

OPAL

FIND YOUR GEM

(631) 288-3800

opal.ny@veinternational.org

<https://opalve.wixsite.com/opal>

49 Lilac Road

Westhampton Beach, NY 11978



opal.ve



opal_ve



opal.ve

TABLE OF CONTENTS

| | |
|--------------------------------------|-------|
| Executive Summary | 1-2 |
| Business Rationale | |
| • Customer Empathy | 3 |
| • Problem Statement | 3 |
| • Solution Statement | 3 |
| • Company Goals | 4 |
| About the Business | |
| • Mission Statement | 4 |
| • Company Overview | 5 |
| • Organizational Structure | 5 |
| • SWOT Analysis | 6 |
| External Environment | |
| • Competitive Analysis | 7 |
| • Current Economic Conditions | 8 |
| • Industry Analysis (Real & Virtual) | 9 |
| Marketing Plan | |
| • Target Market | 10 |
| • Marketing Mix | 11-15 |
| • Business Risks | 15 |
| • Risk & Opportunities Report | 16 |
| Financial Planning | |
| • Financial Summary | 17 |
| • Break-Even Analysis | 18 |
| • Summary Profit & Loss Statement | 19 |
| • Balance Sheet | 20 |
| • Sales Projection Summary | 21 |
| Appendix | |
| • Bank Statement | 22 |
| • Loan Amortization | 23 |
| • Works Cited | 24-25 |
| • Contracts | 26-29 |

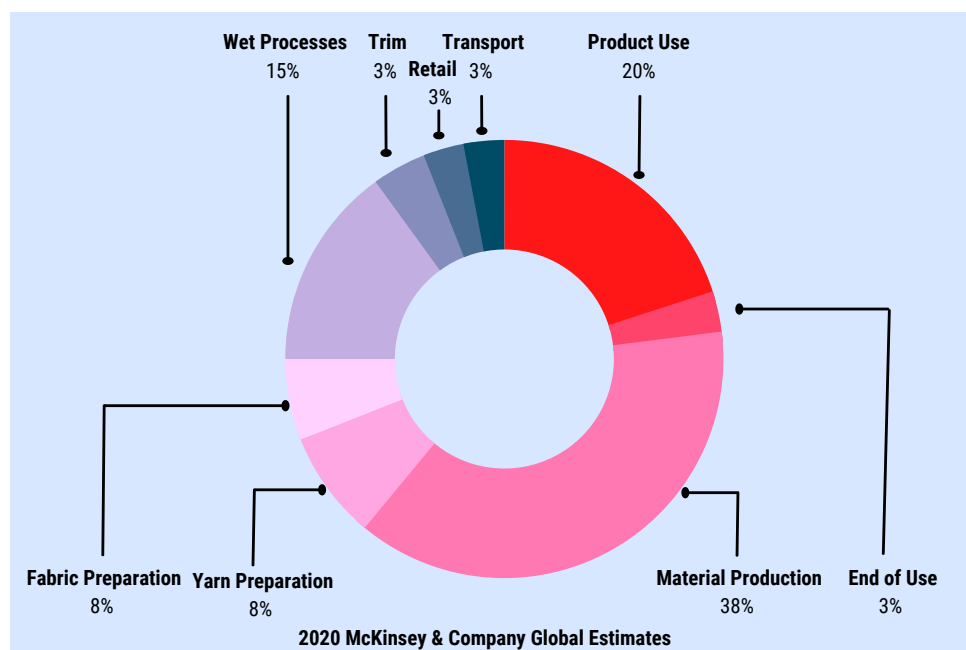
EXECUTIVE SUMMARY

Digital commerce has increased significantly across all sectors, notably thrifting, which has become one of the most tremendous shifts in the retail industry. Business models like Rent the Runway and Patagonia Worn Wear are reimagining clothing ownership, and combatting the the negative environmental impacts of fast fashion, one of the world's most pollutive industries (NPR). In fact, the resale market is thriving with a projected \$80 billion revenue by 2029 (Locke). This is due, in part, to the 80% of Gen Z consumers who see no stigma attached to secondhand shopping (NPR). The accelerated growth of the secondhand market inspired the creation of Opal, the first VE firm to buy and sell preloved clothing.

The pandemic sparked the transformation of online thrifting from a niche market to a mainstream industry. Financial pressures on consumers including soaring inflation rates are driving the popularity of secondhand apparel. Clothing has seen an overall price increase of 6% in the past year (Leonhardt.) Price increases are disproportionately affecting those who live paycheck to paycheck, making it even harder to make ends meet. Worldwide, energy prices are skyrocketing and people are gravely concerned about the cost of everyday items. Record breaking inflation of gas is altering people's shopping habits, favoring online purchases to be more mindful of gas usage.

Climate change has been another key catalyst supporting resale fashion - people are starting to see and understand the impact greenhouse gases have on the planet. Throughout 2021, this impact was felt through a series of natural disasters from unseasonal flooding to devastating wildfires. In California, the second largest fire, the Dixie Fire, consumed 964,000 acres of land (NOAA). Colorado experienced a firestorm that destroyed nearly 1,000 homes, businesses and other buildings while tens of thousands of residents evacuated (Insider). The U.S. Climate Extremes Index for 2021 soared 115 percent above average (NOAA). One of the culprits is clothing, which account for around 4% of global carbon emissions (Locke). Yet, in the past decade, by buying used apparel, 116 billion pounds of CO2 was displaced (EPA)! Accessible re-commerce sites like Opal could enable the apparel industry to cut around 286 billion pounds of GHG emissions (McKinsey et. al).

Breakdown of the Fashion Industry's GHG Emissions



EXECUTIVE SUMMARY

In addition to providing consumers with unique, affordable fashion, Opal offers the opportunity for individuals to earn extra income through our consignment program. Aggressive consignment rates, starting at 40%, make Opal an attractive choice for individuals to resale their apparel. Opal's preloved clothing is curated into clothing bundles and singular items. We offer three pricing tiers: Pearl, Jade & Ruby. These tiers ensure accessibility is never a problem for our consumers who can be weary to spend money during such an uncertain time. Achieving a balance between affordability and sustainability is the next big opportunity for brands to break new ground. In fact, sustainable products and services out-performed their conventional counterparts across 36 categories in 2020. In 2021, total sales of eco-conscious items surpassed that of consumer packaged goods (Kronthal-Sacco). Ultimately, many customers weigh the good of the planet with their financial necessities when making purchase decisions. This further validates the current and future success of Opal.

Opal's online fashion exchange provides male, female, and unisex clothing. Opal obtains inventory in "new" or "like new" condition. Items that do not meet Opal's quality requirements can either be donated to a non-profit organization, or mailed back to the seller for a \$10 shipping fee. Market research concluded that 95% of sellers would prefer to have their garment donated instead of returned. Inventory that is not sold within 90 days is flagged to be donated to Maureen's Haven and other outreach programs supporting people who are experiencing homelessness. These charitable actions support Opal's B, or benefit corporation status. Another source of inventory acquisition at Opal is through business partnerships with several clothing retailers including Tola, Mixology and Nibi. Opal purchases excess inventory from the aforementioned retailers at the end of each season at a cost of 5% of the item's retail price. Opal then resells these items on our online platform.

As stated previously, Opal is a B corporation, funded through debt-based financing. This has allowed Opal to maintain the majority of our equity and secure a steady operational cash flow. As an online exchange platform with a low cost structure, Opal has a favorable average markup of \$32 per unit. As a result of a strong advertisement campaign and our presence at the East End Trade Show, Opal is proud to announce that we broke even in December 2021, after selling \$127,000 in products.

Opal's significant achievements in our first fiscal year reflect the dedication and hard work of our twenty talented employees. The entire team at Opal is focused on creating value for customers and sellers despite the ongoing challenges brought on by the COVID-19 pandemic and rising inflation rates. Opal remains true to our mission of making meaningful and sustainable changes to help create better future for our employees, customers, consignors, and other stakeholders.



CUSTOMER EMPATHY

The pandemic has resulted in a fundamental shift in how people think about their sense of agency over their lives, which is shown by the continued rise of the side-hustle economy. Technology has made it less risky to seek out new income streams. In the U.S., people earn an average of \$10,972 a year from working side-hustles (Locke). Depop, a fashion resale site launched in 2011, was recently bought by Etsy for \$1.625 billion and powers 1.7 million small businesses (Etsy). Paired up with taking on part-time gigs, were consumers' preferences for sustainable shopping. Globally, willingness to pay for sustainable products or services is highest in the U.S. at 42 percent, demonstrating there is a market for mission-driven green companies (Pope). The rise of sustainable companies and increasing consumer awareness has transformed thrifting into a viable, \$28 billion industry (Thomas). Opportunities to create and adapt shopping services to support this next generation of consumers and sellers is the main focus of Opal.

Opal was created to fill a void in the VE market as the first VE business to provide a resale clothing platform. Additionally, Opal donates unsold clothing to at-risk communities, such as HelpSuffolk and Maureen's Haven to further the life of each garment.

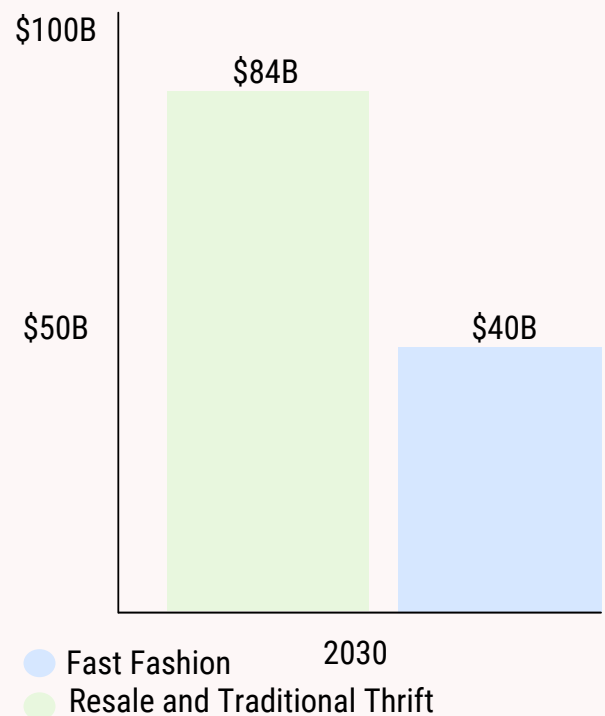
PROBLEM STATEMENT

Over the past year, many consumers faced empty shelves, escalating bills, and shortages in everyday services. While the Covid-19 crisis started with lockdowns impacting manufacturing workers, which slowed the flow of goods and raw materials, the apparel sector was left undisturbed. In fact, lockdowns left people struggling to get rid of their clothing ethically, which contributed to the 13 million tons of textile waste produced annually (Portela). In fact, only 15% of apparel is donated or recycled (Beall).

SOLUTION STATEMENT

These alarming statistics were the basis for Opal. Opal provides a viable solution to reduce the large amount of pollution and waste caused by the fashion industry. Opal purchases high-quality pre-loved apparel that would have likely ended up in landfills. This sustainable alternative provides consumers with an eco-conscious option for repurposing their clothing, resulting in a healthier planet. Opal's business model supports our vision of a better, greener world.

Secondhand shopping is expected to increase 2X greater than fast fashion



2020 GlobalData Market Sizing Estimates



GOALS

Opal has implemented the PACT method to structure our goals. PACT provides a solid goal setting framework for our employees to follow. Through this method, Opal is able to ensure our goals are meaningful and adhere to our values. Additionally, this system requires goals to be attainable, meaning they are actions that are in our control to achieve directly; not some number we are hoping our company reaches based on an outside occurrence. Lastly, it is critical that company goals are constantly monitored, tracking progress through periodic audits. This goal system has allowed Opal to make a PACT with stakeholders and supporters, honoring our values and remaining dedicated to our stated goals.

| P | A | C | T |
|------------|------------|------------|-----------|
| Purposeful | Actionable | Continuous | Trackable |



Opal Children's Apparel Launch



MISSION STATEMENT

"Inspiring customers to build an eco-friendly wardrobe with pre-loved clothing."

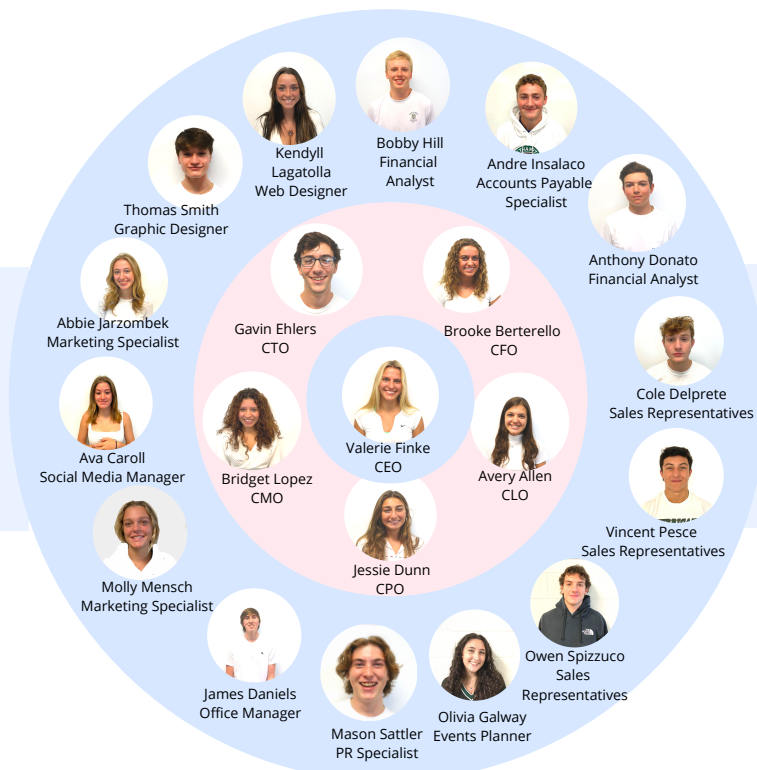
COMPANY OVERVIEW

Founded in October 2021 at Westhampton Beach High School, Opal is a for-profit online thrift store that provides a varied collection of quality, pre-loved clothing. All excess and unsold clothing bought by Opal is donated to local shelters and outreach programs. In keeping with our commitment to positively impact people and the planet, Opal was established as a B corporation. After conducting the extensive B Impact Assessment, Opal's independent evaluation resulted in a commendable score of 110. This favorable score represents our firm's promise to benefit employees, customers, communities, and the environment through our actions and words. In addition to alleviating the harmful affects of fast fashion, Opal strives to sustain our goal of keeping discarded apparel out of landfills. As fast fashion is becoming more prevalent in society than ever before, Opal is a much needed alternative in the fashion industry, furthering the trend of making ethical fashion choices.

ORGANIZATIONAL STRUCTURE

Opal has implemented a circular organizational structure for our firm. A circular flow breaks from the traditional top down hierarchy model, promoting constant communication and decision making throughout the firm. As evident in the organizational chart graphic, the management team exists in the center of the company, spreading their vision outward to all employees. The circular structure encourages collaboration amongst all employees and departments, resulting in clarity of departmental processes and company goals.

Opal cross-trains employees, so that in the situation that an employee is out, we can easily shift team members to ensure that necessary tasks are effectively completed. Opal has six departments including: Finance, Technology, Marketing, Human Resources, Sales and Logistics. Department placement is based on each employee's knowledge, skills, and strengths. Frequent team meetings and semi-monthly team building activities have fostered positive working relationships amongst employees, strong employee morale, and a cooperative work environment.



SWOT ANALYSIS

Opal offers reasonable prices and an up front payment system for consignors, all while maintaining strong profit margins. In regards to weaknesses, the logistics of sorting, inspecting, pricing, and selling consigned apparel has been quite challenging to master. Opal's reliance on consumers to sell clothes can be rather risky. This is why Opal has entered into partnerships with several retail stores to sell us their end of season inventory. This action will safeguard our constant inventory stream and provide more "new with tags" options in our resale platform.

Opal has identified an opportunity to enter the rental fashion industry, giving our customers access to high-end luxury items for life's special occasions. The thrift industry is currently growing at a rate never seen before. Opal recognizes the benefits of expanding our product lines to enter the children's resale market. Opal is wary of privacy threats associated with the personal data of our consumers and utilizes anti-malware and encryption software for added protection. Supply chain logistics including shipping delays and escalating gas prices are additional threats for Opal to proactively address.



Strengths



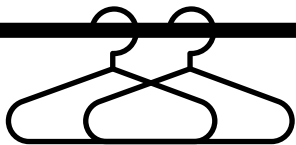
Weaknesses



Opportunities



Threats



S

- Affordable products
- Strong profit margin
- Abundance of consignment Inventory

W

- Dependence on consignors
- Startup firm with inexperienced employees
- Logistical obstacles

O

- Expand to international market
- Enter the rental fashion industry
- Enter children's apparel resale market

T

- Data privacy issues
- Supply chain logistics
- Consumers wary of greenwashing

COMPETITIVE ANALYSIS

HORIZON

Only a portion of inventory is eco-friendly with the sale of their "Vintage Clothing Bundle"




Within the VE world the firm *Horizon* - a clothing subscription company - is most similar to Opal with the sale of their "Vintage Clothing Bundle" which offers a personalized selection of second-hand clothing. However, Opal's inventory makeup is entirely sourced of preloved garments, providing a more eco-friendly way to shop for unique garments.

ECO-Friend

Inventory is made from "donated" garments which is unethical as a for-profit business



Additionally, the firm *Eco Friend* - an eco-conscious clothing brand - may also be similar to Opal's business model. However, after looking through Eco Friend's policies, we found that their inventory is made up of donated garments. As a for profit business, we feel it is unethical for Eco Friend to resell an item that has been given to the company via donation. Opal continues to stand out amongst our competitors, receiving positive customer feedback and maintaining our strong commitment to social and environmental causes.

| FEATURES | TheRealReal | THREDUP | TRADESY |  POSHMARK | OPAL |
|--------------------------------|-------------|---------|---------|--|------|
| High Payout Rates | ✗ | ✗ | ✓ | ✓ | ✓ |
| "Money Up Front" Policy | ✓ | ✓ | ✗ | ✗ | ✓ |
| Includes Men & Unisex Clothing | ✓ | ✗ | ✗ | ✓ | ✓ |

Outside of the VE world, we face competition from major corporations such as TheRealReal, ThreadUp, Tradsey, and Poshmark. Opal stands out from competitors by offering high payout rates to consigners - a range between 30%-70% of the garments fair market value - towering over our competitors which offer low payouts starting at only 5%. Additionally, our "money-up-front" method is most desirable to customers, as they receive their payout after processing instead of after the garment has been sold on our website. Lastly, at Opal we provide not only women's clothing, but men's and unisex clothing, which promotes inclusivity and pushing the consignment industry beyond gender barriers.

CURRENT ECONOMIC CONDITIONS



Shipping Disruption



Major Logistical Issues

The Coronavirus Pandemic and other recent economic factors may have led to negative impacts on our startup firm. The current shipping issues have caused major logistical issues nationwide. The prolonged process of receiving inventory shipments from individual sellers by mail, may cause a delay in our inspection, pricing, and preparation process. This potential delay has led our Logistics Team to obtain additional inventory in-bulk from larger retailers through purchasing agreements (see Appendix pages 26-28). By doing so, we are able to maintain a steady flow of unique inventory for our customers. Not only do shipping delays cause a problem on Opal's procurement end, but customers may notice late shipping dates when ordering through our website. To combat this issue, we have partnerships with multiple companies such as USPS, UPS, and FedEx to use a variety of carriers if one is experiencing a vast amount of traffic.

Overall Current Conditions

The International Monetary Fund (IMF) is less optimistic about economic development in the Eurozone and is also more cautious than it was in October 2021, which is why it lowered the forecast for the current year by half a percentage point to a gain of +3.9%. For 2022, the IMF predicts an increase in economic performance of +3.5%. The IMF economists have also lowered their growth expectations for Germany. They now expect GDP to rise by 4.2 % in the current year – 0.8 percentage points less than five months earlier – followed by 1.6 % in 2023 (IMF). Although the German government has done comparatively well so far in managing the COVID-19 pandemic, the IMF did not anticipate the Russian-Ukraine conflict which resulted in Germany backing sanctions on Russia, despite Germany importing 55% of its natural gas from Russia (NPR). The main risk factor, however, remains the COVID-19 pandemic: IMF economists currently estimate that this will cost the global economy the nearly inconceivable sum of around 22 trillion U.S. dollars between 2020 and 2025 (IMF). This is roughly equivalent to the annual economic output of the USA or more than four times the gross domestic product in Germany.

Table 1. Overview of the World Economic Outlook Projections
(Percent change, unless noted otherwise)

| | Year over Year | | | | | | Q4 over Q4 2/ | | |
|-----------------------------|----------------|------|-------------|------|--|------|---------------|------|-------------|
| | Estimate | | Projections | | Difference from October 2021 WEO Projections 1/ | | Estimate | | Projections |
| | 2020 | 2021 | 2022 | 2023 | 2022 | 2023 | 2021 | 2022 | 2023 |
| World Output | -3.1 | 5.9 | 4.4 | 3.8 | -0.5 | 0.2 | 4.2 | 3.9 | 3.4 |
| Advanced Economies | -4.5 | 5.0 | 3.9 | 2.6 | -0.6 | 0.4 | 4.4 | 3.5 | 1.8 |
| United States | -3.4 | 5.6 | 4.0 | 2.6 | -1.2 | 0.4 | 5.3 | 3.5 | 2.0 |
| Euro Area | -6.4 | 5.2 | 3.9 | 2.5 | -0.4 | 0.5 | 4.8 | 3.2 | 1.8 |
| Germany | -4.6 | 2.7 | 3.8 | 2.5 | -0.8 | 0.9 | 1.9 | 4.2 | 1.6 |
| France | -8.0 | 6.7 | 3.5 | 1.8 | -0.4 | 0.0 | 5.0 | 1.9 | 1.7 |
| Italy | -8.9 | 6.2 | 3.8 | 2.2 | -0.4 | 0.6 | 6.2 | 2.5 | 1.7 |
| Spain | -10.8 | 4.9 | 5.8 | 3.8 | -0.6 | 1.2 | 4.9 | 5.0 | 2.5 |
| Japan | -4.5 | 1.6 | 3.3 | 1.8 | 0.1 | 0.4 | 0.4 | 3.6 | 1.1 |
| United Kingdom | -9.4 | 7.2 | 4.7 | 2.3 | -0.3 | 0.4 | 6.3 | 3.8 | 0.5 |
| Canada | -5.2 | 4.7 | 4.1 | 2.8 | -0.8 | 0.2 | 3.5 | 3.9 | 1.9 |
| Other Advanced Economies 3/ | -1.9 | 4.7 | 3.6 | 2.9 | -0.1 | 0.0 | 3.8 | 3.4 | 2.5 |

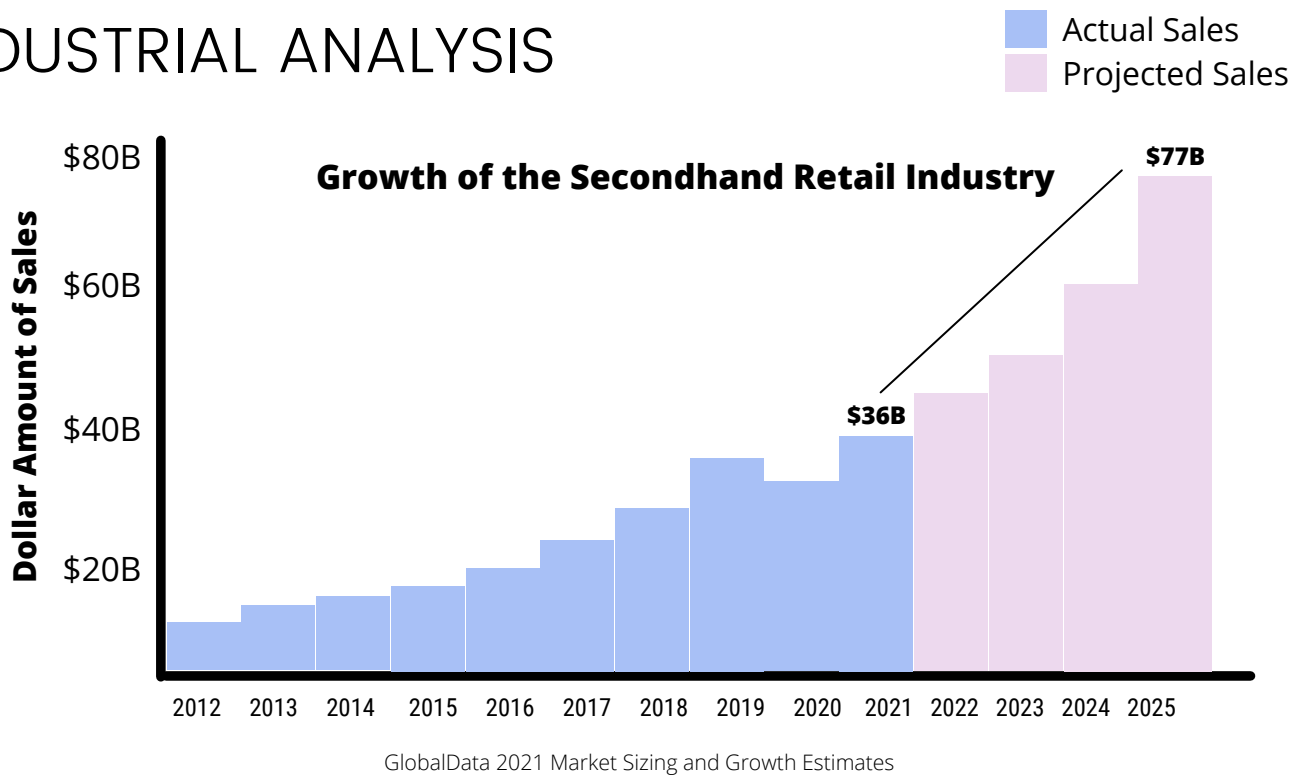
VIRTUAL ANALYSIS

62% OPEN TO PURCHASING
SECONDHAND

85% HAVE PURCHASED
SECONDHAND FASHION

Opal is able to maintain the title of being the first VE firm to create a platform that sells preloved clothing. When creating Opal, we recognized a strong demand for secondhand clothing to alleviate the harmful strain fast fashion has on our environment. At the onset of our business, the Opal team performed market research through focus groups and online surveys, targeting high school business students. These market research tools enabled us to obtain critical data about the shift to thrift. Survey data revealed that 62% of respondents have purchased secondhand fashion, while 85% stated that they are open to purchasing secondhand in the near future.

INDUSTRIAL ANALYSIS



The fashion retail industry has grown to immensely over the past decade. In 2020, during the height of the pandemic, there were over 33 million people who bought second hand clothing for the first time, and 76% of that population plans to increase their secondhand shopping habits (Berthiaume). It has been recently projected that secondhand clothing sales will exceed twice the size of fast fashion sales by the year 2030 (Berthiaume). Not only do 80% of Gen Z consumers favor secondhand shopping, young shoppers respect their peers who wear thrifted apparel, making unique fashion statements and sustainable purchases (Khusainova).

MARKETING PLAN

TARGET MARKET & MARKET SEGMENTATION

PSYCHOGRAPHIC

- Environmentally conscious
- Open minded

DEMOGRAPHIC

- Gen-Z consumers ages 16 to 30
- Tech savvy

SOCIOECONOMIC

- Middle Income
- Employed or full-time student

GEOGRAPHIC

- United States

BEHAVIORAL

- Preference for online & mobile shopping
- Conservative spender



BUYER PERSONA: NOAH

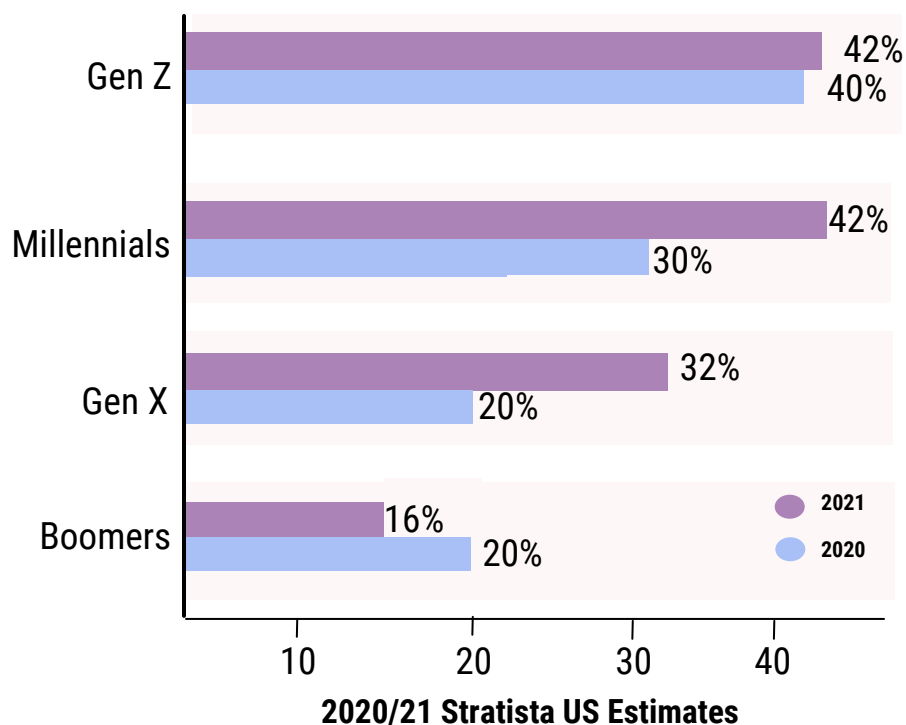
Middle income
Conservative

Prefers biking
Loves to thrift

Environmentally
conscious
Eco-friendly
lifestyle

After performing extensive market research, Opal has identified our target market as males and females, ages 16-30 with a middle income. Psychographically, Opal's consumers are environmentally conscious and live eco-friendly lifestyles. Opal's consumers prefer shopping online while being mindful of their spending habits. As a start-up firm emerging into this booming industry, we are putting a geographic concentration on the U.S. To fully understand our target customer, we have developed a buyer persona, Noah. Noah is in his early 20s, loves biking, and is a conservative spender. He embodies the target persona that Opal envisions.

% Of Consumers Who Shop Secondhand



PRODUCTS

Opal's products consist of high-quality new or like-new men's, women's, and unisex apparel. All of our clothing is separated and put into one of our three brand tiers: Pearl, Jade, and Ruby. Each garment is designated to a specific tier depending on the quality, original retail price, and brand. Opal's quality management team meticulously inspects each item upon receipt. When preparing their free shipping label on Opal's website, consignors indicate if they would like Opal to donate items on their behalf that do not meet our strict quality standards. Opal's market research and current seller patterns have concluded that over 95% of consignors will choose to donate unaccepted items to charity rather than have those items returned. Another way in which we receive merchandise is through partnerships with retail businesses. As referenced in the Appendix section of this business plan, Opal has entered into contracts with several retailers to purchase their end-of-season inventory at 5% of the market value.

| | PEARL | JADE | RUBY |
|-------------------|-------------|-------------|-------|
| Sale Price | \$10 - \$30 | \$30-\$60 | \$60+ |
| Consignment Price | \$4 - \$12 | \$12 - \$24 | \$24+ |
| Brand Examples | | | |

Pearl Collection



Aspen Gold Long Sleeve
Pearl Women's Shirt
\$11



Ivory Shorts
Pearl Women's Shorts
\$12





Grey Breather Sweatshirt
Pearl Women's Jacket
\$18

Bundles

| Pearl | Jade | Ruby | Specialty |
|---|---|--|-----------|
| | | | |
| Jade Neutrals Bundle Jade Bundle \$300 | Keep It Casual Jade Bundle \$300 | Black Tie Event Jade Bundle \$300 | |

Inventory Acquisition Process

- 1 Customers who are interested in consigning with Opal, may click the "sell" tab on our website, which will guide them step-by-step through the consignment process. Opal relies heavily on consignment garments from individual sellers for inventory.
- 2 Sellers should continue by completing the Consignment Interest Form, filling out information for each garment they plan to resell. This includes the type of garment, sizing, brand, original price, and condition of the item.
- 3 After submitting the Interest Form, sellers will receive a free shipping label via email. The seller is expected to supply packaging materials; Opal encourages consignors to recycle previously used shipping boxes.
- 4 After the garment(s) are received by Opal's Quality Management Team, they will be carefully inspected and sorted into one of three tiers - Pearl, Jade, or Ruby - based on quality, brand, and original price of the garment. If a garment is deemed unacceptable in terms of quality standards, it may be mailed back to the seller for a \$10 shipping fee, or the seller can choose to have Opal donate their item(s) to a non-profit organization, benefitting people in need.
- 5 The seller's debit card information will be entered in the Consignment Interest Form, which will be used to pay consigners up front based, on the garment's assigned tier.
- 6 The garment(s) will go through a preparation process that includes Blue UV Light Antimicrobial Technology to properly disinfect clothing, along with steaming and tagging. The garments will then be posted on our website.

CONSIGNMENTS

Here at Opal, we focus on providing high-quality resold clothes. In order to do so, we require consignments from users like you. We will provide various payments for any clothes submitted.

Consign

Donate

Email *

Enter your email

Item Type

Select an option

Item Size

Select an option

Item Brand

Select an option

Original Price

\$

Item Condition

Choose an option

Debit Card Number

0000000000000000

If a garment is deemed unsatisfactory by our quality standards, Opal has the ability to donate the garment to a non-profit organization, OR the item may be returned to your address for a \$10 fee

☐ I would like to donate ☐ I would like a return

Submit

PRICING

Opal is focused on selling affordable, high-quality items that will appeal to young consumers. Prices are established in accordance with this demographic of consumers. Opal's target market is conscious of conservative spending habits, which is why we offer discounted clothing bundles. Opal's price structure is divided into three branding categories: Pearl, Jade, and Ruby. Varying pricing tiers allow customers to shop within their desired price range and brand preference.

OPAL BUNDLES



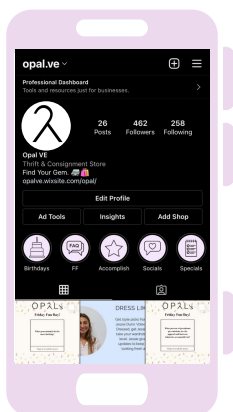
RUBY: \$60+

JADE: \$30-\$60

PEARL: \$10-\$30

PROMOTION

Market research, including surveys and focus groups, have led Opal to discover the most effective ways to engage with our customers. Opal maintains an active presence on social media platforms that are frequently visited by our target audience. Each social media channel has its own unique features, which Opal uses to our advantage. For example, we are optimizing the use of Instagram and its story feature to maximize interactions with our customers. With the utilization of marketing platforms such as Mail Chimp, our marketing and sales teams can quickly and easily distribute promotions to other VE firms and customers on our email distribution list.

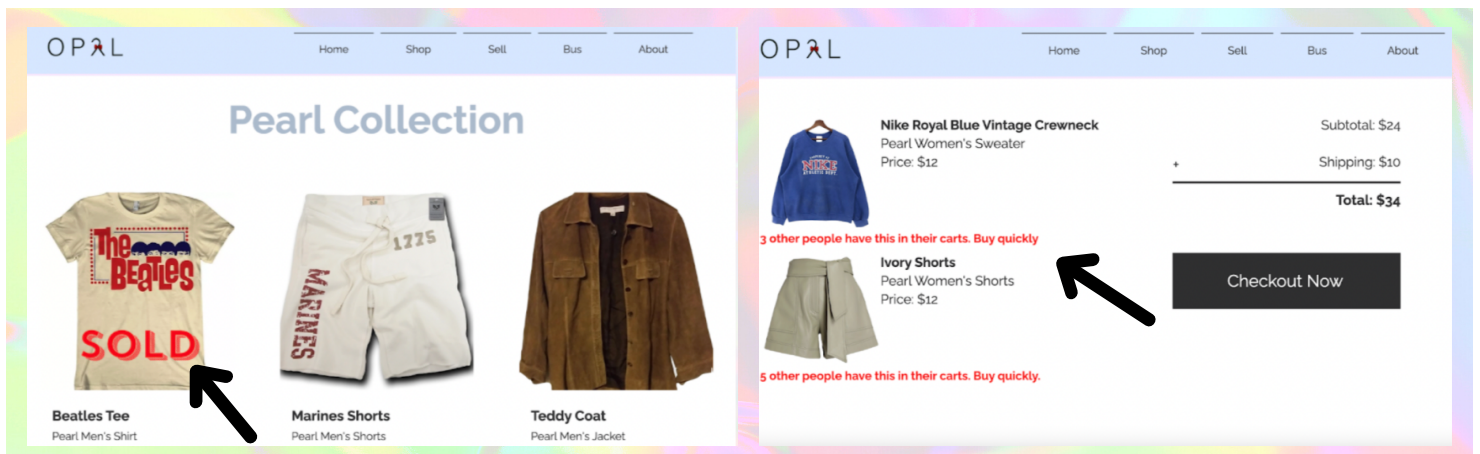


Opal employees are featured as style influencers by sharing their favorite picks!

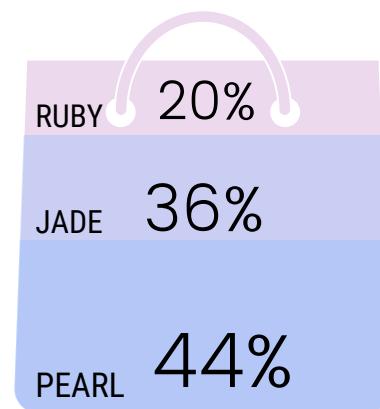
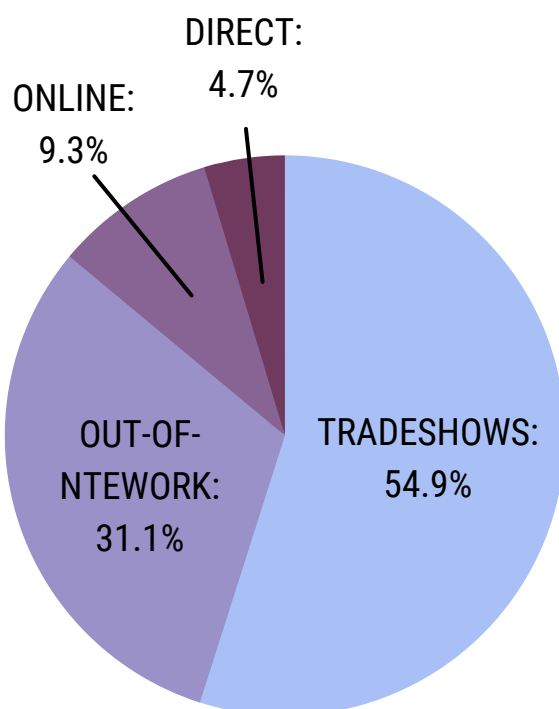


PLACEMENT

Opal's customers can make purchases through our website, in-person and virtual trade shows, and social media, primarily our Instagram account. This provides consumers with multiple different purchasing options. As a startup business focused on building brand recognition, trade shows have produced the most revenue, generating 54% of total sales. Opal's Technology Team is dedicated to continuously improving our website and adding new items daily to bring in more traffic and generate an increase in online sales. For example, when adding an item to their cart, we notify customers of how many other shoppers also have the item in their carts, in real-time. Items that are sold will be marked as such on the website before being removed after 24 hours. These strategies create a sense of urgency for the customer and lead them to quickly finalize purchases.



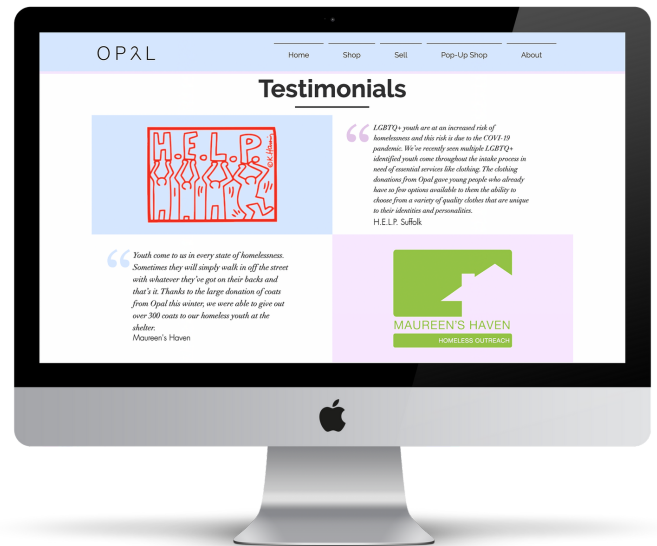
PERCENTAGE BREAKDOWN OF SALES



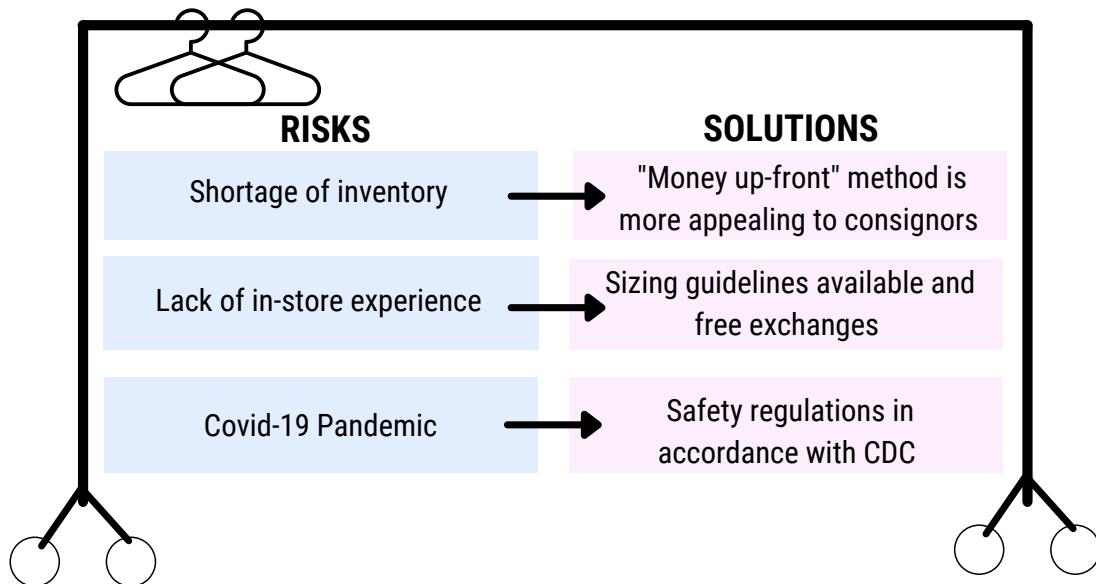
Within our three tiers - Pearl, Jade, and Ruby - the lowest priced tier, Pearl, makes up the largest portion of our sales at 44%. We believe this is primarily because consumers within our target market are searching for more reasonably priced garments. Following this preference, is the Jade tier which encompasses a wider range of name-brand clothing. While the Ruby tier has the lowest percentage of revenues, our upcoming launches that focus on prom and wedding seasons will encourage more sales.

POSITIONING

Opal is positioned as a user-friendly firm that approaches our target market in an engaging way. Opal's website is easy to navigate and our color palette portrays a fun, young vibe while still maintaining a professional image. The white background in our website emits a feeling of honesty and transparency to consumers. Customer testimonials reinforce the feeling of trust in our company. Opal is positioned as a leader in the pre-loved clothing market, the first of its kind in VE. Our mission is to share our passion for saving the planet, lessening the overwhelming amount of clothing that ends up in landfills, and encouraging consumers to choose ethical, responsible shopping habits. Customer testimonials provide honest feedback which helps us continuously improve.



BUSINESS RISKS
















A potential challenge Opal may face as a start up firm, is a shortage of inventory. Because Opal relies on consignment garments from individual sellers, it is important for the firm to stand out amongst competitors. To directly combat this issue, Opal's "money up front" payout method will be appealing to consignors. Additionally, as an online apparel store, customers lack a typical in store experience. For example, customers aren't able to physically determine the sizing, or material of a garment. In response, Opal provides in depth garment descriptions on our website, along with sizing guidelines by brand to ensure the perfect fit. Lastly, Opal guarantees free exchanges to build trust with our customer base. Due to the Coronavirus Pandemic, the workforce has ultimately shifted in terms of employment and sanitation regulations. In our warehouse, Opal employees maintain social distancing in accordance with CDC Guidelines. In terms of sanitation, incoming consignment garments are stored in our Blue Ultraviolet Compartment for 24 hours, while they are treated with Antimicrobial Light Technology in preparation for their next life.

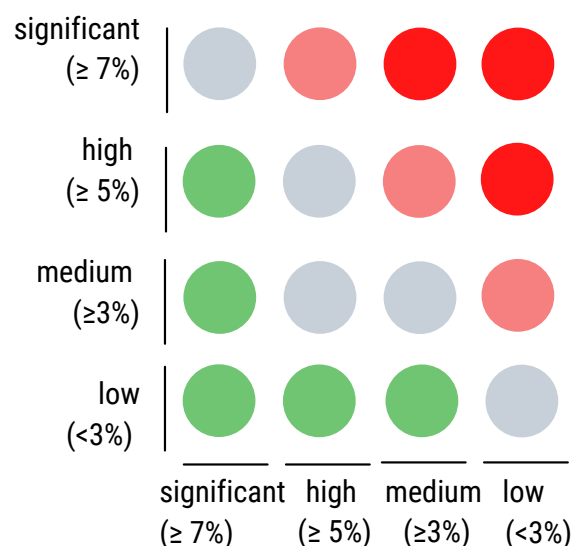
RISK AND OPPORTUNITIES REPORT

In order to achieve success and remain competitive, Opal proactively identifies potential risks. On the flip side, seizing opportunities also means being willing to take a risk. We strive to achieve a balanced relationship between opportunities and risks by weighing potential risks to secure the long term success of the company. Opal measures risks based on the possible impact of the risk and the probability of occurrence. The following four categories are used to assess the risk impact and likelihood: low, medium, high, and significant.

OVERVIEW OF GROUP RISKS

| Risk Category | Risk Classification | | | |
|--------------------------|---|---|---|-------------|
| | Low | Medium | High | Significant |
| Research and development |  | | | |
| Procurement/ Acquisition | |  | | |
| Supply Chain | |  | | |
| Production |  | | | |
| Environment & Safety |  | | | |
| Sales & Marketing |  | | | |
| Personal Management |  | | | |
| Cost Improvement | |  | | |
| Foreign Currencies | | |  | |
| Taxes |  | | | |
| Data Protection |  | | | |
| External Incidents | | |  | |
| Sustainability |  | | | |

RISK CLASSIFICATION MATRIX



IDENTIFIED HIGH RISKS

Foreign Currencies

February 2022 was designated by Virtual Enterprises International as International Trade Month. Prior to this campaign, Opal had not actively pursued international sales, or had to be overly concerned about foreign exchange risk. To minimize the impact of exchange rates, we enter into forward exchange contracts with our international partners. As a function of the development of the Euro relative to the U.S. dollar, there may be both positive and negative effects on sales and operating profits. However, the contracts will hedge against the risk of an unfavorable change in exchange rates.

External Factors

As a global company, Opal cannot avoid external risks. Increasing effects of climate change, natural disasters, fires, accidents, and social-political upheaval across countries and continents, can lead to business interruptions or damage to a company's assets. The ongoing uncertainty regarding the further development of the Russia/Ukraine conflict and its consequences continues to pose high risks. With soaring commodity prices and sweeping financial sanctions, the socio-political and regulatory situation remains very tense.

FINANCIAL PLAN

FINANCIAL SUMMARY

Opal began its first year of operation as a Virtual Enterprise company in October 2021. Reinforced by the financial statements contained within the Financial Plan, Opal is in a financially sound position for a startup firm. Generally accepted accounting principles, issued by the Financial Accounting Standards Board, were used to prepare Opal's financial statements. The implementation of the GAAP method aids our firm in achieving clarity and consistency in the planning of our accounting records. The straight line depreciation method was applied to calculate the reduction of our assets' useful lives.

Initial funding for Opal was secured through a \$150,000 loan with a 5.25% fixed interest rate over 5 years. Additionally, Opal received \$20,000 in seed money from VE for a total startup investment of \$170,000. Opal used this money to cover payroll, rent, utilities, office furniture, computers, equipment, office supplies, and starting inventory. These critical purchases enabled Opal to kick start our business.

Opal chose to pursue debt financing rather than equity financing in order to maintain control of our company and avoid the volatility of a fluctuating stock market. Debt financing avoids the threat of investors pulling out of our company. In our first fiscal year, Opal is projected to exceed \$1.5 million in revenues. The Financial Team is happy to announce that, as of February 2022, Opal has already surpassed \$1 million in sales. Originally, Opal was expected to break even in April 2022 which marks the end of our first fiscal year. However, Opal broke even in December 2021 due to our presence at an in-person trade show which resulted in record high sales and partnerships formed with other VE firms. Opal's total net income as of February 2022 is approximately \$205,000 with a strong gross margin of 65%.

In keeping with Opal's B corporation status, our firm donates excess inventory quarterly to local outreach programs. This socially responsible initiative has led to a B impact assessment score of 110 which is rated as "outstanding" by the Standards Council. Opal keeps intricate records of which items have been repurposed as charitable donations.

Liquidity Ratio

Current Ratio

1.6

Profitability Ratios

Return on Assets

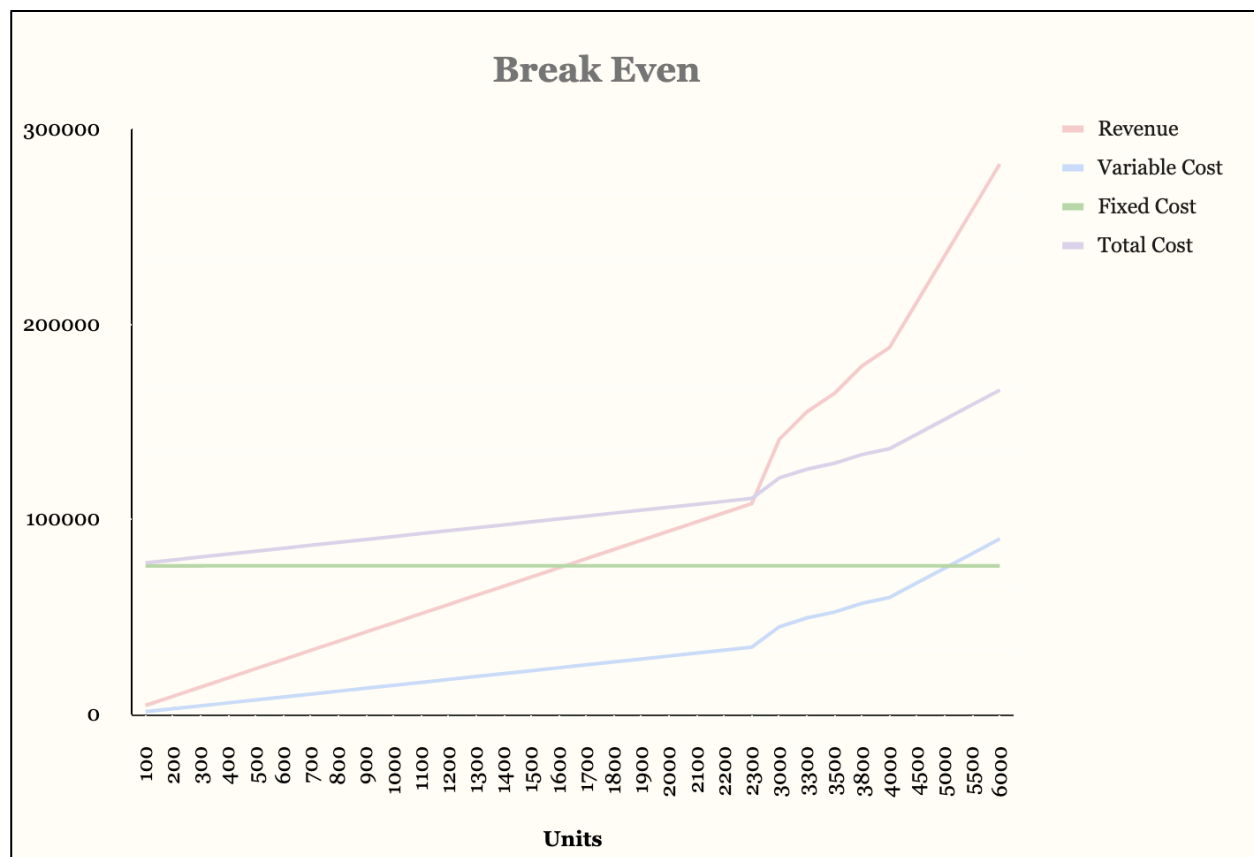
4.3%

Gross Profit Margin

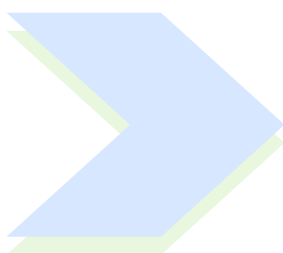
65%

BREAK EVEN ANALYSIS

Opal's break-even analysis calculates the amount of products Opal must sell to equal the firm's operating expenses. Opal's average selling price per sale is \$47.00 and the average cost of goods sold is \$15.00. This results in a median markup of \$32.00. Opal has an annual fixed cost of \$914,664.00 and an average profit rate of 27.66%. Opal broke even at 2,700 units or \$126,900 in sales. The financial team is happy to report that we achieved the tremendous milestone of breaking even in December 2021, after only three months of business.



**BREAK EVEN
POINT**



**\$126,900 Revenue
2,700 Units**

Achieved in December 2021

PROFIT & LOSS STATEMENT

Opal's profit and loss statement indicates a gross profit of over \$560,000 or approximately 60% of sales. Despite the fact that Opal is a first year, start-up firm, we are thrilled to announce a strong net income of nearly \$205,000. Although significant expenses were incurred during our initial months of operations, this is to be expected for a start-up business. Critical expenses such as wages, taxes, rent, and other purchases have shown to be costly. Operating expenses include, but are not limited to shipping, office supplies, advertising, equipment, and trade deals with other VE firms. Opal's total expenses amount to approximately \$466,000 with our cost of goods sold at \$364,000. Opal's social media and trade show exposure have largely supported the firm's sales efforts, generating a high revenue. In conclusion, Opal's meticulously planned budget has paid off, resulting in soaring sales and a favorable profit.

| | Actual | Projected |
|-------------------------|-----------------|------------------|
| | 10/1/21-2/28/22 | 10/1/21-4/30/22 |
| Income | | |
| Sales | 1,033,858 | 1,529,857 |
| Cost of Goods Sold | 363,668 | 509,135 |
| | | |
| Gross Profit | 670,190 | 1,020,722 |
| | | |
| Expenses | | |
| Advertising & Marketing | 12,500 | 17,500 |
| Insurance | 12,650 | 17,710 |
| 401k Contract | 3,000 | 3,000 |
| 401k Match | 15,375 | 21,525 |
| Payroll Tax Expenses | 44,529 | 89,058 |
| Payroll Wage Expenses | 186,998 | 261,797 |
| Purchases | 75,013 | 105,018 |
| Rent & Lease | 45,935 | 64,309 |
| Taxes & Licenses | 66,969 | 99,756 |
| Travel | 1,500 | 2,100 |
| Utilities | 1,400 | 1,960 |
| | | |
| Total Expenses | 465,870 | 683,733 |
| | | |
| Net Income | 204,320 | 336,989 |

BALANCE SHEET

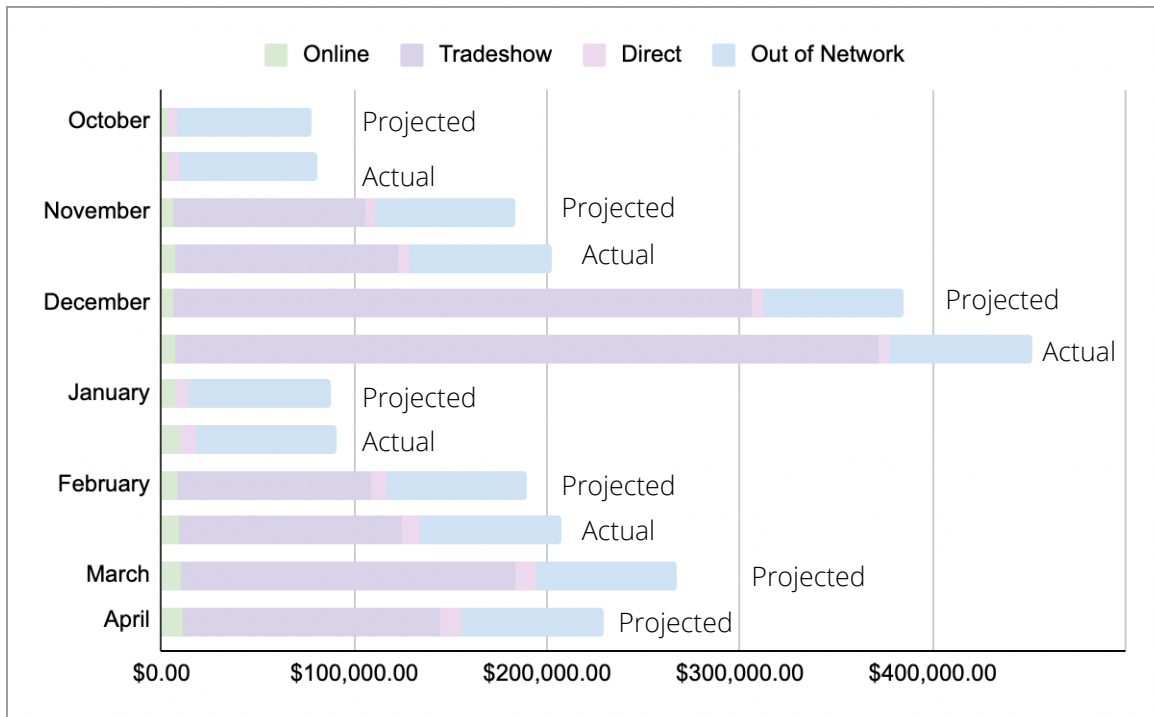
As evident in the firm's balance sheet, Opal has acquired approximately \$475,000 in assets due to our rising online sales and trade show revenues. Opal's main liability is the \$150,000 loan acquired to kickstart our business, which is being repaid in \$2,874.900 monthly increments. In addition, Opal was awarded \$20,000 in seed money from VE International to start up our business. Inventory purchases also account for a large portion of our liabilities. Since Opal is a resale clothing business, we must buy merchandise from consignors. Fortunately, our strong gross margin of 65% provides a lucrative payout for our inventory purchases. Opal's current liquidity ratio is 1.6. The liquidity rate shows that we can successfully handle future spending decisions, unforeseen financial emergencies, and overall company growth.

| As of Febuary 28, 2022 | |
|--------------------------------|----------------|
| Assets | |
| Current Assets | |
| Cash | 309,871 |
| Accounts receivable | 73,551 |
| Merchandise inventory | 72,599 |
| Supplies | 500 |
| Total Current Assets | 456,520 |
| Fixed Assets | |
| Company Vehicle | 9,624 |
| Less: accumulated depreciation | 375 |
| Computers | 4,850 |
| Less: accumulated depreciation | 500 |
| Furniture and fixtures | 5,065 |
| Less: accumulated depreciation | 460 |
| Office equipment | 481 |
| Less: accumulated depreciation | 44 |
| Total Fixed Assets | 19,016 |
| Total Assets | 475,537 |

| Liabilities & Owners' Equity | |
|---------------------------------------|----------------|
| Current Liabilities | |
| Accounts payable | 50,402 |
| Inventory purchases payable | 38,488 |
| Warehouse rent | 15,935 |
| Sales tax payable | 38,958 |
| Salaries payable | 37,569 |
| Payroll tax payable | 14,843 |
| Social Security | 30,180 |
| Medicare | 12,650 |
| 401(k) payable | 25,625 |
| Shipping | 6,856 |
| Mobile/Wifi | 1,500 |
| Professional/Legal | 2,100 |
| Loan payment | 14,240 |
| Corporate tax payable | 4,926 |
| Total Current Liabilities | 294,271 |
| Long Term Liabilities | |
| Loan payable | 135,760 |
| Interest Payable | 20,873.85 |
| Total Liabilities | 450,905 |
| Owners' Equity | |
| Common stock | 20,000 |
| Retained earnings | 4,632 |
| Total Equity | 24,632 |
| Total Liabilities & Equity | 475,537 |

SALES PROJECTIONS

| Opal | | | | | | |
|---------------------------|---|-------------|--------------|-------------|----------------|----------------|
| Monthly Sales Projections | | | | | | |
| FY 2021-2022 | | | | | | |
| Months | Sources of Revenue | | | | | |
| | | Online | Tradeshow | Direct | Out-of-Network | Total |
| October | Projected | \$3,000.00 | \$0.00 | \$5,000.00 | \$70,000.00 | \$78,000.00 |
| | Actuals | \$3,432.12 | \$0.00 | \$5,892.12 | \$71,964.92 | \$81,289.16 |
| November | Projected | \$6,000.00 | \$100,000.00 | \$5,000.00 | \$73,000.00 | \$184,000.00 |
| | Actuals | \$6,783.87 | \$116,137.69 | \$5,942.45 | \$73,578.68 | \$202,442.69 |
| December | Projected | \$6,500.00 | \$300,000.00 | \$5,500.00 | \$73,000.00 | \$385,000.00 |
| | Actuals | \$6,913.63 | \$364,954.34 | \$6,234.69 | \$73,470.09 | \$451,572.75 |
| January | Projected | \$7,500.00 | \$0.00 | \$7,000.00 | \$73,000.00 | \$87,500.00 |
| | Actuals | \$9,212.85 | \$0.00 | \$8,722.53 | \$73,226.86 | \$91,162.24 |
| February | Projected | \$8,500.00 | \$100,000.00 | \$8,000.00 | \$73,000.00 | \$189,500.00 |
| | Actuals | \$9,504.46 | \$115,429.27 | \$8,906.66 | \$73,550.52 | \$207,390.91 |
| March | Projected | \$10,000.00 | \$174,000.00 | \$10,000.00 | \$73,000.00 | \$267,000.00 |
| April | Projected | \$11,000.00 | \$134,000.00 | \$11,000.00 | \$73,000.00 | \$229,000.00 |
| | Projected Total | \$52,500.00 | \$808,000.00 | \$51,500.00 | \$508,000.00 | \$1,420,000.00 |
| | Actual Total (Plus March & April Projections) | \$56,846.93 | \$904,521.30 | \$56,698.45 | \$511,791.07 | \$1,529,857.75 |



Opal projects to achieve a solid revenue stream of over 1.5 million dollars by the end of April 2022. Virtual Enterprise places a cap on the amount of out-of-network sales that firms are permitted to make each month. However, Opal has never fallen short on our out-of-network sales sales goals. Trade shows allude to the majority of our revenue, while direct and online sales comprise a smaller portion of sales. From October to February, Opal has exceeded our initial sales projections each month due to our dedicated sales team and our strong partnerships with other VE firms. At Opal, we take our company goals very seriously, working as a united group to not only achieve our goals, but surpass them.

Appendix

BANK STATEMENT

Ending February 28, 2022



US Network Bank

| | | | | |
|------------------|--|---------|----------|--------------|
| Feb. 27, 2022 | Ashley Adams.51359.51359 (US01125), Loretto, TN VE Checkout transaction #671508 02/27/2022 10:31 PM CT Acct #630911061 | 6073056 | \$109.00 | \$309,870.74 |
|------------------|--|---------|----------|--------------|

Loan Amortization Table

| Fiscal year | 2021-2022 | 2022-2023 | 2023-2024 | 2024-2025 | 2025-2026 |
|------------------|-------------------|-----------|------------------|-----------|-------------|
| APR | 5.25% | 5.25% | 5.25% | 5.25% | 5.25% |
| 2021-2022 | | | | | |
| Report Date | Beginning Balance | Interest | Adjusted Balance | Payment | End Balance |
| 1-Oct-21 | 150,000 | 656.25 | 150,656.25 | 2,847.90 | 147,808.35 |
| 1-Nov-21 | 147808.35 | 646.66 | 148,455.01 | 2,847.90 | 145,607.12 |
| 1-Dec-21 | 145607.12 | 637.03 | 146,244.15 | 2,847.90 | 143,396.25 |
| 1-Jan-22 | 143396.25 | 627.36 | 144,023.61 | 2,847.90 | 141,175.71 |
| 1-Feb-22 | 141175.71 | 617.64 | 141,793.35 | 2,847.90 | 138,945.46 |
| 1-Mar-22 | 138945.46 | 607.89 | 139,553.34 | 2,847.90 | 136,705.45 |
| 1-Apr-22 | 136705.45 | 598.09 | 137,303.53 | 2,847.90 | 134,455.63 |
| 1-May-22 | 134455.63 | 588.24 | 135,043.88 | 2,847.90 | 132,195.98 |
| 1-Jun-22 | 132195.98 | 578.36 | 132,774.34 | 2,847.90 | 129,926.44 |
| 1-Jul-22 | 129926.44 | 568.43 | 130,494.87 | 2,847.90 | 127,646.97 |
| 1-Aug-22 | 127646.97 | 558.46 | 128,205.43 | 2,847.90 | 125,357.53 |
| 1-Sep-22 | 125357.53 | 548.44 | 125,905.97 | 2,847.90 | 123,058.07 |
| Total | | 7,232.85 | | 34,174.80 | 123,058.07 |
| 2022-2023 | | | | | |
| Report Date | Beginning Balance | Interest | Adjusted Balance | Payment | End Balance |
| 1-Oct-22 | 123058.07 | 538.38 | 123,596.45 | 2847.9 | 120,748.55 |
| 1-Nov-22 | 120748.55 | 528.27 | 121,276.83 | 2847.9 | 118,428.93 |
| 1-Dec-22 | 118428.93 | 518.13 | 118,947.06 | 2847.9 | 116,099.16 |
| 1-Jan-23 | 116099.16 | 507.93 | 116,607.09 | 2847.9 | 113,759.19 |
| 1-Feb-23 | 113759.19 | 497.7 | 114,256.89 | 2847.9 | 111,408.99 |
| 1-Mar-23 | 111408.99 | 487.41 | 111,896.41 | 2847.9 | 109,048.51 |
| 1-Apr-23 | 109048.51 | 477.09 | 109,525.60 | 2847.9 | 106,677.70 |
| 1-May-23 | 106677.7 | 466.71 | 107,144.41 | 2847.9 | 104,296.52 |
| 1-Jun-23 | 104296.52 | 456.3 | 104,752.81 | 2847.9 | 101,904.92 |
| 1-Jul-23 | 101904.92 | 445.83 | 102,350.75 | 2847.9 | 99,502.85 |
| 1-Aug-23 | 99502.85 | 435.32 | 99,938.18 | 2847.9 | 97,090.28 |
| 1-Sep-23 | 97090.28 | 424.77 | 97,515.05 | 2847.9 | 94,667.15 |
| Total | | 5,783.84 | | 34,174.80 | 94,667.15 |
| 2023-2024 | | | | | |
| Report Date | Beginning Balance | Interest | Adjusted Balance | Payment | End Balance |
| 1-Oct-23 | 94667.15 | 414.17 | 95,081.32 | 2847.9 | 92,233.42 |
| 1-Nov-23 | 92233.42 | 403.52 | 92,636.95 | 2847.9 | 89,789.05 |
| 1-Dec-23 | 89789.05 | 392.83 | 90,181.88 | 2847.9 | 87,333.98 |
| 1-Jan-24 | 87333.98 | 382.09 | 87,716.06 | 2847.9 | 84,868.17 |
| 1-Feb-24 | 84868.17 | 371.3 | 85,239.46 | 2847.9 | 82,391.57 |
| 1-Mar-24 | 82391.57 | 360.46 | 82,752.03 | 2847.9 | 79,904.13 |
| 1-Apr-24 | 79904.13 | 349.58 | 80,253.71 | 2847.9 | 77,405.82 |
| 1-May-24 | 77405.82 | 338.65 | 77,744.47 | 2847.9 | 74,896.57 |
| 1-Jun-24 | 74896.57 | 327.67 | 75,224.24 | 2847.9 | 72,376.34 |
| 1-Jul-24 | 72376.34 | 316.65 | 72,692.99 | 2847.9 | 69,845.09 |
| 1-Aug-24 | 69845.09 | 305.57 | 70,150.66 | 2847.9 | 67,302.77 |
| 1-Sep-24 | 67302.77 | 294.45 | 67,597.22 | 2847.9 | 64,749.32 |
| Total | | 4,256.94 | | 34,174.80 | 64,749.32 |
| 2024-2025 | | | | | |
| Report Date | Beginning Balance | Interest | Adjusted Balance | Payment | End Balance |
| 1-Oct-24 | 64749.32 | 283.28 | 65,032.60 | 2847.9 | 62,184.70 |
| 1-Nov-24 | 62184.7 | 272.06 | 62,456.76 | 2847.9 | 59,608.86 |
| 1-Dec-24 | 59608.86 | 260.79 | 59,869.65 | 2847.9 | 57,021.75 |
| 1-Jan-25 | 57021.75 | 249.47 | 57,271.22 | 2847.9 | 54,423.32 |
| 1-Feb-25 | 54423.32 | 238.1 | 54,661.43 | 2847.9 | 51,813.53 |
| 1-Mar-25 | 51813.53 | 226.68 | 52,040.21 | 2847.9 | 49,192.31 |
| 1-Apr-25 | 49192.31 | 215.22 | 49,407.53 | 2847.9 | 46,559.63 |
| 1-May-25 | 46559.63 | 203.7 | 46,763.33 | 2847.9 | 43,915.43 |
| 1-Jun-25 | 43915.43 | 192.13 | 44,107.56 | 2847.9 | 41,259.67 |
| 1-Jul-25 | 41259.67 | 180.51 | 41,440.18 | 2847.9 | 38,592.28 |
| 1-Aug-25 | 38592.28 | 168.84 | 38,761.12 | 2847.9 | 35,913.22 |
| 1-Sep-25 | 35913.22 | 157.12 | 36,070.34 | 2847.9 | 33,222.45 |
| Total | | 2,647.90 | | 34,174.80 | 33,222.45 |
| 2025-2026 | | | | | |
| Report Date | Beginning Balance | Interest | Adjusted Balance | Payment | End Balance |
| 1-Oct-25 | 33222.45 | 145.35 | 33,367.79 | 2847.9 | 30,519.90 |
| 1-Nov-25 | 30519.9 | 133.52 | 30,653.42 | 2847.9 | 27,805.52 |
| 1-Dec-25 | 27805.52 | 121.65 | 27,927.17 | 2847.9 | 25,079.28 |
| 1-Jan-26 | 25079.28 | 109.72 | 25,189.00 | 2847.9 | 22,341.10 |
| 1-Feb-26 | 22341.1 | 97.74 | 22,438.84 | 2847.9 | 19,590.94 |
| 1-Mar-26 | 19590.94 | 85.71 | 19,676.66 | 2847.9 | 16,828.76 |
| 1-Apr-26 | 16828.76 | 73.63 | 16,902.38 | 2847.9 | 14,054.49 |
| 1-May-26 | 14054.49 | 61.49 | 14,115.97 | 2847.9 | 11,268.08 |
| 1-Jun-26 | 11268.08 | 49.3 | 11,317.37 | 2847.9 | 8,469.48 |
| 1-Jul-26 | 8469.48 | 37.05 | 8,506.53 | 2847.9 | 5,658.63 |
| 1-Aug-26 | 5658.63 | 24.76 | 5,683.39 | 2847.9 | 2,835.49 |
| 1-Sep-26 | 2835.49 | 12.41 | 2,847.90 | 2847.9 | 0 |
| Total | | 952.33 | | 34,174.80 | 0.00 |

Opal obtained a \$150,000 loan in order to kickstart our business. Opal is repaying this loan over a 5 year period with a 5.25% fixed interest rate. Monthly payments amount to \$2,847.90. Due to the decision to pursue debt financing, Opal maintains equity in our business.

Loan Amount

\$150,000

Interest Rate

5.25%

Term

5 years

Works Cited

- Beall, Abigail. "Why Clothes Are so Hard to Recycle." *BBC Future*, BBC, 12 July 2020, www.bbc.com/future/article/20200710-why-clothes-are-so-hard-to-recycle.
- Berthiaume, Dan. "Survey: Second-Hand Retail Sales Will Reach \$77 Billion by 2025." *Chain Store Age*, 5 Jan. 2022, chainstoreage.com/survey-second-hand-retail-sales-will-reach-77-billion-2025.
- Espino, Luis. "How Much Do UV-C Fixtures Cost?" *Lighting Insights Blog*, 20 Aug. 2020, insights.regencylighting.com/uv-c-fixtures-cost.
- Etsy, Inc. "Etsy Completes Acquisition of Depop, the Global Fashion Resale Marketplace for Gen Z." *Etsy Completes Acquisition of Depop, the Global Fashion Resale Marketplace for Gen Z*, 13 July 2021, www.prnewswire.com/news-releases/etsy-completes-acquisition-of-depop-the-global-fashion-resale-marketplace-for-gen-z-301331913.html.
- Global View Research. "Global Data Monetization Market Size Report, 2020-2027." *Global Data Monetization Market Size Report, 2020-2027*, Aug. 2020, www.grandviewresearch.com/industry-analysis/data-monetization-market.
- Grand View Research. "Global Data Monetization Market Size Report, 2020-2027." *Global Data Monetization Market Size Report, 2020-2027*, Aug. 2020, www.grandviewresearch.com/industry-analysis/data-monetization-market.
- Khusainova, Gulnaz. "Don't Get Left behind: Gen Z Wants a Different Shopping Experience." *Forbes*, Forbes Magazine, 7 Sept. 2020, www.forbes.com/sites/gulnazkhusainova/2020/09/07/dont-get-left-behind-gen-z-wants-a-different-shopping-experience/?sh=2a9dc50efaf0.
- Kronthal-Sacco, Randi. "Working with CSB on Sustainable Market Share Index™ Research." *NYU Stern*, 19 Dec. 2020, www.stern.nyu.edu/experience-stern/about/departments-centers-initiatives/centers-of-research/center-sustainable-business/news-events/blog/working-csb-sustainable-market-share-index-research.
- Leonhardt, Megan. "Used Cars, Housing and Clothing Costs Jump as Inflation Hits 40-Year High of 7%." *Fortune*, Fortune, 12 Jan. 2022, fortune.com/2022/01/12/inflation-hits-7-percent-in-december-as-consumer-prices-continue-to-rise/.

Locke, Taylor. "Here's How Much Extra Money Young People Make from Side Hustles."

CNBC, CNBC, 19 Sept. 2019, www.cnbc.com/2019/09/19/survey-how-much-millennials-gen-x-make-from-side-hustles-on-average.html.

Mazzo, Lauren. "This Activist's Approach to 2022 Goals Is the Burnout Solution You Need."

Shape, 21 Jan. 2022, www.shape.com/lifestyle/mind-and-body/mental-health/smart-goals-fun-goals-strategy.

Pope, Rachel. "Recent Study Reveals More than a Third of Global Consumers Are Willing to

Pay More for Sustainability as Demand Grows for Environmentally-Friendly

Alternatives." *Business Wire*, 14 Oct. 2021,

www.businesswire.com/news/home/20211014005090/en/Recent-Study-Reveals-More-Than-a-Third-of-Global-Consumers-Are-Willing-to-Pay-More-for-Sustainability-as-Demand-Grows-for-Environmentally-Friendly-Alternatives.

Portela, Valentine. "The Fashion Industry Waste Is Drastically Contributing to Climate Change."

CALPIRG, 9 Mar. 2021, calpirg.org/blogs/blog/cap/fashion-industry-waste-drastically-contributing-climate-change.

Smith, Penny. "Secondhand Apparel Market Penetration Worldwide 2019." *Statista*, 13 Jan.

2022, www.statista.com/statistics/1234953/secondhand-market-penetration-worldwide/.

Smith, Price. "Secondhand Apparel Market Penetration Worldwide 2019." *Statista*, 13 Jan. 2022,

www.statista.com/statistics/1234953/secondhand-market-penetration-worldwide/.

Thomas, Lauren. "Resale Market Expected to Be Valued at \$64 Billion in 5 Years, as Used

Clothing Takes over Closets." *CNBC*, CNBC, 23 June 2020,

www.cnbc.com/2020/06/23/thredup-resale-market-expected-to-be-valued-at-64-billion-in-5-years.html.

"World Economic Outlook." *IMF*, 15 Mar. 2022, www.imf.org/en/Publications/WEO.

Inventory Contract

OPAL

Purchasing Agreement Between OPAL and TOLA.

Note: This agreement is for educational purposes only. This is not a real contract in any way shape, or form. Opal is a virtual company operating under the Virtual Enterprises International program. Virtual Enterprises International is a non-profit organization that promotes business simulation for high school students.

This agreement is entered into this 11 day of March in the year 2022 by and between the Seller, Tola., and the Buyer, Opal.

- Statement of Guarantee:** In consideration for the Seller agreeing to enter a Purchase agreement with the virtual company Opal, the Seller agrees to provide excess inventory or overruns to Opal for 5% of each item's advertised retail value.
- Scope and Duration:** This is a continuing guarantee which shall remain in force unless terminated by the Buyer or Seller. The Buyer can use its discretion in regard to the amount of garments purchased. The Seller is not required to offer a set amount of garments to the Buyer and can provide any quantity of items that is available.
- Assignment:** Neither party may assign, contract, grant or otherwise transfer any or all rights or obligations arising under this agreement without prior written consent of the other party.
- Notices:** Any notice or other correspondence required or permitted by this Agreement shall be deemed to have been properly delivered when made in writing, either through USPS, or delivered personally.
- Entire Agreement:** This contract constitutes and represents the entire agreement of the parties with respect to further decision making. No party has relied upon any other promise, representation, or warranty other than those disclosed in this formal agreement.

Seller's Name and Title: Crystalanancee Monceper

Seller's Signature: Crystalanancee

Buyer's Name and Title: Avery Allen Chief Logistics Officer

Buyer's Signature: Avery Allen

@opal.ve 
opal.ny@veinternational.org 
opalve.wixsite/opal.com 

Inventory Contract

OPAL

Purchasing Agreement Between OPAL and MIXOLOGY CLOTHING COMPANY

Note: This agreement is for educational purposes only. This is not a real contract in any way shape, or form. Opal is a virtual company operating under the Virtual Enterprises International program. Virtual Enterprises International is a non-profit organization that promotes business simulation for high school students.

This agreement is entered into this 11 day of March in the year 2022 by and between the Seller, Mixology, and the Buyer, Opal.

- 1. Statement of Guarantee:** In consideration for the Seller agreeing to enter a Purchase agreement with the virtual company Opal, the Seller agrees to provide excess inventory or overruns to Opal for 5% of each item's advertised retail value.
- 2. Scope and Duration:** This is a continuing guarantee which shall remain in force unless terminated by the Buyer or Seller. The Buyer can use its discretion in regard to the amount of garments purchased. The Seller is not required to offer a set amount of garments to the Buyer and can provide any quantity of items that is available.
- 3. Assignment:** Neither party may assign, contract, grant or otherwise transfer any or all rights or obligations arising under this agreement without prior written consent of the other party.
- 4. Notices:** Any notice or other correspondence required or permitted by this Agreement shall be deemed to have been properly delivered when made in writing, either through USPS, or delivered personally.
- 5. Entire Agreement:** This contract constitutes and represents the entire agreement of the parties with respect to further decision making. No party has relied upon any other promise, representation, or warranty other than those disclosed in this formal agreement.

Seller's Name and Title:

Jennifer Sperber / store manager

Seller's Signature:

[Handwritten Signature]


Buyer's Name and Title:

Avery Allen Chief Logistics Officer

Buyer's Signature:

Avery Allen

@opal.ve 

opal.ny@veinternational.org 

opalve.wixsite/opal.com 

Inventory Contract

OPAL

Purchasing Agreement Between OPAL

and  NIBI-MTK
IT SUITS YOU

Note: This agreement is for educational purposes only. This is not a real contract in any way shape, or form. Opal is a virtual company operating under the Virtual Enterprises International program. Virtual Enterprises International is a non-profit organization that promotes business simulation for high school students.

**This agreement is entered into this 11 day of March
by and between the Seller, NIBI, and the Buyer, Opal.**

1. **Statement of Guarantee:** In consideration for the Seller agreeing to enter a Purchase agreement with the virtual company Opal, the Seller agrees to provide excess inventory or overruns to Opal for 5% of each item's advertised retail value.
2. **Scope and Duration:** This is a continuing guarantee which shall remain in force unless terminated by the Buyer or Seller. The Buyer can use its discretion in regard to the amount of garments purchased. The Seller is not required to offer a set amount of garments to the Buyer and can provide any quantity of items that is available.
3. **Assignment:** Neither party may assign, contract, grant or otherwise transfer any or all rights or obligations arising under this agreement without prior written consent of the other party.
4. **Notices:** Any notice or other correspondence required or permitted by this Agreement shall be deemed to have been properly delivered when made in writing, either through USPS, or delivered personally.
5. **Entire Agreement:** This contract constitutes and represents the entire agreement of the parties with respect to further decision making. No party has relied upon any other promise, representation, or warranty other than those disclosed in this formal agreement.

Seller's Name and Title: Teresa Sullivan | store mgr.

Seller's Signature: Teresa Sullivan

Buyer's Name and Title: Avery Allen Chief Logistics Officer

Buyer's Signature: Avery Allen

@opal.ve 

opal.ny@veinternational.org 

opalve.wixsite/opal.com 

Donation Contract

OPAL

Charitable Donation Agreement Between

OPAL and  MAUREEN'S HAVEN
HOMELESS OUTREACH

Note: This agreement is for educational purposes only. This is not a real contract in any way shape, or form. Opal is a virtual company operating under the Virtual Enterprises International program. Virtual Enterprises International is a non-profit organization that promotes business simulation for high school students.

This agreement is entered into this 11th day of MARCH in the year 2022 by and between the Donor, Opal, and the Receiver, Maureen's Haven.

- 1. Donation Information:** This Donation Agreement, made between the Donor, as listed above, and the Receiver, also listed above, is a charitable donation made to the Receiver, who is a charitable entity, organized under the provision of Section 501(c)(3) of the Internal Revenue Code. Donor hereby warrants that the Donation is free of any and all encumbrances and that the Donor has full legal rights to donate the Donation.
- 2. Logistical Information:** The Donor will provide ongoing, periodic donations to the Receiver beginning on the Effective Date of this Donation Agreement. The Donor does not guarantee any specific amount of donations on any specific date, but will render donations to the Receiver whenever items are available.
- 3. Delivery Information:** The Donor will deliver donated items to the Receiver during the Receiver's regular operating hours.
- 4. No Revocation:** The Donor may not revoke the donation. All covenants and promises made within this Donation Agreement are final.
- 5. Expenses:** Any and all expenses associated with the execution of this Donation Agreement, such as but not limited to, any expenses incurred during the transfer of the Donation, are the sole and exclusive responsibility of the Donor.

Receiver's Name and Title: Daniel A. O'Shea, Executive Director

Receiver's Signature: 

Donor's Name and Title: Valerie Finke CEO

Donor's Signature: 

@opal.ve 

opal.ny@veinternational.org 

opalve.wixsite/opal.com 