



# SOTERIA

S Y N T H E S I Z E   Y O U R   S A F E T Y

## Business Plan 2023-2024

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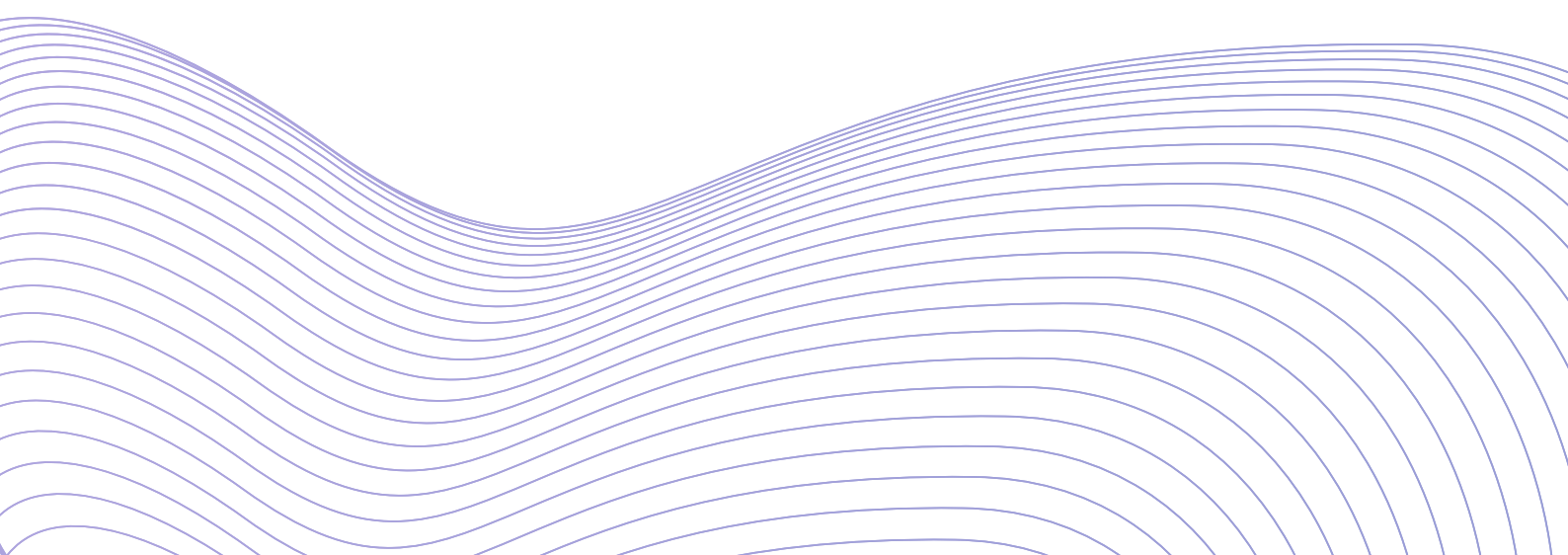
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# Q EXECUTIVE SUMMARY

Every 39 seconds, 2,200 cyberattacks occur throughout the world (Astra). An alarming 95% of all data breaches caused by human error could have been prevented with proper instruction (Databasix). Born from the necessity to safeguard people's online personal identity, Soteria stands resolute in our pursuit to shield individuals from the perils of cyber threats. With a commitment to excellence and dedication to fortifying digital defenses, Soteria emerged as a trusted ally in the ongoing battle for cybersecurity.



**EVERY 39 SECONDS**







**2,200 CYBERATTACKS**



**THROUGHOUT THE WORLD**

The proliferation of data breaches, phishing attacks, ransomware crimes, and other cyber offensives support the need for modern and engaging proactive measures to mitigate risks. Our mission is to combat cybersecurity risks with a comprehensive education to safely navigate the digital landscape. Soteria's training sessions are designed to educate customers to avoid cyberattacks and prevent theft of critical information. Unlike many of our competitors who solely offer pre-made courses, Soteria's portfolio of services includes customized professional development programs for business clients to meet their specific needs and challenges.

Soteria was established in October 2023 as a C-Corporation, enabling the potential for large-scale growth by raising capital through investors. Based in Westhampton Beach, New York, our firm is close to one of the nation's largest and most diverse cities, home to thousands of businesses, schools, and organizations. This allows Soteria to easily access many northeastern clients to deliver in-person seminars. As the majority of our products are offered online, Soteria's physical location does not impact our online courses or business webinars.

-  **VIDEO COURSES**
-  **WEBINARS**
-  **IN-PERSON SEMINARS**
-  **CURRICULUM LICENSING**

The drastic increase in cyberattacks in recent years can be largely attributed to the malicious use of generative AI (Astra). The founders of Soteria are genuinely concerned about the digital safety of communities at large. As a preventative measure, Soteria provides numerous resources to protect firms, educational institutions, and individuals across the globe through online video courses, webinars, in-person seminars, and curriculum licensing. The knowledge and skills gained through Soteria's educational tools will empower customers to take proper actions and precautions to protect against digital threats.



# Q EXECUTIVE SUMMARY

## CORPORATE GOALS

In the short term, Soteria aims to expand our business to all audiences by partnering with cybersecurity software companies. We strive to reach as many audiences as possible since cybersecurity is necessary for all technology users. The New York State Education Department recently enacted a new mandate for digital safety to be taught in K-12 schools. Many other states already have similar requirements in place. Soteria is capitalizing on this substantial market by offering digital safety curriculum licenses to schools. Soteria intends to secure contracts with ten school districts by the end of this fiscal year. With five contracts already executed, we are on our way.

## NAMESAKE

Our company is named after the Greek goddess, Soteria. Soteria was the goddess of safety, deliverance, and preservation from harm. Although Soteria is not as well known as other Greek goddesses, she was worshipped by those seeking to escape danger. Soteria provides assurance and protection in times of uncertainty. Like our namesake, our company protects digital citizens from harmful acts and vulnerabilities online, safeguarding them from danger.



## FINANCIAL HIGHLIGHTS

Soteria leverages Quickbooks to aid with the financial management, accountability, and transparency of our business. QuickBooks streamlines tasks in real time including tax obligations, payroll, accounts receivable, accounts payable, debt management, invoicing, and reporting. Soteria is proud of our financial accomplishments as a startup firm, attaining break-even status by our fourth month of operations and boasting an impressive profit margin of 85%. Our dedicated financial team has established ambitious, yet achievable goals for our fiscal year, aiming to deliver substantial returns for our investors.






## BREAK-EVEN

Soteria has broken even at

**\$920,000**

in sales

## END OF YEAR PROJECTIONS

	Sales Revenues	<b>\$1,020,287</b>
	Cost of Services Sold	<b>\$122,654</b>
	Gross Profit	<b>\$897,633</b>
	Operating Expenses	<b>\$503,106</b>
	Net Income	<b>\$366,527</b>

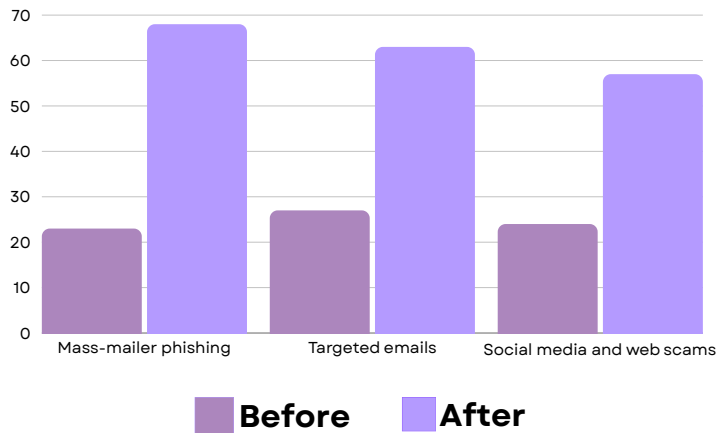
# Q BUSINESS RATIONALE

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## CUSTOMER EMPATHY

Cyberattacks and fraudulent activity have drastically risen with advances in technology. Phishing emails and social engineering are the United States' leading scams (Federal Trade Commission Consumer Advice) which overall, will contribute to \$265 billion lost annually by 2031 (Cybercrime Magazine). It has been proven that training employees on how to avoid manipulative scams protects their employer and its clients. Every hour, there are 97 victims of cyber crime whether it be a company, a family, or a senior citizen (AAG). These are only a few of the communities at risk of invasions. Soteria's training has proven to effectively combat these risks.

## Ability for Employees to Recognize Threats Before & After Training



Source: Osterman Research, Inc.

## PROBLEM STATEMENT

According to a study conducted in 2020, cyberattacks are the fifth top-rated business risk and are expected to double in frequency by 2025 (Embroker). A major issue in corporate digital security is neglectful employee behavior that leads to the accidental leak of critical information. These data leaks are extremely harmful to companies, resulting in significant financial losses. The educational sector is the largest target of ransomware. In fact, a 2023 survey found that 80% of schools around the world, including the U.S., were victims of cyberattacks in some capacity (Sophos).

## EMPLOYEE DATA LEAKS COME FROM...

employees visiting unsafe websites

18%

usage of weak passwords

22%

failure to run system software updates

25%

Source: Infosecurity Magazine

## SOLUTION STATEMENT

At Soteria, our team has performed extensive market research to uncover issues confronting consumers including surveys and focus groups with business owners and school administrators. The data revealed that a critical concern amongst individuals and organizations of all sizes is the dire need to increase cybersecurity awareness to prevent sensitive information from being altered, disabled, or stolen. To tackle this problem, Soteria offers affordable training solutions, activities, and assessments to educate clients about cybersecurity. Soteria's extensive curriculum and training content empowers individuals, schools, and companies to take the necessary steps to prevent cyberattacks from happening. Course topics include password security, artificial intelligence, public wifi, cloud security, internet and email use, phishing attacks, removable media, and social engineering. New courses are constantly being created to address ever-evolving digital threats.

# Q BUSINESS RATIONALE

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## OKR GOALS

Soteria has adopted the progressive OKR goal-setting method. This framework focuses on establishing an **objective**, finding solutions, and achieving **key results**. Unlike many other methodologies used for setting company goals, OKR emphasizes the outcome, giving employees the flexibility and ownership to decide how they will achieve the bigger picture. Placing a high level of trust in our employees communicates their value and importance in our company, thereby increasing employee motivation and morale. The OKR system is proactively used by many of the largest and most innovate companies including Google, Amazon, Twitter, and LinkedIn.

## LONG TERM GOALS

### Develop Soteria software

**Strategy:** Expand our firm by hiring software engineers to create a custom software solution, adding another layer of protection to Soteria's services.

### Capture 15% market share in 10 years

**Strategy:** Capitalize on rising digital safety curriculum mandates in schools across America. Soteria's competitive advantage of being the only firm with a curriculum catered to K-12 schools to fulfill digital safety program requirements allows us this opportunity. This continuous revenue stream will aid Soteria in capturing 15% market share.

### Partner with a convention center for conferences

**Strategy:** Partner with convention centers in large cities to reach a broader audience through periodic large-scale training conferences, expanding our in-person seminars to reach professionals employed in businesses of all sizes.

## SHORT TERM GOALS

### Train 5,000 people

**Strategy:** Enact a referral program encouraging current customers to refer friends and family for a discount of 10% off their next purchase, growing our network and customer base.

### Obtain 3 collegiate endorsements

**Strategy:** Soteria has secured a collegiate endorsement from Long Island University and will continue providing our course content for review to various accredited higher learning institutions.

### Secure 10 school district contracts

**Strategy:** With 5 school district contracts secured to date, we will continue spearheading pilot programs for school districts, and provide comprehensive content to satisfy various state cybersecurity education mandates.

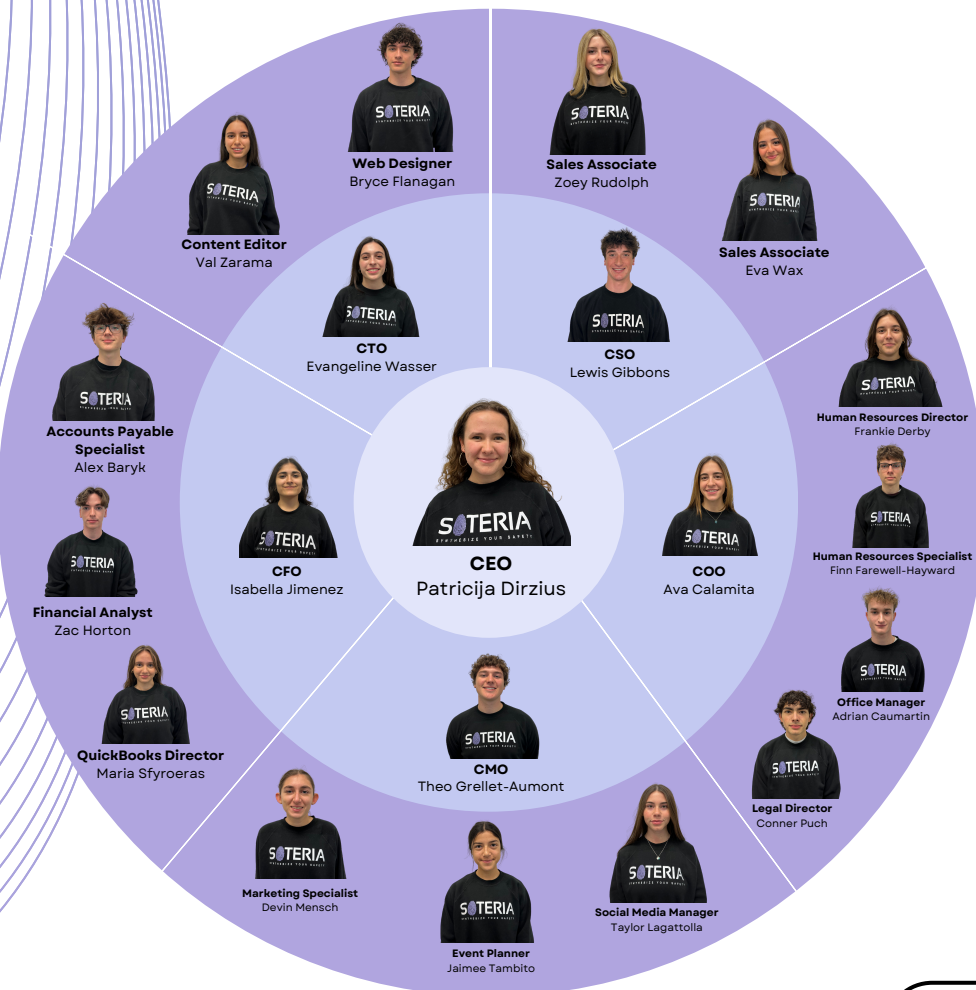
## GOAL SETTING METHOD



# Q ABOUT THE BUSINESS

## COMPANY OVERVIEW

Soteria was established in October of 2023 in Westhampton Beach, NY as a C-Corporation, entering the 249 billion dollar cybersecurity industry. Forming our business as a C-Corp maximizes capital and profits through advantageous tax incentives, unlimited shareholders, limited liability, and accelerated global growth. Soteria provides educational resources to individuals, businesses, and educational institutions through our online video courses, webinars, in-person seminars, and curriculum licensing. Soteria's wide array of educational resources will empower consumers to take necessary actions and precautions against digital threats.



## Mission Statement

Combating cybersecurity risks with education and training to safely navigate the digital landscape.

**Vision Statement**  
Empower communities across the world to take control of their own cybersecurity.

## ORGANIZATIONAL STRUCTURE

Soteria operates in a circular organizational structure, emphasizing the value and importance of every employee, encouraging open communication, and promoting strong leadership from within. The traditional hierarchy structure operates with top-down leadership utilizing implicit control mechanisms. Meanwhile, our circular organization embraces the free flow of ideas to foster a sense of unity and belonging amongst employees. At Soteria, our employees are our most valued asset and the main reason for Soteria's success.

## EMPLOYEE OF THE MONTH



# Q ABOUT THE BUSINESS

## EMPLOYEE RETENTION

At Soteria, our employees are our number one priority. We take pride in treating employees with the highest level of respect and rewarding them for their dedication to our team. This is evident through Soteria’s 100% employee retention rate. Professional development opportunities, hybrid work schedules, 401(K) match, and fully covered health insurance premiums including medical, dental, and vision, are just some of the benefits we offer to entice employees to stay with the Soteria family for the long term. Additionally, Soteria is deeply concerned with the emotional health and wellness of our team members. We invest in trainings to equip all employees with the knowledge and skills to thrive as individuals while supporting one another as a team.

-  Professional Development
-  Hybrid Work
-  Health Insurance
-  Social Media Recognition
-  Team Building
-  401(K) Match

## LOCAL SERVICE PROVIDERS

Soteria’s 20 person staff effectively handles all facets of company operations encompassing budgeting, financial management, marketing, sales, human resources, content creation, video production, information technology, and research and development. However, as Soteria experienced a surge in customer demand during our first quarter of business, our management team promptly recognized the need for a widespread network of training professionals to facilitate our in-person business seminars. At the recommendation of an esteemed board member or angel investor, Soteria’s team opted to engage local service providers, or LSPs, to achieve our strategic plan for company growth. By forging collaborative alliances with several trusted LSPs located in key metropolitan hubs throughout the U.S., including San Francisco, Chicago, and Austin, Soteria is able to quickly and efficiently deliver training to customers, circumventing lengthy wait times and exorbitant travel expenses.



## CORPORATE SOCIAL RESPONSIBILITY

Soteria has partnered with CyberSecurity Non-Profit (CSNP) to help provide cybersecurity education to vulnerable populations. As part of our social responsibility efforts, Soteria employees visit senior citizen centers to train this vulnerable population to safely navigate their digital devices. It has been proven that seniors are six times more likely to report losing money on a tech support scam than other demographic groups (CompariTech).





# Q ABOUT THE BUSINESS

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## Strengths

- Wide array of topics
- Use of AI to enhance videos

## Weaknesses

- Low brand recognition
- Ever-changing cyber risks

## Opportunities

- K-12 educational mandates
- Growing digital content

## Threats

- Industry competitors
- Economic downturns

### STRENGTHS

At Soteria, we offer a wide array of training options, giving people of all ages and lifestyles an opportunity to educate themselves on digital safety. Soteria uses AI to enhance our videos and streamline our production process while decreasing related costs. Rather than hiring an actor to read a script, our AI tool can create an avatar that will do the same. This reduces human error when delivering course content and seamlessly enables videos to be delivered in any language.

### WEAKNESSES

Because we are a startup firm, our brand has relatively low recognition when compared to pre-existing cybersecurity companies. However, Soteria's increasing partnerships and endorsements from trusted entities enhance our image. Another weakness is trying to keep up with ever-evolving cyber risks. Keeping Soteria's resources current can be a difficult endeavor. We plan to expand our research and development team to stay up to date on new cyber crimes.

### OPPORTUNITIES

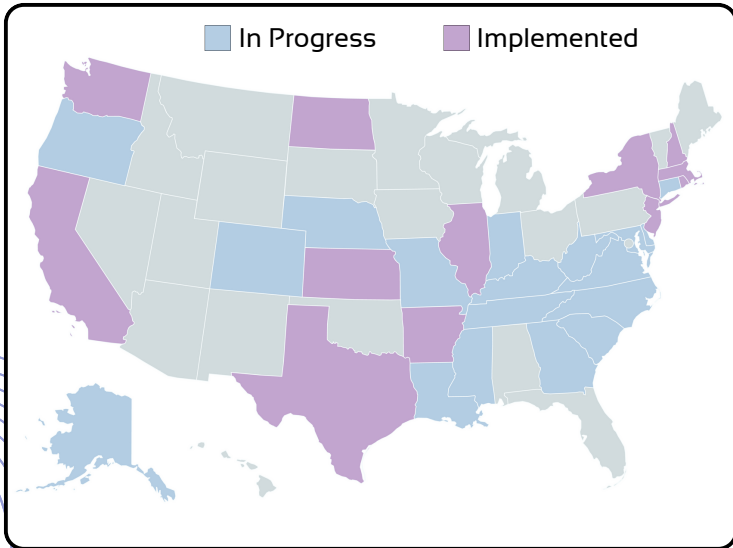
The cybersecurity industry is projected to grow 12.3% annually by 2030 (Griffiths). The rapid evolution of technology leads to new forms of digital crimes, ensuring a constant demand for updated content. Furthermore, school districts nationwide are facing constant pressure to reduce devastating ransomware incidents. Consequently, recently implemented educational requirements are anticipated to generate a surge in revenue from curriculum licenses.

### THREATS

With the rapid growth of the cybersecurity industry, Soteria is cognizant of the likelihood for many new competitors to enter the market. Along with copycat brands, rises in inflation rates and economic downturns are significant threats in the industry. An economic decline could lead to a reduction in discretionary spending, thereby hurting Soteria's projected profits. Rising inflation may increase our cost of services sold, forcing Soteria to raise prices.

# Q ABOUT THE BUSINESS

## DIGITAL EDUCATION MANDATES



## SOCIAL IMPACT

The New York State Education Department is following suit with many other states, including New Jersey, Massachusetts, Texas, and California, to mandate digital safety curriculum standards. Soteria is an industry leader, addressing these educational requirements with comprehensive, engaging and timely curriculums for students in grades K-12, as well as on the collegiate level. Additionally, Soteria's online courses and webinars are an ideal professional development option for school faculty and staff.

## SCHOOL DISTRICT CONTRACTS

Soteria has implemented pilot programs in school districts to encourage these institutions to choose Soteria for their digital safety curriculum needs. We have currently secured contracts with five Long Island, New York school districts through our pilot program including Southampton, Westhampton Beach, East Moriches, East Quogue, and Quogue. Soteria is humbled with the opportunity to make a difference in the lives of K-12 students through our cyber safety lessons and activities.



## OUR TEAM



# EXTERNAL ENVIRONMENT

## COMPETITIVE ANALYSIS: REAL WORLD

While there are other cybersecurity training companies in the market, Soteria is superior. Neither of our direct real-world competitors, KnowBe4 and InfoSecIQ, offer in-person training, which is a hallmark of Soteria's services. Additionally, Soteria is the only cybersecurity company to offer curriculum licensing to K-12 schools. Due to digital fluency education mandates, schools will be in need of curriculum solutions in the 2024-2025 school year in at least 30 states, providing Soteria with the lucrative opportunity to capitalize on this market.

	KnowBe4	INFOSEC IQ	SOTERIA
<b>Curriculum Licensing</b>	✗	✗	✓
<b>In-Person Training</b>	✗	✗	✓
<b>Skills Assessments</b>	✗	✓	✓
<b>Competitive Pricing</b>	\$\$	\$\$	\$

## COMPETITIVE ANALYSIS: VIRTUAL

In the Virtual Enterprise marketplace, our only direct competitor is Tornado Watch, which sells password encryption software. Soteria differs from this firm because we solely provide training services, educating clients on cybersecurity, without the intricate logistics of developing software.

Indirect competitors in the VE marketplace include Lightning Insurance, which sells software insurance, and Nova AI, which sells a productivity-enhancing AI assistant. Alternatively, Soteria solely utilizes AI in the creation of our video courses, enabling us to streamline processes and deliver content in any language, rather than selling AI devices or functionality.

### Tornado Watch



### Nova AI



### Lightning



### Insurance

# EXTERNAL ENVIRONMENT

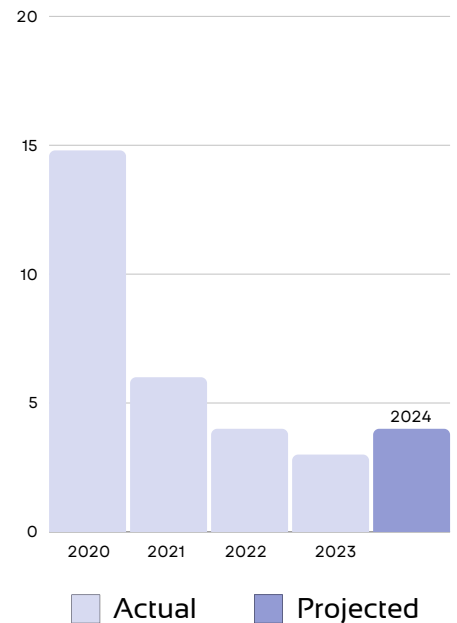
## REAL GDP

Real GDP has increased 3.1 percent from 2022 to 2023, compared with an increase of 0.7 percent from 2021 to 2022 (Gross). Economic growth is projected to slow slightly in 2024 as unemployment increases, partly as a result of tight monetary policy. Real GDP growth is projected to further accelerate in 2025 after the Federal Reserve lowers interest rates to combat weak economic conditions in 2024 (Swagel, et al.) A rise in real GDP will be reflected in continued increases in consumer spending. Since consumers will have more money to spend on services, Soteria is likely to directly benefit by seeing an increase in both projected and actual sales from individual consumers and business clients.

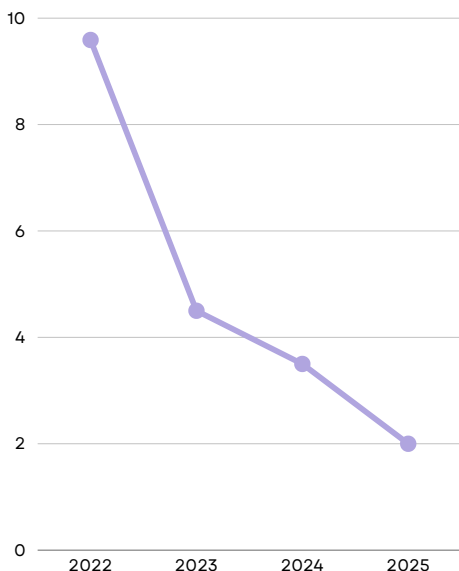
## UNEMPLOYMENT RATE

Soteria has benefited from the strong job market. In January 2024, the unemployment rate was 3.7 percent for the third month in a row. Unemployment levels have been within the range of 3.4 percent and 3.8 percent since February 2022 (Swagel, et al.), which is a drastic decrease from the high unemployment rates in 2020 and 2021, which escalated to an all-time high of 14.7 percent (Matthay, et al.) The job market has rebounded since the COVID-19 pandemic, resulting in more disposable income and greater spending on goods and services. However, experts anticipate slight increases in unemployment and layoffs in 2024, expecting the unemployment rate to rise to 4.2 percent by the end of the year (Maurer). This is a result of falling demand for workers due to a tight labor market. Fortunately, Soteria has maintained a 100 percent employee retention rate since the inception of our business due to an attractive employee benefit package, a stellar work environment, and competitive salaries.

Unemployment Rate by April of Every Year



Inflation Rate By Year

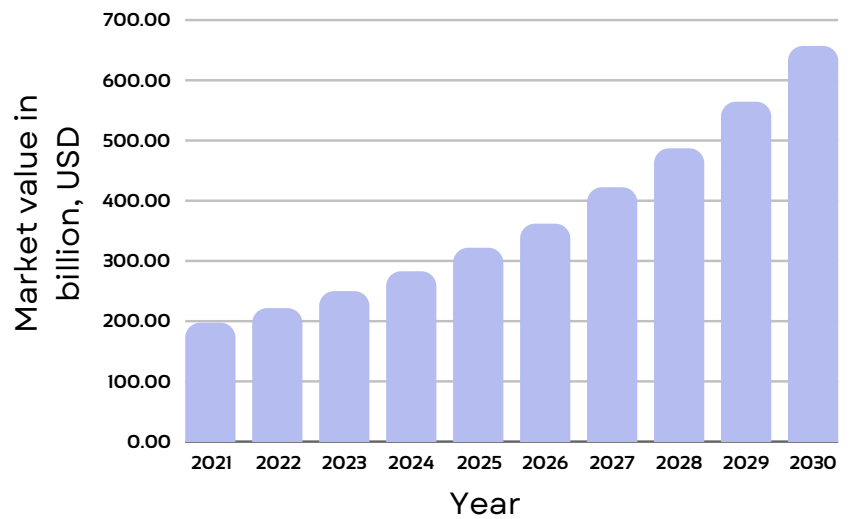


## INFLATION RATES

Inflation rates are expected to remain low, with average consumer price inflation projected to be 3.0 percent in 2024 and 1.8 percent in 2025, compared to 4.06 percent in 2023 and 9.59 percent in 2022 (Maurer). The most significant price increases were related to commodities. In the technology market, in which Soteria operates, there was a very slight inflationary increase of only 1% (US Consumer). When Soteria was formed in 2023, the consumer price index was 3.7 percent (Federal Planning Bureau) and decreased until it hit a low of 2.8 percent in March of 2024 (The Economics Daily). A decline in the price of goods and services typically leads to an increase in consumer spending, which is a positive sign for Soteria. The rapidly expanding cybersecurity industry, which has a compound annual growth rate of 12.3 percent, has a favorable outlook for Soteria with strong potential for economic growth.

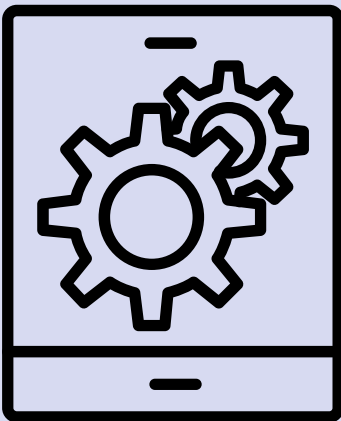
## INDUSTRY ANALYSIS: REAL

Soteria has simultaneously entered the cybersecurity and education sectors, both rapidly growing industries (Statista). By 2030, the cybersecurity industry will have risen to \$657 billion from just \$249 billion, when Soteria was founded in October 2023. Meanwhile, the education sector will continue to see substantial growth into the next decade as new technologies are utilized for classroom learning.



Unfortunately, cyberattacks will only continue to increase and evolve into a bigger problem with more severe consequences. Projections show that cyberattacks will cost its victims \$265 billion annually by 2031 (Cybersecurity Magazine). Soteria’s primary sales challenge will be demonstrating why purchasing our educational services is more effective than buying protective software. We emphasize that training has a much more profound impact because knowledge of safety principles is permanent, while software requires constant updates to keep up with new threats.

## INDUSTRY ANALYSIS: VIRTUAL



In Virtual Enterprise, Soteria exists in the business services and technology industries, which are both lucrative markets. There are 630 VE firms under the business services category, and 424 under the technology category. According to VE Market Insights (a web-based publication produced by Virtual Enterprise International), business services had the second-highest net income in 2023, at \$7,906,589, along with a particularly high average purchase price of \$2,942. In 2023, New York State VE firms had accumulated \$151,095,224 in revenue, more than any other state, and double that of the next highest state, California (Network Overview).

Soteria can expect a significant number of potential customers, as both our industry and location have an extremely high sales volume. The compilation of declining inflation, a low unemployment rate, and heightened personal disposable income, the financial condition of our customers is expected to be relatively strong.

Considering that all VE firms develop a website and use the internet to conduct sales, Soteria has the opportunity to supply VE businesses with critical cybersecurity training. Soteria’s understanding of both real and virtual industries positions us for continued growth, profitability, and success.

## TARGET MARKET

### PRIMARY (B2B)



Soteria has identified our primary target market as small to medium sized businesses. In the modern age, technology is a critical component in all industries. Cyber criminals know that small businesses collect data that they can easy to profit from, such as medical records, credit card information, and Social Security numbers. With cyberattacks on the rise, employees being digitally savvy is a necessity.

### SECONDARY (B2C)



Soteria's secondary target market are members of Generation X. Studies show that Gen X are most concerned with their online security, and are more likely to seek out education on topics addressing digital threats (Terranova). At their workplaces, using technology is indispensable. Our "Byte" video courses are ideal for this market, offering a wide selection of topics at an individualized learning pace.

### BUYER PERSONA



**Name:** Jada

**Age:** 44 years

**Occupation:** Marketing Consultant

**Income:** \$160,000

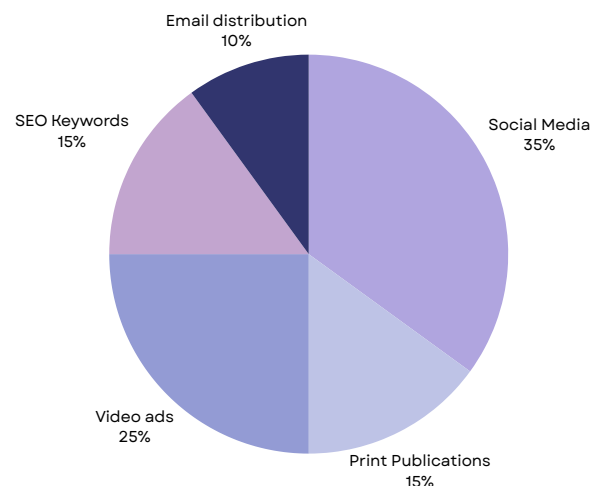
**Location:** New York City Suburb

Jada is a mom who lives a busy lifestyle at work and at home. In her professional life, Jada manages a team of employees, and has ambitious goals for her career. When Jada is not at work, she's busy driving her two children to and from their extracurricular activities. Jada is extremely concerned and aware of cyberattacks, but doesn't quite know how to remain safe online.

### ADVERTISING BUDGET

Soteria has a monthly advertising budget of \$9,000, allowing us to effectively reach target markets through social media, video ads, print publications, email distribution, and Search Engine Optimization.

#### ADVERTISING BUDGET



## MARKET SEGMENTATION

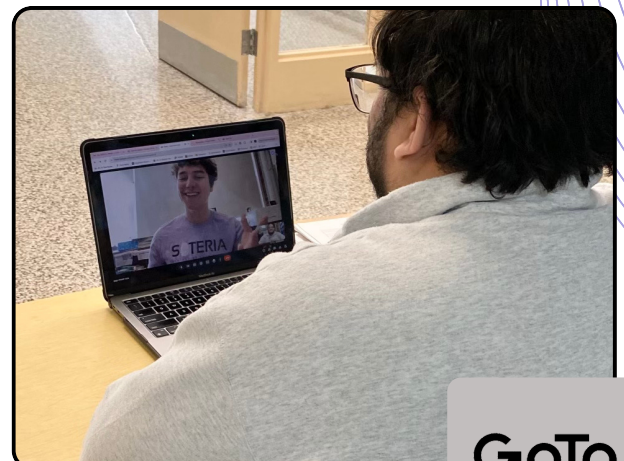
	Primary	Secondary
	<b>Small/medium businesses</b>	<b>Consumers</b>
<b>Demographic</b>	<ul style="list-style-type: none"> <li>• Corporate structure</li> <li>• Available discretionary income</li> <li>• Vulnerable employees</li> </ul>	<ul style="list-style-type: none"> <li>• Ages 40-55</li> <li>• All genders</li> <li>• Middle to high income</li> </ul>
<b>Psychographic</b>	<ul style="list-style-type: none"> <li>• Value security of company's data</li> <li>• Trust cybersecurity experts</li> <li>• Seeking engaging PD content</li> </ul>	<ul style="list-style-type: none"> <li>• Very concerned with online safety</li> <li>• High stress due to job</li> <li>• Did not grow up with technology</li> </ul>
<b>Geographic</b>	<ul style="list-style-type: none"> <li>• Suburban and urban</li> <li>• Tech hubs in the U.S.</li> </ul>	<ul style="list-style-type: none"> <li>• Suburban areas</li> <li>• United States</li> </ul>

## SMALL/MEDIUM BUSINESSES

Soteria primarily targets small to medium-sized businesses as they are the primary target for attacks, accounting for 43% of all cyber crimes (Astra). Employees are known to be vulnerable when faced with cyber threats. Just one employee out of hundreds or thousands can expose an entire company to malware, ransomware, and exploitation. Phishing emails remain the top method for hacking into critical systems, which is also putting many schools at risk. A 2020 survey found that 60% of small business owners don't think their business is a likely target of cyber criminals, signaling that cyber risks are widely underestimated (BullGuard). Soteria's On-Site Seminars are a popular option for small to medium-sized businesses, as they efficiently train a large audience. Soteria's webinars are an ideal solution for remote or hybrid workplaces or businesses with numerous office locations.

## WORLD WIDE WEBINARS

<b>MEGA</b>	1 Webinar Standard Protection	<b>\$1,500</b>
<b>GIGA</b>	2 Webinars Strong protection	<b>\$2,500</b>
<b>TERA</b>	5 Webinars Advanced Protection	<b>\$5,000</b>
<b>ZETTA</b>	12 Webinars Premium Protection	<b>\$7,500</b>



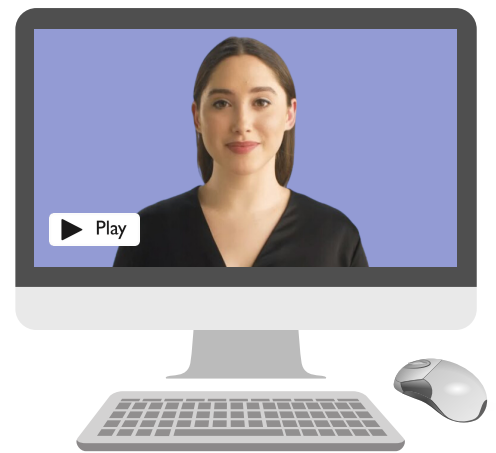
# Q MARKETING PLAN

## GEN X CONSUMERS

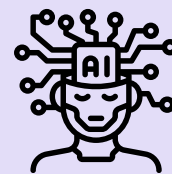
Soteria’s secondary target market consists of consumers ages 40-55 (Gen X), who did not grow up with the current technology. This group is concerned about digital safety. Socioeconomically, these consumers have stable jobs, and are careful spenders. This population is particularly vulnerable to the manipulative scam of social engineering. To safeguard consumers, Soteria’s in-depth courses cover how to identify and avoid digital threats. Video courses appeal to this demographic, because they can be viewed on the go. Soteria understands that working professionals in their forties and fifties have limited time to dedicate to cybersecurity awareness; the “Byte” video format makes it simple and convenient users to learn on their own time. Cyberattacks will only cost its victims more and more as time progresses. Customers that invest in Soteria’s training will save in the long run.

## PRODUCT

Soteria offers cybersecurity training in a variety of formats to meet all of our clients’ needs. Products include interactive webinars, training videos, in-person training, and curriculum licensing. One hour, on-demand video courses are available in a wide range of topics, in any language. After a video course is completed, users will be assessed on their newly acquired knowledge and subsequently awarded a certificate of completion. This can be shared on social media platforms such as LinkedIn, the certificate appearing as a “badge” on the customer’s profile. For a more personalized experience, Soteria provides customizable on-site seminars. These in-person trainings are conducted at the client’s own workplace, enabling a large group of employees to be reached. Soteria’s K-12 curriculums include lesson plans, slideshows, projects, assessments, and many other helpful tools for teachers.



## COURSE TOPICS



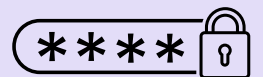
AI Threats



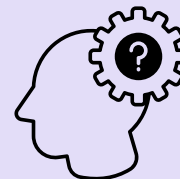
Cloud Protection



Removable Media



Password Security



Social Engineering



Wifi Authentication



Zero Trust Principles



Phishing Attacks

## VIDEO COURSES

<b>BYTE 1.0</b>	1 video course	<b>\$99</b>
<b>BYTE 2.0</b>	2 video courses	<b>\$185</b>
<b>BYTE 3.0</b>	3 video courses	<b>\$249</b>
<b>BYTE+</b>	3 videos/month Subscription	<b>\$225/mo</b>



# MARKETING PLAN

## PRICING

Soteria's services are priced to offer an affordable cybersecurity solution to all. Soteria utilizes competition-based pricing in order to guarantee a fair price for our customers and be selected as consumers' top choice for cybersecurity training. Our pricing model encourages customers to purchase more services, as they save money with larger packages.

Individuals can try a single video course with a Byte, priced at only \$99. We also offer a subscription plan, Byte+, for a discounted rate of \$225/month, receiving 3 new videos per month. For businesses, our World Wide Webinars can be accessed globally, reaching employees in any location. Studies show that businesses with fewer than 1,000 employees can achieve a return on investment of 69% when investing in cybersecurity training, while larger companies can reach a return of 562% (Daly).

Soteria utilizes GoTo Webinar as our online conferencing hosting platform, which allows each webinar to be viewed by up to 3,000 users. This enables the majority of our business clients to train all of their employees at once, immediately justifying the webinar's cost due to money they are likely to save from data breaches.

For On-Site Seminars, prices take into account Soteria's incurred expenses of designating at least one employee, or LSP, to facilitate the 8 hour training, which can be secured for 2 or 4 days.

Soteria's educational curriculum licenses match standard industry pricing levels. Clients have the option of selecting the Educator Plan (up to 50 students), School Plan (up to 250 students), or District Plan (unlimited students). Soteria's management team conducted focus groups with several school administrators while developing the price points for our curriculum licenses. Feedback from these interviewees was deeply considered when establishing our final price points.

## ON-SITE SEMINARS

**Tetrad**  
\$12,000  
2 days

**Octet**  
\$20,000  
4 days

*Travel expenses not included*

## CURRICULUM LICENSING

**Educators**  
\$2,500

**Schools**  
\$7,500

**Districts**  
\$12,500

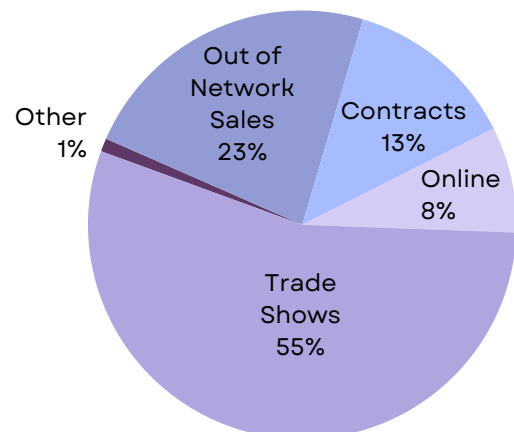
## TRADE SHOWS



## PLACEMENT

Digital access to our online services are delivered by email directly after a customer's payment is processed on our website. Sales are primarily generated from Soteria's e-commerce website, trade shows, sales contracts, and social media marketplaces. Trade shows are most effective in new customer acquisition, accounting for over half of Soteria's revenues. Soteria is proud to announce that we are also present in the classroom, after recently launching a pilot program in Long Island schools to develop and test our K-12 curriculums.

## REVENUE SOURCES

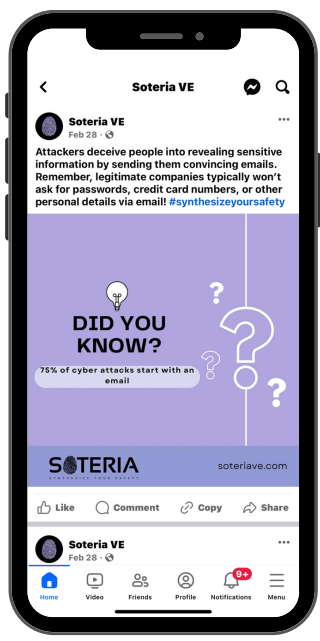


# MARKETING PLAN

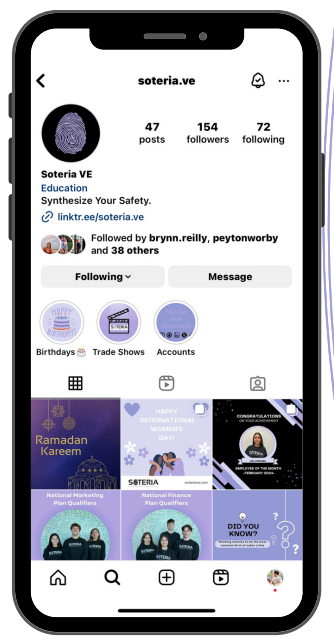
## PROMOTION

Soteria primarily uses social media and word-of-mouth marketing in order to promote our firm. Soteria utilizes platforms such as Facebook and LinkedIn in order to reach business owners and managers, as well as members of Generation X who frequently use these networks. Soteria is also present on Instagram, TikTok and X, expanding our reach to a broader market. In our marketing campaigns, which include direct mailers, social media, email distribution, and video ads, we aim to make potential customers aware of the daily dangers they face online. For example, our Instagram and Facebook accounts features "Did You Know" quick facts.

## Facebook: Soteria VE



## Instagram: @soteria.ve



Security

Technology

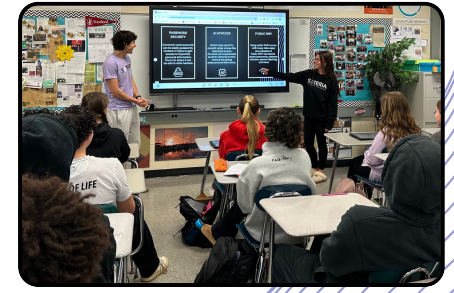
Trust

Wisdom

Transparency



## PILOT PROGRAM



## POSITIONING

Soteria is positioned as a trustworthy, knowledgeable, and reputable resource that can help anyone be safer online. The thumbprint in Soteria's logo represents strength and protection while signifying the unique and customizable options available through our training materials. Our color palette was carefully selected to make users feel secure and trustworthy of our training.

Recently, Soteria was endorsed by the prestigious and regionally accredited Long Island University in New York. This endorsement is an affirmation of Soteria's quality products and proven success rate, positioning us as a reputable brand.



## RISKS

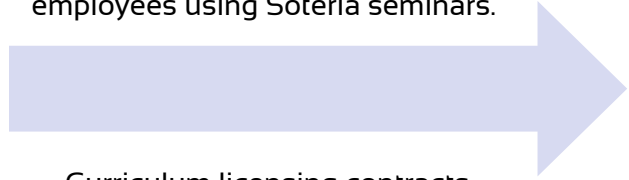
Soteria Data Breach



Economic Downturn

## SOLUTIONS

Establish firewalls and train our employees using Soteria seminars.



Curriculum licensing contracts ensure a continuous revenue stream.



## DISCUSSION OF RISKS

As a trusted source of digital safety, Soteria must not become a data breach victim itself. A potential data breach can be an extreme loss for the company as it could severely harm our reputation as a trustworthy brand to help customers avoid cyberattacks. To mitigate this risk, we establish firewalls and train our employees using Soteria's own seminars. By taking these precautionary steps, our company can drastically decrease the risk of a data breach.

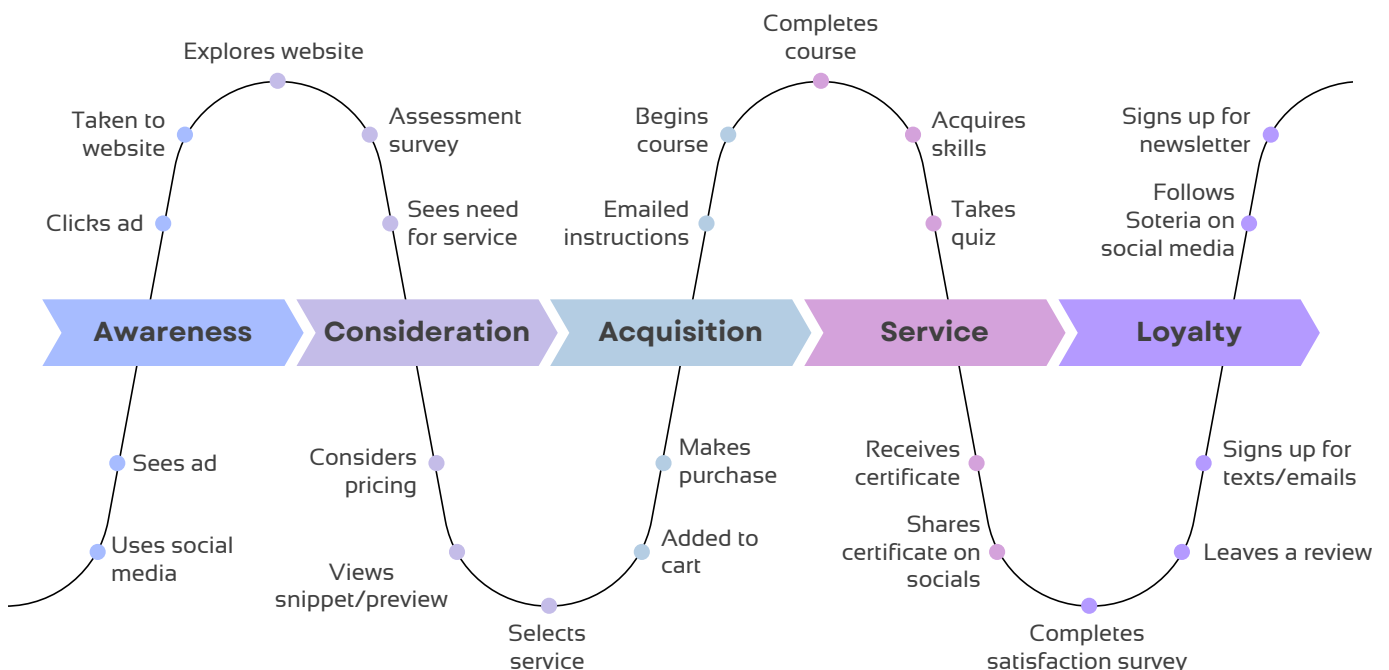
Another unavoidable risk is economic uncertainty, which could potentially result in a decline of revenue. This could be detrimental to our firm, specifically if the loss is from contracts with business clients, which account for our largest revenue stream. To ensure a consistent sales intake, Soteria is capitalizing on the new mandate for K-12 schools to implement digital safety curriculum. Long-term licensing agreements with school districts throughout the U.S. will provide Soteria with a steady cash flow while benefitting students, teachers, and school administrators nationwide.

## CUSTOMER RELATIONSHIP MANAGEMENT

Soteria's CRM strategy is designed to build lasting relationships with customers, which will promote our firm through word-of-mouth marketing long after training is complete. As evident in Soteria's customer journey map, we strive to establish a trusting bond early in the customer relationship. At Soteria, we believe that purchasing and utilizing our services means joining a community of like-minded individuals. Our clients are taught to be cyber aware, remaining cautious at all times. Utilizing this philosophy will allow Soteria to be more than simply a training program, but a unified community.

One example of CRM is Soteria's customer satisfaction survey, provided to clients after completing a course. This survey allows us to gain valuable feedback that may be used to make improvements to our content while sparking new ideas. Additionally, our social media pages feature quizzes and polls, to keep users engaged and learning, signaling that we care about our customers' digital wellness.

## CUSTOMER JOURNEY MAP



# Q FINANCIAL PLAN

## BREAK-EVEN POINT

Average Unit Price

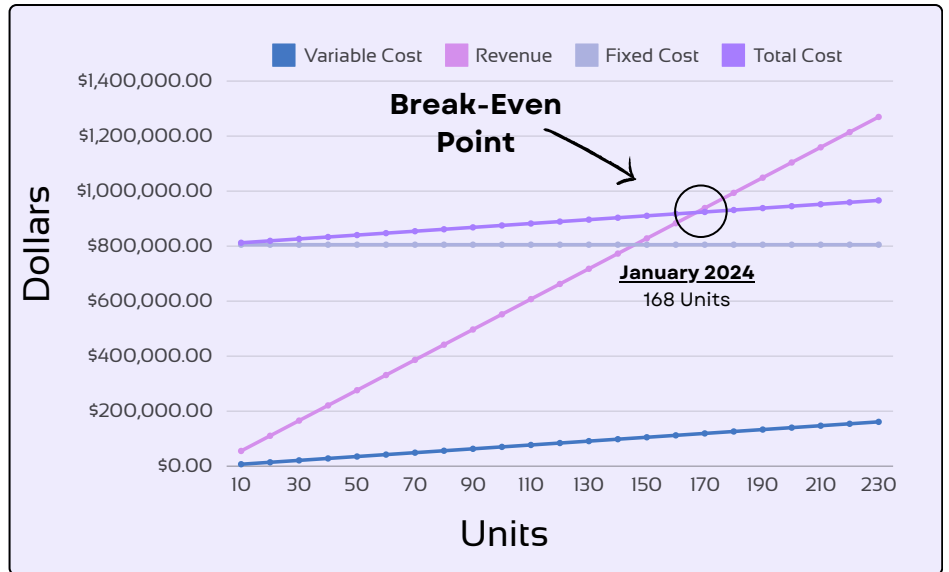
**\$5,520**

Average COSS

**\$800**

Gross Profit Margin

**85%**

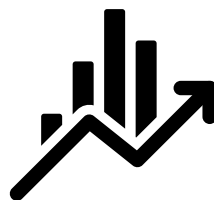


## BREAK-EVEN ANALYSIS

Soteria’s break-even point is based on an average unit price of \$5,520, with an average cost of services sold amounting to \$800 per unit, yielding a gross profit margin of 85%. As Soteria sells more pre-made online courses and increases the number of attendees at our webinars, the cost of services sold will decrease, resulting in higher profit margins. Annual fixed costs are estimated at \$805,132. Soteria’s total break-even point is 168 units, which equates to \$920,000. Soteria proudly broke even in January 2024, after only 4 months of business. This monumental feat can largely be attributed to our dedicated Sales Team and talented Content Creators who have worked tirelessly to develop engaging and informative videos for our online courses. Escalating sales and an expanding customer base support the outlook for a prosperous future.

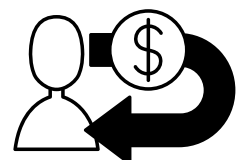
**Current Ratio**  
**3.19**

Favorable liquidity to handle unexpected emergencies



**Debt to Equity Ratio**  
**0.43**

Low debt will lead to a higher return for investors



**Gross Profit Margin Ratio**  
**0.305**

Achieved profitability in 4 months due to strong profit margin

## PROFIT & LOSS

Soteria's Finance Department conducted a comprehensive evaluation of projected total revenues for the fiscal year ending in April 2024. In February 2024, Soteria incurred a sizable profit totaling \$59,107.40. Additionally, out-of-network sales (to non-VE entities) and contractual sales to business clients allowed for operational expenses and costs associated with asset acquisition to be covered. Soteria's primary expenses encompass salaries, payroll taxes, insurance, and equipment, which is expected to amount to \$503,106.00 as of the end of April. Soteria anticipates a gross profit of \$897,633.00 and a solid net income of \$366,527.00 based on current projections. Overall, our management team and angel investors are extremely pleased with Soteria's favorable financial performance in our first year of business..

Profit & Loss Statement	Actuals	Projections
Revenues	For month ending 2/29/24	For year ending 4/30/24
Out-of-network sales	\$45,158.64	\$294,446.00
Trade fair revenues	\$0.00	\$411,187.00
Online sales	\$27,463.69	\$205,654.00
Contractual sales	\$57,500.00	\$80,000.00
Other revenues	\$0.00	\$29,000.00
<b>Total Revenues</b>	<b>\$193,572.33</b>	<b>\$1,020,287.00</b>
<b>Cost of services sold</b>	<b>\$51,420.67</b>	<b>\$122,654.00</b>
<b>Gross profit</b>	<b>\$59,107.40</b>	<b>\$897,633.00</b>
<b>Gross profit margin</b>	<b>30.5%</b>	<b>88%</b>
<b>Operating expenses</b>		
Charitable Contributions	\$750.00	\$3,000.00
Salaries	\$62,362.00	\$165,643.00
Office Rent	\$2,117.00	\$14,819.00
Studio Rent	\$3,520.00	\$24,640.00
Depreciation	\$698.00	\$2,443.00
Payroll tax	\$4,770.69	\$28,624.14
Advertising	\$6,000.00	\$21,000.00
Trade Show	\$1,000.00	\$3,000.00
Insurance	\$6,900.00	\$48,300.00
401(k) Plan	\$6,696.48	\$43,527.00
401(k) Match	\$13,392.96	\$21,763.00
Supplies	\$1,250.00	\$5,500.00
Employee Meal Plans	\$275.00	\$825.00
Broadcasting Equipment	\$3,520.00	\$7,000.00
Utilities	\$250.00	\$1,750.00
Solar Panels	\$3,037.50	\$15,187.50
Domain hosting & SSL	\$1,900.00	\$1,900.00
Software	\$1,039.99	\$2,500.00
IT: SEO & Security	\$2,620.00	\$10,850.00
<b>Total operating expenses</b>	<b>\$122,099.62</b>	<b>\$503,106.00</b>
<b>Income from operations</b>	<b>(2,786.00)</b>	<b>\$394,527.00</b>
<b>Net income/loss before tax</b>	<b>(2,786.00)</b>	<b>\$394,527.00</b>
Corporate income tax	\$5,927.00	\$28,000.00
<b>Net income/loss after tax</b>	<b>(2,786.00)</b>	<b>\$366,527.00</b>

## BALANCE SHEET

As of 2/29/24

### Assets

Cash	\$596,591.28
Accounts Receivable	\$124,014.00
Supplies	\$1,250.00
<b>Total Current Assets</b>	<b>\$721,855.28</b>
Computers	\$15,000.00
Less: accumulated depreciation	\$510.00
Broadcast Equipment	\$3,520.00
Less: accumulated depreciation	\$119.68
Office Supplies	\$1,250.00
Less: accumulated depreciation	\$42.50
<b>Total Fixed Assets</b>	<b>\$20,442.18</b>
<b>Total Assets</b>	<b>\$742,297.46</b>

### Liabilities & Stockholders' Equity

Accounts payable	\$146,464.93
Sales tax payable	\$2,008.16
Salaries payable	\$62,362.00
Payroll tax payable	\$4,770.69
401(k) payable	\$6,696.48
401(k) employer match	\$3,348.24
<b>Total Liabilities</b>	<b>\$225,650.50</b>
Common Stock, \$10 par value	\$200,000.00
Retained Earnings	\$316,646.96
<b>Total Stockholders' Equity</b>	<b>\$516,646.96</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$742,297.46</b>

### BALANCE SHEET

In order to avoid taking on unnecessary debt at prevailing high interest rates, Soteria chose to pursue equity financing to kick-start our corporation. After receiving \$200,000 in funding, Soteria was up and running. Virtual Enterprise contributed \$50,000 in seed money, and three angel investors each provided \$50,000 in capital, accumulating to \$20,000 in total initial financing.

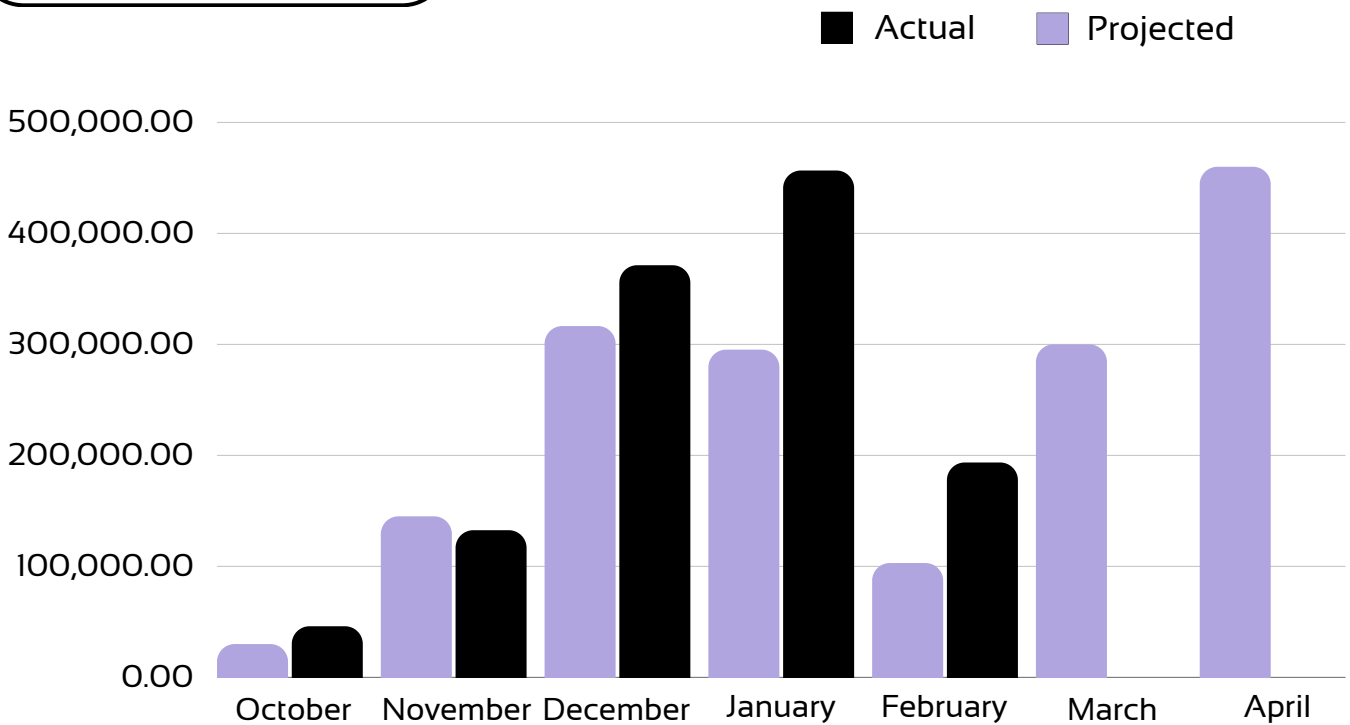
Recurring out-of-network contracts with schools and corporations ensure a continuous cash flow leading to positive liquid assets. Business contracts are responsible for approximately 25% of total sales, equating to an average profit of \$64,346. As of February 29, 2024, Soteria had \$596,591.28 in cash. Due to Soteria's strong current assets of around \$720,000 and low debt, this has resulted in a positive liquidity ratio of 3.19, enabling us to handle unforeseen emergencies and take advantage of new investment opportunities.

Soteria is committed to lessening our carbon footprint, and recently acquired solar panels to power our offices. Our investment in energy efficient solutions, as well as expenditures in advanced security software and upgraded SEO, have increased Soteria's accounts payable liability in contrast to previous months of business. Fortunately, strong quarter two earnings will safely cover these technologically sophisticated and eco-conscious initiatives. Soteria's angel investors have chosen not to receive dividends on their equity investments. Instead, our shareholders have expressed their desire to have Soteria reinvest earnings into the business to achieve further growth and prosperity.

## SALES PROJECTIONS

Soteria's sales have increased significantly since the first month of operations. Total net income is projected to reach over \$360,000 by the end of the fiscal year. Our most profitable months, December and April, correspond to our appearances at trade shows by initiating new business partnerships and gaining significant brand exposure. Revenues decreased in the month of February due to a number of factors including the lack of trade shows and a full week of business closure in the VE market. In February, Soteria projected to earn \$103,000 in revenue. This forecast was exceeded, accumulating \$193,572 in sales. Additionally, there is an anticipated jump at the start of April due to the onset of spring, which traditionally increases consumers' willingness to seek personal improvements during the transitional time of new beginnings. The VE International Trade Show in New York City this April is favored to be a prime source of new customer acquisition. Soteria continues to project chart-topping sales while achieving our mission of empowering communities to take control of their cybersecurity.

## SALES PROJECTIONS



## CASH BALANCE

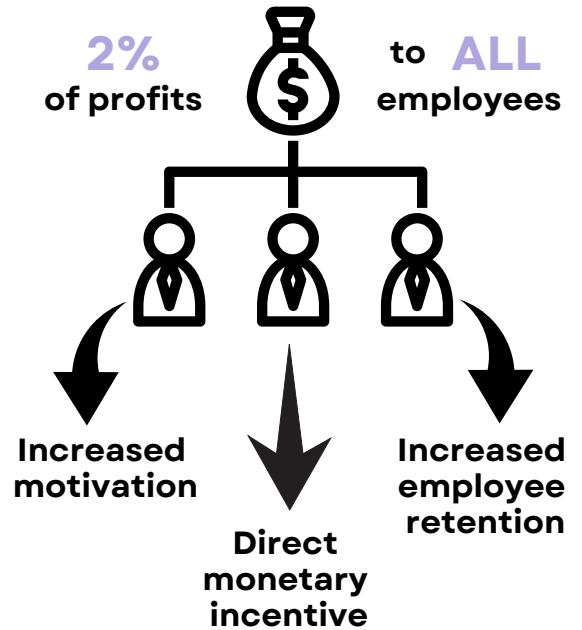
As of February 29, 2024, Soteria is thrilled to share that our strong financial performance has led to a healthy cash balance of \$596,591. As evident in Soteria's balance sheet and cash budget statement, the cash balance reconciles across all financial reports. The Finance Department diligently cross-references financial reports, bank statements, accounts receivable ledgers, accounts payable ledgers, and accounting journals to confirm the accuracy of all budgetary records. Our team is dedicated to transparency and takes pride in adhering to sound financial procedures and reporting measures.

## EMPLOYEE BENEFITS

Soteria's most critical and valued asset is our employees. In order to foster a high employee retention rate and promote strong morale within our firm, Soteria offers several employee financial benefits. First and foremost, we issue health, dental, and vision insurance with no additional premium to employees. Next, Soteria offers a competitive 401(K) plan to employees with a 50% employer match. Employees are fully vested after 10 years of employment. Lastly, in our second year of business, Soteria plans to offer profit sharing to all employees at an initial rate of 2%. Having recently broke even, the profit sharing initiative was at the forefront of our minds when attaining our goal of recognizing a financial gain. Our team is directly responsible for Soteria's prosperity. It is fitting that we reward our esteemed employees for their efforts as we forge ahead together on an exiting journey of continued financial growth.

## INTRODUCING PROFIT SHARING

COMING IN 2025



## FUTURE GROWTH

As Soteria continues to capitalize on the ever-growing cybersecurity market, monitoring key financial metrics, such as revenue growth and profit margins, will aid our team in staying focused on achieving ambitious financial goals. Soteria looks forward to reinvesting resources into heightened research and development, further advancing our course content and utilizing the most cutting-edge technological tools. Through strategic partnerships and our dedicated team of experts, Soteria is positioned to meet the heightened demand for comprehensive cybersecurity solutions. This proactive approach will enable Soteria to maintain a strong competitive standing while simultaneously expanding our market reach. Soteria invites you to join us as we embrace the challenges and opportunities that lie ahead, and create a safer, more secure digital landscape.



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## Angel Investor Contracts



10/20/2023

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Ms. Palazzo:

Please accept this letter of support as my intention to invest \$ 50,000 in Soteria. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Soteria will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Investor Comment:

*I believe Soteria was great growth potential!  
I look forward to see this company succeed! They did a great job on the pitch -*

Sincerely,

William Wright  
Partner, Par East Mortgage  
(631) 283-6868



10/11/2023

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Mrs. Palazzo:

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Investor Comment:

*I am quite impressed with the idea, the use of AI and the ability to cover a training aspect of Cyber preparedness. I look forward to seeing where we go!*

Sincerely,

Michael Griffin  
Chief Executive Officer, The Griffin Group Global  
(631) 288-6363



HAMPTON COFFEE  
COMPANY

10/11/2023

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

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Investor Comment:

*I feel very confident in this innovative company to produce a healthy return on my investment in a reasonable period of time.*



Sincerely,

Jason Belkin  
Chief Executive Officer, Hampton Coffee Company  
(631) 726-2633

## Bank Balance

Account:	Soteria (Budget Checking) - 631163239			
Period:	from 02/01/2024	until 02/29/2024	Show	<a href="#">Download account details (Excel)</a>
Date	Name/Description/Acct#	Ref#	Amount	Balance
Feb. 29, 2024	VE Payroll Tax, New York, NY Reoccurring Payroll tax payment Acct #630907102	7384759	-\$17,886.20	\$596,591.28
Feb. 29, 2024	VE 401(K), New York, NY Reoccurring 401k payment Acct #630907196	7384757	-\$13,392.96	\$614,477.48
Feb. 29, 2024	VE Utilities, New York, NY Reoccurring Wifi payment	7384755	-\$80.00	\$627,870.44

## Long Island University Endorsement

**Cybersecurity Endorsement Agreement**


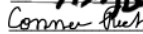
This virtual cybersecurity endorsement agreement ("Agreement") is made effect as of **29, day of February, 2024** and is between Soteria and **Long Island University Post**.

**WHEREAS**, Soteria is a Virtual Enterprise International ("VEI") Corporation, duly organized, validly existing, and in good standing under the rules and stipulations of the non-profit educational organization, *Virtual Enterprise International*. Soteria has its operation and place of business at *Westhampton Beach High School, 49 Lilac Road, Westhampton Beach, NY*.

**WHEREAS**, Courtney Tricarichi is a professor at Long Island University Post whose endorsement has commercial value to Soteria. Courtney Tricarichi's name and endorsement will offer a certain meaning in the mind of the purchasing VEI public, and is important to the advertising, promotion, and sale of virtual merchandise in connection with this endorsement agreement.

**WHEREAS**, Soteria is requesting the exclusive right to licensee and utilizes the name in connection with the advisement, promotion, and sale of their virtual products. This contract is an agreement for those rights and services with the following terms being in place.

**NOW THEREFORE**, this agreement shall become effective as of signature dates below and will remain effective for a term of 8 months, until July 1<sup>st</sup> of 2024, or unless perpetually terminated for either parties' failure to comply with an of the terms and conditions listed in this agreement. **This agreement is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.**

<i>Signature</i>	
<i>User Printed Name and Title</i>	<b>Ma Xingbao, Professor</b>
<i>Obligor Signature</i>	
<i>Obligor Printed Name and Title</i>	<b>Conner Puch, Legal Director of Soteria</b>
<i>Date</i>	<b>29 Day of February, 2024</b>

## B2B Contracts



Business Contract between Westhampton War Memorial Ambulance Association and Soteria

This Business contract (this "contract") is made and entered on 16<sup>th</sup> day of, **January, 2024**. This contract is between **Soteria**, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and **Westhampton War Memorial Ambulance Association (W.W.M.A.A.)** having its principal office of business at 3 Hazelwood Ave, Westhampton Beach, NY 11978 ("Buyer").

**WHEREAS**, The Seller desires to sell the following product(s) to the buyer on a one time bases on 16<sup>th</sup> day of, **January, 2024**.  
**Octet – In-person Seminar.**

**WHEREAS**, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of **\$21,725.00**, in full to the Seller on the 16<sup>th</sup> day of, **January, 2024**.

**WHEREAS**, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

**WHEREAS**, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

**NOW, THEREFORE**, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to **Patty Ziparo-Dalton**.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

<u>Patty Ziparo-Dalton</u> W.W.M.A.A. Secretary  Signature 1/16/24 Date	<u>Patricia Dirizius</u> Soteria, Chief Executive Officer  Signature 1/16/24 Date
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Business Contract between 7 Fitness and Soteria

This Business contract (this "contract") is made and entered on 28<sup>th</sup> day of, **February, 2024**. This contract is between **Soteria**, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and **7 Fitness** having its principal office of business at 34 Old Riverhead Rd, Westhampton Beach, NY 11978 ("Buyer").

**WHEREAS**, The Seller desires to sell the following product(s) to the buyer on a reoccurring bases of annual and to end on 28<sup>th</sup> day of, **February, 2024**.  
**Octet – On-Site Seminar.**

**WHEREAS**, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of **\$20,000.00**, in full to the Seller on the 28<sup>th</sup> day of, **February, 2024**.

**WHEREAS**, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

**WHEREAS**, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

**NOW, THEREFORE**, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to **Cody Hoyt**.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

<u>Cody Hoyt</u> 7 Fitness CEO  Signature 2/28/2024 Date	<u>Patricia Dirizius</u> Soteria, Chief Executive Officer  Signature 2/28/2024 Date
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Business Contract between Greater Westhampton Chamber of Commerce and Soteria

This Business contract (this "contract") is made and entered on 29<sup>th</sup> day of, **February, 2024**. This contract is between **Soteria**, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and **Greater Westhampton Chamber of Commerce** having its principal office of business at 7 Glovers Ln, Westhampton Beach, NY 11978 ("Buyer").

**WHEREAS**, The Seller desires to sell the following product(s) to the buyer on a reoccurring bases of annual and to end on 29<sup>th</sup> day of, **February, 2024**.  
**On-Site Seminar.**

**WHEREAS**, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of **\$12,500.00**, in full to the Seller on the 29<sup>th</sup> day of, **February, 2024**.

**WHEREAS**, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

**WHEREAS**, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

**NOW, THEREFORE**, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to **Kim Clark**.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

<u>Kim Clark</u> Greater Westhampton Chamber of Commerce  Signature February 29, 2024 Date	<u>Patricia Dirizius</u> Soteria, Chief Executive Officer  Signature 02/29/24 Date
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Business Contract between Island Surf and Soteria

This Business contract (this "contract") is made and entered on 29<sup>th</sup> day of, **February, 2024**. This contract is between **Soteria**, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and **Island Surf** having its principal office of business at 49 Sunset Ave, Westhampton Beach, NY 11978 ("Buyer").

**WHEREAS**, The Seller desires to sell the following product(s) to the buyer on a reoccurring bases of annual and to end on 29<sup>th</sup> day of, **February, 2024**.  
**On-Site Seminar.**

**WHEREAS**, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of **\$12,500.00**, in full to the Seller on the 29<sup>th</sup> day of, **February, 2024**.

**WHEREAS**, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

**WHEREAS**, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

**NOW, THEREFORE**, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to **Kristen Mett**.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

<u>Kristen Mett</u> Island Surf  Signature 2/29/24 Date	<u>Patricia Dirizius</u> Soteria, Chief Executive Officer  Signature 2/29/24 Date
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## School District Contracts



Business Contract between Westhampton Beach Union Free School District and Soteria

This Business contract (this "contract") is made and entered on 7th day of, December, 2023. This contract is between Soteria, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and Westhampton Beach Union Free School District having its principal office of business at 340 Mill Road, Westhampton Beach, NY 11978 ("Buyer").

WHEREAS, The Seller desires to sell the following product(s) to the buyer on a recurring bases of annual and to end on 7th day of, December, 2024: **District Curriculum Packaging.**

WHEREAS, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of \$12,500.00, in full to the Seller on the 7th day of, December, 2023.

WHEREAS, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

WHEREAS, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

NOW, THEREFORE, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to Jessica Williams Ed.D.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

Jessica Williams Ed.D.  
SOTERIA, Director of Curriculum & Instructional Technology  
Signature: [Signature]  
Date: 12/7/23

Patricia Dirizus  
Soteria, Chief Executive Officer  
Signature: [Signature]  
Date: 12/7



Business Contract between East Quogue Union Free School District and Soteria

This Business contract (this "contract") is made and entered on 9th day of, March, 2024. This contract is between Soteria, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and East Quogue Union Free School District having its principal office of business at 6 Central Ave, East Quogue, NY 11942 ("Buyer").

WHEREAS, The Seller desires to sell the following product(s) to the buyer on a recurring bases of annual and to end on 9th day of, March, 2024: **District Curriculum Packaging – Octet.**

WHEREAS, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of \$21,725.00, in full to the Seller on the 9th day of, March, 2024.

WHEREAS, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

WHEREAS, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

NOW, THEREFORE, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to Patricia Dirizus.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

Patricia Dirizus  
Soteria, Chief Executive Officer  
Signature: [Signature]  
Date: 3/9/24



Business Contract between Southampton Union Free School District and Soteria

This Business contract (this "contract") is made and entered on 27th day of, February, 2024. This contract is between Soteria, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and Southampton Union Free School District having its principal office of business at 425 Country Road, Southampton, NY 11968 ("Buyer").

WHEREAS, The Seller desires to sell the following product(s) to the buyer on a recurring bases of annual and to end on 27th day of, February, 2024: **District Curriculum Packaging – Octet.**

WHEREAS, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of \$21,725.00, in full to the Seller on the 27th day of, February, 2024.

WHEREAS, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

WHEREAS, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

NOW, THEREFORE, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to Michael Connell.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

Michael Connell  
SUFSD  
Signature: [Signature]  
Date: 02/27/24

Patricia Dirizus  
Soteria, Chief Executive Officer  
Signature: [Signature]  
Date: 02/27/24



Business Contract between East Moriches Union Free School District and Soteria

This Business contract (this "contract") is made and entered on 19th day of, February, 2024. This contract is between Soteria, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and East Moriches Union Free School District having its principal office of business at 9 Adelaide Ave, East Moriches, NY 11940 ("Buyer").

WHEREAS, The Seller desires to sell the following product(s) to the buyer on a recurring bases of annual and to end on 19th day of, February, 2024: **District Curriculum Packaging – Octet.**

WHEREAS, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of \$21,725.00, in full to the Seller on the 29th day of, February, 2024.

WHEREAS, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

WHEREAS, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

NOW, THEREFORE, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to Michael Griffin.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

Michael Griffin  
EQUFSD  
Signature: [Signature]  
Date: 2/19/24

Patricia Dirizus  
Soteria, Chief Executive Officer  
Signature: [Signature]  
Date: 2/19/24



Business Contract between Quogue Union Free School District and Soteria

This Business contract (this "contract") is made and entered on 12th day of, January, 2024. This contract is between Soteria, having its principal office of business at 49 Lilac Road, Westhampton Beach, NY 11978 ("Seller"), and Quogue Union Free School District having its principal office of business at 10 Edgewood Rd, Quogue, NY 11959 ("Buyer").

WHEREAS, The Seller desires to sell the following product(s) to the buyer on a recurring bases of annual and to end on 12th day of, January, 2024: **District Curriculum Packaging.**

WHEREAS, The Buyer agrees to pay the total cost of the products listed in this contract, for a net cost of \$12,500.00, in full to the Seller on the 12th day of, January, 2024.

WHEREAS, Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this contract without the prior written consent of the other party. Any such purported assignment, contract, lien, or other transfer without such prior written consent shall be null and void.

WHEREAS, This contract constitutes and represents the entire contract of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this contract. No party has relied upon any other promise, representation, warranty other than those contained in this contract.

NOW, THEREFORE, For and in consideration of the mutual covenants and benefits derived and to be derived from this contract by each Party, and for other goods, services, and valuable considerations, the receipt of which are hereby acknowledged, Seller and Buyer agree to the terms and conditions as listed in this contract. The buyer gives legal representation of this contract to Jeffrey E. Ryvicker.

\*Note: This agreement/contract is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

Jeffrey F. Ryvicker  
QUFSD, Superintendent  
Signature: [Signature]  
Date: 1/12/24

Patricia Dirizus  
Soteria, Chief Executive Officer  
Signature: [Signature]  
Date: 1/12/24

## Local Service Provider Contracts



**SOTERIA**  
SYNTHESIZE YOUR SAFETY

Contract For Local Service Provider  
Between Soteria and Nicholas Rizzo

This Agreement is entered into this 14th day of March, 2024 by and between the Obligor, Nicholas Rizzo, residing Chicago, Illinois, and the User, Soteria, residing in Westhampton, New York.

- Statement of Guarantee:** In consideration for the Obligor agreeing to enter into a cybersecurity service provider contract with the virtual company Soteria. The service provider agrees to conduct customer training and compliance with Soteria's product mission. The obligor agrees to service regional customers under the guidance of Soteria's training curriculum. The User agrees to supply initial training and security parameters to the Obligor, handle all initial customer relations, and produce the training content and related activities.
- Scope and Duration:** This is a continuing alliance which shall remain in force unless both parties' consent to contract termination or until December 31<sup>st</sup>, 2025.
- Assignment:** Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this Agreement without the prior written consent of the other party. Any such purported assignment, contract, listen, or other transfer without such prior written consent shall be null and void.
- Notices:** Any notice or other correspondence required or permitted by this Agreement shall be deemed to have been properly given or delivered when made in writing and delivered personally to the other party, or sent by registered United States mail and dressed to the party to whom it is directed.
- Entire Agreement:** This agreement constitutes and represents the entire agreement of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this Agreement. No party has relied upon any other promise, representation, warranty other than those contained in this agreement.

\*Note: This agreement is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

Obligor Signature   
Obligor Printed Name Nicholas Rizzo  
User Signature   
User Printed Name and Title Patricia Dirzius, CEO  
Date 14th Day of March, 2024



**SOTERIA**  
SYNTHESIZE YOUR SAFETY

Contract For Local Service Provider  
Between Soteria and Valarie Finke

This Agreement is entered into this 14th day of March, 2024 by and between the Obligor, Valarie Finke, residing Austin, Texas, and the User, Soteria, residing in Westhampton, New York.

- Statement of Guarantee:** In consideration for the Obligor agreeing to enter into a cybersecurity service provider contract with the virtual company Soteria. The service provider agrees to conduct customer training and compliance with Soteria's product mission. The obligor agrees to service regional customers under the guidance of Soteria's training curriculum. The User agrees to supply initial training and security parameters to the Obligor, handle all initial customer relations, and produce the training content and related activities.
- Scope and Duration:** This is a continuing alliance which shall remain in force unless both parties' consent to contract termination or until December 31<sup>st</sup>, 2025.
- Assignment:** Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this Agreement without the prior written consent of the other party. Any such purported assignment, contract, listen, or other transfer without such prior written consent shall be null and void.
- Notices:** Any notice or other correspondence required or permitted by this Agreement shall be deemed to have been properly given or delivered when made in writing and delivered personally to the other party, or sent by registered United States mail and dressed to the party to whom it is directed.
- Entire Agreement:** This agreement constitutes and represents the entire agreement of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this Agreement. No party has relied upon any other promise, representation, warranty other than those contained in this agreement.

\*Note: This agreement is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

Obligor Signature   
Obligor Printed Name Valarie Finke  
User Signature   
User Printed Name and Title Patricia Dirzius  
Date 14th Day of March, 2024



**SOTERIA**  
SYNTHESIZE YOUR SAFETY

Contract For Local Service Provider  
Between Soteria and Zoe Stokes

This Agreement is entered into this 14th day of March, 2024 by and between the Obligor, Zoe Stokes, residing San Francisco, California, and the User, Soteria, residing in Westhampton, New York.

- Statement of Guarantee:** In consideration for the Obligor agreeing to enter into a cybersecurity service provider contract with the virtual company Soteria. The service provider agrees to conduct customer training and compliance with Soteria's product mission. The obligor agrees to service regional customers under the guidance of Soteria's training curriculum. The User agrees to supply initial training and security parameters to the Obligor, handle all initial customer relations, and produce the training content and related activities.
- Scope and Duration:** This is a continuing alliance which shall remain in force unless both parties' consent to contract termination or until December 31<sup>st</sup>, 2025.
- Assignment:** Neither party may assign, contract, grant, or otherwise transfer any or all rights or obligations arising under this Agreement without the prior written consent of the other party. Any such purported assignment, contract, listen, or other transfer without such prior written consent shall be null and void.
- Notices:** Any notice or other correspondence required or permitted by this Agreement shall be deemed to have been properly given or delivered when made in writing and delivered personally to the other party, or sent by registered United States mail and dressed to the party to whom it is directed.
- Entire Agreement:** This agreement constitutes and represents the entire agreement of the parties with respect to the subject matter and all other agreements, verbal or written, between these parties are incorporated in this Agreement. No party has relied upon any other promise, representation, warranty other than those contained in this agreement.

\*Note: This agreement is for educational purpose only, it does not hold any power in any way, shape, or form. Soteria is a virtual company operating under Virtual Enterprise International.

Obligor Signature   
Obligor Printed Name Zoe Stokes  
User Signature   
User Printed Name and Title Patricia Dirzius, CEO  
Date 14th Day of March, 2024