

DING DING DING!

We hope this newsletter finds you well. As a small upcoming-business, we're excited to share with you the latest developments and happenings in our world!

Company.

NEWS

WATCH

CALENDER

MORE INFO



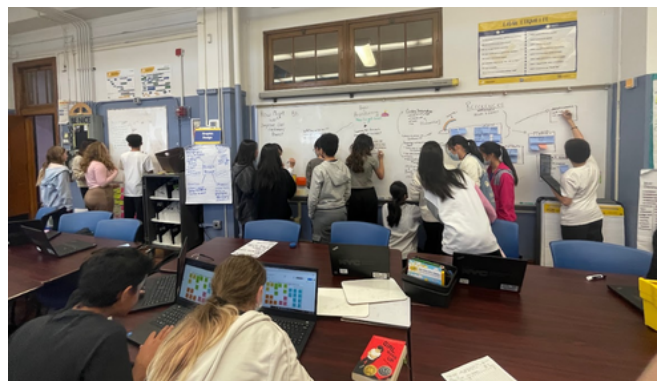
UNSKRAMBLED

WHEN YOUR LIFE IS TOO MUCH TO HANDLE,
UNSKRAMBLE!

At UnSkrambled, our mission is to **empower** people with technology that **simplifies** their lives and **elevates** their efficiency. We strive to help students and professionals alike in achieving their aspirations and **optimize** their time management while relieving their stress. Our products, both digital and physical, allow for seamless transportation of data all the while **boosting** productivity. The UnSkrambled smartwatch and calendar all connect with the central hub, our mobile app, to deliver a **streamlined** experience helping scrambled minds, **UnSkramble**.

Latest News

The first month of business at UnSkrambled has been **extremely** productive, every department has made important contributions and a ton of progress. You can read more about their accomplishments throughout this newsletter! We'll be at our first IN PERSON trade show on **March 10th**, so make sure you're ready!



Speaking of tradeshow...our sales team attended our first virtual tradeshow in february and make many connections within the VE community. With these connections they were able to make many sales this month with a total of.....

\$15,272!



For more financial information see Page 6!

Find Us At:



unskrambled



UnSkrambled



@unskrambled





VISIT FROM SEEALL ACADEMY

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We are **incredibly** thankful for SEEALL ACADEMY (PS/IS. 180) visiting us at IS. 259! This was a fantastic chance for us to collaborate and exchange ideas. We **benefited** greatly from their visit and gained **valuable** insights. We eagerly anticipate seeing SEEALL ACADEMY again in the future.



NEWS

UPDATE



OUR NEW CHARITY PARTNERSHIP

At UnSkrambled, we are dedicated to making a difference in the lives of those affected by stress. When we were brainstorming ideas for our business, we identified a shared challenge – stress – and felt a strong personal connection to addressing it. That’s why we are proud to be a partner of the Mental Health Foundation (MHF). The MHF’s value aligns with ours as they share the same passion for raising awareness about mental health related concerns. Although we are still a small business, we are committed to making a change by pledging to donate 3-5% of our future profits to the Mental Health Foundation. By working together we hope to reach more people and make a positive difference in their lives and ultimately create a brighter, less stressful future.



Mental Health Foundation

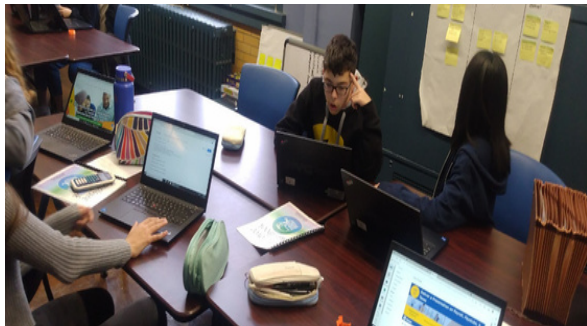
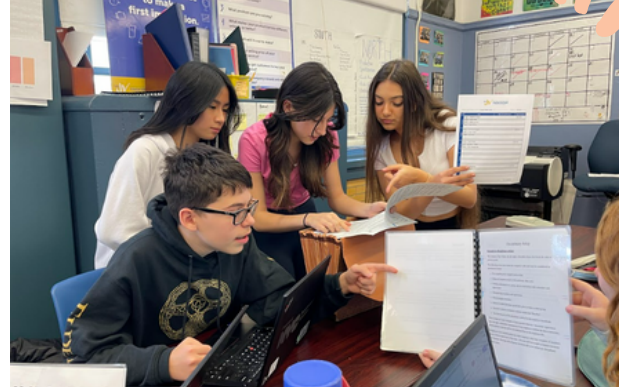
COURAGE • KINDNESS • COMPASSION



DEPARTMENT UPDATES

Human Resources

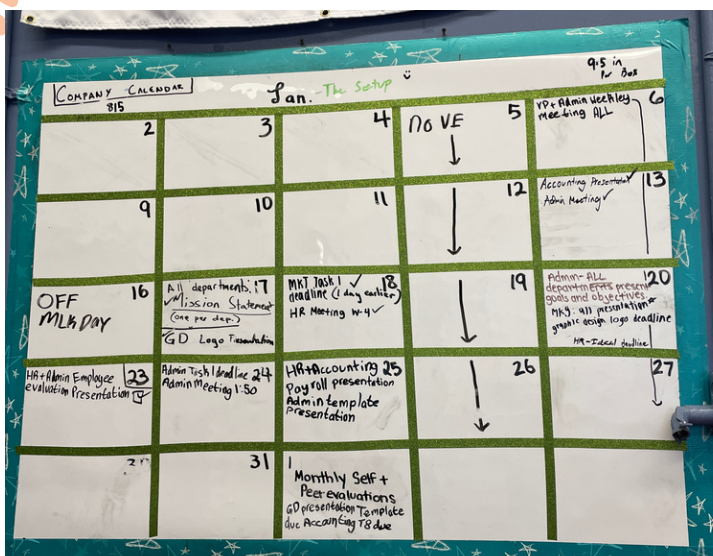
Human Resources has been working a large amount behind the scenes during the past month. The department has been working to start up a company by filing a large amount of paperwork. We have **successfully** filled out the W-4 and Ig forms to set up Employee pay for the year. Furthermore, Human Resources has been able to establish **daily attendance** employees routines along with weekly journals to see how our employees are doing.



We are currently working on the organizational chart which is being completed by Addison and Ava. Human Resources is **collaboratively** working with Graphic Design to create company badges that are necessary for the trade show in March.

Administration

We started by helping create objectives for our business and each department. These objectives range from determining company goals, maintaining clear organization and creating a system of communication between departments. So far we are off to a **great** start, as the admin department was able to move our way around each department, to get work done **faster** for our company.



January was super busy (check out all those meetings we had above)...but we are excited to accomplish so much more in February as we continue on our road to the trade show in March!





DEPARTMENT UPDATES

Marketing & Accounting



The Marketing and Accounting department have been working **collaboratively** together throughout this first month. Some of Marketing's first tasks when starting the business were to develop a description for our product, an intertwined organization system, as well as identifying our target market. **"It was difficult but we managed with our tight deadlines,"** said Elaina who is a part of the Marketing department.

Once those tasks were completed, Accounting started on their tasks, an introduction to revenue expenses and profit and making revenue projections.

Accounting faced many **difficulties** and needed Marketing to figure out the pricing of the product and so the two departments **merged** and collaborated as one, creating a **sea of efficiency**.



Graphic Design

This has been our first month as a business, and each department has already made good progress. Our department has been attempting a **divide-and-conquer** approach to our tasks in order to complete them as **efficiently** as possible, though each of our tasks will take a bit longer.



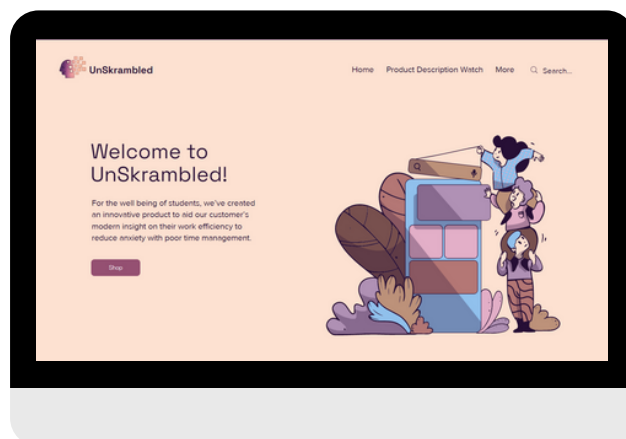
After our research and presentation, we now have a finished Logo! We have also **successfully** chosen a color scheme for our company to use in designs. We have been working with both HR and Accounting to construct employee badges and business cards respectively. We started brainstorming for the company presentation template and brochures and began design on the website with Wix. Overall, it has been a **productive** month, and we are well on our way to making this business a **reality!**



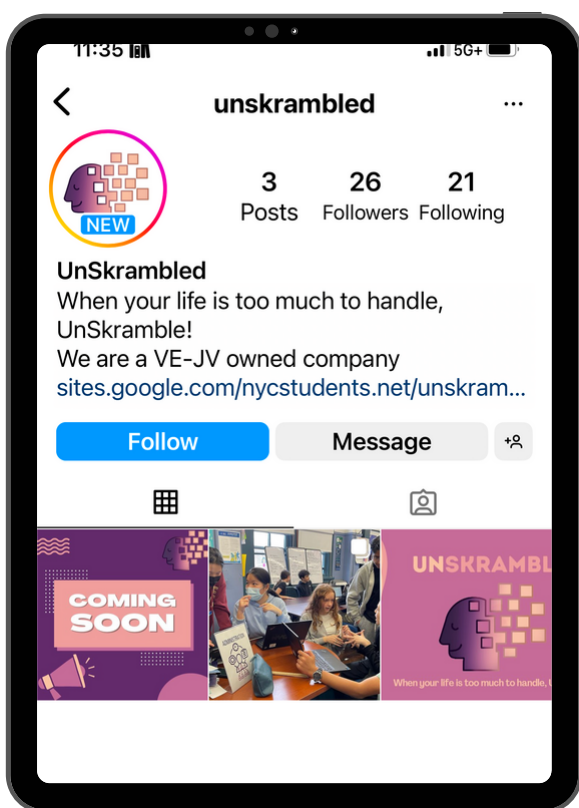
Website and Socials

Our Website

We recently updated from our old Google Site to a new Wix site! The UnSkrambled website allows shopping to be more convenient and accessible to people all over the world. Say goodbye to unnavigable scrambled websites and hello to a simple and stress-free experience. To get our **free** app, simply press "buy now".



UNSKRAMBLEDNY.WIXSITE.COM/UNSKRAMBLED

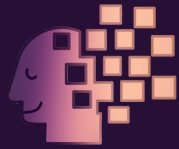


Our Socials

Are you curious about UnSkrambled's future endeavors and our journey towards a better future? Look no further. To stay updated on all the latest news and products, follow us at **unskrambled** on Instagram, **@unskrambled** on TikTok, and **UnSkrambled** on YouTube. If you have any inquiries, feel free to reach out to us at unskramble@gmail.com.

Be sure to check out Marcus and Amira's new series where they interview our employees each day!

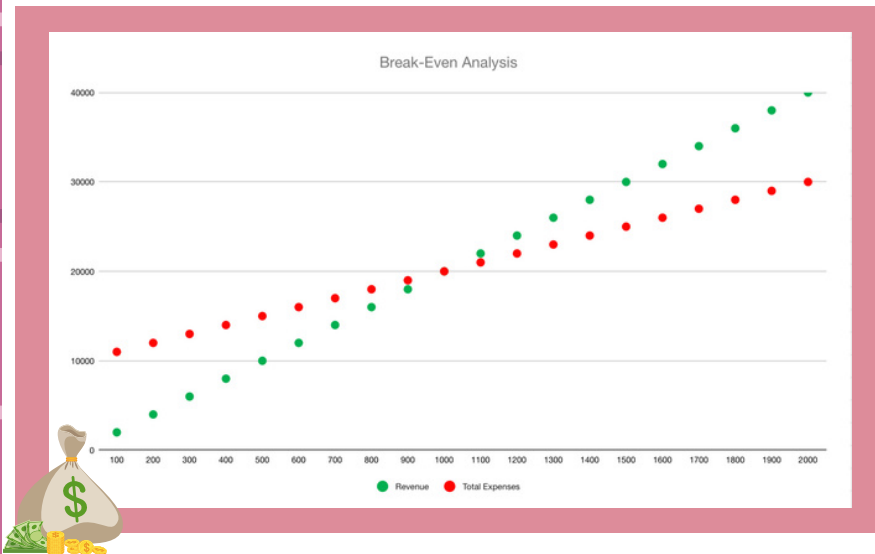




Financial Status

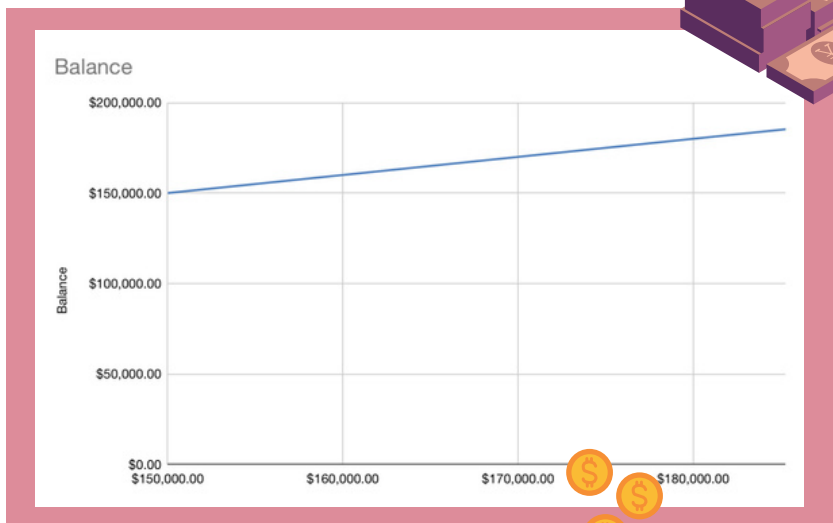


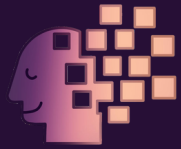
Break Even Analysis



UnSkrambled began with a rough start, with just increasing expenses and no earnings. But as we progress our company profit begins to elevate. However, as we advance, our company's profit begins to grow. At one point, our team was able to generate more income than we spent, creating a break-even point. We are so excited to continue growing as a business!

At UnSkramble, we started with a personal loan of \$150,000. After officially registering our business, we earned another \$20,000 from VE's seed money. After networking during the online trade show on February 3rd, 2023, we earned over \$15,000 in sales. Our finance department is working on applying for another loan and our marketing team is hard at work to make more sales! It is exciting to watch our account balance keep growing.





Employees of the Month

Each department has been a **driving force** behind our company's beginnings and it's only fitting that we **acknowledge** each department's **individual success**. Each Employee of the Month has made **exceptional** efforts and continue to raise the bar in their respective departments. We are **thrilled** to celebrate and recognize the remarkable contributions of our top employees for the month of January!

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ADMIN:
DAYLIN BUDHRAM



GRAPHIC DESIGN:
WENDY WANG



MARKETING:
TAYLOR CHIN



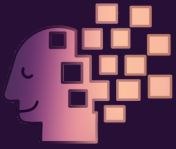
HUMAN RESOURCES:
ADDISON DUONG



ACCOUNTING:
WESSAM MADA

Who's next?





MORE EMPLOYEE NEWS...

We started strongly as a Holacracy, where there was no "leaders" for a good 2 months into our business. Instead, our entire team took on leadership roles to develop our business as a team and did amazing work. However, as our business continues to grow, we begin to find the need to have someone to overlook our growing family. We have four qualified candidates that recently submitted sort responses to display their passion for the role of CEO. Our employees will be voting on each submission below:

WE WILL SHARE WHO SAID WHAT AND THE RESULTS NEXT MONTH!

“
As a start-up business, UnSkrambled should have a plan and a CEO too. I am a motivated and energetic person, and I believe that I am a good fit for this role. I can understand the necessary requirements for a CEO and will strive to solve conflicts with an innovative approach. I want to be CEO because I want to give everyone an opportunity to have a say and an impact on this company. I work well with others, and have a connection with everyone in the company. Even if I do have an assertive personality. In addition, I am always open to different strategies and ideas to help our firm. If I were a CEO, I would consistently encourage all employees and work with them to achieve company goals. This is why I want to be CEO and what I would do as CEO.
”

“
With UnSkrambled in the early stages of development, organization and stability are major factors to help us grow as a company, therefore a CEO that keeps everyone on the same page is vital in order to thrive as a business. Within a CEO, there are important qualities to be seen, including maturity, focus, receptiveness, and the ability to communicate between one another, which are all qualities I have obtained that deem me a reasonable candidate for CEO. I understand that there are various responsibilities that a CEO must carry, and I have no doubt that there may be conflicts within the future of the company. However, if I were CEO I would make sure to consider everyone's standpoint within the company in order to reach reasonable and fair resolutions that meet everyone's needs. As a person I understand I may struggle in certain areas such as communication, however I make sure to reflect upon my weaknesses in order to better myself for the foreseeable future. With everything stated, I view myself as a reasonable person to be CEO based on the qualities that I have as well as my understanding of the responsibilities held as CEO.
”

“
As the company is beginning to develop, UnSkrambled should begin to choose a leader that can lead the company through thick and thin. A CEO has to be able to make purposeful decisions, and has to be aware of their employee's ideas. These are qualities that I am very sought out to fulfill. A CEO must be able to communicate with their staff and organize tasks for everyone to do. Teamwork is something that is vital to the business, knowing who can work best with each other in a timely manner is important to our business. Creating teams and schedules are tasks that I exceed in. If I were CEO, I would make sure that every morning before we enter the class, there will be a general idea of what you should be completing throughout the period(s). I am aware that there will be issues that happen within the company, I can guarantee that I will help you and your peers solve your issues throughout the year. I would make sure that everyone will have a voice within the company, this means fusing ideas together for the benefit of the company. I am a very determined person with an open mindset; meaning I will always be open to new ideas that you may have. Thank you for your time and please consider me for the CEO position.
”

“
Leadership is vital in every part of the world. It is essential to support a company, raise a family, and survive in the world we live in. A CEO must have many qualities, and one of these is leadership. I have developed my leadership skills through teaching dance classes, watching my siblings while my parents were busy, and in participatory budgeting leading the steering committee. Though I am a very sufficient leader, I, unlike most other professionals, have the ability to plan and organize without micromanaging. I know how to direct without taking over, and how to dial back responsibilities so that others can shine. My ability to direct others, although sometimes viewed as distracting, allows me to bond and build a deeper connection with others.
”



NEWS

WATCH

WEBSITE

MORE INFO

THANK YOU

FOR YOUR SUPPORT



UPCOMING EVENTS:

February 10th: Newsletter Competition

February 14th: Valentine's Day Party

March 10th: Tradeshow

March 31st: VE-JV National Business Plan Competition

REMEMBER!

WHEN LIFE GETS TOO MUCH TO HANDLE

UNSKRAMBLE!