



# Business Plan

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## Executive Summary

In today's world, rising crime rates make it nearly *impossible* to enjoy a social gathering without taking extensive safety measures. This is due to recent upsurges in drink spiking cases, which could ultimately increase the possibilities of consumers being abducted. To combat this, ***Social Shield - Putting You on the Path to Safety*** has developed a product line consisting of chemical detecting straws and alert bracelets. All are designed to indicate when consumers are in need of immediate help. Alerting consumers of the possible dangers that may occur during their social outings is *our mission*.

Prior to deciding on our firm and product line, we knew that tackling current-world issues was of our best interest. During some critical discussions, specific individuals in our class came forward about their concerns regarding the rise in human trafficking and abduction. This led us to consider some of the prominent causes of abduction, with one significant source being drink spiking. A survey conducted by Alcohol.org in July of 2022, shows that out of 969 people, 44% of men and 56% of women were unknowingly laced via consumption. Most cases of drink spiking occur with the intention of sexual assault and kidnapping. Having a spiked drink can happen to anyone whether in public or private, and does not necessarily have to involve alcohol.

***Social Shield - Putting You on the Path to Safety*** is taking the initiative by dealing with the dangers of involuntary intoxication through the development of our chemical detecting straws, with intent to prevent the high numbers of drug facilitated assault from rising even further. These straws are made of paper based material that contain tiny fibers that biodegrade immediately when GHB, Fentanyl OR any DATE RAPE drug is detected. Once the consumer tries to take a sip of their drink, and sees that the straw has disintegrated, this means that their drink has been spiked.

Meanwhile, it has been approximated that almost 25 million people are being trafficked worldwide. After being met with this whopping statistic, we knew that our product line could not stop at the straws, and we consequently decided to add our bluetooth-powered alert bracelets for an extended sense of alerting. These bracelets are paired through bluetooth. Small, unique and stylish bracelets that have a button that can be pushed when a customer feels endangered. For example, once the button is pushed in, NOT TAPPED, but pushed in, the other paired bracelet will vibrate. Once the person feels the vibration from their paired bracelet, they will know their friend is in need of immediate help and, instantly, go to them.

These sell for \$49.99 for 1, or \$80.00 for a set of 2, and our straws come in a pack of 20 for \$11.99. The production cost for ***Social Shield*** products are; Paper based chemical detecting straws .10 cents per straw and Bluetooth alert bracelets \$26.00 per bracelet.

Founded in August of 2022, ***Social Shield*** has filed as an S-Corporation in Bloomington, California, located in San Bernardino County. We have chosen the S-Corporation in order to minimize the burden of tax-paying, and instead, distribute funds to shareholders, which include our chiefs. Our products fall under the Personal Safety & Security market industry. ***Social Shield*** will break even prior to January 2023 by achieving \$200,000 in revenue. This is equivalent to selling 3,846 units with an average selling price of \$52. Our Summary Profit and Loss sheet shows a 68% gross margin, projected as of April 30th, 2023. It also reflects our total operating expenses with projections to be around \$295,450. This includes payroll, rent, raw materials, supplies, and so on.

Our primary target market consists of party goers, young adults, and college students, who tend to be around the age range of 18-24 (or Gen Z). We have chosen this target market because they have been found to be the most vulnerable to drink spiking and abduction, as a result of their active role in today's social scene. ***Social Shield*** realized that when going out, this age range has been forced to consider far too many forms of advice about staying safe, which can leave room for lapses of judgment. However, through our chemical detecting straws, and alert bracelets, ***Social Shield*** will succeed in alerting, detecting, and protecting when customers are exposed to the inevitable dangers of social atmospheres.

***Social Shield*** thanks all who have invested their time in reviewing and reading this company's business plan.



## Business Rationale

### Customer Empathy

Advice given to adults between the ages of 18 to 24 (Gen Z) prior to attending a social gathering can be extensive and repetitive. This advice includes not accepting drinks from strangers, covering your drink with your hand, and also, sticking with friends while always looking out for each other. These tips are typically given to shield or protect consumers from two (2) dangers: having drinks spiked and/or being abducted. Even with the advice given, Gen Z consumers can still have a lapse in judgment or simply forget, as it can be difficult to remember at certain ages or even in particular environments.

### Problem Statement

Two in five of individuals aged between 18 to 24 know someone whose drink has been spiked with an unknown substance. Aside from having a spiked drink, further dangers can follow including physical restrictions of free movement, and eventually abduction. According to ILO Global, it has been approximated that 25 million individuals are currently being trafficked worldwide. Many of these cases have been found to be associated with intoxication through unknown substances that restrain victims from maintaining complete coherence. This poses a problem associated with future generations who are preparing to enter the real world

### Solution Statement

There are ways to alert consumers of the potential dangers of social outings by equipping them with 2 items, our chemical detecting straws that would raise awareness that their drink is spiked, and bluetooth alert bracelets that notify or alarm friends when help is needed *immediately*. Everyone is entitled to safety and protection, especially those Generation Z consumers who are *about* to enter the real world.

### Company Goals

Our main goal is to help consumers to stay vigilant and alert at all times. **Short term** goals are to optimize product pricing while keeping expenses low, especially since inflation is constantly changing. This will prove to customers that we not only care about their safety, but also financial stability. **Long term** milestones are to prevent 2 dangers from happening; consuming a spiked drink and being abducted. Partnering with colleges and universities by placing vending machines around campuses for the straws and supplying the bookstores with bracelets will provide consumers with convenient opportunities to purchase, and give ***Social Shield*** more opportunities for income.

## About the Business

### Company Overview

*Social Shield* has established a product line which consists of chemical detecting straws and bluetooth alert bracelets that are designed to indicate when consumers are in need of immediate attention. Following an incident of being spiked, consumers are at an increased risk of being abducted. Through the distribution of *Social Shield*, we aim to reduce drink spiking as well as human trafficking cases. *Social Shield* is located within San Bernardino County at 10750 Laurel Avenue, Bloomington, CA. We will operate as an S Corporation with each chief allocating their own funds as shareholders. The corporation itself is not subject to federal income tax; instead the shareholders are taxed upon their dispensed share of income.

### Mission Statement

Here at *Social Shield*, providing convenient products that will alert consumers before a crime takes place was a discussed aspiration by our employees. The collaboration concluded with the following mission:

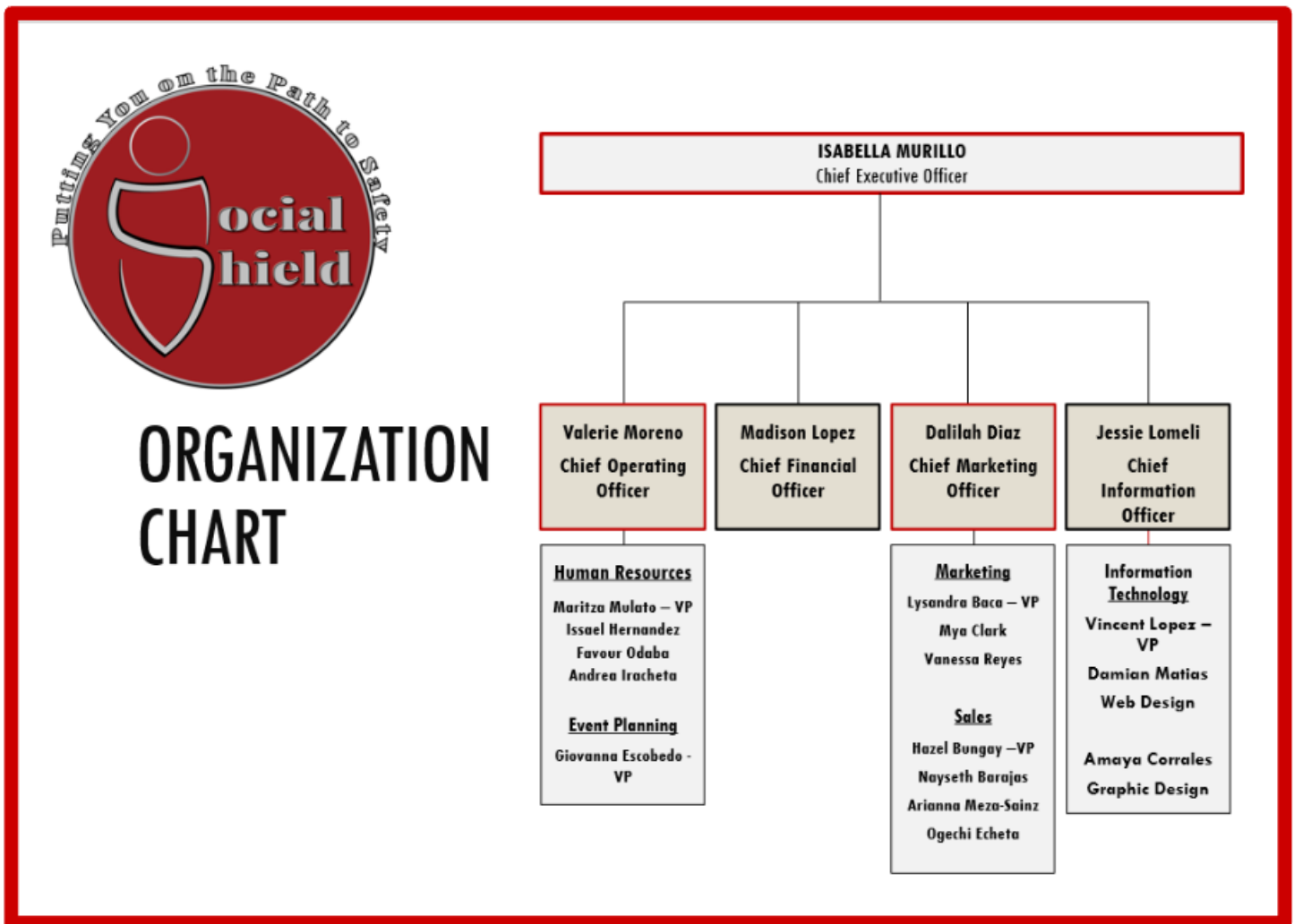
“*Social Shield’s* mission is to alert consumers of the possible dangers that may occur during their social outings.”

As we collaborate during weekly meetings, *Social Shield’s* employees feel that the company is on the right track for the company's existence and is ready to provide safety and security to all consumers and stakeholders.

*Social Shield* will continue to research and develop products to ensure that the mission is always attainable.



## Organization



*Social Shield's* organization is led by an experienced chief, Isabella Murillo, as the Chief Executive Officer. She is joined by the four following chiefs, which include Valerie Moreno as Chief Operating Officer, Madison Lopez as Chief Financial Officer, Dalilah Diaz as Chief Marketing Officer, and Jessie Lomeli as Chief Information Officer. These officers lead their respective departments and conduct weekly meetings to assure that all tasks and duties are being completed in a timely manner. At one of these meetings, the HR department decided to add an “Inflation Tips & Tricks” segment to assist all employees with the current rise of inflation, and spread awareness in regards to how the current state of our economy could influence our firm and customers.

## SWOT Analysis



*Social Shield* is led by an experienced CEO, along with employees that are currently in the Business and Entrepreneurship Pathway; these are our internal strengths. But, weaknesses do exist even with Pathway employees. Early on, *Social Shield's* team used “I” when discussing business tactics, instead of using “WE”. This caused a delay when important factors needed to be decided. *Social Shield* did persevere and the company became “ONE”.

By expanding product lines and collaborating with colleges/universities, externally Social Shield will be able to reach opportunities by placing products on college campuses. Obtaining more customers could result in “customer errors”. Our threats are inevitable and always a thought within *Social Shield*. Being a proactive company will assist with all aspects of the S.W.O.T analysis.



## External Environment

### Competitive & Virtual Industry Analysis

After analyzing our top competitors, our marketing team concluded that we only have two competitors— both being direct. These include SJewels which consists of bluetooth alert bracelets and Sip N Safe who developed metal straws with a drug-detecting attachment.

	<i>Social Shield</i>	SJewels	Sip N Safe
Affordable	✓		✓
Convenient	✓	✓	
Accessory	✓	✓	
Easy to Use	✓		✓

SJewels is an alerting company with bluetooth alert bracelets, similar to us. Their jewelry line includes necklaces and bracelets for men and women to ensure their safety and a sense of security for their customers/society. They are under the Business Services, Clothing & Accessories, Electronics & Computers, and Health & Beauty categories. However, their prices are very high due to the material of their bracelets— which is real gold. On the other hand, Sip N Safe “Saving lives one sip at a time,” is a metal drug detecting straw with the purpose of preventing drink spiking cases. Although they claim to detect drugs, their promise only functions through a drug-detecting attachment. This firm has filed under Advertising & Marketing, Food & Beverages, Health & Beauty, Party & Celebration. Despite the commonalities we share with our competitors, *Social Shield* has proven to be more affordable, convenient, accessible, and easy to use.

## **Real Industry Analysis**

In the real world, ***Social Shield*** is classified under the Smart Personal Safety and Security Devices. We found that the functions of our Bluetooth Alert Bracelets and Chemical Detecting Straws best suit this category.

<b>Smart Personal Safety and Security Device Market Report Scope:</b>	
<b>Report Metrics</b>	<b>Details</b>
Market Size by 2030	USD 8.74 Billion
CAGR during 2022-2030	13.6%
Report Coverage	Revenue Forecast, Competitive Landscape, Growth Factors, and Trends
Key Market Opportunities	Consumer inclination towards highly advanced smart wearables is expected to create opportunities in the global market.
Key Market Drivers	The rising concerns regarding the security of women and children. Advancements in communication technology

With crime rates on rise, ***Social Shield*** has concluded that the two (2) products, Bluetooth Alert Bracelets and Chemical Detecting Straws can assist with lowering the dangers and crimes of being abducted and consuming a drug infused drink. If these two (2) crimes are executed, an innocent human could fall a victim of human trafficking. The Smart Personal Safety and Device Market report scope shows that this industry is crucial and growing as a result of the current circumstances of crime.

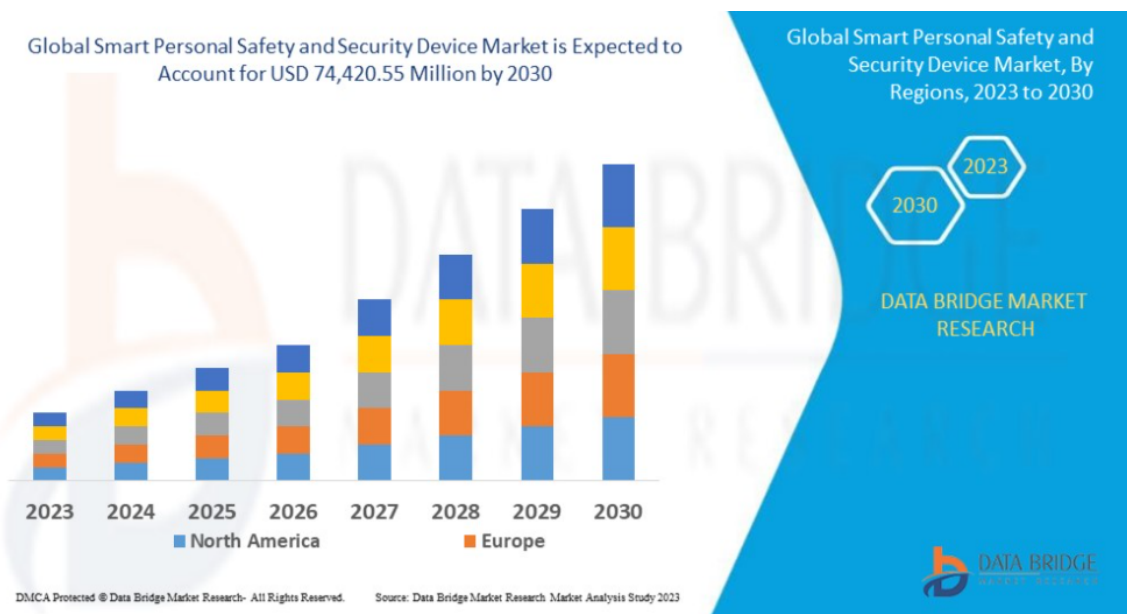
## **Current Economic Conditions**

Inflation has caused prices to jump in the past year due to a number of factors. These include billions of dollars spent in government stimulus spending, COVID-19-related bottlenecks, and, more recently, the impact of the Ukrainian war on energy supplies. In the year 2022, the state of California had an estimated current-dollar gross state product of \$3.63 trillion, making it the largest in the United States and the largest sub-national economy in the world according to Statista.com within an article pertaining to the Economy and Politics.

***Social Shield*** lies within the Smart Personal Safety and Security Device Market. This market is user-friendly in nature. These devices are capable of sending an emergency message to family and friends instantly on a single press. Smart personal safety and security devices are connected to the internet wirelessly by a third party tool. As this market is extremely important for personal security products. Marketing opportunities for this industry are in demand for surging product launches of increasing usage of “smart wearables”

for personal safety which would consist of *Social Shield's* bluetooth alert bracelets. Not only are the bluetooth alert bracelets categorized within this industry, the paper based chemical detecting straws are as well due to being labeled as a “personal safety product”

According to the chart below from Data Bridge Market and Research, Social Shield is lying within a market that is set to be financially stable through 2030.



## Marketing Plan

### Target Market

College start dates, in particular, will be a time period where our social media presence will persuade consumers to make a purchase of our products. *Social Shield* will primarily target college students, party goers, and Gen Z individuals. The primary age of these categories are ages 18-24.

- Party goers:

Those who consistently attend parties are prone to be in dangerous scenarios, especially involving the beverages they consume. Despite the enjoyment and liveliness that can come along with the party scene, the truth is that tables can turn in an instant. There is always the chance that danger and violence can go on to directly influence party goers and pose a threat to their safety.

- College students:

Although the primary focus of college is to continue one's education, it is inevitably the peak of young adult socialization. College students make up a vast portion of attendees at house parties, frat parties, and colleegetown bars. This makes them just as vulnerable to the danger as the party goers we recently mentioned. College students go to parties as a group, which is perfect for usage of our bluetooth alert bracelets that connect amongst friend groups in an effort to prevent abduction.

- Generation Z:

Gen Z falls between 1997-2012 making them the newcomers or young adults of the real world. With no awareness of the possible danger that comes with becoming adults, they must be prepared for any social environments that they may find themselves in. By attending college or parties they need something that will ensure their safety and security during such unpredictable events. Both party goers and college students fall under the category of Gen Z. Many of these people are targeted because this age group is known to frequently make their way into rather rowdy places where beverages are served and people are freely socializing, making there a higher chance that acts of crime will go unnoticed.

Many of our potential customers solely seek one thing, a sense of safety and security. To satisfy these needs, *Social Shield* will provide customers with our autonomous and easy to use products solidifying their sense of protection.

## **Market Segmentation**

***Social Shield's*** market is broken up into three layers: demographics, geographics, and psychographics. With that, our company will target consumers who obtain a better understanding of the socio-economic factors of our products, as their pricings are reasonably priced for the median household incomes within our area.

## **Demographics**

	Bloomington, CA	San Bernardino County
Males	52.04%	50.1%
Females	47.96%	49.9%
Median Age	35.3 (Millennials)	30.9 (Millennials)
Median Household Income	\$62,690	\$49,287

## **Geographics**




***Social Shield*** resides in San Bernardino, which is one of the largest counties in the U.S. Our main office is located at 10750 Laurel Avenue, Bloomington, CA, 92316. Being stationed within the Inland Empire, which is one of the nation's major distribution hubs, has its advantages and tremendous opportunities as local warehousing distributors are increasing exponentially in this area.

## **Psychographics**

In comparison to any other age group, consumers aged 18-24 are more likely to become a victim of a drug-related crime. Acknowledging our evolving society, the need to protect those who frequently engage in social-outings has become more urgent. Not to mention, abduction and drink spiking crimes are always increasing. Whether these victims realize it or not, being equipped with products that encourage proper safety precautions *will* put them on the path to safety. College students, party goers, and young adults are within the age range that is vulnerable to being victims of drink spiking and abduction. Therefore, ***Social Shield*** believes that they would benefit from our product line especially with our reasonable costs.

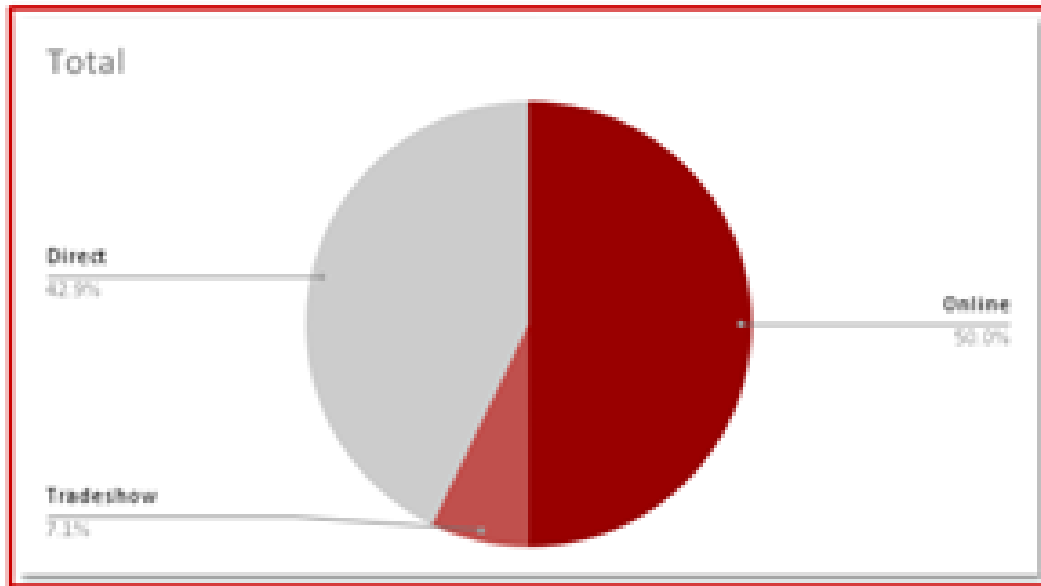
## Marketing Mix

### Product & Price

Product	Price
<p data-bbox="365 457 544 506">5 in. Paper Chemical Detecting Straws</p>  <p data-bbox="391 688 511 724">20 Pack</p>	<p data-bbox="1117 443 1219 478"><b><i>\$11.99</i></b></p> <p data-bbox="824 485 1485 596">Paper based material that contains tiny fibers which biodegrade when a GHB or date rape drug is detected.</p> <p data-bbox="824 642 1485 705">**CURRENTLY we are FDA pending. <i>Social Shield</i> used the Fentanyl test strips as the guidelines for approval.</p>
<p data-bbox="357 842 552 926">2 Alert Bracelets Bluetooth Connection "BUNDLE"</p> 	<p data-bbox="1047 835 1291 871"><b><i>\$80.00 - Set of 2</i></b></p> <p data-bbox="824 877 1485 1073">Bracelets are paired through bluetooth. When a customer feels they are in danger, they will push the button and the other paired bracelet will vibrate. Once the vibration is felt, the friend will know that their friend is in need of immediate help.</p>
<p data-bbox="357 1192 552 1245">1 Alert Bracelet Bluetooth Connection</p> 	<p data-bbox="1036 1188 1302 1224"><b><i>\$49.99 - 1 bracelet</i></b></p> <p data-bbox="824 1230 1458 1293">Pair your bracelet with friends that have bracelets through the bluetooth connection.</p>

Personal safety is a widespread concern. Social Shield products are small and discrete, but provide a measure of protection. Carrying chemical detecting straws or wearing a bluetooth alert bracelet has many benefits for consumers in a potential, dangerous social outing.

## Placement

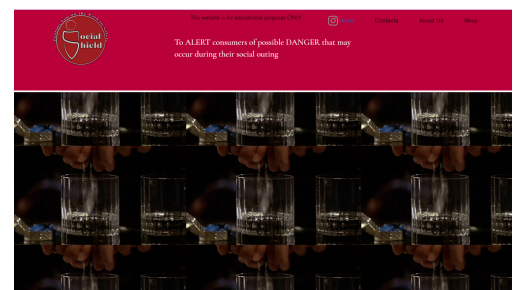


Within *Social Shield's* placement, the online sales are projected to be the most profitable, coming in at around 50% of the total profit. This is followed closely with direct sales at 42.9%, and finally, trade show profits at 7.1%. Trade show profits are projected to be the lowest due to travel restrictions.

## Promotion

*Social Shield's* marketing department promotes the company through social media, our website, and tradeshow.

*Social Shield* uses social media platforms to announce promotions, sales, and all basic inquiries regarding the firm.



## **Positioning**

***Social Shield*** wants to provide safety that is easily attainable. Our company anticipates to reduce the number of drink spiking cases that can lead into abductions nationwide starting within San Bernardino County. When consumers hear our name, they will think of safety and protection, and hopefully they think this prior to attending *any* social gatherings.

## **Discussion of Business Risks with Solution**

“Trust” is a big factor when it comes to purchasing any products, and something that we hope to attain amongst our consumers. A study done in 2021 by the Harvard Business Review found that 80% of consumers consider “trust” as a deciding factor in their buying decisions. More specifically, they explained how businesses tend to “...put an awful lot of effort into meeting the diverse needs of their stakeholders — customers, investors, employees, and society at large. But they’re not paying enough attention to one ingredient that’s crucial to productive relationships with those stakeholders: trust.” (Harvard Business Review - The Idea Series/Broken Trust) An inevitable risk of developing a business is the potential lack of trust that consumers will have in a product. Because we acknowledge and understand this, we see the importance in developing a promising, strong marketing campaign consisting of researched and processed facts— facts that will gain the “trust” of consumers. Since ages 18-24 are our target market and the age that gathers more information from social platforms, we are met with the opportunity to consistently educate consumers on dangers and safety, then follow up with persuasive reinforcement— all at our fingertips.

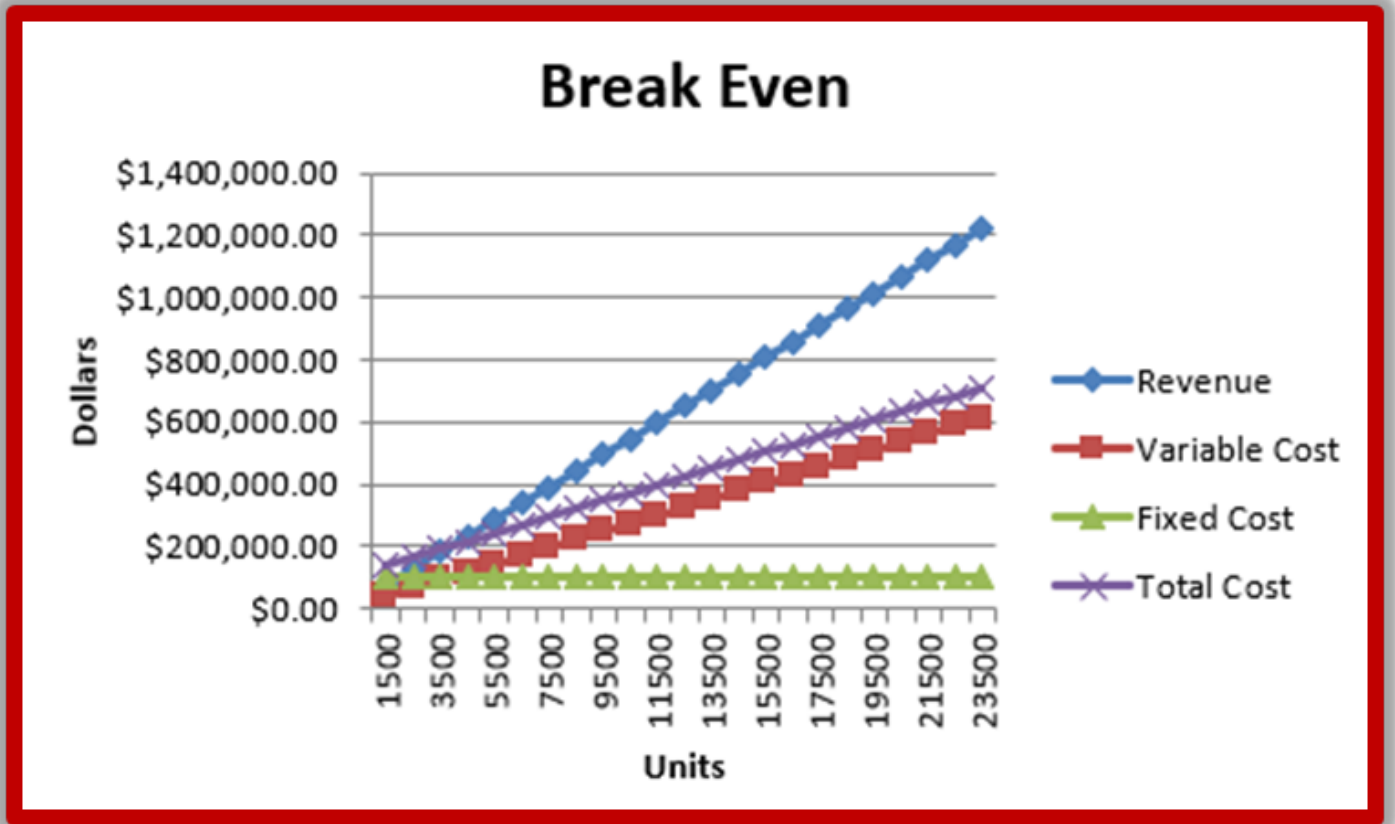
### **The Trust Crisis - Image**





## Financial Planning

### Break Even Analysis




With 962 units sold per month and 3,846 units sold from October 2022 through January 2023, **Social Shield** broke even in January of 2023 at \$200,000 in sales with an average selling price of \$52.00.

This includes the chemical detecting straws and bluetooth alert bracelet sales. The cost to produce one (1) bluetooth alert bracelet is \$26 and the cost to produce a box of chemical detecting straw is \$5.10, at which 1 straw is .10 cents to produce. **Social Shield** contracted with 2 companies for the development of our products, Charta Global (straws) and Silicon Labs (bluetooth alert bracelet). Both companies produce specialty products for start up companies.


## Profit and Loss Statement

		Social Shield							TOTAL
		Summary P & L (Income Statement) For the Year Ending 04/30/2023							
	OCT	NOV	DEC	JAN	FEB	MAR	APR		
	Actual	Actual	Actual	Actual	Actual	Projected	Projected		
<b>Sales revenues</b>									
Online	0	35,250	54,000	35,000	46,000	53,000	47,000	270,250	
Trade Shows	0	0	0	18,384	0	20,000	0	38,384	
Direct	31,500	15,000	32,000	39,000	39,000	52,000	23,000	231,500	
<b>Total sales revenues</b>	<b>31,500</b>	<b>50,250</b>	<b>86,000</b>	<b>92,384</b>	<b>85,000</b>	<b>125,000</b>	<b>70,000</b>	<b>540,134</b>	
<b>Cost of goods sold or services provided</b>	<b>3,600</b>	<b>16,000</b>	<b>25,000</b>	<b>30,000</b>	<b>32,550</b>	<b>46,000</b>	<b>21,500</b>	<b>174,650</b>	
<b>Gross profit</b>	<b>27,900</b>	<b>34,250</b>	<b>61,000</b>	<b>62,384</b>	<b>52,450</b>	<b>79,000</b>	<b>48,500</b>	<b>365,484</b>	
<b>Operating expenses</b>									
Salaries	28,450	28,450	28,450	28,450	28,450	28,450	28,450	199,150	
Rent	0	400	400	400	400	400	400	2,400	
Loan Interest	0	1,980	1,980	1,980	1,980	1,980	1,980	11,881	
Payroll tax	940	940	940	940	940	940	940	6,580	
Marketing/Promotion	4,900	5,200	9,650	10,350	6,250	5,699	3,650	45,699	
Advertising	580	580	580	850	580	850	320	4,340	
Insurance	2,000	2,000	2,000	2,000	2,000	2,000	2,000	14,000	
Supplies	3,880	1,300	850	740	530	600	200	8,100	
Utilities	900	400	400	400	400	400	400	3,300	
<b>Total operating expenses</b>	<b>41,650</b>	<b>41,250</b>	<b>45,250</b>	<b>46,110</b>	<b>41,530</b>	<b>41,319</b>	<b>38,340</b>	<b>295,450</b>	
<b>Income from operations</b>	<b>-13,750</b>	<b>-7,000</b>	<b>15,750</b>	<b>16,274</b>	<b>10,920</b>	<b>37,681</b>	<b>10,160</b>	<b>70,034</b>	
<b>Net income before taxes</b>	<b>-13,750</b>	<b>-7,000</b>	<b>15,750</b>	<b>16,274</b>	<b>10,920</b>	<b>37,681</b>	<b>10,160</b>	<b>70,034</b>	
Corporate income tax									
<b>Net income after taxes</b>	<b>-13,750</b>	<b>-7,000</b>	<b>15,750</b>	<b>16,274</b>	<b>10,920</b>	<b>37,681</b>	<b>10,160</b>	<b>70,034</b>	

	
Summary Profit & Loss	
For the Year Ending 4/30/2023	
Total Revenue	540,134
Total Cost of Goods Sold	174,650
Total Gross Profit	365,484
Gross Margin %	68%
Total Operating Expenses	295,450
Net Income (Loss)	70,034


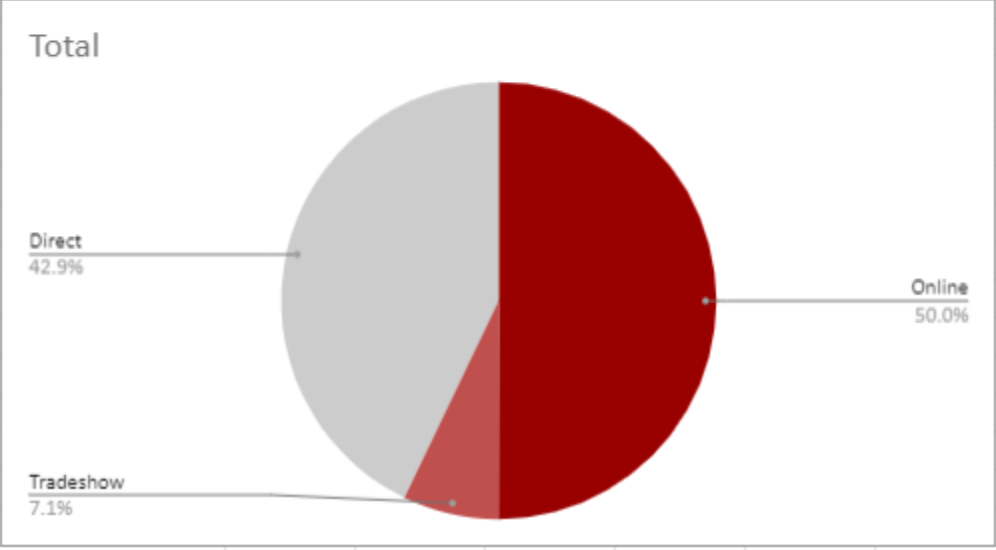
The above Profit and Loss Statement outlines revenue, costs and expenses to show how much money *Social Shield* is earning and losing during a 6 month period. The gross margin of 68% shows the profitability of *Social Shield* when comparing revenue to the costs involved in production.

## Balance Sheet

Social Shield		
Balance Sheet		
As of 02/28/2023		
<b>Assets</b>		
<b>Current Assets</b>		
Cash	327,384	
Accounts receivable	84,250	
Merchandise inventory	6,840	
Supplies	2,920	
<b>Total Current Assets</b>	<b>421,394</b>	
<b>Fixed Assets</b>		
Computers	3,600	
Less: accumulated depreciation	150	
Furniture and fixtures	3,540	
Less: accumulated depreciation	600	
Office equipment	2,310	
Less: accumulated depreciation		
<b>Total Fixed Assets</b>	<b>8,700</b>	
<b>Total Assets</b>		<b>430,094</b>
<b>Liabilities and Stockholders' Equity</b>		
<b>Current Liabilities</b>		
Accounts payable	16,250	
Sales tax payable	6,587	
Salaries payable	169,324	
Payroll tax payable	6,450	
Other payable	9,540	
Corporate tax payable	5,230	
<b>Total Current Liabilities</b>	<b>213,381</b>	
<b>Long Term Liabilities</b>		
Loan payable	100,000	
<b>Total Liabilities</b>		<b>313,381</b>
<b>Stockholders' Equity</b>		
Common stock, \$10 par value, * # shares issued	25,000	
Additional paid-in-capital in excess of par value		
<b>Total Stockholders' Equity</b>	<b>116,713</b>	
<b>Total Liabilities and Stockholders' Equity</b>		<b>430,094</b>

*Social Shield's* total assets consist of rent and equipment purchased along with our liquid assets. Current liabilities consist of our liabilities settled in cash within the fiscal year. This was added with stockholders' equity which is the amount of assets remaining in a business after all liabilities have been settled, equaling our total assets.

**Sales Projections**

								
<b>Monthly Sales Projections</b> FY 2022-23								
	Actual	Actual	Actual	Actual	Actual	Projected	Projected	
<b>Sources of Revenue</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>Total</b>
Online	0	35250	54000	35000	46000	53000	47000	270250
Tradeshow	0	0	0	18384	0	20000	0	38384
Direct	31,500	15000	32000	39000	39000	52000	23000	231,500
<b>Total</b>	<b>31500</b>	<b>50250</b>	<b>86000</b>	<b>92384</b>	<b>85000</b>	<b>125000</b>	<b>70000</b>	<b>540134</b>
								

The above statement shows the amount of revenue *Social Shield* expects to earn by April 30, 2023. Forecasting monthly sales assists with covering operating expenses, buying more inventory, market new products and attract predominant investors.

## **Financial Write-Up**

### **Profit and Loss Summary**

The profit and loss summary, projected through 4/30/2023, shows that our total revenue will amount to \$540,134, with an immense gross profit of \$365,484. Our projected revenue increased during the month of November as a result of our website being launched and operational. This shifted the majority of our sales to online. Following the subtraction of our operating expenses, which equated to \$295,450. Some of our operating expenses are fairly low due to less employees along with less hours, low rent due to renting space on a government campus and optimizing product pricing. *Social Shield* is set to have a net income of \$70,034.

### **Balance Sheet**

The balance sheet dates back to 02/28/2023 and, currently, *Social Shield* is projected to have \$421,394 in current assets. Fixed assets, which include our office furniture and supplies, will come out to a total of \$8,700. With our projected and current fixed assets, the total will come out to \$430,094. Our projected current liabilities came out to be \$213,381 and our projected long term liabilities came to be \$100,000. When these are added together plus our \$116,713 stockholders' equity, *Social Shield* balances with the total assets.

### **Monthly Sales Projections**

Our monthly sales from October 2022 through April 30th, 2023 is projected to be \$540,143. Our most profitable income is online due to our goal of appealing to Gen Z consumers, most of whom have access to the online marketplace through a telephone. Trade shows are our least profitable source of income because of our limited ability to participate in such events. According to our monthly updated calculations, trade shows result in \$38,384. Direct sales is our second most profitable asset coming in at around \$231,500. These projections were done by the Chief Financial Officer, along with the five other chiefs, during a meeting discussing financial goals and expectations.



## APPENDIX



## References

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**Social Shield  
Loan Amortization Table**

**Loan Information**

Loan Amount (Principal)	100,000
Annual Interest Rate	7.00%
Term of Loan in Years	5
# of Payments per Year	12
Payment Type	end of period
Monthly Payment	(\$1,980.12)

**Summary**

Rate (per period)	0.5833%
Number of Payments	60
Total of Payments	118,807.19
Total Interest	18,807.19

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	100,000	583.33	100,583.33	1980.12	1396.79	98,603.21
2	98603.21	575.19	99,178.40	1980.12	1404.93	97,198.28
3	97198.28	566.99	97,765.27	1980.12	1413.13	95,785.15
4	95785.15	558.75	96,343.90	1980.12	1421.37	94,363.78
5	94363.78	550.46	94,914.23	1980.12	1429.66	92,934.11
6	92934.11	542.12	93,476.23	1980.12	1438.00	91,496.11
7	91496.11	533.73	92,029.83	1980.12	1446.39	90,049.71
8	90049.71	525.29	90,575.00	1980.12	1454.83	88,594.88
9	88594.88	516.80	89,111.69	1980.12	1463.32	87,131.57
10	87131.57	508.27	87,639.84	1980.12	1471.85	85,659.72
11	85659.72	499.68	86,159.40	1980.12	1480.44	84,179.28
12	84179.28	491.05	84,670.32	1980.12	1489.07	82,690.20
13	82690.20	482.36	83,172.56	1980.12	1497.76	81,192.44
14	81192.44	473.62	81,666.07	1980.12	1506.50	79,685.95
15	79685.95	464.83	80,150.78	1980.12	1515.29	78,170.66
16	78170.66	456.00	78,626.66	1980.12	1524.12	76,646.54
17	76646.54	447.10	77,093.64	1980.12	1533.02	75,113.52
18	75113.52	438.16	75,551.68	1980.12	1541.96	73,571.56
19	73571.56	429.17	74,000.73	1980.12	1550.95	72,020.61
20	72020.61	420.12	72,440.73	1980.12	1560.00	70,460.61
21	70460.61	411.02	70,871.63	1980.12	1569.10	68,891.51
22	68891.51	401.87	69,293.38	1980.12	1578.25	67,313.26
23	67313.26	392.66	67,705.92	1980.12	1587.46	65,725.80
24	65725.80	383.40	66,109.20	1980.12	1596.72	64,129.08
25	64129.08	374.09	64,503.17	1980.12	1606.03	62,523.05
26	62523.05	364.72	62,887.77	1980.12	1615.40	60,907.65
27	60907.65	355.29	61,262.94	1980.12	1624.83	59,282.82
28	59282.82	345.82	59,628.64	1980.12	1634.30	57,648.52
29	57648.52	336.28	57,984.80	1980.12	1643.84	56,004.68
30	56004.68	326.69	56,331.37	1980.12	1653.43	54,351.25
31	54351.25	317.05	54,668.30	1980.12	1663.07	52,688.18
32	52688.18	307.35	52,995.53	1980.12	1672.77	51,015.41
33	51015.41	297.59	51,313.00	1980.12	1682.53	49,332.88
34	49332.88	287.78	49,620.66	1980.12	1692.34	47,640.54
35	47640.54	277.90	47,918.44	1980.12	1702.22	45,938.32
36	45938.32	267.97	46,206.29	1980.12	1712.15	44,226.17
37	44226.17	257.99	44,484.16	1980.12	1722.13	42,504.04
38	42504.04	247.94	42,751.98	1980.12	1732.18	40,771.86
39	40771.86	237.84	41,009.70	1980.12	1742.28	39,029.58
40	39029.58	227.67	39,257.25	1980.12	1752.45	37,277.13
41	37277.13	217.45	37,494.58	1980.12	1762.67	35,514.46
42	35514.46	207.17	35,721.63	1980.12	1772.95	33,741.51
43	33741.51	196.83	33,938.33	1980.12	1783.29	31,958.21
44	31958.21	186.42	32,144.64	1980.12	1793.70	30,164.52
45	30164.52	175.96	30,340.47	1980.12	1804.16	28,360.36
46	28360.36	165.44	28,525.79	1980.12	1814.68	26,545.67
47	26545.67	154.85	26,700.52	1980.12	1825.27	24,720.40
48	24720.40	144.20	24,864.60	1980.12	1835.92	22,884.48
49	22884.48	133.49	23,017.98	1980.12	1846.63	21,037.86
50	21037.86	122.72	21,160.58	1980.12	1857.40	19,180.46
51	19180.46	111.89	19,292.34	1980.12	1868.23	17,312.22
52	17312.22	100.99	17,413.21	1980.12	1879.13	15,433.09
53	15433.09	90.03	15,523.12	1980.12	1890.09	13,543.00
54	13543.00	79.00	13,622.00	1980.12	1901.12	11,641.88
55	11641.88	67.91	11,709.79	1980.12	1912.21	9,729.67
56	9729.67	56.76	9,786.43	1980.12	1923.36	7,806.31
57	7806.31	45.54	7,851.84	1980.12	1934.58	5,871.72
58	5871.72	34.25	5,905.98	1980.12	1945.87	3,925.86
59	3925.86	22.90	3,948.76	1980.12	1957.22	1,968.64
60	1968.64	11.48	1,980.12	1980.12	1968.64	0.00
<b>Totals</b>		<b>18,807.19</b>		<b>118,807.19</b>	<b>100,000.00</b>	





Thank you for being a US Network Bank customer.

**Social Shield Account Statement**

02/01/2023 – 02/28/2023

Routing: US014455

Social Shield  
10750 Laurel Ave  
Bloomington, CA 92316

**Summary for Bank Account 631027084**

**Amount**

Beginning Balance on 02/01/2023	\$284,164
Deposits and other credits	\$85,000
Withdrawals and other debits	\$41,530
Fees	\$250.00
Ending Balance on 02/28/2023	\$327,384

**Account Activity**

Date	Description	Amount	Balance
02/01/23	Paychex Employee 634455110 21 Payments - electronic DEBIT	-824.50	\$283,919
02/01/23	Wholesale Market - 636607145 Online - Web - Sales	-94.200	\$283,825
02/05/23	VE Utilities Electronic Payment	-648.00	\$283,177
02/09/23	Wholesale Market - 630907145 Online - Web - Sales	\$4.200	\$283,181
02/10/23	VE Rec - 03007889 February Payment	-648.00	\$282,533
02/11/23	Wholesale Market - 636607145	\$13,500	\$296,033

02/19/23



**Social Shield Account Statement**

02/01/2023 – 02/28/2023

Routing: US014455

**Summary for Bank Account 631027084**

**Amount**

Beginning Balance on 02/01/2023	\$284,164
Deposits and other credits	\$85,000
Withdrawals and other debits	\$41,530
Fees	\$250.00
Ending Balance on 02/28/2023	\$327,384

**Account Activity**

Date	Description	Amount	Balance
02/15/23	Direct Sales - Pop Up	\$4,600	\$291,474
02/16/23	Wholesale Market 630907145 Online - Web - Sales	\$4,705	\$296,179
02/16/23	VE Insurance - 030607153 PAYMENT RG 2023	-82,888	\$213,291
02/23/23	Direct Sales - Pop Up	\$9,200	\$322,491
02/22/23	Wholesale Market 630907145	\$11,415	\$333,906
02/25/23	Invoice - SB Sheriff	\$12,500	\$346,406