



# monenti

Education. Growth. Success.



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MONENTI VE2021

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## Executive Summary

Money. The most crucial part of our lives and the most difficult to manage. People struggle everyday to handle their finances becoming overwhelmed with bills and uncertainty. More predominantly, younger generations are finding themselves suffocated with college debt. Before they can even begin their lives, students are consumed with financial instability. The United States' student debt has surpassed \$1.7 trillion, increasing by more than 100% over the past ten years (Hess). College debt is not the only major source of economic insecurity. Mortgages and auto loans have increased from 2019 to 2020 with the U.S. owing approximately \$11 trillion in loans (Issa). Credit card debt alone has accumulated around \$416 billion (Issa). Americans are holding an insurmountable amount of debt. With no end in sight for this financial turmoil, action must be taken.

A viable solution to this never-ending debt is through education. Within the U.S., financial educational instruction is tenuous leaving younger generations unprepared for the real world. A 2016 survey from the Bank of America indicated that only 31% of young Americans (ages 18 to 26) agreed that their high school education did a "good job" of teaching them healthy financial habits (Bank of America). To further validate this lack of knowledge, a 2017 T. Rowe Price Survey found that only 23% of students surveyed indicated that they talk to their parents frequently about money (T. Rowe Price). Unfortunately, finances are not a topic commonly discussed at home. Young people are starting their lives at a major disadvantage with little to no knowledge on how to maneuver through this inevitable debt. This issue only escalates after high school and/or college as young people become consumed with the responsibilities of adulthood, dismissing any thoughts of progressing their education.

The ongoing pandemic has brought the issue of income inequality to the surface as more than 8 million have slipped below the poverty line (Sykes). With more than half of Americans living paycheck to paycheck, there is a significant need to provide financial education for young people to end cyclical poverty present in the United States.

Even before Monenti's start, our team of founders knew there was an issue that needed to be addressed: debt amongst today's youth. This debt stemmed from a multitude of sources such as college tuition and credit cards. Through conducting research on younger generations, Monenti found that part of this monetary strain could be avoided. Hence, the founding of Monenti and our goal to promote knowledge and provide solutions to the many economic choices young adults must face.

Welcome to Monenti: a financial education services firm formed to rescue our youth from a future filled with insurmountable debt. Monenti offers educational resources and college readiness packages to help young adults prepare for their futures. More specifically, Monenti created a YouTube series titled Mo'Tips, educational webinars, and online tutoring sessions that help students to gain financial



literacy. Our resources create a fun and welcoming environment for students allowing their minds, and wallets, to thrive. To equip students for college and help relieve them of monetary strain, Monenti provides scholarship search services and assistance with the completion of FAFSA and CSS forms. Monenti's also offers professional advertising spaces within our social media platforms and webinars. These advertisements are for businesses looking to reach a young consumer base. Our advertising services allow us to lower the costs of our educational resources, thus reaching a wider range of consumers.

Monenti is classified as a B-corporation, aligning with our company initiatives to give back and make an impact within our community. We aim to not only provide education to young adults but demonstrate that through this knowledge, we can make a difference on a larger scale. Monenti has followed this goal with 2% of our earnings donated to Junior Achievement USA, a non-profit organization that helps to prepare young people for success. Monenti also seeks to give back to our local community starting with a one-time donation of \$10,000 to United Way of New York City, a non-profit organization that assists lower income New Yorkers with financial hardships.

Continuing into our second year of operation, Monenti has refined our company goals and future initiatives. Our company relies heavily on our social media platforms leading to the development of measurable goals to increase our social media followings and grow online sales by 10% by the end of the fiscal year. As a forward thinking business, Monenti always has our eye on the future and how we can continue to extend our educational reach. With this in mind, Monenti is looking to develop a digitalized educational curriculum. Furthermore, we are focused on expanding our customer base to include schools and other non-profit institutions who are likely to share our vision and goals.

Monenti was established through equity financing consisting of a \$150,000 investment from three angel investors. Progressing through our second year of business, Monenti has surpassed our break even point after selling approximately 517 units and earning a lucrative profit margin of 84%. Additionally, Monenti is projected to bring in a total revenue of over \$1,177,000 by the end of the fiscal year, achieving a favorable ROI for our angel investors. Monenti aims to not only reach our goals but surpass them bringing financial literacy that is simple, engaging, and affordable.



## Business Rationale

### Customer Empathy

Monenti's founders realized that they were not alone in their struggle to understand the economic world. Through an extensive market research survey at our local high school, Monenti found that 73% of high school students feel uneducated in financial literacy yet 98% believe that it is important for their future. These alarming statistics became the focus of Monenti and led to the idea of creating financial literacy that is simple and engaging. Monenti found that Gen Z and Millennials carry huge concerns about their financial futures having to handle college tuitions, credit card debt, and the complexities of saving money.

### Problem Statement

Many Americans struggle with making ends meet, especially during the COVID-19 pandemic. It is a challenge for people to keep their heads above water in what seems to be a never ending cycle of exorbitant financial debts. As millennials breathe the first air of economic responsibility it can be tough to feel safe in these mountains of financial insecurity. Colleges and universities are requiring more and more tuition money from hard working students. "From 2008 to 2018, the average tuition at four-year public colleges increased in all 50 states". According to a 2019 report from the Center on Budget and Policy Priorities, "on average tuition at these schools has increased by 37%, and net costs (including factors like scholarships and grants) have increased by 24%." (Hess). The last thing a student needs is a load of debt on their backs. Thankfully, Monenti is here to take action. At Monenti, we realize the devastating effect college tuition can have on a student's bank account. Monenti realizes the scary notion that credit card debt can come out of nowhere and haunt a person's financial well-being for years to come.

Monenti's founders have witnessed financial shortcomings first hand. The National Association of Colleges and Employers (NACE) found that the average starting salary for the Class of 2018 stood at \$50,944. Adding on to that, the average student comes out of college with \$35,000 of debt in their pockets (Issa). This crisis was the beginning of Monenti's foundation.

### Solution Statement

Monenti provides an educational opportunity for people, especially younger generations, to discover the benefits of having an obtainable experience with financial education. The value of having the knowledge and understanding of effective finance and budgeting skills at a young age is key to a successful adulthood. Student debt has reached into the trillions leaving younger generations with uncertainty and restrictions. Monenti aims to relieve students and young adults of their financial worries by providing educational opportunities through customizable webinars, tutoring sessions,



YouTube videos, and college financial aid services. 401k plans, student debt relief, and college funding are just a few of our curriculum topics.

Our educational products are priced based on our primary target market, young adults and college students with a medium to high disposable income. However, Monenti offers free educational services with our YouTube videos and social media. Within our various services, such as our YouTube videos, we offer advertisement slots for businesses. Through these sponsors, we are able to generate income needed to provide accessible and affordable learning resources, reinforcing Monenti's mission. In other words, the advertisement sales allow us to keep the prices of our educational products at a competitive and reasonable price for our target market. The pricing for the advertising products is based on our secondary market, other Virtual Enterprise businesses who are looking to expand their sales and increase exposure.

As a financial education firm and a B-corporation, Monenti provides numerous services to educate and inform young adults on the financial aspects of life. It is Monenti's duty to give back and make a difference. As the founders of our firm approach the brink of adulthood, the Monenti team is dedicated to helping others. Knowledge is powerful and Monenti is committed to delivering that knowledge to our customers so they can gain financial skills needed for a prosperous life.

## Company Goals

Monenti utilizes the CLEAR goal system, establishing collaborative, limited, emotional, appreciable, and refined goals. CLEAR goals form a cooperative and productive work environment. **Collaborative** goals ensure all employees are involved. **Limited** goals create measurable boundaries that guarantee attainability in terms of time and finances. Employees are more invested in **Emotional** goals, which tap into passion, promoting motivation. **Appreciable** goals alleviate the potential strain by breaking large goals into measurable steps. **Refined** goals have the potential to grow and enhance (Mint).



Monenti is built around providing educational resources to young adults and students with an objective to increase financial awareness and responsibility, thus combating the prominent issue of financial debt in the United States. One way Monenti addresses this is through our educational YouTube platform. Monenti's goal is to increase our YouTube following by 40% by the end of the fiscal year, allowing us



to teach more students about being fiscally conscious in a world dominated by money. To further fulfill this goal, Monenti will implement a policy by December 31st in which we develop one educational video a week for our company TikTok. This initiative will allow Monenti to expand our audience, further fulfilling our company mission. These goals tie into our company strategy: to implement a strong presence on social media that provides knowledge to potential customers. Moreover, Monenti has set a goal to increase sales by 10% after each trade show. This goal breaks down an overall increase in sales into manageable increments.

In the long-term, Monenti hopes to develop an educational app that will be available on all platforms and include an extensive learning curriculum. The app will include specific chapters and lessons, all with an engaging and fun atmosphere, showcasing our innovative way of learning. This app will also include all of our company YouTube videos and engaging videos. Another strong goal we have established at Monenti is reaching out to schools directly and setting up webinars and seminars which would not only increase our revenue tremendously, but add to our company's vision of making an impact in our community. As a B-corporation, Monenti is dedicated to giving back. Monenti intends to provide free webinars and/or in-person seminars to low-income school districts in an effort to help at-risk students. As previously mentioned, Monenti values our partnership with Junior Achievement USA which also focuses on helping young people achieve future success.

## About the Business

### Company Overview

Monenti is a financial educational services company that provides educational and instructional content for young people. Founded on October 1, 2019 at Westhampton Beach High School, We are in our second year of business and have been rapidly expanding in the VE financial industry. Monenti has built a loyal customer following and beneficial relationships with VE businesses around Long Island. Monenti accumulates a healthy profit through our aggressive sales and initial funding through equity financing.

Identifying as a B-corporation, Monenti is dedicated to giving back to our community through a philanthropic partnership endeavors. As a B Corporation, Monenti strives to be the utmost in public transparency, legal accountability and social performance, balancing the needs of both profits and purpose.



## Mission Statement

**Cultivating financial literacy and prosperity through engaging educational resources.**

## Organization

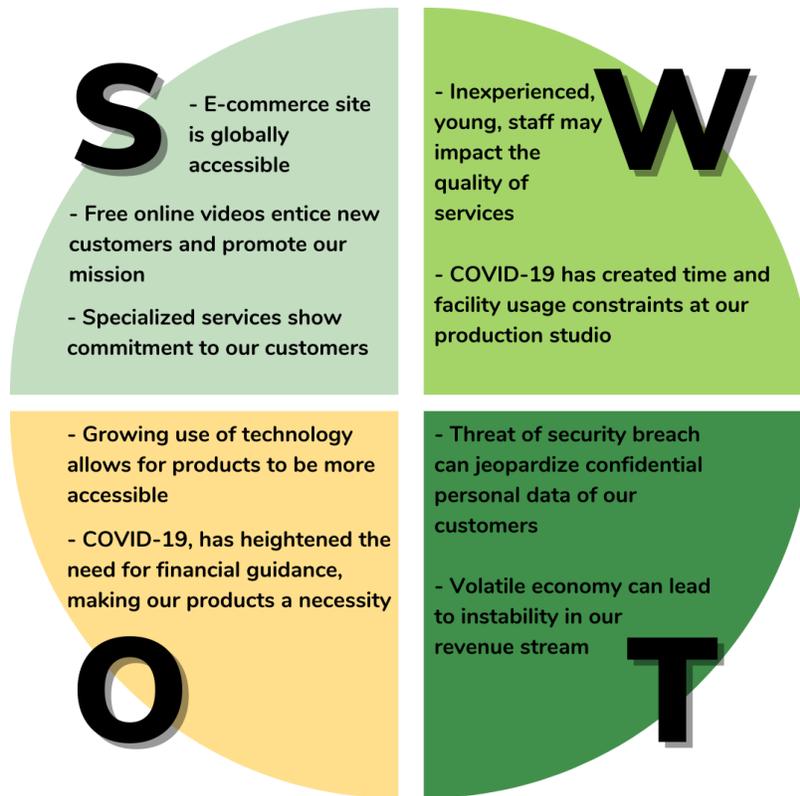
Monenti has a heavy focus on creating a collaborative and productive work environment. With this in mind, Monenti uses a team-based functional organizational structure that centers around teamwork and its necessity to create an efficient workplace. To promote further collaboration Monenti utilizes cross-functional teams. Monenti's organizational structure allows for the highest degree of production and communication, ensuring that responsibilities are established and work is consistent and organized.

Monenti has five core departments - Finance, Marketing, Operations, Sales, and Technology. Employees were placed in their departments based on their knowledge, experience, and skill sets. The management team of Monenti also ensures that every task is successfully completed and follows our company vision. With a team-based structure, Monenti is able to achieve open communication and collaboration, allowing for an efficient and welcoming work environment.





## SWOT Analysis



\*Monenti further addresses our weaknesses and threats within our Business Risks Analysis

## External Environment

### Competitive Analysis

Although Monenti faces multiple competitors within the Virtual Enterprise world, we differentiate ourselves through a large variety of services. Customized services are catered to the specific needs of each individual customer. Additionally, Monenti has a strong mission and focus on giving back as a B corporation dedicated to providing financial relief to consumers. Monenti, has been described offset as a “breath of fresh air” offering innovative, simple, and affordable solutions to the lack of financial education in younger generations.

### Direct Competitors in VE

PAVE: Similar to Monenti, PAVE offers educational videos. However, they have a very limited selection of videos and do not sell any other services giving Monenti a competitive edge with our large variety of educational videos and other helpful resources.

L.I.F.E: L.I.F.E sells a book, e-books, audiobooks, webinars, a webtoon, and an infographic. However, their range of financial topics are very limited and L.I.F.E does not have as wide of a variety of



services as Monenti. Monenti offers free online videos and webinars covering a larger range of financial topics, as well as college readiness packages.

Educash: Educash also offers similar services. They sell financial workshops, webinars on taxes, finances, investments, student loans, and merchandise (sweatshirts and water bottles). However, they lack what Monenti offers in terms of tutoring services, college readiness packages, and our free YouTube series.

### **Indirect Competitors in VE**

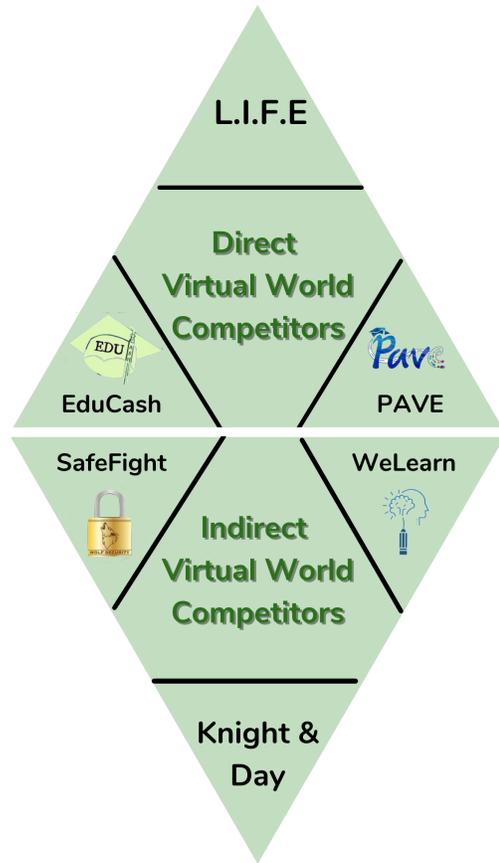
Knight & Day: Knight & Day is a computer and electronics as well as finance and insurance company. Despite their range of services, they do not offer financial education resources like Monenti, they only provide financial assistance.

Safe Fight: Safe Fight is a business services, cameras and optics, electronics and computers, finance and insurance, as well as hardware and tools. Similar to Knight & Day, they offer a wide variety of services including financial assistance and security. However, they do not sell educational resources and thus are at a dis when compared with Monenti.

WeLearn: WeLearn offers financial advising services but not in the same way as Monenti. WeLearn is an educational company that helps teachers give incentives for students. They sell packages for 6 months or one year, giving teachers plans on how to use tokens to incentivize their students and motivate them to work hard.

### **Current Economic Conditions**

Real gross domestic product (RGDP) increased at a rate of 4.1% in the fourth quarter of 2020 following the recovery of the United States from the COVID-19 pandemic. In January 2021, the unemployment rate fell by 0.4% to 6.3%, and the number of unemployed persons decreased to 10.1 million (U.S. Department of Labor). Although these numbers have improved since the peak of the pandemic in April 2020, they still have a long way to go to reach pre-pandemic levels like that of 3.5% in February 2020 (U.S. Department of Commerce). The inflation rate for 2020 was approximately 0.62% (YCharts). The projected inflation rate for 2021 is about 2.24% as America aims to recover from the pandemic. Though COVID-19 has created some challenging times for the U.S. economy,





Monenti is looking forward to overcoming these obstacles. With interest rates currently on a slight rise after being so low for months at a time, Monenti aims to take advantage of these current economic conditions to promote company growth. Monenti plans to take the opportunity to answer the economic uncertainty in our customer's minds as we offer a wide range of products and services specializing in financial education. Many families were financially affected by the pandemic and are now questioning how they will pay for their futures, including their children's college education. Monenti plans to ease these worries as we promote our college financial aid services. By taking advantage of the current economic conditions the country is facing, Monenti is in the best position to promote our business and help our customers through these uncertain times. Speaking of taking advantage of the recent economic climate, Monenti has not laid off any employees. In fact, this year, we have hired more employees and continue to create new jobs in an effort to help boost the US economy.

## Industry Analysis

### Real

Monenti is a part of the online financial educational industry. In real life, the global online education market is estimated to have a market valuation of \$319 billion by the year 2025, a major increase from the 2019 \$187 billion market evaluation. The increased size of online financial education services can in some aspects be credited to the COVID-19 pandemic. Most in-person services have been changed to a remote setting, as well as new remote businesses blooming over the past year. Therefore, there is a drastic increase in educational finance content online due to the inability of in-person connections. Online education is growing at an exponential rate, as learning as a whole shifts to a more digitized environment.

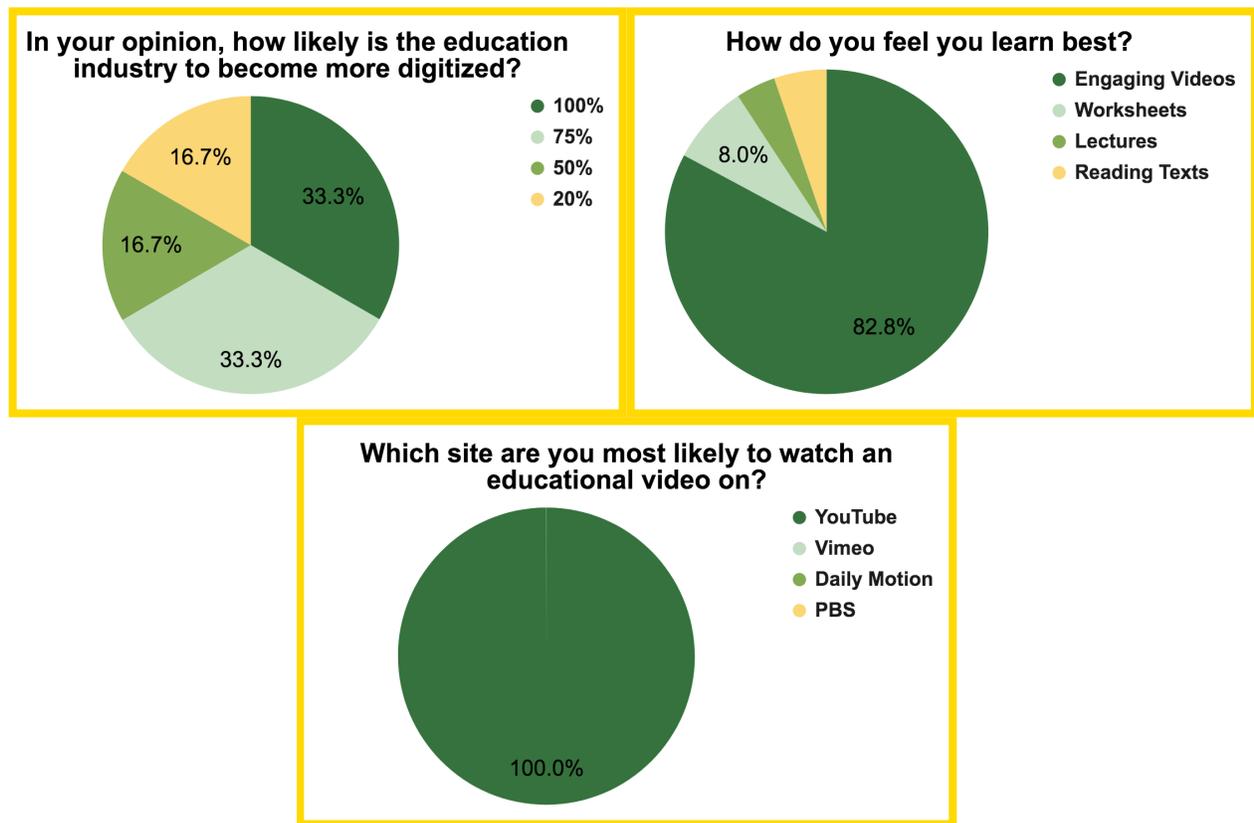
Within the real world, Monenti has several potential competitors. Our direct competitors include WellCents, My Secure Advantage, and LearnLux. They all have similar services to Monenti however they don't offer a free online video series and are targeted to adults and older generations, lacking a connection with the younger generations. Our indirect competitors within the real world include CreditKarma, SoFi, and DOMO. These companies all provide some form of financial assistance or advising. Unlike Monenti, they do not offer financial education and are addressed to an older consumer base.

Finances are confusing, and especially for younger generations, online learning is a new normal. Education, especially online, must be attention grabbing, otherwise customers and students will lose interest. Online resources that are simple, easy to understand, and inexpensive will succeed in the online education market, hence, this is why Monenti's initiative will prove to be profitable now and in the future.



## Virtual

In a recent VE student survey conducted through Monenti, about 83% of respondents concluded that they learn best from informational videos with 100% stating they preferred the use of YouTube to access such videos. Monenti's YouTube channel fits this trend perfectly. As a firm, we aim to reach our customers and demographic audience through our short and engaging informational videos. The survey also concluded that the majority of our audience believes that the education industry becoming more digitized and they would greatly consider investing in bolstering technological stocks. With a progressing online educational presence, Monenti is ready to adhere to current trends, adjusting our services effectively to a virtual platform. After conducting extensive research with Virtual Enterprise participants, our data has confirmed Monenti's projected industrial growth in the virtual world.



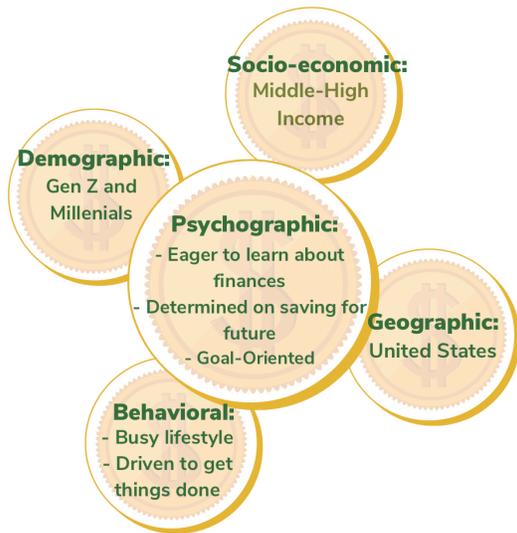
Monenti faces a few competitors within our industry. Our direct competitors in the virtual world consist of Educash, L.I.F.E, and PAVE. All three virtual companies offer some form of financial education. Educash is the most similar as they sell webinars and financial workshops. Nonetheless, Monenti remains the stronger company as we have a wider variety of financial education products and produce a free online video series. Our indirect competitors include Knight & Day, SafeFight, and WeLearn. The three companies offer financial advising services, but no form of educational instruction. WeLearn is an educational company, but focuses primarily on incentivizing education rather than providing it. Monenti is clearly the dominant financial education provider in the VE marketplace.



## Marketing Plan

### Target Market & Market Segmentation

## TARGET MARKET B2C



## TARGET MARKET B2B



## Marketing Mix

### Services & Pricing

Monenti's services consist of a two-fold approach creating both business-to-business and business-to-consumer sales. The majority of our B2B sales are projected to come from our advertisement services and are mainly secured through trade shows. Due to our wide variety of advertising services with ranging prices, other VE firms have gravitated towards these advertising opportunities. Our advertising services have led to advantageous relationships with businesses partners. Currently, we are developing a customer feedback initiative in which we entice ad customers to promote our services after buying them. As an incentive to providing positive feedback, our business customers will be offered a generous discount on a future purchase. With Monenti's B2C sales, we plan to see a large revenue from our college readiness services through our website sales and trade shows.

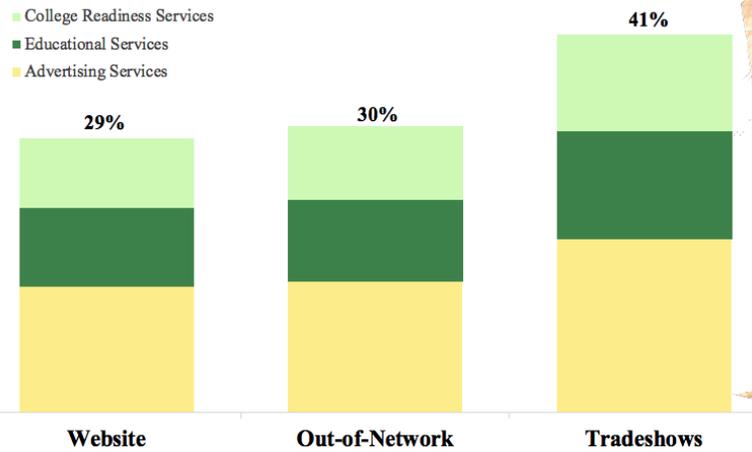
Monenti's Services		
Educational Services	College Readiness Services	Advertising Services
<p><b>Mo'Knowledge Webinars</b></p> <p><b>30 minutes: \$3,000</b> <b>60 minutes: \$5,000</b></p> <p>Meant for large groups of people/businesses. Give people the opportunity to learn about various financial topics. The 60-minute webinar includes a workshop/interactive part.</p>	<p><b>Mo'Money Less Debt Scholarship Search</b> <b>\$100</b></p> <p>Finds and matches the user with a minimum of 50 college scholarships</p>	<p><b>Twitter Promo: \$200</b> Tweet your business</p>
<p><b>Mo'Tutors</b> <b>1 hour: \$100</b></p> <p>This is a one on one session between you and one of our financial specialists. Can answer almost any questions you have surrounding financial literacy</p>	<p><b>Mo'Money Less Debt Advanced Scholarship Search</b> <b>\$300</b></p> <p>Finds and matches the user with a minimum of 50 college scholarships as well as helps fill out applications for scholarships and colleges</p>	<p><b>Webinar Promo: \$300</b> Display company logo at end of webinar</p>
<p><b>Mo'Tips</b> <b>Free YouTube Series</b></p>	<p><b>Mo'Money Less Debt Financial Forms Pack</b> <b>\$500</b></p> <p>Monenti will help to complete the users CSS and FAFSA applications</p>	<p><b>TikTok Video: \$400</b> Put a company ad on TikTok</p>
		<p><b>Instagram Package: \$500</b> Put ads of your company on all IG features</p>
		<p><b>YouTube Outro: \$500</b> Company logo is shown</p>
		<p><b>5-second YouTube Ad: \$1,000</b> Shows logo &amp; gives description of company</p>
		<p><b>Webinar Pop-Up: \$1,000</b> Logo &amp; mission statement displayed throughout</p>

Additionally, during trade shows, Monenti offers various bundles. We combine a variety of products pricing the bundle at a lower cost than if a customer bought them all separately, effectively saving customers money while in turn, further promoting and selling our products.

**Placement**

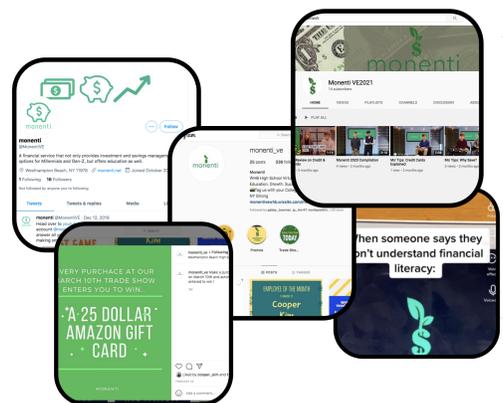
Monenti conducts virtual sales through three different outlets: trade shows, e-commerce website, and social media. Due to the COVID-19 pandemic, all VE sales have become virtual leading to a major increase in our e-commerce sales. However, Monenti expects to earn the most of revenue through trade shows. As shown in the visual representation, Monenti achieves the greatest profit through trade shows (41%) while out-of-network sales hold the second largest percentage (30%). Our website sales are not far behind and are expected to increase with the current social circumstances of the world and as Monenti further builds upon our social media platforms. Monenti will continue to earn our highest revenues during the school year, when people will be more likely to buy educational resources. Our most lucrative months will be those that host our trade shows. Nonetheless, Monenti can still earn a strong profit throughout the other months. For example, during the summer college students and applicants will need assistance and guidance with college funding, leading them to our abundance of resources. Additionally, our advertisement services can also be anticipated to increase. Our YouTube channel will have an influx of viewers seeking these educational videos and thus enticing businesses.

**Sources of Revenue**



**Promotion**

As a web-based company we make advertising and promotion of our company a major aspect of operation. Through the use of a multitude of strategies we ensure Monenti’s goals reach to our customers. Despite already using multiple social medias platforms to advertise, we are always looking to expand our web presence reach. Currently, Monenti is on Instagram, Twitter, TikTok and YouTube. Our marketing team heavily focuses on Instagram, which has the widest following of VE businesses, and TikTok, the most predominantly used platform for our main target market.





To set ourselves apart as a firm on social media, we post helpful financial facts and tips to pull consumers in by showing them what Monenti is about as opposed to just advertising what we do. We feel that reaching out to consumers in a helpful way is more likely to draw in users over basic advertising strategies. We are also confident in the fact that these strategies will be successful because we are maintaining our company mission of transparency and connectivity with our consumers and potential customers.



### Positioning

At Monenti, we differentiate ourselves from competitors due to our strong focus on creating educational resources that are simple and engaging. Through our webinars, tutoring sessions, and free YouTube series, Monenti offers a wide variety of educational services, tailored to every customer. Another feature of our services that Monenti takes great pride in is their personalization. Our educational services, such as our webinars, can be focused on any financial topic. In regards to Monenti’s YouTube videos, we are always taking comments and feedback from our viewers to expand our content.

Monenti’s logo is a direct representation of our vision as a fresh and innovative company targeted towards younger generations who are looking for financial literacy in order to have a prosperous future. Our logo is a plant growing with a dollar sign cutting through the stem. The plant represents prosperity, health and the potential to grow, an example of what Monenti aims to do to boost our customers’ economic and educational life. The dollar sign is another indicator to our customers that this growth is related to monetary value. The colors used in our logo, green and gold, invoke feelings of “luck,” “prosperity,” and “happiness.” These emotions are what Monenti believes we can give to our customers as they buy our services.



### Business Risks

Risks	Solutions
Heavily rely on ad revenue	Maintain a strong online presence through multiple social media platforms
Advertising may not be profitable (Businesses will cut advertising in times of hardship first)	We offer other services that can balance out any low sales in advertising
Privacy and security concerns with the college-prep services	We are invested in a strong and reliable security network
COVID-19 pandemic	We have implemented the use of online platforms such as Zoom (for employees) and social media (for sales and exposure)

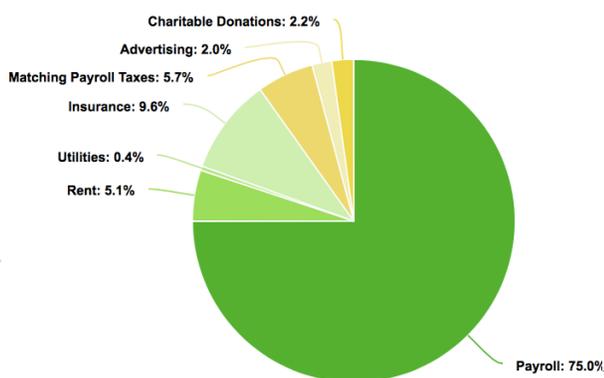


## Financial Planning

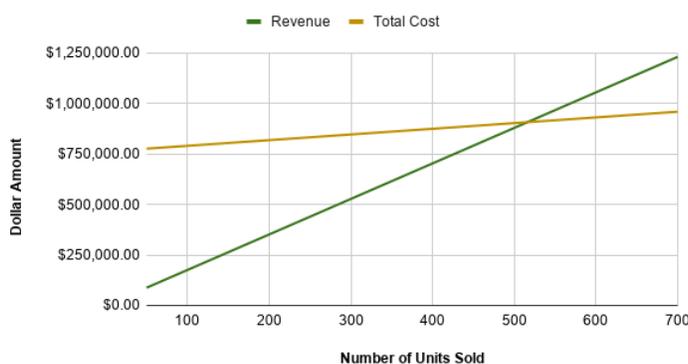
### Break-even Analysis

Monenti's break-even analysis is purposed to determine the amount of items our firm needs to sell in order to match revenues to expenses. As a service business, Monenti has a relatively low cost per sale due to no physical manufacturing or inventory costs. As a result, the cost per unit sold is substituted with cost of service and only includes the cost of video production through technology and related salaries to render said services. On average, our price per sale is \$1,758.33 while the cost of service is \$281.33, equating to a profit margin of 84%. With an annual expense of \$762,350.43 and our large profit margin of 84%, Monenti is proud to announce that we have surpassed our breakeven point in March 2021 after selling approximately 517 units.

#### Fixed Expenses



#### Break-Even Analysis



### Summary Profit & Loss Statement

As of February 28, 2021, Monenti has acquired \$833,930.05 in sales and expects \$417,414.82 in sales for the months of March and April. Despite a high operating annual expense of \$762,350.43, Monenti projects a total revenue of \$1,251,344.87 by the end of the fiscal year. Resultantly, Monenti anticipates a net income of \$287,730.79 by the end of April 2021.

**Monenti**  
Detail Profit & Loss  
For the Year Ending 4/30/2021

<b>Total Revenue</b>	\$ 1,251,344.87
<b>Total Cost of Goods Sold</b>	200,215
<b>Total Gross Profit</b>	\$ 1,051,129.69
<b>Gross Margin %</b>	84%
<b>Expenses</b>	
Salaries	\$ 571,407.22
Rent	\$ 38,850.00
Utilities	\$ 3,240.00
Insurance	\$ 73,530.00
Matching Payroll Taxes	\$ 43,712.67
Advertising	\$ 15,000.03
Charitable Donations	\$ 17,658.98
<b>Total Operating Expenses</b>	\$ 763,398.90
<b>Net Income</b>	\$ 287,730.79

## Balance Sheet

Monenti's Balance Sheet allows us to further understand our financial standing. As of March 15, 2021, Monenti acquired \$555,346.11 in assets, \$463,702.11 of which being cash. Monenti has a high liquidity ratio of 2.98. The Finance Department plans to use our significant cash reserves to purchase a production studio in order to limit the cost of rent and allow for future expansion. However, the firm plans on waiting until the economy has stabilized before making this costly purchase. Additionally, Monenti's significant cash reserves and high liquidity ratio provide the firm with financial security to respond to any potential swings in the market, which is especially likely due to the pandemic's drastic effect on the U.S. economy. Monenti has \$183,351.70 worth of total liabilities and \$371,994.41 in stockholder equity. Monenti's angel investors have been pleased with the strong return gained on their investments in a short time-frame of 18 months since the initiation of our start-up firm.

# 2.98

Liquidity  
Ratio

Balance Sheet as of 3/15/21			
<b>Assets</b>		<b>Liabilities</b>	
<b>Current Assets</b>		<b>Current Liabilities</b>	
Cash	\$463,702.11	Salaries payable	\$82,583.36
Accounts Receivable	\$81,984.00	Payroll tax payable	\$27,603.39
Supplies	\$518.20	401(k) payable	\$3,841.67
<b>Total Current Assets</b>	<b>\$546,204.31</b>	401(k) employer match	\$3,841.67
<b>Fixed Assets</b>		Office Rent	\$1,800.00
Uniforms	\$2,500.00	Production Studio Rent	\$3,750.00
Less: accumulated depreciation	\$87.50	Advertising Expense	\$1,666.67
Computers	\$3,880.00	Utilities Expense	\$360.00
Less: accumulated depreciation	\$120.00	Insurance Expense	\$3,500.00
Furnitures and Fixtures	\$2,111.82	International Trade Show Expense	\$50,000.00
Less: accumulated depreciation	\$63.36	Charitable Expense	\$4,404.94
Office Equipment	\$649.98	<b>Total Liabilities</b>	<b>\$183,351.70</b>
Less: accumulated depreciation	\$19.50	<b>Stockholders' Equity</b>	
Video Cameras and Microphone	\$189.98	Paid-in capital	
Less: accumulated depreciation	\$5.70	Preferred Stock	
<b>Total Fixed Assets</b>	<b>\$9,141.80</b>	Common Stock	
<b>Total Assets</b>		Common stock, \$10 par value, * # shares issued	
	<b>\$555,346.11</b>	\$170,000.00	
		Additional paid-in-capital	
		In excess of par value	
		Retained earnings	\$201,994.41
		<b>Total Stockholder's Equity</b>	<b>\$371,994.41</b>
		<b>Total Liabilities and Stockholders' Equity</b>	
		\$555,346.11	

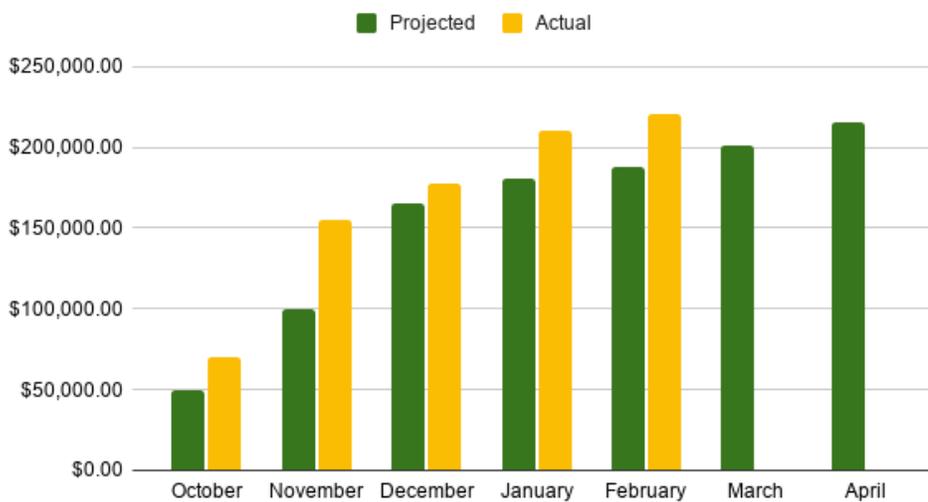
## Sales Projection Summary

In the firm's second year of business, even in the midst of a global pandemic, Monenti's sales continue to grow. Due to our easily accessible free YouTube series, Mo'Tips, and the financial issues present from the pandemic, more viewers have been watching Monenti's videos for guidance. This has attracted many sponsors who are trying to reach a larger audience, ultimately boosting our sales.



This past month, Monenti has exceeded our quarterly sales projection, resulting in a substantial profit for the fiscal year. As Monenti continues to grow as a business, we project in-network sales to rise at a higher rate than out-of-network sales as our website functionality and social media presence are strengthened. Additionally, during months with trade shows, Monenti anticipates a higher amount of sales as we widen our customer base. Financial learning services will be in highest demand during the school year, thus sales are projected to fall towards the summer months. Taking this into account, Monenti expects to exceed 1% growth for out-of-network sales, 5% growth for in-network sales, and 10% growth for trade show sales each month. Throughout the remainder of the fiscal year, Monenti projects an increase of approximately 9% in total sales each month. The majority of our sales come from online trade shows and, with our performance at the trade shows projected to improve by 10% each month, we can expect a continued climb in cash flow.

### Sales Projections



### Financial Write-Up

As an educational firm, Monenti understands the importance in promoting financial literacy to the youth sector. In the growing financial management industry, Monenti has a niche of appealing to a younger teenage generation in comparison to competitors that focus on millennials and older. Despite the current recession as a result of the pandemic, Monenti's sales have continued to increase because of the integral need for financial education for younger generations. As more people continue to struggle to manage their finances due to the pandemic, the need for Monenti's services has grown. Monenti's high accessibility through free, online resources has aided in our success during the unstable economic time period of the current global pandemic.



To better understand Monenti's success in our second year of business, it is critical to take a look at the firm's current sales, balance sheet, and projected revenue. As a result of Monenti's high rate of sales, we surpassed our break-even point in the beginning of March 2021 as projected. For this reason, Monenti has a negative burn rate of -\$22,264.38, meaning that the company does not lose any money per month, but rather gains profits. Despite business risks of entering an uncharted market, Monenti flourishes due to our strong appeal to youth through our fun and friendly YouTube videos in comparison to many stodgy financial competitors. With our B-corporation status, Monenti exudes transparency and trustworthiness to our audience, which aids in attracting both future customers and business partners who share Monenti's mission. Overall, Monenti's large amount of expenses is complemented by our high profit margin and strong revenue streams, which equates to a 52% return on assets and a 77% return on equity. The firm's sizable amount of equity has led to a significant net income in our second year of business, resulting in a lucrative investment for Monenti's business partners and shareholders.

**77%**

Return on  
Equity

**-\$22,264.38**

Burn  
Rate

**52%**

Return on  
Assets



**monenti**

Education. Growth. Success.

# Appendix

## Bank Statement as of 2/28/21

Feb. 28, 2021	Ryan Sheehan.31261.31261 (US011582), WESTHAMPTON BEACH, NY 2nd payroll for the month Acct #630852324	5481866	-\$1,443.62	\$518,107.05
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## Out-of-Network Sales Contract



### Out of Network Business Contract Application: 2020/2021

Date of Application: December 7, 2020 \*this specific contract was completed on December 7; however, this same template is used for contracts monthly.

#### Name of Firm Contracted with Monenti

Name & Title of person submitting this form: Mia Seitles CSO

<b>1. Name of Firm Requesting Contract:</b>	Monenti
<b>2. Description of products/services to be sold in contract:</b>	Advertising Packages, College Financial Form Assistance, Scholarship Searches, Webinars
<b>3. Start date &amp; end date of proposed contract:</b>	December 1- December 31, 2020
<b>4. Fiscal year/duration of firm:</b> (Number of months firm will pay employees. Example: October-April = 7 months)	October - April = 7 months
<b>5. Total Gross Payroll Costs per month, including company payroll taxes:</b> Use the payroll register in the portal under accounting/reference files. CA firms need to add SDI. Submit payroll spreadsheet with this application.	\$110,186.75
<b>6. Total Gross Fiscal Salary:</b> Multiply the monthly amount on line 5 by the number of months from line 4.	\$771,307.25
<b>7. Maximum 75% of Salary for out of network sales:</b> multiply the total gross salary from line 6 by .75	\$578,480.44
<b>8. Gross Margin of your Maximum Out of Network Sales.</b> This is the percent of profit after you deduct the cost of goods sold for the contract items. Example: if COGS are 60% of your sales, gross margin is 40% of sales. Write this in decimal as .4	0.16
<b>9. Maximum 75% Salary net of COGS:</b> Take the 75% of annual salary from line 7 and divide this by the profit margin, line 8.  <i>Example Only: \$450,000 = line 7 or 75% of annual salary at \$600,000. COGS are 60% of your sales, so profit margin is 40% of sales. Take the 75% of salary (\$450,000) divided by 40% profit margin (\$450,000/.40) = \$1,125,000 maximum out of net work sales. This will cover payroll, company payroll taxes and your COGS for 75% of your fiscal year.</i>	\$ 688,667.19
<b>10. Other projected or actual out-of-network Sales/Contracts for the fiscal year:</b> Enter \$0 if no other open house, out-of-network contract or sales to family/school are planned.) Contracts with VEI firms do not count here.	\$ -
<b>11. Maximum Allowed for this Contract:</b> Subtract line 10 from line 9	\$585,777.19
<b>12. Amount of this contract:</b>	\$ 51,700.00

#### Notes:

As a service business, in lieu of having a COGS (cost of goods sold), Monenti accounts for COR or costs of revenue.

## Monenti's Angel Investors



11/06/19

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Mr. Wortman:

Please accept this letter of support as my intention to invest \$50,000 in Monenti. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Monenti will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

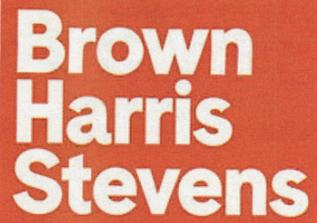
Personal Note:

*Based on our conversation and understanding of the direction of the business ~~and~~ ~~and~~ ~~and~~ I would absolutely invest in this business.*

Sincerely,

Christopher Searles  
Partner, Searles Graphics

P: 631-870-7855 O: 631-345-2202 F: 631-345-0975/ [chris.searles@searlesgraphics.com](mailto:chris.searles@searlesgraphics.com)



# Brown Harris Stevens

10/25/19

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Mr. Wortman:

Please accept this letter of support as my intention to invest \$50,000 in Monenti. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Monenti will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Personal Comments:

*Great concept & has true potential  
for today's environment. -  
Proud to be part of the team as an investor.*

Sincerely,



Phil Grossman  
Licensed Associate Real Estate Broker, Brown Harris Stevens  
O: 631-288-5003 M: 917-868-3725/ [pgrossman@bhshamptons.com](mailto:pgrossman@bhshamptons.com)



# KRAFT

marketing and design

10/25/19

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Mr. Wortman:

Please accept this letter of support as my intention to invest \$50,000 in Monenti. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Monenti will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Personal Comments:

*We are really excited about Monenti. We love the concept and are very supportive of your efforts to educate young people about the benefits of regular savings.*

*Good luck!*

*Jessica*

Sincerely,

*Jessica Insalaco*

Jessica Insalaco  
President, Kraft Marketing  
917-693-9406/ jessica.insalaco@gmail.com



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