



April 2024



Issue 1



# Newsletter

# About Us!



**Charge Caddy offers charging cases for your laptop made out of recycled polycarbonate plastic. We prioritize eco-consciousness by using recycled materials, reshaping the industry's approach to sustainability and technology. The Charge Caddy is equipped with a battery that lasts up to 24 hours combined with a durable and stylish case.**

**The company was founded in September 2023 by a group of 17 employees. The company's headquarters are located in Montville, New Jersey and it serves as our hub for innovation, research development, and reselling. With our sustainable tech solution, take charge with Charge Caddy!**



# To Our Customers:



**Welcome to Charge Caddy! We are happy to welcome you to a growing and innovative company. We are grateful that you chose to use our products!**

**At Charge Caddy, we help provide our customers with a long lasting and convenient portable computer charger that doubles as a case! With each of your purchases, we donate toward humanitarian organizations such as the Red Cross and Doctors Without Borders.**

**We work tirelessly to provide you with only the best and most innovative products on the market to continue to keep the world powered.**

**Thank you for choosing us, and we look forward to advancing forward with you!**

**Keep up with our socials!**



**@chargecaddy\_ve**



**@chargecaddy**

# Mission Statement

**Our mission is to revolutionize device charging with innovative technology, empowering users to reach maximum productivity.**

# Employee Recognition

**The employee of the month for Charge Caddy is Luke Tlusty! He is our Sales Vice President. Luke helped Charge Caddy excel to nationals with his help in our business plan and the presentation process. He is a vital part of our marketing team!**



# Our Products!



Charge Caddy offers a charging case designed specifically for Chrome and Apple laptops. All of our cases are crafted from recycled polycarbonate plastic. Boasting a durable and fashionable design, the Charge Caddy comes with a long-lasting battery lasting up to 24 hours. Customers have the option to choose from pre-made cases, including solid colors, patterns, and sport designs, or opt for customization with choices like custom college logos, personalized monograms, sports team, or even unique colors.



# Youth Business Summit

The talented team from Charge Caddy showcased the business plan presentation in the regional round of the business plan competition, securing an impressive second place. Following this success, the team embarked on creating a comprehensive written business plan and a complementary presentation.

Led by the dynamic leadership of Priya Ganguli as CEO, alongside Luke Tlusty as CMO, Connor Smith and CFO, Hayden Abfier as COO, Rocco Vena as Marketing VP and Tanish Jawadekar as Finance VP, the team delved into the planning process. The efforts of the presentation team and all 17 employees at Charge Caddy, led to the creation of a 27 page business plan representing Charge Caddy.

The stage was set for their next triumph at the Youth Business Summit hosted by Virtual Enterprise International. The team of six students took the stage to present their business plan, and engaged in a Q&A session, competing against the top 40 teams in the world on April 11. This experience and journey represents the success of Charge Caddy and how each employee is integral to the growth of Charge Caddy.



# Youth Business Summit



On April 12th, 2024, the team from Charge Caddy then participated in the Youth Business Summit held at the Javits Center in New York City. During the event, our entire team pitched the Charge Caddy products to potential customers, resulting in significant sales. By the end of the day, we had successfully sold over \$54,000 worth of Charge Caddy products.

Charge Caddy Basic Light Blue Case Macbook 16'

1.6%

Charge Caddy Basic Light Blue Case Chromebook 13'

2.9%

Charge Caddy Basic Green Case Chromebook 13'

1.8%

Charge Caddy Basic Black Case Macbook 16'

3.1%

Charge Caddy Basic Black Case Macbook 13'

17.1%

Charge Caddy Basic Black Case Chromebook 14'

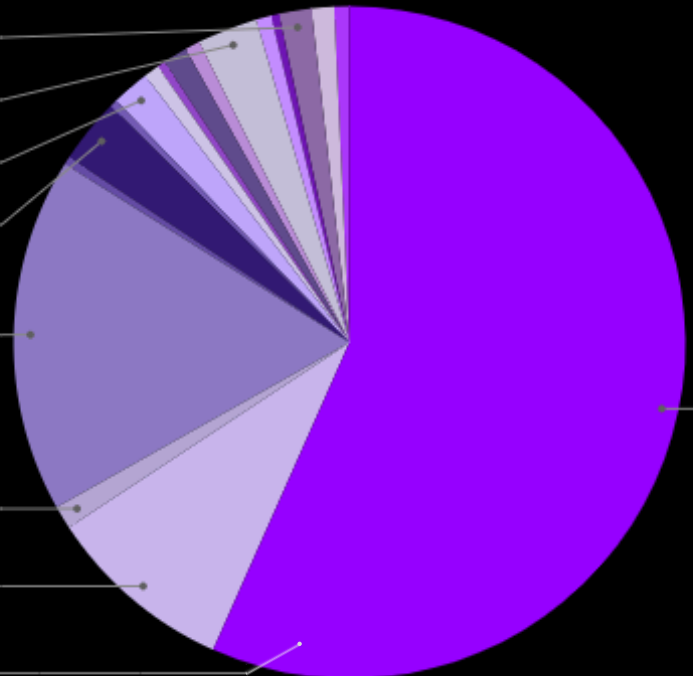
1.1%

Charge Caddy Basic Black Case Chromebook 13'

9.1%

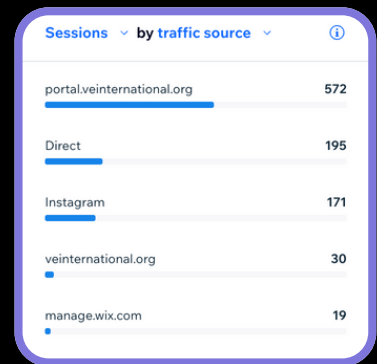
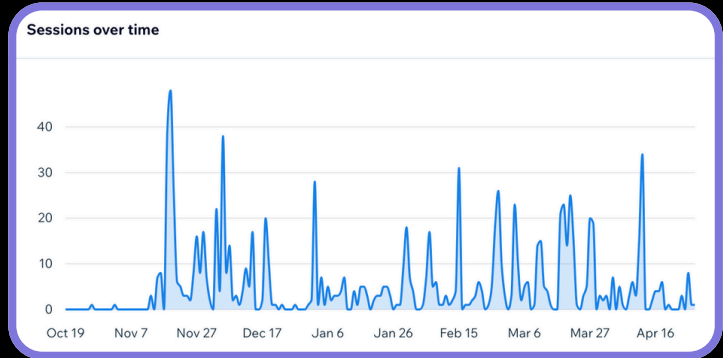
Charge Caddy Basic Black Case Chromebook 12.25'

56.6%



# Website Analytics

From October 19th (website creation date) to present day, our website has had a total of 1,021 site sessions. Within these visits, we've had a total of 737 unique visitors. Based on analytics, our highest point of website visitors per day occurred on November 20th, 2023 during the first virtual trade show. We had 48 visits that day. The most popular pathway to access our website is through the VC International Portal. We've had 572 visits come from the VC Portal, making up 56.02% of our visits.



# Social Media

Recently, we have been updating our social medias weekly! We use both TikTok and Instagram to reach our target market. During the trade show, we made sure to post multiple times about our location to create more traction at our booth!



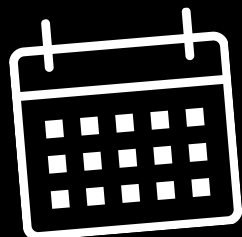


# Financial Updates

**During the month April, Charge Caddy had record breaking sales! We ended the month with \$84,588 in sales. These sales are mainly due to our trade show booth at the New York Javits Center.**



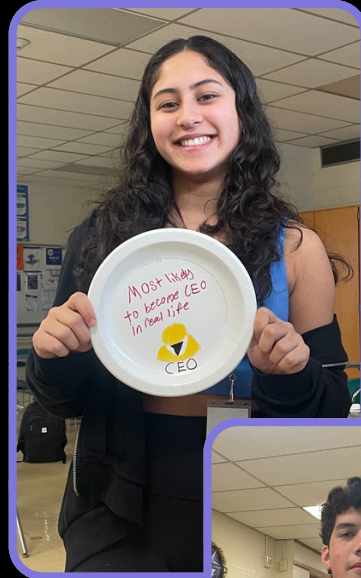
## Upcoming



- **May 20: Family Night**
- **May 23: College Commitment Office Party**
- **May 27: Memorial Day (Office Closed)**

# Company Bonding

In April, the Operations Department held a paper plates awards event. Some of the categories included most likely to survive the hunger games, most likely to become president, and most likely to be CEO in real life.



Thank you for  
supporting  
Charge Caddy!