

The logo features a stylized illustration of a trident, a three-pronged spear, positioned diagonally across the center. The trident is rendered in a light blue-grey color. Surrounding the trident is a dynamic splash of water, depicted with various shades of blue and white, creating a sense of movement and energy. The water splash forms a circular shape around the trident's shaft.

POSEIDON

BUSINESS PLAN



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Executive Summary

Poseidon was established as a **Limited Liability Company** on October 17th 2020, in Huntington, New York, with the goal of creating “The Smarter Way To Shower.” Our name **Poseidon** is easily recognizable and has a clear connection to water, strength, durability, and the planet. **Poseidon’s** mission is to inspire the world with innovative solutions that not only save our planet's limited water supply, but also save our customers money. We strive to initiate an achievable solution to help save Earth’s most precious resource, one drop at a time.

Poseidon is reinventing how we consume water beginning with our smart, attractive, technologically advanced “Trident” shower head. The Trident shower head uses water aeration technology that reduces water consumption, while still feeling like a full high pressure shower. Water aeration technology works by forcing the water through small holes in the shower head and mixing it with air, to produce a powerful spray, while using **24% less water**. Using less water while taking showers means less water to heat - reducing heating costs for every shower in your home or any commercial enterprise such as hotels or gyms. Our Trident shower head pays for itself in a short period of time, making it a great home or business investment. Additionally, every Trident shower head is equipped with a sensor that monitors water usage and temperature on a mobile app. Not only does this allow users to maximize their comfort, but it gives insight as to how much water they are using and the cost of consuming and heating water - enabling users to save money every time they step into the shower.

Along with helping the environment by enabling millions of families to use less water without changing their habits, we are also giving back to charity directly to further our mission to alleviate water shortages and create a positive impact on the environment. **Poseidon will donate 10% of its profits** towards the environmental charity **Water.org** as this is an organization that perfectly aligns with our values.

Our Trident shower head has widespread appeal throughout diverse global markets. This market consists of homeowners, tenants, landlords, hotels, corporations, and contractors who are responsible for the utility cost. Specifically, we aim to sell our Trident shower head to those that live in or operate homes or apartments in areas that are environmentally conscious and in arid or semi arid areas as they often experience water shortages and would benefit from the Trident shower head. All homeowners, tenants, and landlords, will be incentivized to purchase the Trident because of the significant financial incentives that the product offers. This, combined with multiple sleek and luxurious designs makes it the ideal shower head for anyone.

61% of US homeowners have begun home improvement projects **since March of 2020** (as of mid-August 2020). Due to the majority of home renovation being completed by contractors, and as they often play a pivotal role in a homeowner's decision to purchase a shower head, we are marketing towards them with our Contractor Package. To make these sales we will promote our product in retail stores such as Home Depot, Lowes, and Bed Bath & Beyond. And while individual renovators will be marketed in these stores, we aim to target them specifically through online retailers including Amazon, eBay, and Etsy.



Executive Summary

While the financial incentive and luxury of the Trident appeals to a wide market, we specifically aim to market the environmental improvements that our product brings to the younger generations: Generation Y (Millennials) and Generation Z. To successfully advertise to these tech savvy consumers, we have decided to focus our marketing efforts heavily on social media.

Poseidon is being heavily promoted on Instagram and TikTok, with an emphasis on Instagram. So far, our marketing tactics have been very effective, as we have **more followers than any other VE Instagram account**. We have achieved this success through strategic and focused marketing. **Poseidon** also holds raffles to further establish our brand and mission through social media. This is a pivotal asset to any business because social media can be the deciding factor when determining what product to buy, and it provides Poseidon with an easy way to reach an audience. For Halloween, we hosted a candy giveaway where people were required to follow us and tag three other friends. During the November trade show, we raffled a **\$50 Amazon gift card** to attract customers, which contributed to our sales. Our efforts so far have proven great success. Our profits have been consistently increasing, placing **Poseidon** in a strong and secure financial position as we continue to flourish and increase revenue.

Poseidon's competitors, in both the real and virtual world, have vast differences from the product that we provide. Companies with similar products are either poorly established in the United States or limited in their design. This leaves **Poseidon's** Trident shower head as a highly desirable branded product.

According to a study conducted by Global Info Research, the shower head market is expected to grow from **3.6 Billion USD in 2019** to **4.2 Billion USD by 2025**. We are well positioned in a growing market to greatly succeed, allowing us to develop a global brand and further establish customer loyalty.

Poseidon started with the financial support of three generous angel investors, and have since proven our ability to independently succeed. This is a result of our **64% profit margin**, with an average selling price of \$125, and our effective sales techniques. We **designed and custom coded a program** that we used to reach out to Virtual Enterprise companies all over the world to promote our product. So far, we've been able to **contact over 3000 companies in 24 different countries** in their own languages and we will continue these efforts elsewhere. Through this, we have proven ourselves to be extremely competitive and vastly successful.

As **Poseidon** continues to grow, we see profitability on the horizon. Based on our calculations **Poseidon's** break even in sales dollars is **\$807,000**, and our break even number of units sold is **6,456**. While these numbers may seem high, we continue to expand and grow our sales, as well as expect to increase our profit margin. Our primary cost is salaries, with a cost of **\$437,500** per year before taxes, but overall our current monthly expenses are **\$72,085.25**.

We project our sales to increase month on month and expect great increases for months that have trade shows. Looking forward, we hope to continue to innovate on our product, establish our brand, and solidify our international presence.



Business Rationale

Customer Empathy

Our marketing research team was able to discover three main areas where our **Trident** shower head would be the optimal product.

- Homeowners, landlords, hotels who want to decrease their bills. They would be willing to invest in a new shower head if it meant saving money and helping a good cause.
- Contractors often play a pivotal role in a homeowner's decision to purchase a shower head. 61% of US homeowners have begun home improvement projects since March of 2020, meaning that the impact of a contractor is higher than ever. and thus the impact of contractors is higher than ever.
- Generation Z and Millennials because are likely to take eco friendly purchases into consideration. In fact, **73%** of Generation Z and **68%** of Generation Y said that they would be willing to pay more for eco friendly or sustainable products.

Problem Statement

Water is increasingly becoming more expensive in first world countries and has cleanliness issues around the globe due to scarcity of fresh water in many areas. The state of Texas is a perfect example of this; between 2008 and 2018, water bills in San Antonio have risen **154%**, and **over 14 million Texans went without clean water** during the February Winter storm. As water is a finite resource, problems like these will only continue to occur and in much larger magnitudes. However, with products and innovation such as the Trident Shower Head, we will be able to combat these crises head on.

Solution Statement



We solve this problem through our technologically advanced Trident shower head. The Trident greatly reduces water usage without impacting the comfort of the user. It achieves a **24% reduction in water** usage through the revolutionary, and relatively untapped, water aeration technology. This provides customers with a simple solution which they can use every day to help save money, water, and the environment.

Company Goals

We are looking to expand our product line and overall sales by creating another shower head that can be sold at a lesser price. While the exact details of this product are still being developed, we insist that the fundamentals of our company's mission be maintained. This product should, in theory, greatly increase our **TAM** (total addressable market) and enable us to further establish our company as a staple in the market and into the average household. With further development to our product line and increase in sales, we will be able to advance our company's purpose: To be part of the international push towards greener solutions and a more sustainable future. **We will spearhead the change necessary to save water, energy, and our customers' money.**



About The Business

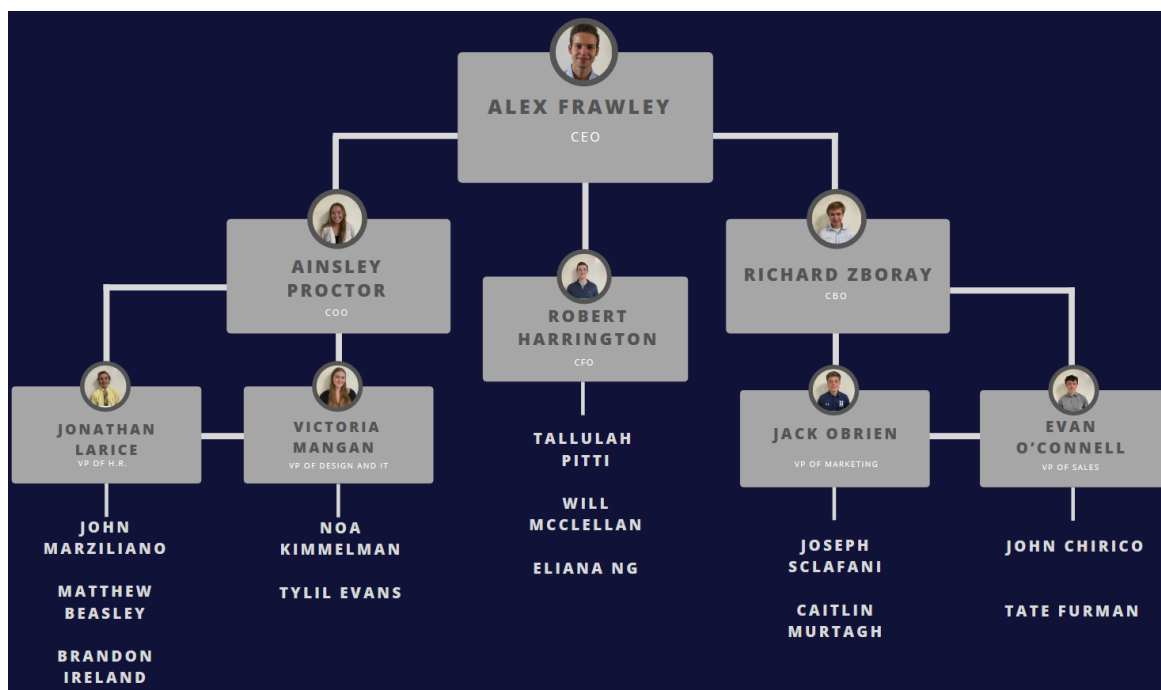
Company Overview

Poseidon was created as a Limited Liability Company on October 17th 2020, in Huntington High School. We chose to establish ourselves as an LLC to decrease our owner's liabilities for possible debts incurred by the company. As an LLC, **Poseidon** benefits from separating the business assets of the company from the personal assets of the owners, thus the liability is limited to the resources of the business itself and personal assets are protected. This way, limited liability protection is achieved that is similar to that of a corporation but without the cost and complexity. In addition, LLCs avoid the double taxation that happens in corporations whereby taxes are paid on net income and then a second time taxes happen at an individual level. Overall, establishing **Poseidon** an LLC was a prudent choice for a new company.

Mission Statement

Poseidon works to create innovative solutions that not only save our planet's limited water supply, but also save our customers money. We strive to initiate an achievable solution to help save Earth's most precious resource, one drop at a time.

Organization





About The Business

SWOT Analysis

POSEIDON SWOT ANALYSIS			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Donations to Water.org help better both the environment and company mission.• Employees are well compensated.• Company mission resonates with the ethos of the market.• Product features cater to customers with varied interests.	<ul style="list-style-type: none">• While the company brand is rapidly expanding, it is still relatively unknown.• Production of technologically advanced products may prove to be challenging.• Customers may be apprehensive about purchasing “luxurious” products from a relatively unknown company.	<ul style="list-style-type: none">• 64% of American Homeowners have begun renovations since March of 2020.• The shower head market is expected to hit 4.2 Billion by the year 2025• Opportunity to lower product price as production becomes more common and sales increase.	<ul style="list-style-type: none">• Many existing competitors in the broader shower head market.• Product price makes it challenging to sell in low income areas.• Poor economic climate makes luxury items harder to sell; however, our virtual sales have found immense success.



External Environment



Competitive Analysis

The current developments in the shower head and water device industry have seen limited but relevant competition. However, these innovations in technology are limited only to faucets in a domain of recognizable brands such as Delta, Brizo, and Moen. **Poseidon** has gained a substantial lead in the race against these brands through innovation in the Trident line of shower heads and having the ability to provide the idealistic demands from the array of demographics in the target market.

Poseidon's technologically advanced product has advantages over any possible competition. Brands such as Delta and Moen feature relatively cheaper but lesser quality products - some of which are made entirely from plastic. Despite being inferior, these products from competitors are capable of ranging from **50 USD** all the way to **350 USD**. This allows **Poseidon** to be able to continue brand development recognition with a superior crafted product at a competitive and often preferable price point.

Poseidon heavily emphasizes the ability of our product to provide the build quality and performance of luxury brands for a fraction of the price. Luxury brands such as Brizo charge up to **700 USD** for their products which provide features that are trivial such as motion sensors. However, the Trident shower head provides features such as water monitoring, which serves a purpose for a consumer and their need to save money and water.

Current Economic Conditions

The United States has experienced a growth in GDP at an annual rate of **4.1%** in the fourth quarter of 2020. The U.S. unemployment rate is at **6.2%** and the inflation rate is at **1.4%**. As this inflation rate is forecasted to remain low, Americans will be incentivized to spend their money and take out loans, often for renovation projects. The GDP value of the United States has been on an upward trend relative to its fall during the pandemic. This increase allows consumers to spend more on luxury products like the Trident shower head. Nationwide, the average water bill has risen **80%** in the last decade, with increases of over **154%** in some major cities. Similarly, oil prices are up **70%** since November, a record for the modern era that is resulting in a staggering increase in heating bills. The shower head market is expected to continue to grow at a compound annual growth rate of **3.9%** between 2020 and 2025. The shower head market was worth **3599.5 million in 2019** and is expected to reach **4198.6 million in 2025**. This extreme growth and ideal economic circumstance just further indicates that now is an opportune time for Poseidon to penetrate the market and expand exceptionally as a company.



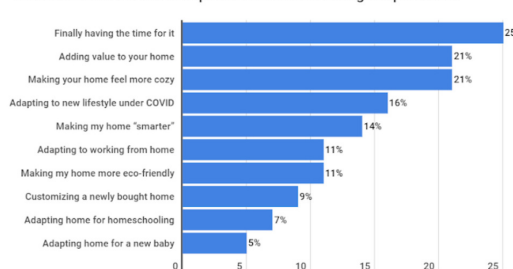
External Environment

Industry Analysis

In the current pandemic economy, many residential audiences have focused on home renovations and improvements; in fact **64% of US homeowners have begun renovations since March of 2020**. This trend of renovations is expected to continue and the shower head industry is also consistently expanding. This will be very beneficial to our firm as we are taking advantage this trend to positively position our company.

Having Time and Adding Value

What drove Americans to improve their homes during the pandemic



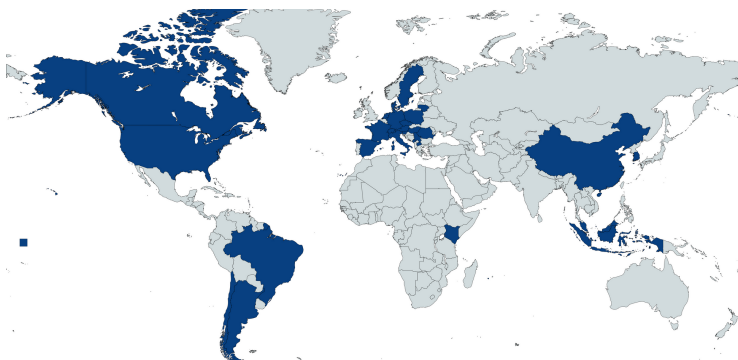
There are no other companies in Virtual Enterprise that are solely dedicated to creating shower heads, positioning Poseidon in a great spot. Our only indirect competitors are other companies that focus on everyday environmental solutions such as GreenFit, Pegasus, and Backpack To The Future.

Marketing Plan

Target Market



The target market for our product is homeowners, tenants, and landlords who are responsible for the utility billings. Specifically, we aim to sell to those that live in, or operate, homes or apartments in areas that are environmentally conscious. These areas include California, Arizona, Chennai(India), Cape Town, and Rome as they often experience water shortages and droughts. We aim to sell our product on our online store, as well as online retail stores (such as Amazon), and at home improvement stores including Home Depot, Lowe's, and Bed Bath & Beyond. As our product both enables the consumer to save money and water, along with a state of the art shower head, we plan to target our market to almost all demographics, as well as a particular focus on contractors. These demographics include the younger generations, specifically Millennials and Generation Z. When it comes to advertising the environment saving aspect of our product, we found that people ages 22-38 are the demographic that resonate most with that sentiment of the product: saving the environment one drop at a time. However, we plan to market the financial incentives that our product offers to all homeowners, tenants, and landlords. As contractors often have a great influence on the appliances that their customers purchase, marketing specifically towards contractors should greatly assist our sales. To market towards contractors, we plan on middle shelf product placement at home improvement stores, such as the ones stated earlier, as they are often there to purchase materials.





Marketing Plan

Marketing Mix

Product



Poseidon's Trident shower head is a high quality necessity that is designed to reduce water usage and provide the consumer with invaluable information about their showering habits and water usage. This information can easily be located on the **Poseidon** app, which is free to download on all smartphones. Self powered through a hydro generator, the Trident is self sustaining and requires very little maintenance, a quality that can also be attributed to its silicon jet cleaning nozzles.

Price

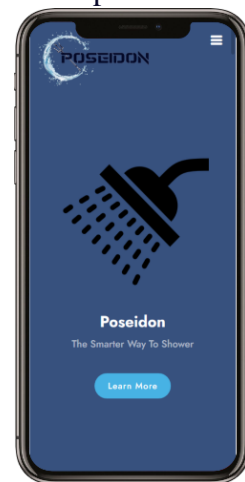
Our average shower head is sold for **\$124.99** with a **\$10** flat delivery fee and a **7%** tax. We are able to produce our shower heads for **\$44.99** on average, meaning that we have a **64% profit margin**.

Placement

Our product's initial placement was on our own website as it allowed for the easiest way to sell directly to customers without much cost. This website was hand designed and coded from scratch to exemplify the professionalism of our company. In the future we plan on expanding into home improvement stores and purchasing middle shelf placement, as well as advertisements in these stores, to promote our product to both contractors and home improvers.

Promotion

Poseidon is being heavily promoted on Instagram and TikTok. Our main social media app is Instagram. **Poseidon** is the most followed account on Instagram, surpassing all VE firms due to our target marketing skills and our connection with our customers. We hold raffles and other user-interactive activities to continue to brand ourselves and subject our company to potential buyers. During the Halloween season, followers on our Instagram account needed to tag three other users to be entered into a giveaway. This continued to expose our company to a variety of people fighting our target market. It has resulted in an immense amount of followers and further our connection to new firms and companies. During the November regional trade show, our firm raffled off a **\$50 Amazon gift card**, and it yielded astounding results. With our immense amount of profits being made, **Poseidon** is giving back to water.org, an organization that's mission is to deliver purified water to communities where safe water is a scarce commodity. With such similar goals to save Earth's limited water resources, our company felt it was crucial to donate **10% of all profits to Water.org**.





Marketing Plan

Discussion of Business Risks

The staff at **Poseidon** has identified several risks in our company and as a result, has carefully determined separate business strategies in order to address them

RISK IDENTIFIED	RISK ADDRESSED
Restricted international travel makes global sales challenging	Our team custom designed and coded an algorithm from scratch which is used to identify and contact firms from around the world. Through our efforts we are currently second in international transactions out of the US firms
Limited opportunities to raise capital due to economic hardship	Outstanding performance at Trade Shows and online sales help to combat otherwise potential financial struggles.
Limited customer interactions as a result of the pandemic	Created a custom coded algorithm to process firm information from VE companies around the world, generating substantial sales leads



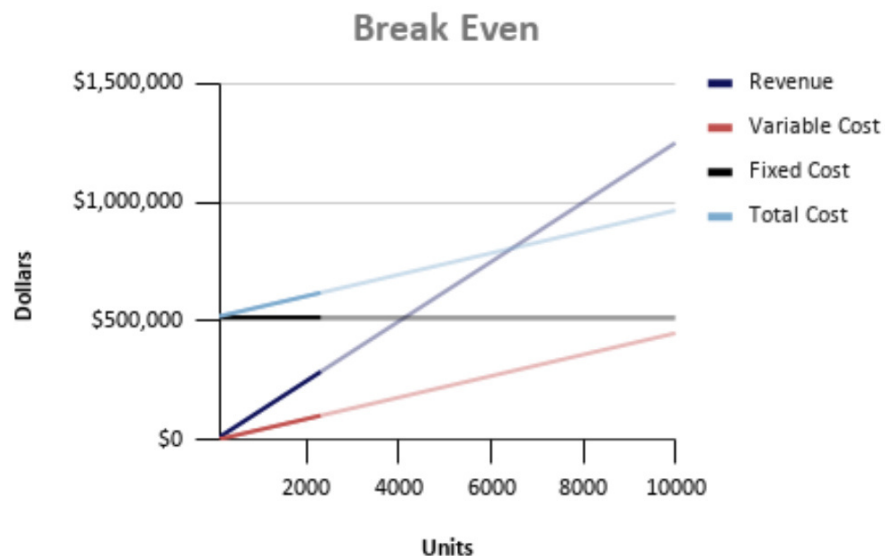
Financial Planning

Startup Budget

		
Startup Budget Worksheet		
2020-2021	Name of Firm: Poseidon	
		Amount
Operating Expenses		One Month
(Obtain from Salaries Tab)	Salaries	\$ 65,625.00
(Obtain from Salaries Tab)	Payroll Taxes	\$ 4,781.25
Research your area (avg cost/square foot) X your room size	Rent	\$ 667.00
(Electricity, Telephone, Internet, Water) See regional acct sheets	Utilities	\$ 227.00
See Regional Accounts Reference Sheet or other VE firms	Insurance	\$ 200.00
	Supplies	\$ 200.00
	Advertising	\$ -
	Promotion	\$ -
	Loan Interest	N/A
	Legal	\$ 3,500.00
	* Other 1	\$ 10.00
	* Other 2	
Total One-Month Operating Expenses		\$ 75,210.25
Fixed Assets		One Time
(Obtain from Computers tab)	Computers	\$ 4,200.00
(Obtain from Equipment tab)	Equipment	\$ 350.00
(Obtain from Furniture & Fixtures tab)	Furniture and Fixtures	\$ 4,750.00
Total Fixed Assets		\$ 9,300.00
Initial Inventory		One Time
(Obtain from Initial Inventory tab)	Initial Inventory	\$ 2,622.16
Three-Month Operating Expenses		\$ 225,630.75
Operating Expenses + One Time Expenses		\$ 237,552.91

Break-even Analysis

A business' break-even point is the number at which the sales dollars equals total costs. Once the break even point is determined, we can evaluate our costs as well as our pricing structure. Based on our calculations, **Posideon's** break even point in sales dollars is **\$807,060.80**, and our break even number of sales in units is **6,456**. As we expand as a company, we will be able to further bring down production costs and achieve a better profit margin. Thus, these numbers are bound to drop and create a much more attainable break even point.






Financial Planning

Balance Sheet

Our balance consists of our total assets as a company. By calculating our current assets (cash and supplies), it was determined that we have **\$642,176**. We have **\$8,277** in fixed assets, which are made up of computers, furniture, and other office equipment. This adds up to **\$650,653** in total assets. Our total current liabilities, which includes salaries, payroll tax, and sales tax, accumulates to **\$148,230.38**, leaving our stockholders with **\$502,422.62** in total equity.


					
Poseidon					
Balance Sheet					
As of February 28, 2021					
Assets					
Current Assets					
Cash			642,176.00		
Investments in stocks			0.00		
Accounts receivable			0.00		
Merchandise inventory					
Supplies			200.00		
Total Current Assets			642,376.00		
Fixed Assets					
Computers			4,200.00		
Less: accumulated depreciation			462.00		
Furniture and fixtures			4,750.00		
Less: accumulated depreciation			522.50		
Office equipment			350.00		
Less: accumulated depreciation			38.50		
Total Fixed Assets			8,277.00		
Total Assets				650,653.00	
Liabilities and Stockholders' Equity					
Current Liabilities					
Accounts payable			0.00		
Sales tax payable			77,585.07		
Salaries payable			65,625.00		
Payroll tax payable			5,020.31		
401(k) payable			0.00		
Other payable			0.00		
Corporate tax payable			0.00		
Total Current Liabilities			148,230.38		
Long Term Liabilities					
Loan payable			0.00		
Total Liabilities				148,230.38	
Stockholders' Equity					
Common stock, \$10 par value, * # shares issued			150,000.00		
Additional paid-in-capital					
In excess of par value					
Retained earnings			352,422.62		
Total Stockholders' Equity			502,422.62		
Total Liabilities and Stockholders' Equity				650,653.00	



Financial Planning

Summary Profit & Loss Statement

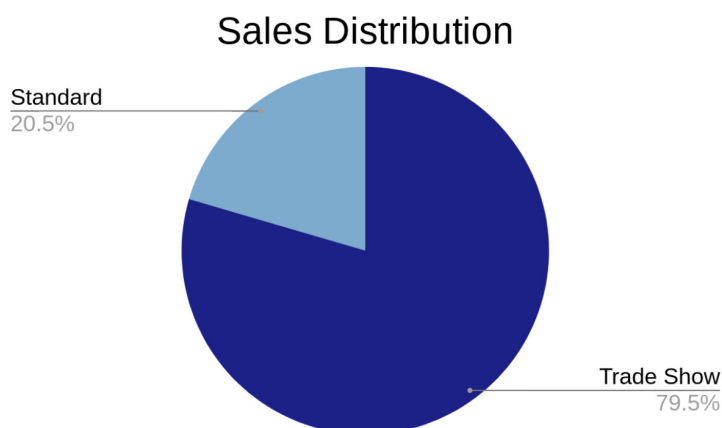
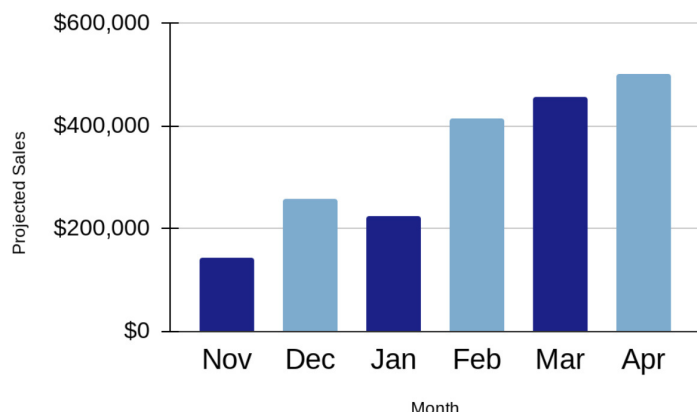
The gross profit before any expenses can be determined by subtracting the cost of goods sold from the total sales revenue. Then, we were able to calculate the total projected revenue by using the numbers from the sales projection as well as our actuals. After calculating variable costs, total fixed cost, and sales and payroll taxes, our determined monthly operating expenses come out to **\$71,710**. Additionally, after subtracting the total loss from our gross profit, our net gain through the month of February was determined to be **\$421,815**. This shows that our gain is greater than our loss, indicating that our company is growing at a healthy rate, as well as quickly moving towards our break even point.

 VIRTUAL ENTERPRISES INTERNATIONAL					
Poseidon					
Profit & Loss Statement					
As of February 28, 2021					
Sales revenues					
Sales				56,304	
Trade fair revenues				931,371	
Contractual sales to non-VE entities				0	
Other revenues				0	
Total sales revenues				987,675	
Cost of goods sold or services provided				382,022	
Gross profit				605,653	
Gross profit margin				64%	
Operating expenses					
Salaries				\$ 65,625.00	
Rent				\$ 667.00	
Depreciation					
Payroll tax				\$ 4,781.25	
Advertising				\$ -	
Promotion				\$ -	
Insurance				\$ 200.00	
Pension or 401(k)					
Interest					
Supplies				\$ 200.00	
Utilities				\$ 227.00	
Other				\$ 10.00	
Total operating expenses				71,710	
Income from operations				533,943	
Other revenues/gains and expenses/losses					
Net income before taxes				533,943	
Corporate income tax				21.00%	
Net income after taxes				421,815	



Financial Planning

Sales Projection Summary



November: In **Poseidon's** first full month of operation, the team did an exceptional job, as everyone got involved in the trade show, not just the sales staff. Trade fair revenue amounted to **\$134,237** and total sales revenue for the month came out to **\$144,038**.

December: Thanks to the marketing efforts of the firm in growing our social media accounts, **Poseidon** quickly made a name for itself in the Virtual Enterprise community. Building a reputation as a company with aggressive sales tactics, the firm sold **\$257,333** worth of Poseidon products, nearly doubling the previous month's total.

January: **Poseidon's** financial success carried over into the new year, as the team brought in **\$224,578** in revenue. While this was a slight drop off from December, it is important to note that this month's trade fair was only regional (Long Island) as opposed to national, like it was the previous month. **Poseidon's** international outreach really came into play, as the trade fair revenue was bolstered by significant dividends stemming from word of mouth trading.

February: The month of February proved to be fruitful for **Poseidon**. The team enjoyed its best month to date, turning in **\$414,635**, **\$361,727** of that coming from another national trade show. It cannot be stressed enough how impressive **Poseidon's** sales efforts have been this fiscal year, and that really showed this month. The unrelenting sales team was not satisfied with the astronomical trade fair revenue, turning in an additional **\$52,908** in standard sales. The combination of the strong marketing efforts to push our brand image forward along with the tireless efforts of the sales staff have caused every projection so far to be shattered.



Financial Planning

Sales Projection Summary

March/April: As previously stated, every goal set by the **Poseidon** executives has not only been met, but has been exceeded in grand fashion. This makes it difficult to assign a number for the monthly sales projections of the next two months. There is another national trade show in March, and then an international fair in April. As the team gains experience, it is only fair to project significant increases in sales revenue. For this reason, Poseidon is currently projected to make a total of **\$456,099** in March, and then hit half a million dollars in April alone at **\$501,709**. The company is in an ideal position to expand internationally and soar financially over the coming months and years.

Financial Write-up

The manufacturing of our shower head currently costs **\$45**, while our we are making **\$125** per sale. This results in an astounding **64%** profit margin. We believe that this margin is not only sustainable, but can be expanded upon. As we expand our company, we will have more purchasing power, allowing us to buy materials and manufacture our products at lower prices.

The estimated break even point comes at **\$807,060** and **6,456 units sold**. The company is hastily approaching this point, as shattered sales projections have caused our initial estimated break even date of February 2022 to be moved up, which is now April of this year.

From November to February, the company made **\$109,212** in sales excluding the three trade shows. Expecting steady growth, this translates to an 8-month estimation of **\$235,555** through the end of April. The company is partaking in a total of 6 trade shows this fiscal year, and the estimated revenue from such events is **\$1,776,961**. It is realistic to expect our monthly growth to remain high. This can be attributed to our easy to use website as well as the aggressive tactics of our sales team. In sum, trade show revenue will account for nearly **80%** of our sales revenue this year (excluding donations and investments). All together, **Poseidon** is projected to make **\$2,002,516** in sales through this April. Thanks to these profits, the company is in fact predicted to break even in April of this year.

Poseidon is very fortunate to have been aided in the process of getting off the ground. The generous investments of our 3 angel investors, Marc Desalvo, Lorraine Bowman, and Greg Meservy, amounted to **\$150,000**, in addition to our seed money of **\$20,000**. Poseidon has a bright future ahead thanks to the efforts of everyone involved in the company, and we are in a fantastic financial position to continue to expand worldwide.



Appendix: Sources

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Appendix: Newsletter



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Our Mission
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Social Media
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**September to
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Our Mission

Everyday, our team strives to inspire the world with innovative solutions that not only save our planet's natural resources, but also save our customers money. Our mission is to initiate an achievable goal to help save Earth's most precious resource, one drop at a time.



@poseidon.ve



@poseidonve



Poseidon

<http://poseidonve.com>

POSEIDON.NY@VEINTERNATIONAL

(631) 673 - 2001



Appendix: Algorithm

```
1 import pandas as pd
2 import smtplib
3 from email.message import EmailMessage
4 import socket
5 import time
6
7 #socket.setdefaulttimeout(3600)
8
9 data = pd.read_csv('Italy.csv')
10 # print(data)
11
12 names = data['Company Name']
13 countries = data['Country']
14 emails = data['Email']
15
16 validCompanies = []
17
18 count = 0
19 max = 100
20 for c in range(0, names.size):
21     if countries[c] == "South Korea" and count <= max:
22         count += 1
23         validCompanies.append(c)
24         EMAIL_ADDRESS = 'poseidonsales.ve@gmail.com'
25         EMAIL_PASSWORD = 'hppecknjryltznur'
26         EMAIL_RECIPIANT = emails[c]
27         msg = EmailMessage()
28         msg['Subject'] = 'Introducing Poseidon!'
29         msg['From'] = 'Poseidon <poseidonsales.ve@gmail.com>'
30         msg['To'] = EMAIL_RECIPIANT
31
32         msg.add_header('Content-Type', 'text/html')
33         text = '<p style="font-size:14px"> <b>Hey there, ' + names[c] + '!</b> </p> <p style="font-size:13px"> On behalf of <b>Poseidon LLC,</b> I am writing to introduce an exc
34         msg.set_payload(text.encode("utf8"))
35
36
37
38 with smtplib.SMTP_SSL('smtp.gmail.com', 465) as smtp:
39     smtp.login(EMAIL_ADDRESS, EMAIL_PASSWORD)
40     smtp.send_message(msg)
41     #smtp.quit()
42     # if count % 75 == 0:
43     #     smtp.quit()
44     #     time.sleep(10)
45
46
47
48 print(count)
49
50 #print(emails[validCompanies] + " " + names[validCompanies])

```



```
17
18 username_textbox = driver.find_element_by_name("email")
19 username_textbox.send_keys(username)
20
21 password_textbox = driver.find_element_by_name("password")
22 password_textbox.send_keys(password)
23
24 login_button = driver.find_element_by_id("btnSubmit")
25 login_button.submit()
26
27 time.sleep(3)#chills incase it didn't load fast
28 # Clicks on marketplace button
29 marketplace_btn = driver.find_element_by_xpath('//*[@id="react-tabs-1"]/div[2]/button[3]')
30 marketplace_btn.click()
31 time.sleep(3)#chills incase it didn't load fast
32 directory_btn = driver.find_element_by_xpath('/html/body/div[2]/div[3]/div[2]/div[1]/a')
33 directory_btn.click()
34 time.sleep(3)#chills incase it didn't load fast
35 allTabs = driver.window_handles
36 for tab in allTabs:
37     driver.switch_to.window(tab)
38     if(driver.current_url == "https://portal.veinternational.org/fd/business-categories/"):
39         allfirms_btn = driver.find_element_by_xpath('//*[@id="fd_nav_links_block"]/div/a[3]')
40         driver.find_element_by_link_text
41         allfirms_btn.click()
42         time.sleep(3)#chills incase it didn't load fast
43         alphabetical_btn = driver.find_element_by_xpath('//*[@id="sort_order"]/option[2]')
44         alphabetical_btn.click()
45         for x in range(275):# aight we're on the page, now save the file and go to next page
46             with io.open("C:/xampp/htdocs/VE/pythonProgram/pages/" + str(x + 1) + ".html", "w", encoding="utf-8") as f:
47                 f.write(driver.page_source)
48
49         nextpage_btn = driver.find_element_by_xpath('/html/body/div[2]/ul/li[last()]/a')
50         nextpage_btn.click()

```



Appendix: Angel Investor

**LAW OFFICE OF
MARC C. DESALVO, P.C.**
Attorneys at Law

November 24, 2020

VE Central Office
122 Amsterdam Avenue
New York, NY 10023

Dear Poseidon LLC.,

Please accept this letter of support as my intention to invest \$50,000 in Poseidon. 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, Poseidon 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.

Sincerely,

Marc C. DeSalvo
Law Office Of Marc C. DeSalvo, P.C.
(212)560-9790
marcdesalvoesq@gmail.com



Appendix: Angel Investor

Newgate Asset Management LLC

November 18, 2020

VE Central Office
122 Amsterdam Avenue
New York, NY 10023

Dear Poseidon LLC.,

Please accept this letter of support as my intention to invest \$50,000 in Poseidon. 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, Poseidon 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.

Newgate Asset Management is very pleased to be an Angel Investor in this exciting revolutionary showerhead technology.

Sincerely,

Lorraine Bowman
Executive Vice President
Newgate Asset Management
(T) 646 494 8445
(E) lbowman@newgatellc.com



Appendix: Angel Investor



November 23, 2020

Dear Poseidon LLC.,

Please accept this letter of support as my intention to invest \$50,000 in **Poseidon LLC.** 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, **Poseidon LLC.** 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.

Sincerely,

Greg Meservy

Chief Operating Officer

JRS Precision Inc.

631-737-1330

info@jrsprecision.com