



Business Plan

———— 2022-2023 ————



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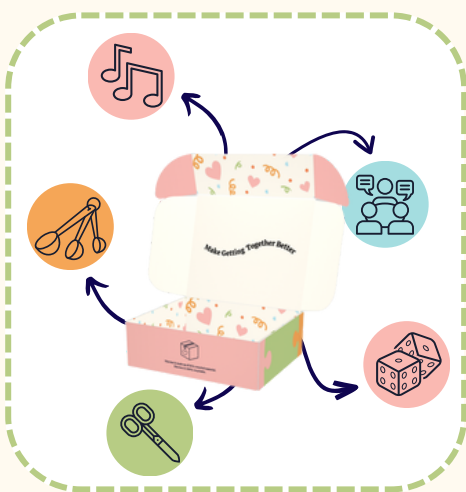
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Executive Summary

Have you ever watched a group of teenagers sitting around a table looking at their cell phones in silence instead of interacting with each other? Unfortunately, this is a common occurrence these days. With constant access to the internet, social media, and messaging apps, young adults are spending an increasing amount of time on their cell phones. GoGather's market research showed that 62.2% of teenagers spend more than five hours a day on their phones. This upward trend of screen usage can be seen starting from 2013 when cell phones became a standard device in households (1). An estimated 2.3 billion social media users are on average, picking up their cell phones 58 times a day (2). This overuse causes concern about the negative impacts of technology on the mental and physical health of young adults. According to a recent study, active social media users are at a high risk of developing mental health problems such as depression, anxiety, and stress(3). The lack of in-person socialization was only worsened during the COVID-19 pandemic when social distancing protocols, lockdowns, and travel restrictions drastically limited the amount of physical interaction that people had with one another. Though there was an increase in the use of digital communication tools, the reality is that these digital interactions do not have the same effect on our emotional well-being as spending time together in person does.

In-person socialization gives us the opportunity to connect and build relationships with others that can provide us with a positive social support system. Spending time with friends in person and having meaningful conversations creates a sense of community and connectedness. In fact, Maslow's Hierarchy of Needs shows that love and belonging are essential to reaching full potential. At GoGather, we offer a refreshing way for young adults to get together and socialize in person using our themed activity boxes. We help create a fun and exciting experience with friends by including a mix of games, crafts, and activities to do with your friends that enkindle fond memories that you will cherish for a lifetime.

Product Overview



GoGather sells two lines of themed activity boxes for an eventful friend or family gathering of up to six people. The main line is a subscription that provides customers with a fun activity box themed to each month. Each box includes a game, craft, recipe, playlist, conversation starters, and a gathering guide. GoGather also offers our More Moments Collection which are boxes that include pre-themed activities that are available for purchase year-round.

Mission Statement

GoGather's mission is to connect people and strengthen relationships by promoting in-person social interaction.

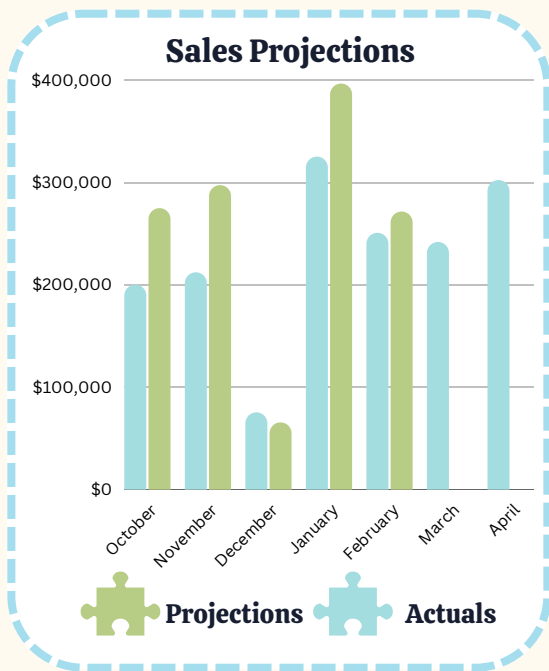


Key Attribute

GoGather's key attribute is the way we creatively curate our boxes by consistently conducting market research. Every month, we send out target market surveys to high school and college students to tailor the products or services offered in our subscription box to better meet the needs and desires of our customers. By regularly collecting feedback from our target market, we are able to provide a more personalized and satisfying GoGather experience. A long-term goal of the firm is to offer customizable boxes that allow customers to choose what comes inside of their monthly boxes.

Financial Highlights

GoGather has secured sales contracts with California Polytechnic State University, San Luis Obispo (Cal Poly SLO) and California State University, Bakersfield (CSUB) to broaden product distribution and raise brand recognition. This will provide the company with a steady revenue stream of \$120,000 a month while providing the colleges with monthly GoGather boxes for dorm mates to use together. Another long-term goal of the firm is to expand our relations to more universities within the California State University (CSU) system.



GoGather officially began operation as an S Corporation in October of 2022. Our start-up funding consists of a \$150,000 loan, \$20,000 seed money, and a \$20,000 investment from each chief officer. With this start-up funding, we were able to finance the initial operational expenses, infrastructure, and equipment. GoGather has an average unit price of \$56.42 with an average cost of goods sold of \$16.36. With a high gross profit margin of 71% GoGather is expected to break even in March 2023 after 15,451 units are sold. The company is projecting over \$500,000 in net profit in its first year of operation. GoGather's long-term financial outlook is promising for future operations.

GoGather is here to help make getting together better!

Sincerely,

Vaishvi Joshi

Chief Executive Officer

Business Rationale

Customer Empathy

Humans are innately social creatures that value strong interpersonal connections in their lives. In-person socialization is fundamental for humans to survive and thrive. In fact, the third level of Maslow's Hierarchy of Needs outlines the need for love and belonging for human beings to achieve their full potential. Unfortunately, in recent years young adults have become increasingly disconnected from one another. According to a recent study, 61% of Americans reported feeling a sense of social disconnection, which increased to 73% after the COVID-19 pandemic (1). The study showed that the prevalence of technology was isolating individuals and taking away opportunities for young adults to enjoy social settings. The inability to interact with people face-to-face caused feelings of loneliness and separation in young adults. The rise of technology has made it easier for teenagers to spend more time alone, causing a breakdown in communication and even a weakening of the parent-child bond. Parents have noticed their children's decline in interpersonal communication and want to see them socially thriving; humans are made to interact with each other in person, yet this generation is struggling to do that. This hurting their relationships with loved ones and their mental health.

Maslow's Hierarchy of Needs

Full Potential

Esteem

Love & Belonging

Safety Needs

Physiological Needs

Problem Statement

Even at a time when messages, ideas, and information can be shared within seconds with thousands of people across the globe, young adults are now lonelier than ever. The Washington Post reported that in 2021 the average American teenager only spent 2 hours and 45 minutes a week with close friends, which was a 58% decline relative to 2010-2013 (2). GoGather's market research showed that 61.5% of teenagers spend more than five hours daily on their phones. This overuse of cell phones has become a barrier to effective communication and caused personal relationships to deteriorate in favor of screen time. The COVID-19 pandemic heightened the problem when social distancing efforts led to online education and remote gatherings. The pandemic invited even more technological users, increasing the number of social media users to over 302 million worldwide in 2022 (3). This increase in users on social networking apps has limited in-person socialization. The convenience of technology platforms has provided young Americans the safety of interacting behind computer and phone screens, but it has resulted in a generation of Americans that lack the necessary interpersonal and social skills.



71%

of social media users
reported feelings of
loneliness

The Washington Post

Solution Statement

The growing problem of social isolation among youth can be tackled by pursuing social activities with groups of young adults. In-person socialization is incredibly important for young adults to build meaningful relationships, gain self-confidence, and develop healthy communication skills. By having meaningful social connections, individuals can nurture healthy relationships and elevate their overall well-being which forges more productive communities. GoGather's subscription model gives customers a monthly themed activity box filled with creatively crafted activities and games. By offering a refreshing approach to connecting youth, GoGather provides a way for groups of young adults to put away phones, get together, and socialize through fun-themed activity boxes. The company strives to organize innovative and entertaining ways for customers to get together in person to strengthen their relationships and cultivate a sense of connection with one another.



Merry Moments - December



Company Goals

January 2023

Secure a sales contract with CSUB and Cal Poly SLO



March 2023

Develop three additional More Moments boxes



June 2023

Increase web sales by 15%



May 2023

Launch GoGather Socials in U.S. cities



Short Term Goals

2024

Offer customizable boxes



2025

Fully transition to suppliers within the United States



Long Term Goals

Short Term Goals

Goal: Secure a sales contract with CSU Bakersfield and Cal Poly SLO in order to establish a steady stream of revenue and broaden brand recognition by January 2023.

- **Strategy:** Contact those universities to find possible contract opportunities and organize a long-term contract to deliver GoGather boxes for dorm mates to use together.

Goal: Develop three additional More Moments boxes to deepen the company's product offering and expand the customer base by March 2023.

- **Strategy:** Research popular trends and activities to build boxes around to capitalize on current trends among teenagers and young adults to reach a broader audience.

Goal: Launch "GoGather Socials" event in a U.S. city by May 2023.

- **Strategy:** Promote the event to generate interest and awareness with our affiliates and coordinate and manage the logistics of the event.

Long Term Goals

Goal: Establish domestic relations with wholesalers within the United States by 2025.

- **Strategy:** Find and develop relationships with wholesalers within the United States to support the U.S. economy and have shorter lead times.

Goal: Offer customizable variations of monthly subscription boxes by 2024.

- **Strategy:** Grow out the business and master logistics to support multiple versions of each box to cater to different interests.

About the Business

Company Overview

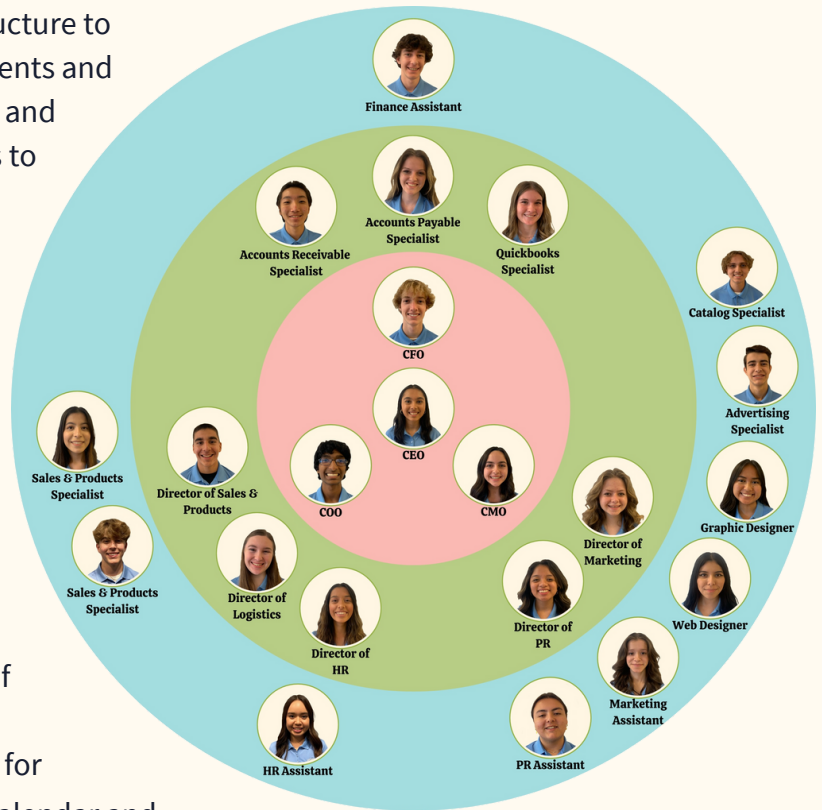
GoGather offers its customers a creative gathering experience designed to engage young adults more with their friends and family. Curated in a box, GoGather provides a mix of fun activities, games, and crafts that help young adults to spend quality time in person and build deeper relationships. GoGather opened for operation in October of 2022 and is incorporated as an S-Corporation to capitalize on limited shareholder liability and the significant tax advantage. The company is headquartered in Bakersfield, California, and uses a joint warehouse and office space as its facility. GoGather is part of the subscription box industry, which is enjoying rapid growth propelled, in part, by the pandemic. People started to shop more online, ultimately increasing the popularity and value of the industry. GoGather recognizes that its primary target market of Gen Zers wants more ease and convenience in their purchases. A GoGather box provides a fun and enjoyable gathering experience that is conveniently shipped right to the customer's door through a subscription model.

Mission Statement

Connect people and strengthen relationships by promoting in-person social interaction

Organization

GoGather is organized in a circular company structure to aid and promote cooperation between departments and employees. GoGather highly values cooperation and unity within the company. GoGather's mission is to connect people and so this style of company structure removes the hierarchical nature of typical top-down company structures and allows the company to feel more unified. This promotes cross-departmental work and collaboration. Within GoGather there are three main departments: Finance, Marketing, and Operations. GoGather consists of 22 employees: 4 chief officers, 5 directors, and 13 specialists and assistants. These employees were placed in their respective positions after thorough interviews and careful consideration of skills. Chief officers of GoGather meet weekly to discuss progress within the company, and plans for future development. GoGather utilizes Google Calendar and Microsoft Sharepoint to manage workflow, communicate deadlines, share files, and streamline teamwork. Employees are able to view upcoming deadlines for their department on Google Calendar to ensure the completion of projects on time. Microsoft Sharepoint allows employees to store and easily access their work in a shared drive. Consistent lines of communication have been established through Google Chats to allow communication between employees.



Company Culture

GoGather strives to promote a positive company culture in its work environment. By incorporating a circular organization structure, GoGather is able to increase employee collaboration by reducing the boundaries between departments and encouraging cross-departmental work. Alongside this, GoGather has also implemented various employee recognition programs such as Top Seller, GoGetter of the week, and the Shout-Out Board. Top Seller is a program where the employee that has sold the most at a trade show is rewarded to promote active salesmanship at trade shows. GoGetter of the week is a recognition program where the previous GoGetter of the week recognizes an employee that has done an outstanding job that week. The Shout-Out Board is a recognition program where employees can shout-out coworkers for hard work they had witnessed by writing a small note on the board. This allows for employees to grow closer to coworkers from other departments, feel recognized for their hard work, as well as increase appreciation for each other, building a positive work environment.



SWOT Analysis

Strengths

- 1. Curated Experience** - GoGather offers a unique experience for an entire evening of fun activities for its customers. GoGather has curated a set of activities pertaining to that box's theme for a group of people to enjoy.
- 2. Evolving Product Line** - GoGather's boxes shift based on current trends to stay in touch with its target market more effectively. This allows each month's box to stay relevant to current events, increasing the visibility of the company.
- 3. Affordability** - The subscription price and individual price of the boxes are easily accessible for audiences to purchase as the total price is \$59.99, only \$10 per person for a group of 6. Compared to a similar outing with friends or family to the movie costing an average of \$100 or more in total, the price is far more affordable.



Weaknesses

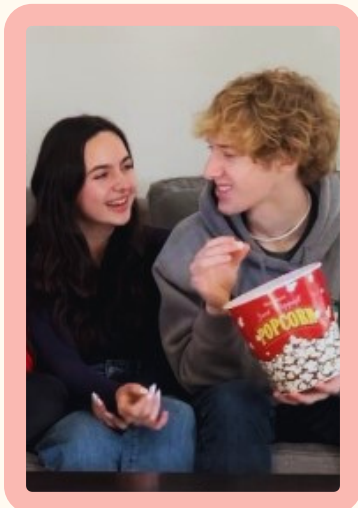
- 1. Non-Essential Product** - GoGather's products are a non-essential expense when people have less disposable income. GoGather plans to combat this by setting competitive prices compared to alternative activities for entertainment.
- 2. Non-Proprietary Product** - GoGather has no proprietary parts to its product, meaning that other companies or individuals could replicate the experience. GoGather combats this by creating experiences based on in-house market research to provide products that align with current trends. The company also develops in-house content for the activity boxes, such as conversation starters and custom playlists to enhance the GoGather experience.

Opportunities

- 1. B2B Partnerships** - GoGather has identified many B2B opportunities to increase sales. As colleges, companies, and governmental agencies gain or hire new people, GoGather's products offer a simple way for people to bond and increase comfort.
- 2. Post-Pandemic Socialization** - As we finally leave the quarantine and return to normal life, studies show that many people feel social anxiety and struggle with socializing (1). GoGather activity boxes offer a guided experience with talking points and fun activities, to make the social burden easier in a group setting.
- 3. Accessible Target Market** - GoGather's primary target markets are young adults and teens, both of whom spend five or more hours a day on social media. By using current media trends, GoGather can target these customers through advertisements to sell them their products.

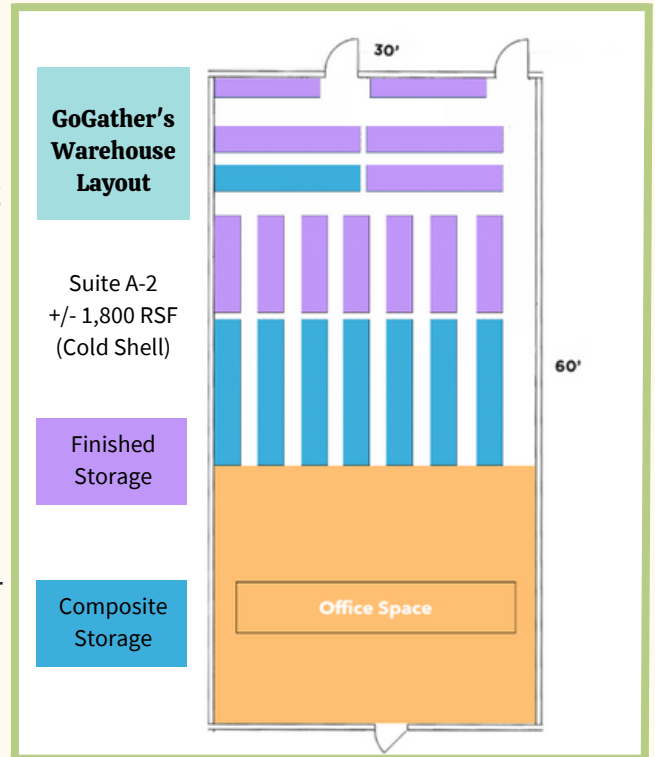
Threats

- 1. Competitive Market** - The market of subscription-based boxes is very crowded and competitive with many larger companies vying for the customer's purchases. GoGather combats this by targeting teens, which no other company does, and also by offering a lower cost for the product per person.
- 2. Shipping Delays** - Many of GoGather's resources for its activity boxes are sourced from China, which may be prone to shipping delays. In order to not fall behind on orders or to lose possible sales, GoGather developed a timeline to ensure products are ordered on time and has identified wholesalers in the United States as a backup it can order from to prevent loss of sales at the cost of smaller margins.

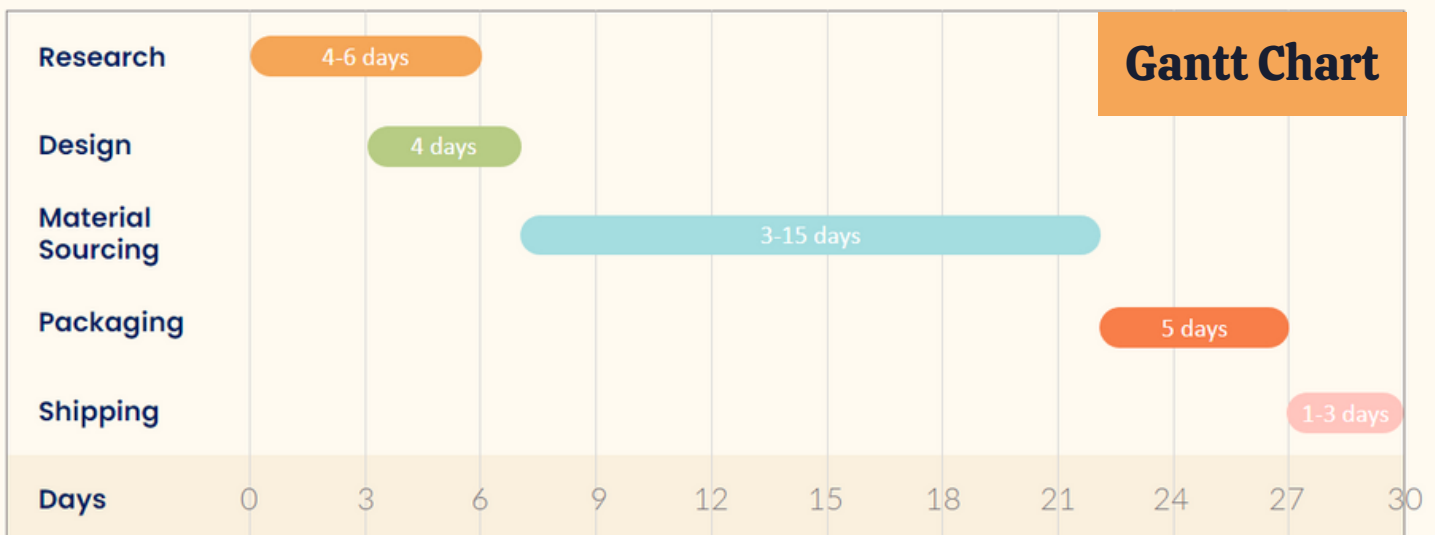


Logistical Strategy

As GoGather's main product offering is a subscription service with a box containing different sets of items each month, having a precise and timely system to track inventory and maintain consistency within the entire process of developing, sourcing, packaging, and shipping is vital. To ensure this, GoGather has developed a Gantt chart that provides a timeline for each of these steps allowing us to effectively monitor progress and keep the cycle of development on track. The Gantt chart is designed to ensure that the minimum amount of time is taken for the full cycle of development of each box by stacking operations whenever possible. The process begins with target market research as the sales team examine information from surveys and analyze customer feedback. The company prioritizes responsiveness and aim for decisions made on customer feedback to be implemented within two months. During the research phase, the design process also takes place, with the sales



team working to design the box's contents and the marketing team working to design the box. After this step, the team focuses on sourcing our materials, which are bought from wholesalers through Alibaba. In case these shipments are delayed, GoGather has identified backup wholesalers within the United States to be able purchase the materials, though at a higher cost resulting in a lower gross profit margin by 10% on average. Once the materials arrive, boxes are packaged following an assembly line method. All employees are cross-trained to participate in this process. The boxes are shipped on two dates: the first and last Monday of the month. The boxes for the sales contract are transported to both colleges by employees using a rented U-Haul in order to increase profit margins by lowering transportation costs. The rest of the boxes are shipped using USPS premium business shipping, which has a price per box dependent on region and weight, with an average of \$9.31/box. All operations occur in a warehouse/office hybrid, where box development occurs as well as storage for materials and packaged boxes.



External Environment

Current Economic Conditions

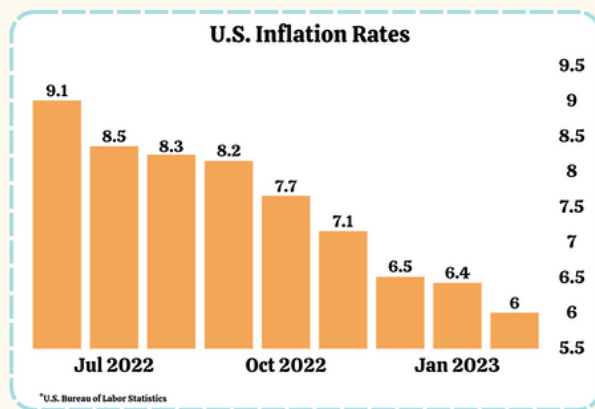
Real GDP

The current U.S. GDP has increased by 2.6% annual rate in the 4th quarter of 2022(1). According to the Congressional Budget Office's economic projections for February 2023, the real GDP's recent growth is predicted to slow in early 2023 due to high-interest rates. In fact, the GDP is projected to increase by only 0.1% for the whole year (2). The U.S. has experienced an increase in GDP primarily due to the increase in consumer spending (3).

GoGather benefits from this recent increase directly, as consumer spending increases, causing GoGather to likely see an increase in sales.



Inflation Rates



The U.S. has been plagued with high inflation rates since the pandemic, and it has taken a massive toll on the economy. With the current U.S. inflation rate at 6%, consumer prices are rising at their fastest pace in over a decade (4). The Federal Reserve has tried to combat inflation by increasing the federal funds rate to 4.83% as of 3/30 (5). This appears to have helped as the inflation rate subsequently decreased by 3.1% from June 2022. The war in Ukraine has also impacted inflation in the U.S. due to its impact on global oil prices. Ukraine is a key transit country for natural gas and oil pipelines, and any disruption to these supply routes can

lead to higher energy prices globally (6). Heightened energy costs contribute to higher inflation in the U.S. as the price of goods and services increases as a result.

An increase in the price of goods and services causes a decrease in consumer spending as their buying power decreases. However, new research from Deliverect reveals that delivery services are still booming during this inflationary period showing that consumers value convenience (7). By providing everything in one convenient package, GoGather activity boxes can save time and effort in organizing the gathering.

Unemployment Rates

The unemployment rate in the U.S. as of February 2023 is at 3.6% (8). As a result of this low rate, more people are employed and earning wages which can lead to increased consumer spending and demand for goods and services. This can, in turn, stimulate economic growth as some consumers would receive raises in the competitive job market and newly employed workers would have disposable income to contribute to the economy. This low unemployment rate also causes a challenge for GoGather to find and hire employees. To combat this, GoGather decided to offer employees a minimum wage of \$17 an hour, which is \$2 above California's minimum wage as well as offering benefits such as a 401k and a Calm app subscription to hold a competitive edge in the labor market.



Competitive Analysis

GoGather activity boxes provide an easy and engaging way to spend time with loved ones while exploring new experiences and activities. In the real-world market, GoGather has no direct competitors, although there are currently several indirect competitors in the subscription box industry.

Real World Competition

Happily is one of these indirect competitors providing date-night themed subscription boxes offering couples a selection of activities, games, and other items designed to fill a romantic evening with a partner. While sharing a similar mission of providing convenient and enjoyable ways to gather, Happily only targets couples. Whereas GoGather reaches a wider audience as their boxes are curated for groups of young adults. Additionally, as GoGather primarily targets adolescents and young adults, both GoGather and Happily would be pulling from different customer bases causing little competition between brands.



HuntAKiller is a subscription box service in which subscribers receive a new "episode" of a fictional murder mystery each month. Each episode contains a variety of clues, puzzles, and other materials designed to help subscribers piece together the mystery and ultimately solve the case. On the other hand, GoGather offers a variety of activities that cater to a broader audience of customers. Each GoGather box contains various games, crafts, recipes, and even community service ideas. By providing this variety, GoGather's customers can explore new experiences and activities beneficial for personal growth and development.

Virtual Competitors

GoGather is unique within the Virtual Enterprise world as they have no direct competitors. However, GoGather is in indirect competition with other subscription box companies. Almost all of the subscription box competitors within the VE market focus on food or clothing. Bon Vivant is a subscription-based service that provides customers with meal kits with ingredients you'd only get from fine dining restaurants. Food4Thought provides healthier options for food through its monthly subscription boxes. Mode, a clothing subscription company, delivers clothes based on a customer's personal style experience. There are no other firms that take on the challenge of connecting friends and family. This allows GoGather to stand out in the Virtual Enterprise market.

VE Companies in the Subscription Box Industry



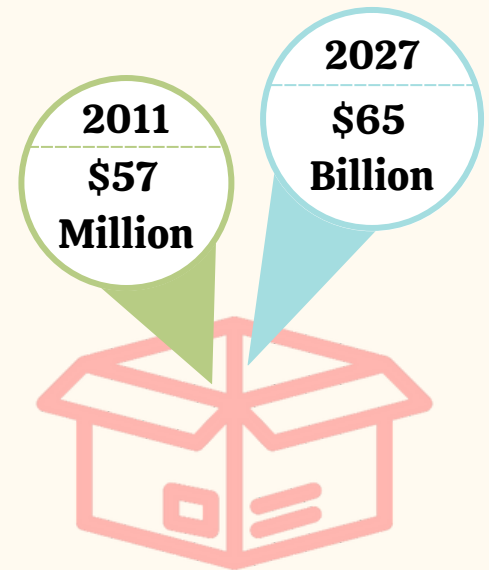
Industry Analysis

Real World Analysis

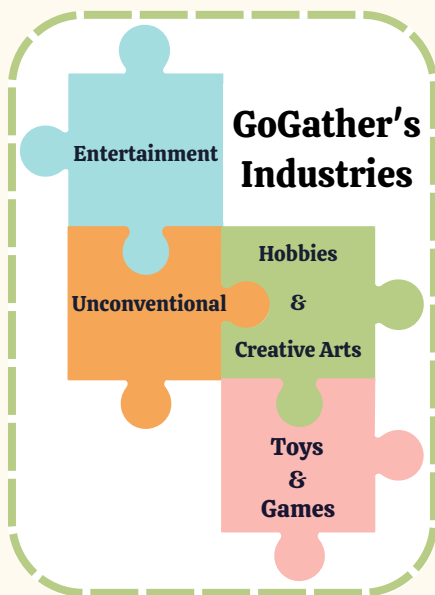
GoGather is a part of the subscription and recreational industries. The subscription box industry has seen significant growth in recent years. In 2011, the subscription industry's revenue was \$57 million and it grew to \$2.6 billion by 2016 (9). Analysts project that the market will hit \$65 billion by 2027 (9). Subscription boxes offer a convenient way for consumers to discover and receive new products on a regular basis, without the hassle of having to go to the store or spend time researching products online. This convenience is only one of the reasons why the industry has seen such a booming expansion. The subscription box industry continued to thrive despite the COVID-19 pandemic due to the popularity of online shopping. The pandemic further accelerated the growth of online shopping, as more people were forced to stay at home and avoid physical stores. According to a report by Digital Commerce 360, U.S. e-commerce sales grew by 32.4% in 2020, reaching a total of \$791.70 billion and 7.7% in 2022 reaching \$1.07 trillion (10).

Additionally, the recreation industry is also projected to grow from the 2021 valuation of \$299.98 billion to about \$399 billion in 2022 (11). The changing attitudes toward work-life balance are contributing to the boom in the recreational industry. Research shows that 66% of adults have placed a greater emphasis on work-life balance and are prioritizing their leisure time by seeking out recreational activities as a way to unwind and recharge (12). All of these factors give GoGather an optimal opportunity to enter the industry to allow groups of people to recharge and rejuvenate by spending quality time with loved ones while capitalizing on the rise of subscription services.

Projected Revenue Growth of Subscription Box Industry



VE Industry Analysis



Within the Virtual Enterprise industry, GoGather falls under various market categories: hobbies and creative arts, unconventional, entertainment, and toys & games. With this large variety of categories, GoGather can capture a wide array of customers. GoGather's main category is entertainment as our activity boxes help a group of friends or a family engage in entertaining and enriching social activities. The Entertainment industry has a total of 125,199 transactions from June 2020-March 2023, third out of all industries in the VE marketplace (13). There are over 20,000 students in the VE program that attend trade shows and purchase on VE firm websites. This wide pool of students allows for GoGather to continue to acquire customers and grow its subscriber base. As the only firm to offer curated activity boxes targeting groups of young adults, GoGather is expected to and has thrived in the Virtual Enterprise market.

Marketing Plan

Target Market

Primary:

GoGather primarily targets young adults ages 13-25, which includes teenagers and college students, as this age range has been most affected by technology and tends to spend excessive time on their cell phones. Due to this dependency on cell phones, many young adults lack in-person social skills. In addition, people within this age range lost socialization skills during the pandemic. After conducting in-house market research, GoGather found that 62.2% of this age group consumes more than 5 hours of technology a day. According to OSF Healthcare, teens should spend no more than two hours of leisurely screen time a day, as it can have adverse effects on mental health and sociability (1). GoGather presents a solution for young adults to regain their lost sociability.

Secondary:

GoGather also targets the parents of Gen-Zers, as they are equally affected by technology and feel the repercussions of their children's decline in social skills. With teenagers spending more time isolated and on their phone, there is less time being spent with the family. GoGather has a solution for this, by providing an outlet for the family to spend time together away from their phones or a solution for parents to encourage their kids to spend time with their friends or with the family.



- Gavin; 16
- High school junior
- Spends too much time on phone
- Can't find time to hang out with friends



- Jennifer; 42
- Mom of three
- Loves spending time with family
- Can't get kids off of their phone

Tertiary:

GoGather's tertiary target market consists of colleges and universities. The company supplies a monthly subscription box to each dorm at the colleges they have contracts with, currently California Polytechnic University of San Luis Obispo and California State University, Bakersfield. Colleges seek partnerships with GoGather in order to increase the student retention rate. Almost a quarter of college students drop out during their freshman year of college because of homesickness/not being able to connect with fellow students (2). Providing GoGather boxes to each dorm allows the dormmates to get to know each other better, making them feel more comfortable at the college.



Market Segmentation

Demographic

- Ages 13-25
- All genders
- All races



Socio-Economic

- Middle income
- \$50,000-\$140,000

Psychographic

- Values quality time
- Lives busy lifestyles

Geographic

- Lives in the United States

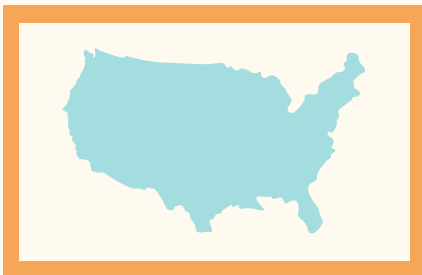
Socio- Economic:

GoGather targets people who are middle with a range of \$50,000 and greater. Gen-Z on average makes \$34,000 (3) in yearly income. Though the primary target market doesn't have a large amount of disposable income, GoGather recognizes that the buying power is in the secondary target market which makes an average of \$97,000 a year (4). As Gen-Z transitions into GoGather's secondary target market, their disposable income will continue to increase, increasing their spending power.



Geographic:

GoGather focuses on retail in the online marketplace, meaning it can be accessed anywhere. The company is focused on selling domestically in the United States. This allows for lower shipping costs and faster delivery to GoGather customers. The company is also able to reach anyone within the United States in the VE Market. Though GoGather can be accessed by anyone within the U.S., they place their marketing efforts on the West and East coasts, as they are denser in VE firms.



Psychographics:

GoGather targets people who live busy lifestyles and enjoy socializing. GoGather provides the convenience of planning a social gathering in a single box. People who live busy lifestyles have less time to plan out the details of a gathering, making GoGather's convenience perfect for them. Most importantly GoGather targets people who value relationships and time spent with their loved ones. GoGather's mission is to bring people together and promote in-person social interaction, which is why they target people who share this same value.



Marketing Mix

Product:

GoGather sells two lines of themed activity boxes for an eventful friend or family gathering of up to six people. To maintain an element of surprise, the company doesn't reveal exactly what will be in the box. Customers can expect a game, craft, and recipe with a common theme and enough supplies to kick off their night. To set the mood, GoGather curates a playlist custom to each box and conversation games like trivia and truth or dare. The company also encourages its customers to get involved with their community with a "GoGive" card, giving a themed philanthropic activity, such as donating socks to their local homeless shelter or picking up trash at a local park. GoGather provides the convenience of a perfect night, all in one box. All the customers have to do is order the box, invite their friends and family over, and unbox a night of fun and socializing.



Merry Moments



Monthly Subscription: This is GoGather's main offering, in which customers receive a themed box each month. Subscriptions include 3-month, 6-month, and 12-month-long plans. An example of a monthly subscription box is the "Merry Moments" box of December. Upon opening the box, customers can find a gathering guide listing the night's activities, and a winter-themed playlist to set the holiday mood. Activities included were a grinch cookie recipe with green food dye and red candy hearts, a "Santa's Nose" game with vaseline and cotton balls provided, a winter string-art kit with wooden disks, string, nails, and a template included, props for a holiday photoshoot, conversation cards, and a GoGive card that suggested Christmas caroling at a retirement home.

More Moments Collection: The More Moments collection includes seven themed boxes that remain in the product line year-round and are offered as an add-on to a subscription or as an individual purchase. The themes of these boxes serve the different interests of GoGather's target market and offer different activities that might not be found in the subscription boxes. The full collection can be viewed in the appendix, but some examples include:



A Starry Night Box

This box includes brushes and canvases so you can have an evening of artistic expression with friends



The Box Office

Pop some popcorn, put on a movie, play trivia, and use our box to take movie night to the next level



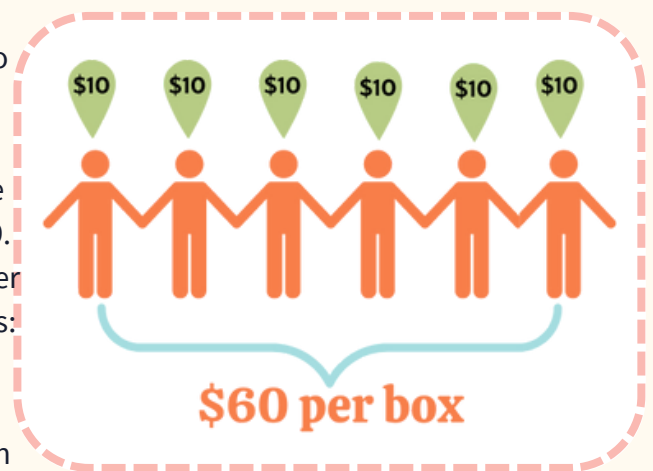
Buddy Box

Get to know old friends better or make a new one with the activities in this box!

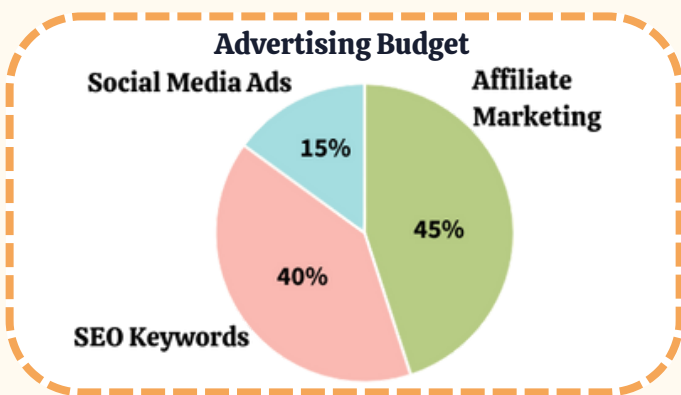
Pricing

GoGather offers an affordable way for young adults to get together. The company sources cost-effective materials to craft boxes so they are accessible to more people, expanding the target market. GoGather has two lines of boxes: More Moments and the subscription line. The more moments boxes are a one-time purchase, priced at \$59.99.

Boxes are made for up to six people, meaning the price per person is around \$10. The subscription line has three tiers: 3, 6, and 12 months. 3-month subscriptions are priced at \$169.99, 6-month subscriptions are \$329.99, and a 12-month subscription is priced at \$639.99. Each subscription tier becomes progressively discounted, encouraging GoGather customers to buy a longer subscription and save more. GoGather uses the charm pricing strategy, in which they reduce the rounded price by one cent, to make it appear more affordable. Each box includes free shipping, so customers may feel that they are getting a better deal than if they had to pay for shipping separately.



Promotion:



GoGather understands how crucial promotion is to the success and growth of the business. The company has an advertising budget of \$15,000 a month, which is divided into three main categories to which the money is allocated: 45% to the affiliate program, 40% to SEO keywords, and 15% to social media advertising.

It may seem surprising that only 15% of the budget is allocated to social media, as GoGather utilizes

social media as a primary mode of promotion. But this is because social media ads are relatively inexpensive to invest in, with posts ranging from \$5 to \$10 per post. According to Forbes, 65% of young adults use social media, with 97% of their shopping choices being influenced by social media (5).

GoGather has a presence on its target market's preferred social media sites: Instagram, TikTok, and Twitter. For the secondary target market, GoGather uses Facebook as 77% of Gen-X maintain a presence on it. The company has invested 15% of its advertising budget to go into paid social media ads across all platforms. This includes a range of Facebook posts, Instagram stories, Instagram Reels and TikToks, as well as banner-ad-type advertisements. GoGather also utilizes the features of its own social media accounts to engage with its customers. The company posts three times a week: every Monday, Wednesday, and Friday. Posts range from product releases to customer engagement, and customer insight. Across all platforms, the company designates a hashtag for customers to post about their fun experiences with their GoGather box. At the end of each month, customers who post using the company's hashtag, are entered into a raffle for a free mystery box. This helps expose the GoGather brand to the followers of the company's customers.





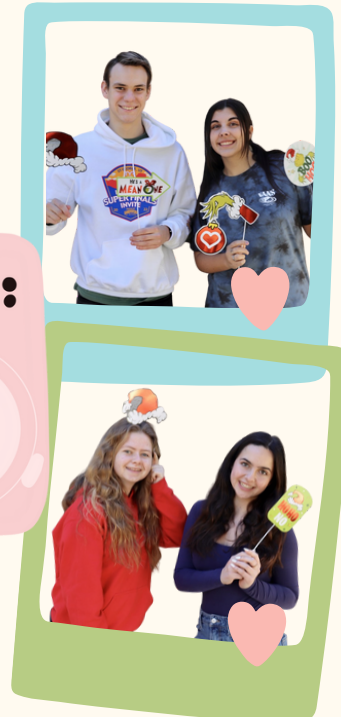
GoGather decided to implement an affiliate program in their marketing efforts after finding that one of Gen-Z's consumer habits is to look at reviews before purchasing a product they are interested in (6). Currently, they have 40 affiliates who promote GoGather products on social media, and after they've influenced their followers to buy \$400 worth of products, the affiliates earn a 20% commission. The company promotes its affiliate program to previous customers of GoGather, to make sure that their affiliates align with the company mission and the affiliates must have a 200-follower minimum on any of the social media accounts they are going to promote. This allows GoGather's brand and products to be promoted to 200 followers that they don't have themselves. This allows the followers of the affiliates to get the reviews they are looking for before

buying a product, and the affiliates to earn a small commission after promoting a company they align with.

GoGather focuses on creating traffic through search engine optimization. The marketing department researches the most effective keywords to use for their website, and constantly refers to their target market in order to maintain consistency. They use tools such as the autocomplete feature on Google to gather top searches, as well as the AnswerthePublic, an online tool that generates keywords based on a topic. In the design of the website, the Web Designer makes the layout easy to navigate and uses descriptions that are easy to understand to boost customer experience. This gives the customer a better user experience and increases the number of website visits, raising GoGather higher in search rankings.

One of GoGather's in-person promotional strategies is their photo booth experience at VE trade shows. When customers purchase a subscription plan, they have the opportunity to get a polaroid picture of themselves and their friends. GoGather also offers raffle tickets for a giveaway item after customers purchase a More Moments bundle or 12-month subscription.

As the company grows and the advertising budget increases, GoGather seeks to expand its in-person promotional strategies with GoGather Socials. These are events where a few representatives from GoGather travel to a different city every month across the U.S. and host a social event with the company's affiliates where anyone can participate in activities found in GoGather boxes. This allows people to engage in the GoGather experience and promotes in-person social interaction with those who you are close to and allows you to gather with new people.



Customer Retention

GoGather works at retaining its customers by introducing add-on options and constantly keeping up with its target markets' interests. After customers have received their GoGather box, the company emails out a feedback survey asking what the customer liked about their box and what the company could improve on. This allows the company to implement their feedback in their following boxes, keeping their customers happy with GoGather products. GoGather also sends emails to subscribers, promoting add-ons to enhance the subscriber's experience. Currently, add-ons include More Moments boxes, but the company is working on introducing more add-on options such as a bucket-list style scrapbook called GoGuides. This keeps customers interested in new products and invested in GoGather.

Placement:

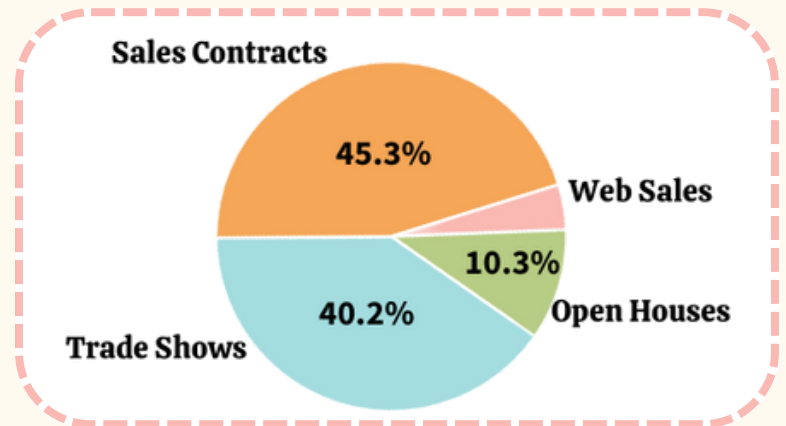
GoGather has a presence on the online marketplace and generates sales from their E-commerce website, open houses, sales contracts, and in-person and online VE trade shows. The company does not have a brick-and-mortar store, but GoGather's website allows customers to easily browse the various box lines and subscription options. Then they select the subscription plan or box that piques their interest and they can expect their first shipment to be delivered to their doorstep within 2 weeks.

GoGather puts great effort into making open houses and trade show booths eye-catching and inviting. They promote the company through raffle prizes and competitions. GoGather has also partnered with CSU Bakersfield and Cal Poly SLO, increasing product distribution and building brand awareness. GoGather has given 2,033 Monthly Subscription Boxes between both schools for \$120,000 a month, between January through April. These boxes are intended for dorm mates to get to know each other better, making them more comfortable living together.

Positioning:

GoGather positions itself as a convenient subscription box company curated for young adults. The company emulates its mission of bringing people together through its graphic design. GoGather uses bright colors, to create a fun and inviting feeling. The meanings of their main colors are what GoGather wants their customers to experience with their loved ones. They also use puzzle pieces throughout their graphics, to establish a sense of connection. Puzzle pieces come together, which GoGather hopes to emulate with the experience of their boxes.

Sales Distribution



GoGather's Color Palette



GoGather believes in corporate social responsibility and making an active effort in bettering our world. GoGather donates \$1 per subscription box to the National Alliance of Mental Illness. NAMI is an organization that promotes awareness of mental health (7), an issue that is correlated with the overuse of technology and isolation. The firm has found that the two missions align, which is why they have chosen to donate to this charity. As of January, they've donated \$8,252, which goes towards educating the public about mental health and providing resources to those who suffer from mental illness. It is a future goal of the company to increase their donation per box.



Business Risks

One of the major potential challenges to GoGather is consistently catering to the target market with the contents of the box. Each box is designed to provide a unique experience, while also providing a source of fun activities. To combat this risk, GoGather consistently does market research on rising trends, to ensure that each box meets the customer's expectations. Another potential risk is damage that might occur to the user through the activities or crafts in the box. Many of the boxes include a guided craft, which if followed incorrectly may lead to damage. To protect the company against any legal damage, GoGather has acquired liability insurance. Finally shipping related risks such as damages during shipping and delayed shipping pose a risk of lost goods and lost sales. To combat delayed shipping, the company has identified wholesalers within the U.S. market to ensure that materials can be sourced to create the boxes at a higher cost to prevent a loss of sales.

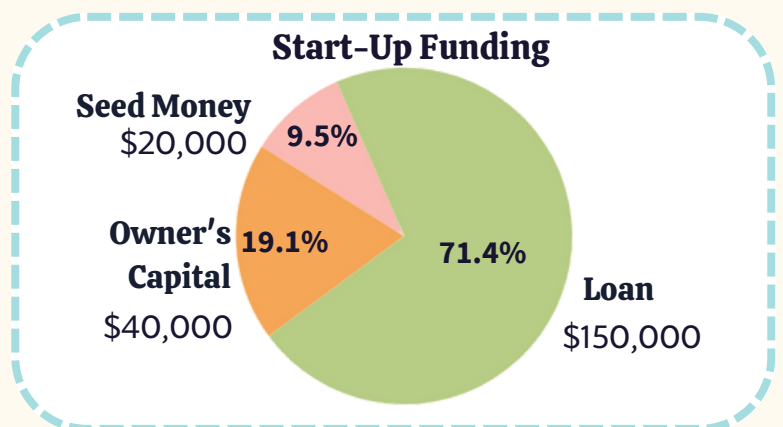
Financial Highlights

Financial Write-Up

GoGather started operation in October 2022, when the company obtained \$210,000 in start-up funding through seed money, a loan, and personal investments from the company's chief officers. GoGather used this funding to cover payroll, rent, utilities, office equipment, and initial inventory, allowing GoGather to kickstart their business. GoGather chose to secure a loan of \$150,000 with a fixed interest rate of 8.25% and a term of 5 years. They chose debt financing, as opposed to equity financing, in order to maintain full control over the company and profit distribution. Based on early revenue forecasts, there will be enough profit to cover the fixed loan payment for 5 years. Although a variable rate loan would have started 1% lower, at 7.25%, the economic outlook is volatile and the indexes measuring inflation are at historical highs. The Fed has been combating high inflation by continuing to raise the fed funds rate. This has a direct impact on the prime rate, which correlates to an increase in variable rates. After examining projections of the prime rate, it was found that it was projected to increase even further, currently reaching 7.75%. This shows that GoGather's choice of a predictable rate in an unpredictable time was a beneficial one.

GoGather has also developed a steady stream of revenue through out-of-network sales contracts with CSUB and Cal Poly SLO. In total, these contracts will provide GoGather with over \$120,000 a month in sales revenue lasting from January to April. This sales contract allows GoGather to ensure profitability in the months going forward, as it covers a very large portion of the monthly expenses.

GoGather is projected to end the first fiscal year with over 1.7 million dollars in VE purchases and 1.1 million in recognized gross profit. After subtracting GoGather's operating expenses, the company is expected to end the fiscal year with a net profit of \$55,000 for their first year of operation.



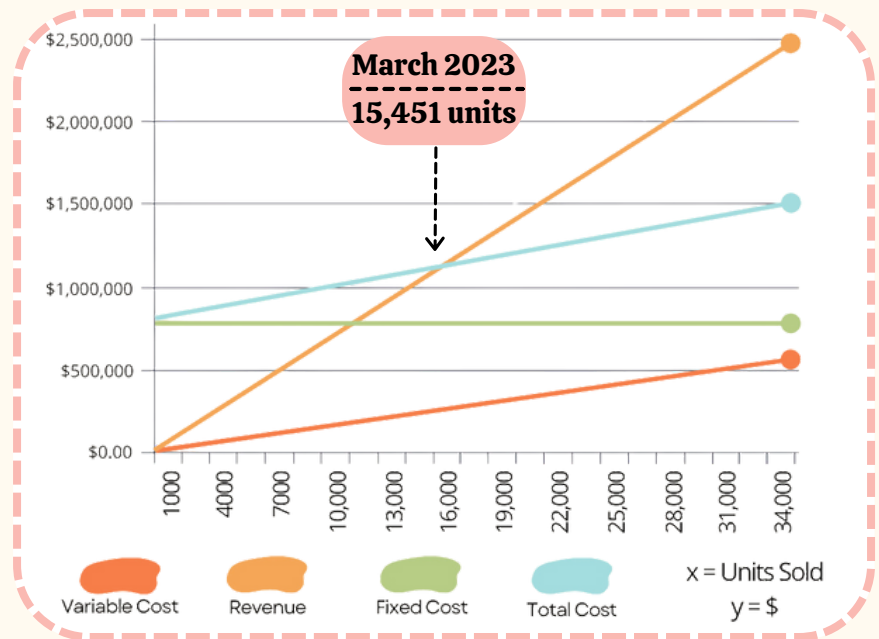
Break-Even Analysis

Break-Even Analysis:

GoGather's forecasted break-even analysis is based on a unit price averaged amongst individual box sales and various levels of subscriptions. The average unit price per box is \$56.58. GoGather's estimated Cost of Goods Sold, including shipping, is \$16.28 per box, yielding an estimated Gross Profit Margin of around 71%. GoGather's fixed costs over the first fiscal year are forecasted at over \$770,000. The company's fixed costs include payroll, supplies, rent, utilities, as well as insurance. GoGather's fixed costs were higher than originally anticipated due to California's competitive hourly wages, as well as the minimum salary requirement of \$64,480, established by the state of California.

With that being said, GoGather's total break-even point in sales is forecasted at \$874,000. The number of units required to break even will be 15,451 units. GoGather predicts that they will hit this milestone by March of 2023.

Breaking this down further, GoGather can also estimate a month-to-month break-even point. Using the same unit price of \$56.42 and Cost of Goods Sold of \$16.28, and adjusting the monthly cost to a rate of \$119,000, shows that GoGather needs to sell around 3,000 boxes to break even each month.



GoGather has both a current ratio of 1.2:1 and a quick ratio of 1.13:1. These ratios are meant to demonstrate the company's ability to liquidate its assets in order to cover any necessary expenses. While this may seem like a low ratio, GoGather expects it to improve in the future. As time goes on more deferred revenue will be allocated to monthly revenue. This will debit the current liability account while crediting the monthly revenue account, which then raises their net income. This act will cause their current liabilities to shrink, thus making the ratio of assets to liabilities larger.

Quick Ratio
1.13:1

Current Ratio
1.2:1

Profit and Loss

Profit and Loss:

The GoGather profit and loss statement includes a projected gross profit of \$1.08 million over the course of October 2022 to April 2023. GoGather has a Gross Profit Margin of 71%. GoGather's expenses include the advertising budget, insurance, office supplies, payroll, and rent. In total, GoGather forecasts that all of its expenses for the 7 months will total up to \$779,000. This value combined with the total Cost of Goods Sold being predicted at around \$1.02 million, will leave GoGather with a net profit of \$55,000.

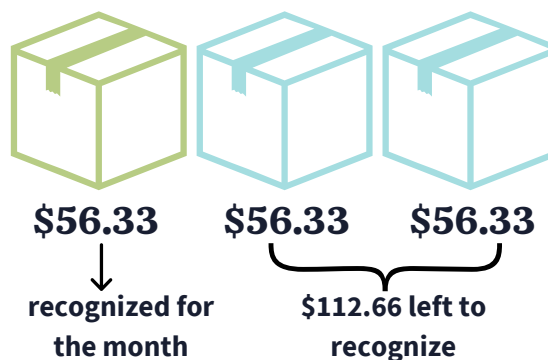
This may seem like a small profit compared to other companies, especially considering GoGather's 70% GPM. However, this occurs due to the way GoGather recognizes its revenue. One unique aspect of GoGather being a subscription-based company is the use of deferred revenue. GoGather's primary source of income comes from their subscription services, where they are paid for the entire term upfront. Per General Accepted Accounting Principles (GAAP), GoGather only recognizes its revenue on the monthly basis. This causes their P&L to show significant losses for the first 3 months of operation, while also allowing them to maintain a substantial cash reserve. If GoGather were to use a Cash Basis style of accounting, they would initially appear much more profitable, but it would be less accurate as the business would appear very front-loaded, recognizing multiple months of revenue with only one month of cost of goods sold. By using an Accrual Basis a clearer relationship between the revenues and expenses can be provided, as well as a better insight into the profitability of the company. This method also compels the firm to take a more methodical approach to purchase inventory, making capital improvements, and expanding its product line. As GoGather continues to operate and build its brand well into the future, its income per month will exponentially grow as it increases its subscriber base and can recognize more revenue per month.

Deferred Revenue

When a customer pays GoGather for a subscription, the company receives all of the money upfront. However, not all of the cash can be recognized as their own because they have yet to provide the product for every month. Once that box is shipped out for that month, the deferred revenue is then allocated to a monthly revenue account. This occurs each month until the entire subscription is recognized as monthly revenue. This helps provide insight into the company's future revenue stream.

3-Month Subscription

\$169.99 up-front



This growth in subscribers can be seen by examining the later months of GoGather's profit and loss. Initially, during the first 3 months of operation, GoGather had a net income of $-\$200,000$. However, as they continued operating and grew their subscriber base, it allowed them to reach profitability. With GoGather's newly found financial success, as they are beginning to climb their way out of the initial loss they were in, they are planning to pay off larger portions of the loan to accelerate the amortization table and get rid of any debt. This act will allow GoGather to save a significant amount on the monthly interest that they pay on the loan and pay the loan off faster.

GoGather also plans to seek out safe investment havens for the significant amount of cash they have acquired in deferred revenue. A future strategy that they have developed is to deposit a portion of their deferred revenue into a Certificate of Deposit (CD). When depositing cash into a CD, a term from 3 months to 5 years can be chosen. This would be a beneficial investment because with the Federal Reserve currently raising rates, the banks have to raise their rates on both loans and CDs, allowing GoGather to acquire more cash. In the case that the company needs cash quickly, GoGather could remove their funds from the CD, with the possibility of only forfeiting whatever interest they may have gained in that time. GoGather would invest up to $\$250,000$ in a CD as that is the maximum insured amount by the FDIC.

Profit & Loss Statement

For the year ending 04/30/2023

	October (Actual)	November (Actual)	December (Actual)	January (Actual)	February (Actual)	March (Projection)	April (Projection)	Totals
Gross Recognized Revenues								
Trade Show Revenues	\$ -	\$ 27,577.74	\$ 28,133.44	\$ 233,604.18	\$ 97,963.83	\$ 85,883.53	\$ 77,050.83	\$ 550,213.55
Online Sales	\$ 59.99	\$ 12,928.32	\$ 9,242.37	\$ 8,117.61	\$ 8,649.08	\$ 8,163.10	\$ 11,054.73	\$ 58,215.19
Contractual sales to non-VE entities	\$ -	\$ -	\$ -	\$ 112,683.60	\$ 112,683.60	\$ 112,683.60	\$ 112,683.60	\$ 450,734.40
Open House Revenue	\$ 25,116.31	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,116.31
Total sales revenues**	\$ 25,176.30	\$ 40,506.06	\$ 37,375.81	\$ 354,405.40	\$ 219,296.51	\$ 206,730.23	\$ 200,789.16	\$ 1,084,279.46
Cost of Goods Sold	\$ 3,243.02	\$ 6,851.43	\$ 4,312.38	\$ 42,330.45	\$ 23,847.33	\$ 20,074.72	\$ 18,210.40	\$ 118,869.73
Shipping Expense	\$ 4,489.34	\$ 6,325.94	\$ 6,167.30	\$ 50,963.40	\$ 24,218.08	\$ 21,629.25	\$ 17,256.50	\$ 131,049.81
Cost of goods sold or services provided	\$ 7,732.36	\$ 13,177.37	\$ 10,479.68	\$ 93,293.85	\$ 48,065.41	\$ 41,703.97	\$ 35,466.90	\$ 249,919.54
Gross profit	\$ 17,443.94	\$ 27,328.69	\$ 26,896.13	\$ 261,111.55	\$ 171,231.10	\$ 165,026.26	\$ 165,322.26	\$ 834,359.92
Operating expenses								
Salaries*	\$ 22,966.69	\$ 45,933.34	\$ 45,933.34	\$ 45,933.34	\$ 45,933.34	\$ 45,933.34	\$ 45,933.34	\$ 298,566.73
Wages*	\$ 21,600.00	\$ 43,200.00	\$ 43,200.00	\$ 43,200.00	\$ 43,200.00	\$ 43,200.00	\$ 43,200.00	\$ 280,800.00
Medicare	\$ 646.22	\$ 1,292.44	\$ 1,292.44	\$ 1,292.44	\$ 1,292.44	\$ 1,292.44	\$ 1,292.44	\$ 8,400.86
Social Security	\$ 2,763.13	\$ 5,526.26	\$ 5,526.26	\$ 5,526.26	\$ 5,526.26	\$ 5,526.26	\$ 5,526.26	\$ 35,920.69
Rent	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 18,900.00
Advertising/Promotion	\$ 2,500.00	\$ 6,900.00	\$ 6,900.00	\$ 6,900.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 68,200.00
Charitable Contributions	\$ -	\$ -	\$ -	\$ -	\$ 8,252.00	\$ 3,883.00	\$ 4,041.00	\$ 16,176.00
Liability Insurance	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 3,850.00
Worker's Compensation	\$ 205.01	\$ 205.01	\$ 205.01	\$ 205.01	\$ 205.01	\$ 205.01	\$ 205.01	\$ 1,435.07
401(k)	\$ 2,140.33	\$ 4,280.66	\$ 4,280.67	\$ 4,280.67	\$ 4,280.67	\$ 4,280.67	\$ 4,280.67	\$ 27,824.34
Supplies	\$ 186.03	\$ 186.03	\$ 186.03	\$ 186.03	\$ 186.03	\$ 186.03	\$ 186.03	\$ 1,302.21
General Business Expenses	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00
Interest	\$ 1,031.25	\$ 1,017.31	\$ 1,003.27	\$ 989.13	\$ 974.90	\$ 916.98	\$ 842.31	\$ 6,775.15
Legal Fees and Accounting Services	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 2,100.00
Depreciation	\$ 138.07	\$ 138.07	\$ 138.07	\$ 138.07	\$ 138.07	\$ 138.07	\$ 138.07	\$ 966.49
Utilities	\$ 99.00	\$ 452.75	\$ 427.52	\$ 439.75	\$ 460.17	\$ 469.97	\$ 476.59	\$ 2,825.75
Total operating expenses	\$ 57,825.73	\$ 112,681.87	\$ 112,642.61	\$ 112,640.70	\$ 133,998.89	\$ 124,581.77	\$ 124,671.72	\$ 779,043.29
Net Income								
Income from operations	\$ (40,381.79)	\$ (85,353.18)	\$ (85,746.48)	\$ 148,470.85	\$ 37,232.21	\$ 40,444.49	\$ 40,650.54	\$ 55,316.63
Other gains and losses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net income before taxes	\$ (40,381.79)	\$ (85,353.18)	\$ (85,746.48)	\$ 148,470.85	\$ 37,232.21	\$ 40,444.49	\$ 40,650.54	\$ 55,316.63
Corporate income tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net income after taxes	\$ (40,381.79)	\$ (85,353.18)	\$ (85,746.48)	\$ 148,470.85	\$ 37,232.21	\$ 40,444.49	\$ 40,650.54	\$ 55,316.63

*GoGather has 22 employees due to the nature of the VE program

**Subscriptions are paid for up-front and then allocated monthly

Sales Projections



GoGather is projecting over \$1.7 million in VE purchases by the end of April 2023. The projected sales were determined by reviewing GoGather's trade show schedule and projecting sales at each show by analyzing customer numbers and their purchasing power. GoGather has secured a sales contract with both CSUB and Cal Poly SLO, providing the company with over \$120,000 a month starting in January. GoGather will be selling 2,033 boxes (217 to CSUB and 1816 to Cal Poly SLO) each month. GoGather has consistently exceeded sales projections each month, demonstrating the effectiveness of their market research and viability of the company. As of February 28th, GoGather is 23% over total projections.

Balance Sheet

Balance Sheet:

GoGather's balance sheet shows the comparison between the company's assets and liabilities. This allows for the review of what the firm owns vs what the firm owes. GoGather's assets total to be over 1 million dollars in cash by the end of February. A large reason for this is the fact that the sales contract was received upfront, boosting the cash balance by an extra \$400,000. Most of GoGather's current liabilities are made up of deferred revenue. The loan is the largest and only long-term liability that was being paid off in \$3059.44 intervals. However, GoGather has a substantial amount of cash in the bank account and plans to pay down the principal in more substantial increments to save money on interest. GoGather has a Current Ratio of 1.2:1 and a Quick Ratio of 1.13:1, showing that if need be GoGather could liquidate its assets and cover short-term financial obligations. GoGather's balance sheet, along with every other financial statement, is generated with the use of QuickBooks Online. QuickBooks is the backbone of all of GoGather's financials, including reports, sales, managing inventory, bill payments, payroll, and other transactions. It is a very beneficial tool for GoGather to properly judge their financial outlook. Utilizing QuickBooks helps ensure that GoGather has accurate financial records and streamlines its business processes.

GoGather	
Balance Sheet	
As of February 28, 2023	
Assets	
Current Assets	
Cash	\$1,121,232.57
Accounts receivable	\$0.00
Inventory	\$40,422.04
Prepaid Expenses	\$24,676.34
Total Current Assets	\$1,186,330.95
Fixed Assets	
Computers	\$5,499.78
Office Equipment	\$4,049.46
Less: accumulated depreciation	-\$690.35
Total Fixed Assets	\$8,858.89
Total Assets	\$1,195,189.84
Liabilities and Shareholders' Equity	
Current Liabilities	
Accounts Payable	\$118,534.37
Payroll Direct Deposit Liabilities	\$33,497.53
Federal Withholdings Payable	\$3,674.20
CA Withholdings Payable	\$1,845.27
Social Security Payable	\$5,526.26
Medicare Tax Payable	\$1,292.44
Sales tax payable	\$12,388.83
401(k) payable	\$4,280.67
Deferred Contract Revenue	\$225,367.21
Deferred Subscription Revenue	\$584,040.74
Total Current Liabilities	\$990,447.52
Long Term Liabilities	
Loan payable	\$141,803.20
Total Liabilities	\$1,132,250.72
Shareholders' Equity	
Seed Investment	\$20,000.00
Owner Investments	\$40,000.00
Retained Earnings	-\$210,956.18
Net Income	\$213,895.30
Total Shareholders' Equity	\$62,939.12
Total Liabilities and Shareholders' Equity	\$1,195,189.84

Appendix

Loan Amortization Table

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	150,000	1031.25	151,031.25	3059.44	2028.19	147,971.81
2	147971.81	1017.31	148,989.12	3059.44	2042.13	145,929.68
3	145929.68	1003.27	146,932.95	3059.44	2056.17	143,873.51
4	143873.51	989.13	144,862.64	3059.44	2070.31	141,803.20
5	141803.20	974.90	142,778.10	3059.44	2084.54	139,718.66
6	139718.66	960.57	140,679.23	3059.44	2098.87	137,619.79
7	137619.79	946.14	138,565.93	3059.44	2113.30	135,506.49
8	135506.49	931.61	136,438.09	3059.44	2127.83	133,378.66
9	133378.66	916.98	134,295.64	3059.44	2142.46	131,236.20
10	131236.20	902.25	132,138.45	3059.44	2157.19	129,079.01
11	129079.01	887.42	129,966.43	3059.44	2172.02	126,906.99
12	126906.99	872.49	127,779.47	3059.44	2186.95	124,720.04
13	124720.04	857.45	125,577.49	3059.44	2201.99	122,518.05
14	122518.05	842.31	123,360.36	3059.44	2217.13	120,300.92
15	120300.92	827.07	121,127.99	3059.44	2232.37	118,068.55
16	118068.55	811.72	118,880.28	3059.44	2247.72	115,820.84
17	115820.84	796.27	116,617.11	3059.44	2263.17	113,557.67
18	113557.67	780.71	114,338.38	3059.44	2278.73	111,278.94
19	111278.94	765.04	112,043.98	3059.44	2294.40	108,984.54
20	108984.54	749.27	109,733.81	3059.44	2310.17	106,674.38
21	106674.38	733.39	107,407.76	3059.44	2326.05	104,348.32
22	104348.32	717.39	105,065.72	3059.44	2342.04	102,006.28
23	102006.28	701.29	102,707.57	3059.44	2358.14	99,648.14
24	99648.14	685.08	100,333.22	3059.44	2374.36	97,273.78
25	97273.78	668.76	97,942.54	3059.44	2390.68	94,883.10
26	94883.10	652.32	95,535.42	3059.44	2407.12	92,475.98
27	92475.98	635.77	93,111.76	3059.44	2423.67	90,052.32
28	90052.32	619.11	90,671.43	3059.44	2440.33	87,611.99
29	87611.99	602.33	88,214.32	3059.44	2457.11	85,154.88
30	85154.88	585.44	85,740.32	3059.44	2474.00	82,680.89
31	82680.89	568.43	83,249.32	3059.44	2491.01	80,189.88
32	80189.88	551.31	80,741.18	3059.44	2508.13	77,681.75
33	77681.75	534.06	78,215.81	3059.44	2525.38	75,156.37
34	75156.37	516.70	75,673.07	3059.44	2542.74	72,613.63
35	72613.63	499.22	73,112.85	3059.44	2560.22	70,053.41
36	70053.41	481.62	70,535.03	3059.44	2577.82	67,475.59
37	67475.59	463.89	67,939.49	3059.44	2595.54	64,880.05
38	64880.05	446.05	65,326.10	3059.44	2613.39	62,266.66
39	62266.66	428.08	62,694.75	3059.44	2631.35	59,635.31
40	59635.31	409.99	60,045.30	3059.44	2649.44	56,985.86
41	56985.86	391.78	57,377.64	3059.44	2667.66	54,318.20
42	54318.20	373.44	54,691.64	3059.44	2686.00	51,632.20
43	51632.20	354.97	51,987.18	3059.44	2704.47	48,927.74
44	48927.74	336.38	49,264.12	3059.44	2723.06	46,204.68
45	46204.68	317.66	46,522.34	3059.44	2741.78	43,462.90
46	43462.90	298.81	43,761.71	3059.44	2760.63	40,702.27
47	40702.27	279.83	40,982.10	3059.44	2779.61	37,922.66
48	37922.66	260.72	38,183.38	3059.44	2798.72	35,123.94
49	35123.94	241.48	35,365.42	3059.44	2817.96	32,305.98
50	32305.98	222.10	32,528.08	3059.44	2837.33	29,468.64
51	29468.64	202.60	29,671.24	3059.44	2856.84	26,611.80
52	26611.80	182.96	26,794.76	3059.44	2876.48	23,735.32
53	23735.32	163.18	23,898.50	3059.44	2896.26	20,839.06
54	20839.06	143.27	20,982.33	3059.44	2916.17	17,922.89
55	17922.89	123.22	18,046.11	3059.44	2936.22	14,986.68
56	14986.68	103.03	15,089.71	3059.44	2956.40	12,030.27
57	12030.27	82.71	12,112.98	3059.44	2976.73	9,053.54
58	9053.54	62.24	9,115.79	3059.44	2997.19	6,056.35
59	6056.35	41.64	6,097.99	3059.44	3017.80	3,038.55
60	3038.55	20.89	3,059.44	3059.44	3038.55	0.00
Totals		33,566.26		183,566.26	150,000.00	

Loan Information

Loan Amount (Principal)	150,000
Annual Interest Rate	8.25%
Term of Loan in Years	5
# of Payments per Year	12
Payment Type	End of Period
Monthly Payment	(\$3,059.44)

Loan Summary

Rate (per period)	0.6875%
Number of Payments	60
Total of Payments	183,566.26
Total Interest	33,566.26

Bank Statement - 2/28/23

Account details

Account:	GoGather (Budget Checking) - 631032924	Download account details (Excel)
Period:	from 03/20/2022 until 02/28/2023	Show

Date	Name/Description/Acct#	Ref#	Amount	Balance
Feb. 27, 2023	VE Sales Tax, New York, NY January Sales Tax Acct #630907099	6713643	-\$13,563.26	\$1,121,232.57

GoGather's Long-term Profitability



By the end of the first fiscal year GoGather is projected to have a total profit of about \$672,957.33, and five years in the future GoGather is expected to gross approximately \$2,504,493.82 in profit for that fiscal year. This profitably was calculated by finding the profit gained from our subscribers using the average monthly change in subscribers factoring in a 30% year-over-year growth rate, adding in the profit from our More Moments collection using the average number of boxes ordered per month factoring in a 20% year-over-year growth rate. And finally subtracting our approximated average yearly operating costs added to our cost of goods sold factoring in a 7% year-over-year growth rate providing an allowance for the growing cost of goods sold and shipping costs.

Product Offerings - More Moments Collection

A Starry Night



Enjoy a relaxing paint night with friends or family. This box includes four paint colors, paintbrushes, a canvas, and an example painting to inspire your own creation. Who knows you might just be the next Van Gogh!

S'more Moments



Make memories while camping with friends! Cool off with a water balloon fight. Light up the night by adding color to your campfire and playing glow hide and seek. Toast marshmallows by the fire with a s'more activity.

The Box Office



Have a fun night in with your friends and put your favorite movie on! Elevate your movie night with some Jiffy Pop popcorn and a movie trivia game. Be your own director and document your memories from the night crafting a movie reel cardboard craft.

The Picnic Basket



The sun is out which calls for the perfect picnic with friends! Prepare and freeze our smoothie popsicle recipe. Let the games begin with our capture the flag and tie-dye water gun games. Then, lay back, relax, and enjoy your popsicles.

Buddy Box



Get together with your friends new or old! Break out of your comfort zone with a would you rather card game and a connection game with yarn. Combine your creative talents crafting a paper mache lamp. End by baking a special mug cake recipe with cute spoons to decorate.

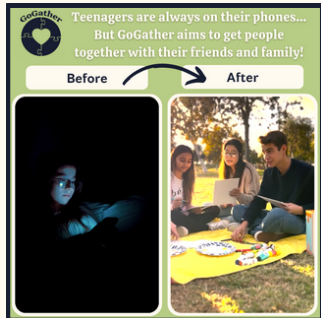
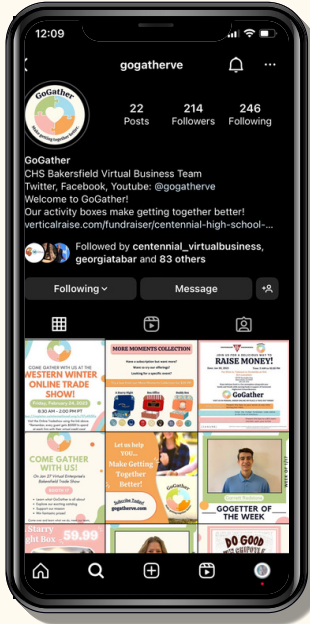
Going Pro



Bring the fun on and get competitive playing sports reimaged. Warm up with our blindfolded obstacle course activity. The fun is only getting started with a mini-basket game and miniature hockey. Bring your A game with flick football.

Company Marketing Examples

Ads for Primary Target Market



Check Out our Website and Commercial!

Ads for Secondary Target Market



Inviting Booth Design



Booth Promoter



Booth Flyers

Sales Contracts

California State University, Bakersfield

For Educational Purposes Only



8601 Hageman Rd, Bakersfield, CA 93312
(661) 588-8601
gogatherve@gmail.com

Business Contract

This agreement is effective as of January 1, 2023 between California State University of Bakersfield and GoGather from January 1, 2023 - April 30, 2023. The parties hereby agree to the following terms and conditions:

DESCRIPTION OF SERVICE/SUPPLIES:

California State University of Bakersfield hereby agrees to purchase the items below, supplied by GoGather.

ITEM 1	Quantity	Unit Price (\$)	Extended Price (\$)
January GoGather Activity Box	217	\$60	\$13,020
February GoGather Activity Box	217	\$60	\$13,020
March GoGather Activity Box	217	\$60	\$13,020
April GoGather Activity Box	217	\$60	\$13,020
TOTAL			\$52,080

TERMS AND CONDITIONS - This contract agreement may be canceled with 90 days (or other terms) written notice. The period of this contract is (can be for a one-time purchase, or for monthly purchases for one year or more) from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

GoGather guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. GoGather hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration

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for economic price adjustments. (Unless other terms are agreed upon)

CANCELLATION – The Contract may not be canceled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.

RENEWABLE OPTIONS – During the final period of this agreement, either party may offer to negotiate optional years.

CORPORATE COMMITMENT – By signing this agreement California State University of Bakersfield, hereby agrees to offer the expertise of its officers as advisors to GoGather This mentoring will assist in the successful operations of GoGather, thus protecting your valued investment in our product.

California State University, Bakersfield 02/08/2023
College Name Date

Dr. Andrea L. Medina, Director, NSME GO 661-654-3006
Printed Name/Title Phone Number


Signature of Business Representative

GoGather 1/1/23
VE Firm Name Date

Vaishvi Joshi/CEO 661-316-8134
Printed Name/Title Phone Number


Signature of GoGather Chief Executive Officer

217 dorm rooms



\$60 per GoGather
box

\$13,020
per month


ITEM 1	Quantity	Unit Price (\$)	Extended Price (\$)
February GoGather Activity Box	217	\$60	\$13,020
March GoGather Activity Box	217	\$60	\$13,020
April GoGather Activity Box	217	\$60	\$13,020
May GoGather Activity Box	217	\$60	\$13,020
TOTAL			\$52,080

\$52.080 in total

Sales Contracts

California Polytechnic State University, San Luis Obispo

For Educational Purposes Only - Virtual Enterprise Contract



8601 Hageman Rd, Bakersfield, CA 93312
(661) 588-8601
gogatherve@gmail.com

Business Contract

This agreement is effective as of January 1, 2023 between Cal Poly San Luis Obispo and GoGather from January 1, 2023 - April 30, 2023. The parties hereby agree to the following terms and conditions:

DESCRIPTION OF SERVICE/SUPPLIES:
Cal Poly San Luis Obispo hereby agrees to purchase the items below which are monthly activity boxes for each dorm room, supplied by GoGather.

ITEM 1	Quantity	Unit Price (\$)	Extended Price (\$)
January GoGather Activity Box	1,816	\$60	\$108,960
February GoGather Activity Box	1,816	\$60	\$108,960
March GoGather Activity Box	1,816	\$60	\$108,960
April GoGather Activity Box	1,816	\$60	\$108,960
TOTAL			\$435,840

TERMS AND CONDITIONS - This contract agreement may be canceled with 90 days (or other terms) written notice. The period of this contract is (can be for a one-time purchase, or for monthly purchases for one year or more) from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

GoGather guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. GoGather hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration for economic price adjustments. (Unless other terms are agreed upon)

CANCELLATION - The Contract may not be canceled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and

For Educational Purposes Only - Virtual Enterprise Contract



all associated litigation fees.

RENEWABLE OPTIONS - During the final period of this agreement, either party may offer to negotiate optional years.

CORPORATE COMMITMENT - By signing this agreement, Cal Poly San Luis Obispo, hereby agree offer the expertise of its officers as advisors to GoGather This mentoring will assist in the successful operations GoGather, thus protecting your valued investment in our product.

The signature below represents the full authorization to fully execute this agreement.

Cal Poly - SLO 1/1/23
College Name Date

Dr. Franklin Gaudi / Assistant Professor 845-756-5359
Printed Name/Title Phone Number


Signature of Business Representative

GoGather 1/1/23
VE Firm Name Date

Vaishvi Joshi/CEO 661-316-8134
Printed Name/Title Phone Number


Signature of GoGather Chief Executive Officer

1,816 dorm rooms



\$60 per GoGather box

\$108,960 per month

ITEM 1	Quantity	Unit Price (\$)	Extended Price (\$)
January GoGather Activity Box	1,816	\$60	\$108,960
February GoGather Activity Box	1,816	\$60	\$108,960
March GoGather Activity Box	1,816	\$60	\$108,960
April GoGather Activity Box	1,816	\$60	\$108,960
TOTAL			\$435,840

\$435,840 in total

Citations

Executive Summary

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