

# EXECUTIVE SUMMARY



CEO

Cali Stevenson

Would you rather put a beautiful piece of art behind a curtain for nobody to look at or in a frame for all to view? Surely, you can agree that beautiful art belongs on display, so why would you put your firework display behind a curtain of smoke that is dangerous for you, your children and the environment overall?

This curtain of smoke often envelops whole cities. During the five-day celebration of Diwali in India - the world-famous festival of lights - about 50,000 tons of fireworks are set off, causing a toxic haze to cover cities. This toxic haze contains particulate matter. Particulate matter - which is known to aggravate lung disease, trigger asthma attacks, and heighten susceptibility to respiratory infections - increased up to 35 times on celebration days when fireworks were present compared to normal days.

The duty of a company is to find a need in the market and fill that gap. **Fusion** understands customers' needs for celebrating safely and caring for the world. Having fun should not come at the cost of personal health and the environment. That is why **Fusion** decided to create eco-friendly fireworks that allow our customers to **celebrate safely year round**, without fear of harming the planet. **Fusion** products change the traditional composition of fireworks, using cleaner chemicals. These substitutes cut carbon emissions in half, emit less smoke and remove 90% of black powder, a major pollutant in fireworks. These changes create **a more sustainable and vibrant experience**.

## PRODUCT OVERVIEW



**Fusion** celebrates year-round occasions by selling firework bundles, from gender reveals to tailgating events. These bundles contain a diverse assortment of products, including big boys, fountains and sparklers, all of which are produced to be completely eco-friendly. From dissolving confetti paper to biodegradable snap-pop wrappers, all of our products come in clean burning and recyclable materials.

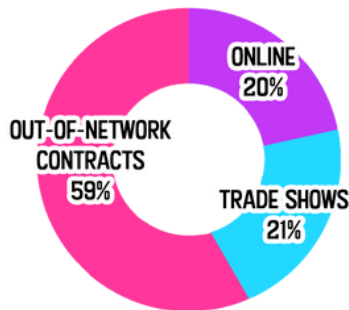
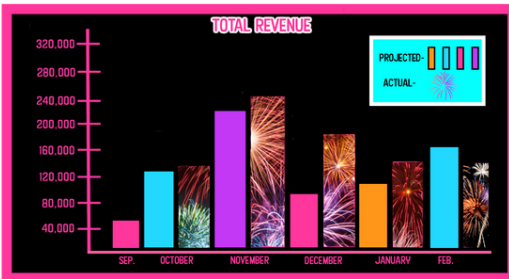
## MISSION STATEMENT



Here at **Fusion**, our mission is to create moments, spark memories, sustain the environment, and light the fuse to a brighter future through the sale of our eco-friendly fireworks.

# FINANCIAL HIGHLIGHTS

**Fusion** has secured sales contracts with International Ballet Academy, JBM & Associates, Leigh Allison Kelley, Manifest Events and Meagan Eby Makeup to broaden product distribution and brand awareness. Being a start-up company, **Fusion** strives to connect with as many businesses as a way to streamline communication with potential investors, mentors, customers and industry experts. These collaborations have allowed **Fusion** to overcome obstacles and grow into a **booming business**.



**Fusion** officially began operations on August 30th, 2023 as an S Corporation. The company's startup funding consisted of \$100,000 from their two angel investors and \$50,000 worth of Virtual Enterprises seed money. These funds were allocated to initial inventory purchases along with product development and manufacturing. **Fusion** has an average cost of goods sold of \$200 and an average selling price of \$324. With a high gross profit margin of 60%, the company was able to break-even on February 9th at 2,824 units. This milestone was achieved two months earlier than originally predicted! With an immense dedication to building connections, **Fusion** projects they will obtain \$237,525 in net profit for the fiscal year.

# FUTURE PLANNING

In the future **Fusion** strives to gain a physical presence by opening a year round brick-and-mortar location. Seasonal fireworks stands are extremely profitable, enabling firework businesses to leave the building vacant for the "off season". However, since **Fusion** strives to change the firework market to make fireworks a product that are available for year round celebrations, they predict that their revenue would remain steady year round with potential spikes around New Years and the Fourth of July. The company would also like to increase their brand awareness by expanding business to other countries where carbon emissions are high. It is shown that some countries have increased regulations on fireworks, but since **Fusion** has a **cleaner and safer firework**, such regulations will be bypassed.

Sincerely,  
*Cali Stevenson*  
Chief Executive Officer