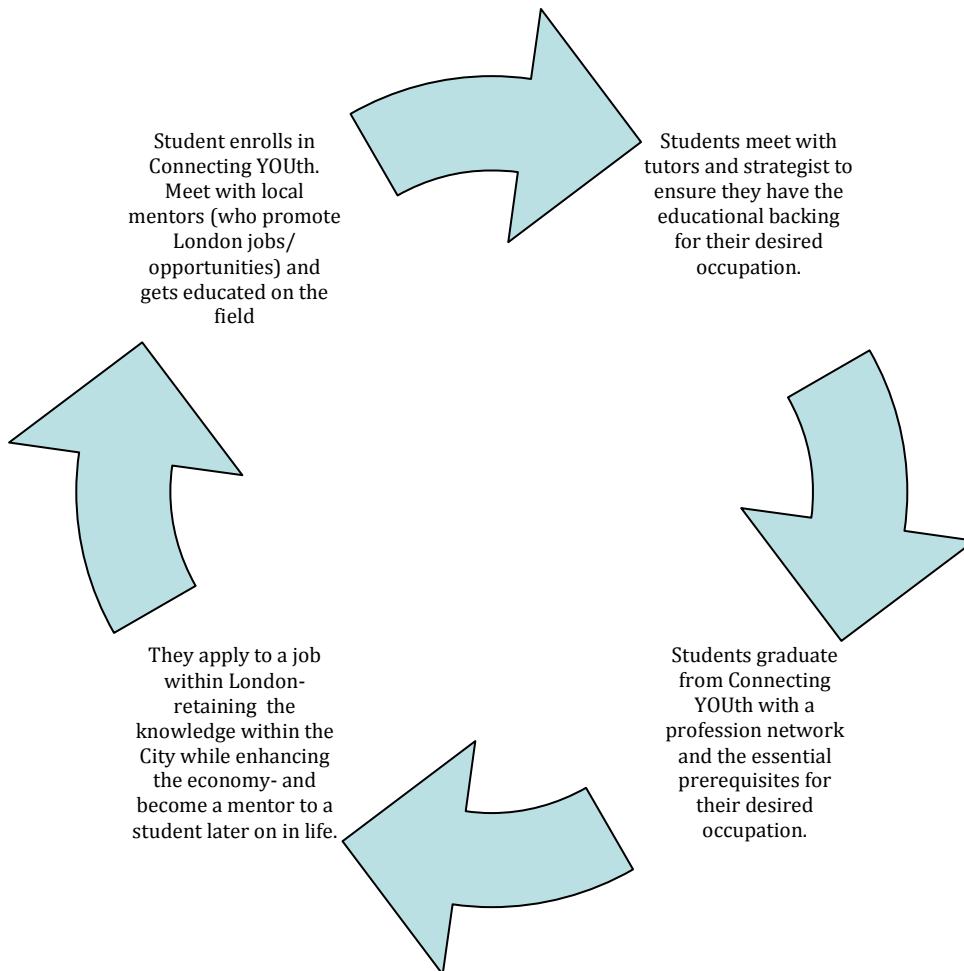
Both Fanshawe and Western educates thousands of students each year, however, London is unable to retain the knowledge within the city- each year losing graduates to surrounding cities. Connecting YOUth educates students between the ages of fourteen and seventeen about job opportunities and post-secondary education London has to offer in an effort to retain the knowledge within the City. It will take 3 years for London to see the benefits that Connecting YOUth has for its students, however, after the allotted period of time growth is continuous and sustainable.

In associated with the Hire One initiative, our organization hopes to strengthen London's economy by retaining the City's knowledge and filling the 5,000 new jobs each year that local businesses will create. Students understand the importance of education and a strong network, therefore, there is a need for an organization that provides the skills needed to receive a job in a weak economy, while creating a professional network base too valuable for a student to leave London after post- secondary graduation.

PREPARING OUR NEXT GENERATION

Connecting YOUth is a unique organization that provides students between the ages of fourteen and seventeen with the opportunity to create professional relationships at an early age. This aspect is imperative as it exposes students to jobs present within London, while creating a valuable network within the City too valuable for the student to leave upon post- secondary graduation. In addition to networking opportunities, Connecting YOUth also provides tutors and strategists to aid students in school. Furthermore, this ensures that students will have the educational background to reach their desired

occupation. In a recent questionnaire completed by the target market 89% of students saw the importance of networking at a young age and 83% students want to become members of Connecting YOUth to gain benefit from our programming. According to this study, it is evident that Connecting YOUth’s programming is sustainable as there will continuously be a target market willing to take advantage of the opportunity to receive informed networking.



MARKETING PLAN

The target market for Connecting YOUth’s programming is students between the ages of fourteen and seventeen, as it will provide them with professional contacts working within various sectors of London

In year one Connecting YOUth have secured Beal Secondary School as a pilot program for the 2012-2013 school year. With the support of the administration we will



create a model that can be shared throughout the rest of the school boards in subsequent years as well as surrounding cities.

The goal is to secure initial funding to start up this program with projections to incrementally increase the number of students yearly in order to establish a sustainable social enterprise by year three.

As Connecting YOUth is a start up organization, it is important to create a strong brand that will be recognized by people within London. Based on the advertisement options chosen, the marketing budget will be \$5,770.

Connecting YOUth has worked to establish a brand and refine programming to best benefit the target market. The organization's current marketing strategy has attracted several mentors, tutors and strategists who are willing to volunteer their time to meet with students. This furthermore provides students enrolled in Connecting YOUth the ability to network with professionals from a wide range of occupations (see exhibit 2) and sectors within London, thus increasing the value of programming to students.

IMPLEMENTATION PLAN

Beginning in September of 2012, Connecting YOUth is launching a pilot year. In the first year conducting programming, Connecting YOUth has the ability to accommodate ten grade 9 students and ten grade ten students. By limiting the number of students for the first year, Connecting YOUth can focus attention on developing a successful program for students of all learning levels. Furthermore, this pilot year will create a foundation we can learn from in order to enhance the programming the following year. The number of students enrolled in Connecting YOUth programming will continue to increase each year, gradually increasing the age range as well. In 3 years, Connecting YOUth will increase the number of students and age ranges by 900%. This projected growth can occur each year because 152,502 students enter grades nine to ten.

Developing a business community network is essential upon entering the work force. If students have the knowledge and a strong network, they will be likely to remain in London rather than move to a different city upon graduating post- secondary. If students and faculty from Western and Fanshawe enlist to mentor students in Connecting YOUth's programming, it will ease students into future post- secondary institutions and demonstrate the benefits of attending school in London. For this reason, students will be inclined to enroll in Connecting YOUth as it creates opportunities for their future.

Each year over 12 thousand students enlist in Western and Fanshawe, while only a fraction remains in London upon graduation. Connecting YOUth designed a way to retain the knowledge within the City by creating a network too valuable for a student to move out of London. By enlisting students between the ages of fourteen and seventeen, this enables Connecting YOUth to educate students on the many job opportunities London offers, while also aiding in education. By exposing the target market to various



jobs within the City, students will have an accurate understanding of what educational paths are required for their desired occupation. Because of the tutoring provided by Connecting YOUth, students will have the marks to enroll within post- secondary programs at Western and Fanshawe to enable them to reach their goals. As upper year students, Connecting YOUth's board of directors understands the importance of creating a strong network from a young age, as the economy is weak and jobs are difficult to attain.

Connecting YOUth plans to create a scholarship fund beginning in year 2 for graduates of programming. Beginning in year 2, Connecting YOUth projects a \$3,000 contribution to this fund. To enhance the incentives for students to attend post secondary school within London, our scholarship fund is only applicable to students attending either Western or Fanshawe.

PEST ANALYSIS

Political

Paul Hubert has proposed an initiative within London- Hire One- that will create 5,000 new jobs each year. This initiative increases the amount of work available in the City, thus eliminating the need for students to leave London in search of a career once graduated post secondary school. Furthermore, Connecting YOUth works in correlation with the Hire One initiative to retain the knowledge of graduates, while enhancing London's economy.

Mayor Joe Fontana is also working to keep graduates from Western and Fanshawe within London. (Connecting YOUth increases the knowledge from grade nine to ten, while also promoting local businesses and positions– job shadowing/ placements for students).

Economical

H. B. Beal Secondary School educates students from low- income families. It is important that costs to join and participate in Connecting YOUth remain low or be provided free of charge. This provides the opportunity for every student regardless of his or her financial level.

The job market is recovering from a recession. Job openings are limited in London, thus making every posted opportunity very competitive. With background knowledge and a strong network in various fields provides students enrolled in Connecting YOUth with a competitive advantage over other applicants when applying for a position.

Social

Increased admission averages for University and College. (Students seeking post secondary education will have the ability to achieve above- average grades in school. Also there will be an increased demand for Connecting YOUth because of the opportunity the program provides with educational guidance. Lastly this is a growing market, which Connecting YOUth capitalizes on).



Increase use with the Internet. (Connecting YOUth provides an interactive way to connect students with tutors or mentors through the internet. Ex. Using Google docs to edit student's essays- the tutor and student will be able to chat online in real time with the changes being made from separate computers). Elementary and high school students attend school for 10 months in a year. (Turnover rate for students participating in Connecting YOUth is large. However, because Connecting YOUth mentors students up to grade 12 the program provides the opportunity to create routine study habits and work skills. Also, the high turnover rate provides opportunity to more students interested in being enrolled in Connecting YOUth). High school is mandatory by law. (Connecting YOUth is sustainable because there will always be a vast supply of the target market).

Technological

An increased use of smart phones, Connecting YOUth plans to create an app or bar code that people can download that allows both students and parents to connect to Connecting YOUth through their mobile devices

Competitive Analysis

Guidance Counselors: Schools employ full time guidance counselors to provide direction to students about courses and post- secondary programs/ schools at no cost. Guidance counselors have the authority to make course changes for students, as well as, they have knowledge of the courses provided by the school. However, guidance counselors advise students based on admission averages of post secondary schools/ past grades, however they do not offer personalized tutoring to help increase a student's GPA and they do not create networking opportunities. Connecting YOUth differs from guidance counselors because the organization allows professionals in the students' desired field to advise students on both the paths they took themselves, or the prerequisites they are looking for when hiring a new employee in that field. Connecting YOUth provides students with the opportunity to speak with upper year students to share the path and the decisions they made as they matured through school. In addition to mentoring, the organization provides tutors and strategist to work with students to ensure that the student will have the grades to make their dreams a reality. Through Connecting YOUth, students will learn study techniques and time management skills that will aid them as they proceed in upper years. Mentoring also creates professional connections for students enrolled in Connecting YOUth. Furthermore, it creates a competitive advantage when applying to jobs and also increased job opportunities for the student. In London's weak economy, our target market realizes the benefit of a strong network. Due to this, students want to be involved in our organization's programming.

Tutoring: Parents enroll their children in tutoring if they are falling behind in academics, however, this service is provided at a high price. In Connecting YOUth, tutors are able to work on the student's schedule and in the student's neighbourhood, and can provide measureable improvements in a student's GPA. Connecting YOUth has a competitive advantage over regular tutors because in addition to academic aid, the organization offers face-to-face mentorship between students and professionals working within London at no



cost. Students enrolled in our programming are from low-income households therefore, the services that Connecting YOUth offers do not restrict entry due to financial issues.

Feature	Your Company	Guidance Counselors	Tutors
Feature 1	Academic counseling	Academic counseling	Academic counseling
Feature 2	Promotes local jobs/opportunities	Has internal connections/authority within the school	Provide one on one tutoring
Feature 3	Creates professional networking	Counsel students at a macro level (not just promote London)	Successful tutors- likely to increase students grades

Buyer Power

There are multiple competitors to this organization, however, Connecting YOUth demonstrates a competitive advantage because the program incorporates tutors, strategist as well as firsthand experience in the work force for little to no cost. Creating a strong network upon post- secondary school graduation is core values in which Connecting YOUth’s competitor are unable to match. The cost of switching from Connecting YOUth to a competitor is students decrease their resources while increasing their cost. Furthermore, students enrolled in Connecting YOUth potentially lack the means to pay for such services, therefore, low cost is a core value. Connecting YOUth’s competitive advantage is stainable because the target market will always be available and also the resources the program provides are unmatched for the price associated with it.

Consumer Analysis

The consumers of Connecting YOUth are London students between the ages of fourteen and seventeen. The target market has not begun working yet, however, this provides Connecting YOUth with the opportunity to teach the students business skills (interviewing, networking, business etiquette) upon entering the work force. Formal training, which Connecting YOUth provides, creates a competitive advantage over other students in interviews, as students enrolled in programming will be prepared and have references from other professionals. Additionally, the students enrolled in Connecting YOUth will have two years before they begin researching post- secondary institutions,



thus resulting in an ability to educate students on the opportunities that London has to offer.

When applying for a first job, students apply to companies close to home. Connecting YOUth is instilling this idea in students by ending encouraging a future close to home all while reducing the brain drain in London. Programming will take place at the student's school to enhance accessibility while educating students on the many career opportunities provided within their district. Students may be enrolled in afterschool activities; however, Connecting YOUth provides programming multiple times a week at the school, as well as, interactive on-line programs for students unable to participate directly at the school. Furthermore, program availability is a core value for Connecting YOUth as it is a direct relation to the success of the students enrolled.

Many of the students enrolled in Connecting YOUth's pilot year will be from low-income families. Usually these students would enter the work force at a younger age than those who go on to post-secondary education. If student choose to enter the workforce directly from high school, it is important that programming teaches the students proper business skills to increase the chance of a sustainable, higher paying job. Due to London's weak economy, jobs are scarce. Connecting YOUth provides students a way to create professional contacts before applying for jobs. A strong network provides students with references and job opportunities that may not be provided to other people. Furthermore, Connecting YOUth's target market recognizes the importance of professional connections, which results in higher interest rate when enrolling in programming.

By law, every child living in London, Ontario must attend grade nine to ten. Also, most of our target market will enter the workforce at some point in their lifetime, therefore, Connecting YOUth has a sustainable target market. Connecting YOUth does not limit students based on their desired career paths, but rather encourages students to gain experience in multiple fields, as it creates more networks, more diversity on jobs within London. At a young age, the target market may not know what job they're interested in or what jobs the City has to offer. Within Connecting YOUth's programming, students have the opportunity to meet face to face with professionals from several different industries and several different positions/ levels within the industry (see exhibit 2).

WHO WE ARE

Connecting YOUth is a non-profit organization based out of London, Ontario. Members on the board of directors for Connecting YOUth are students at Huron University College and King's University College. As post- secondary students, as well as, natives of London, they see the need to create an organization to retain the knowledge within the City.

Jessica McClure is the Co-founder of Connecting YOUth non-profit. As a second year business student at Western University of Canada, Jessica enjoys applying her business knowledge to the non-profit sector in her hometown of London, Ont. Jessica is a member



of the Western varsity Track and Field team, specializing in the discipline of Pole Vault—a sport that has taught her courage and dedication. Her ambitious attitude and passion for enriching the lives of people in the community has led Jessica to co-found an organization that does just that.

Spencer Kenyon is the Co-founder of Connecting YOUth non-profit organization. In his second year at Western University of Canada, Spencer is planning to double major in Economics and Management Organization Studies. Thanks to his years of playing baseball Spencer has learned many skills in addition to physical conditioning that will contribute to helping London students. His hope is to make a positive impact on London, Ontario, Canada through his involvement with Connecting YOUth, ultimately supporting young students to reach their full potential.

Nathan Di Loreto is a third year criminology student at King's University College and is interested in pursuing law after his undergraduate degree. A member of the Varsity Basketball Team, Nathan understands the importance of working as a team. Growing up in London, Nathan sees the potential of the YOUth within the city. Through working with various YOUth programming, Nathan has become committed to enhance opportunities for young students. He sees Connecting YOUth as a great opportunity to combine his vision within the community.

Rachael Muma graduated from Central Elgin Collegiate Institute in St. Thomas Ontario where she was a very active member of the school community through her participation on various sports teams and her roles on the Students Council. Rachael is now an enthusiastic university student at Huron University College at Western University where she has competed on the Western Mustangs Track and Field Team and enjoys playing a role in student life through her participation on the Huron University Students Council and Residence Life Staff as a floor Don.

Volunteers

Connecting YOUth is a non-profit organization in which all mentors, strategist and tutors are volunteers. To ensure a sufficient amount of volunteers, it is important that our organization demonstrates the benefit that the programming has made not only to the students, but also to the City of London. Outside organizations will enlist their employees as mentors because the company is promoting themselves to future generations. The company may gain a future employee after a short meeting with a student and in a service based organization, the company may receive future business from the student (ex. A TD employee sits down with a student for 30 minutes. The meeting goes well and the student is left with a positive impression of the bank and its employees. The student may change banks/ branches so that they can remain in contact with the mentor and if the student is interested in a bank job in the future, the mentor will be the desired first boss). Additionally, the mentors will have an influence on the student, potentially shaping them into their ideal employee— suggesting courses to take, qualities they look for in an employee— so when the student enters the workforce, the mentor will have a perfect fit for a position within their company.



Tutors and strategists are willing to volunteer their time to Connecting YOUth because our organization recruits students from the faculty of education within London's post-secondary schools. These students require volunteer experience upon applying for positions within their career. As well, they will create strong connections between themselves and other teachers in the London school board. The tutors and strategists that volunteer their time to Connecting YOUth are given the opportunity to tutor students in the school district in which they wish to receive a career. Additionally, Connecting YOUth is able to retain teachers within London, thus ending the brain drain.

FINANCIAL STATEMENTS

	Connecting YOUTH INCOME STATEMENT For the Year Ending as at June 30, 2013		
	2013 20 kids (London)	2014 90 kids (London)	2015 180 kids (London)
Revenue			
Membership Fee	1,000.00	4,500.00	9,000.00
<i>Gross Profit</i>	1,000.00	4,500.00	9,000.00
Operating Expenses:			
Ammortization	518.27	518.27	518.27
Salaries	5,125.00	5,125.00	5,125.00
Speakers	600.00	1,200.00	1,800.00
Staff T-Shirts	300.00	300.00	300.00
Business Cards	65.00	65.00	65.00
Sponsorship Breakfast	2,800.00	2,800.00	2,800.00
Travel	300.00	300.00	400.00
Gala	1,500.00	1,500.00	1,500.00
Police Cheques	40.00	40.00	40.00
Student Brochures	622.00	2,799.00	5,598.00
Total Operating Expenses	11,352.00	14,129.00	17,628.00
Operating Income	(10,352.00)	(9,629.00)	(8,628.00)
Other Income:			
Fundraising	500.00	500.00	500.00
Sponsorship	7,500.00	7,500.00	7,500.00
Total Other Income	8,000.00	8,000.00	8,000.00
Net Income	(2,352.00)	(1,629.00)	(628.00)



Potential External Growth

Connecting YOUTH INCOME STATEMENT For the Year Ending as at June 30, 2013			
	2013	2014- (London & Waterloo)	2015- (2x London & Waterloo)
	20 kids (London)	90 kids (London), 20 kids (waterloo)	180 kids (London), 90 kids (waterloo)
Revenue			
Membership Fee	1,000.00	5,500.00	13,500.00
<i>Gross Profit</i>	1,000.00	5,500.00	13,500.00
Operating Expenses:			
Ammortization	518.27	518.27	518.27
Salaries	5,125.00	10,250.00	10,250.00
Speakers	600.00	1,800.00	3,000.00
Staff T-Shirts	300.00	300.00	300.00
Business Cards	65.00	130.00	130.00
Sponsorship Breakfast	2,800.00	5,600.00	5,600.00
Travel	300.00	1,600.00	1,700.00
Gala	1,500.00	3,000.00	3,000.00
Police Cheques	40.00	60.00	60.00
Student Brochures	622.00	3,421.00	8,397.00
Total Operating Expenses	11,352.00	26,161.00	32,437.00
Operating Income	(10,352.00)	(20,661.00)	(18,937.00)
Other Income:			
Fundraising	500.00	1,000.00	1,000.00
Sponsorship	7,500.00	15,000.00	15,000.00
Total Other Income	8,000.00	16,000.00	16,000.00
Net Income	(2,352.00)	(4,661.00)	(2,937.00)

	Connecting YOUTH BALANCE SHEET For the Year Ending as at June 30, 2013		
	2013	2014	2015
	20 kids (London)	90 kids (London)	180 kids (London)
Assets			
Current Assets:			
Cash	95,430.27	91,369.53	88,309.80
Staff T-Shirts	600.00	600.00	600.00
Business Cards	130.00	130.00	130.00
Total Current Assets	96,160.27	92,099.53	89,039.80
Fixed Assets:			
Website	530.00	530.00	530.00
Less- Accumulated Depreciation	176.67	353.33	530.00
	353.33	176.67	-
Video	810.00	810.00	810.00
Less- Accumulated Depreciation	270.00	540.00	810.00
	540.00	270.00	-
NGO Registration	716.00	716.00	716.00
Less- Accumulated Depreciation	71.60	143.20	214.80
	644.40	572.80	501.20
Total Fixed Assets	1,537.73	1,019.47	501.20
Other Assets			
Scholarship Fund	-	3,000.00	6,000.00
Total Assets	97,698.00	96,119.00	95,541.00
Liabilities & Equity			
Current Liabilities:			
Accounts Payable:			
<i>Student Brochures</i>	50.00	100.00	150.00
Total Current Liabilities	50.00	100.00	150.00
Owner's Equity:			
Investment Capital	100,000.00	100,000.00	100,000.00
Accumulated Retained Earnings	(2,352.00)	(3,981.00)	(4,609.00)
Total Owner's Equity	97,648.00	96,019.00	95,391.00
Total Liabilities & Equity	97,698.00	96,119.00	95,541.00

Potential External Growth

	Connecting YOUTH BALANCE SHEET For the Year Ending as at June 30, 2013		
	2013 20 kids (London)	2014 90 kids (London), 20 kids (waterloo)	2015 180 kids (London), 90 kids (waterloo)
Staff T-Shirts	600.00	1,200.00	1,200.00
Business Cards	130.00	260.00	260.00
Total Current Assets	96,160.27	87,117.53	78,798.80
Fixed Assets:			
Website	530.00	530.00	530.00
Less- Accumulated Depreciation	176.67	353.33	530.00
	353.33	176.67	-
Video	810.00	810.00	810.00
Less- Accumulated Depreciation	270.00	540.00	810.00
	540.00	270.00	-
NGO Registration	716.00	716.00	716.00
Less- Accumulated Depreciation	71.60	143.20	214.80
	644.40	572.80	501.20
Total Fixed Assets	1,537.73	1,019.47	501.20
Other Assets			
Scholarship Fund	-	5,000.00	11,000.00
Total Assets	97,698.00	93,137.00	90,300.00
Liabilities & Equity			
Current Liabilities:			
Accounts Payable:			
<i>Student Brochures</i>	50.00	150.00	250.00
Total Current Liabilities	50.00	150.00	250.00
Owner's Equity:			
Investment Capital	100,000.00	100,000.00	100,000.00
Accumulated Retained Earnings	(2,352.00)	(7,013.00)	(9,950.00)
Total Owner's Equity	97,648.00	92,987.00	90,050.00
Total Liabilities & Equity	97,698.00	93,137.00	90,300.00
Assets- Liabilities & Equity	-	-	-

	Connecting YOUTH STATEMENT OF CASH FLOW For the Year Ending as at June 30, 2013		
	2013	2014	2015
	20 kids (London)	90 kids (London)	180 kids (London)
Operations			
Net Sales	(2,352.00)	(1,629.00)	(628.00)
<i>Ammortization</i>	518.27	518.27	518.27
<i>A/P</i>	50.00	50.00	50.00
Cash Collected from Sales	(1,783.73)	(1,060.73)	(59.73)
Financing			
Investments			
Increase in A/P			
Shirts			
Cards			
Scholarship Fund	-	3,000.00	3,000.00
	-	(3,000.00)	(3,000.00)
Cash Flow	(1,783.73)	(4,060.73)	(3,059.73)
Beginning Cash	97,214	95,430.27	91,369.53
Ending Cash	95,430.27	91,369.53	88,309.80

Potential External Growth

	Connecting YOUTH STATEMENT OF CASH FLOW For the Year Ending as at June 30, 2013		
	2013	2014	2015
	20 kids (London)	90 kids (London), 20 kids (waterloo)	180 kids (London), 90 kids (waterloo)
Operations			
Net Sales	(2,352.00)	(4,661.00)	(2,937.00)
<i>Ammortization</i>	518.27	518.27	518.27
<i>A/P</i>	50.00	100.00	100.00
Cash Collected from Sales	(1,783.73)	(4,042.73)	(2,318.73)
Financing	-	-	-
Investments			
Increase in A/P			
Shirts		600.00	
Cards		130.00	
Scholarship Fund	-	5,000.00	6,000.00
	-	(5,730.00)	(6,000.00)
Cash Flow	(1,783.73)	(9,772.73)	(8,318.73)
Beginning Cash	97,214.00	95,430.27	85,657.53
Ending Cash	95,430.27	85,657.53	77,338.80

Source of funding	Existing financing (\$ Amount)	Projected financing (2013) (\$ Amount)
Cash flow from operations	0	20students*\$5/month/per student*9months =900/year
Fundraising	0	500
Partnerships	0	7,500
Total funds	0	8,900

Use of Proceeds	\$ Amount
Speakers	600.00
Video	810.00
Sponsorship Breakfast	1,500.00
Police Cheques	40.00
NGO Registration	716.00
Student Brochures	622.00
Staff T-Shirts	600.00
Website	530.00
Business Cards	130.00
Events	2,800.00
Travel	300.00
Total	8,648.00

Type of Risk	Risk	Mitigating Strategy
Product Risk	Medium	Demonstrate the value within Connecting YOUth's programming.
Market Adoption Risk	Low	Students realized the value networking is at a young age.
Market Size Risk	Low	Guaranteed sustainable target market.
Competitive Risk	Low	Connecting YOUth has a competitive advantage- low cost/ high value.
Financing Risk	Low-Medium	Student fees won't cover all expenses, therefore, funding must come from outside sources.
Execution Risk	Medium	Have contracts that all members involved in Connecting YOUth signs acknowledging their commitment to attend all arranged meetings.

Exhibit 1

Law	Entrepreneur	Trades
Law student	Printing company	Apprentice
Recent law school grad	Landscaping company	Trades teacher
Lawyer	Graphic design firm	General contractor
Law clerk	Optical lenses retailer	Plumber
Book keeper	Non- profit organization	Entrepreneur