

Huddled

BUSINESS PLAN

2024-2025



STAY SHARP. STAY CONNECTED. STAY HUDDLED.

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EXECUTIVE SUMMARY

COMPANY OVERVIEW

In a post-Covid world, offices still feel remote. Gen Z employees are absorbed in their screens. New hires arrive more than fashionably late, blow through deadlines, and struggle to meet professional expectations.

The problem is clear: Gen Z is struggling to adapt to the workplace. According to Yahoo finance, 6 in 10 companies fired recent college graduates in 2024 alone. They describe Gen Z hires with the phrases “poor communication skills” and “lack of motivation or initiative”. Resume Builder found that nearly 3 in 4 managers find Gen Z more difficult to work with compared to other generations [1]. With Gen Z’s increasing reliance on social media and lost developmental years during the COVID-19 pandemic, these challenges are not surprising. Despite having some business skills, Gen Z is worried about getting and retaining jobs because of their poor reputation.

Huddled recognizes that strong communication skills are essential for workplace productivity and for keeping Gen Z employed. Huddled’s mission is to inspire teamwork and connections through live game-driven experiences. We strive to strengthen bonds and grow together in trust and productivity. Huddled provides virtual experiences designed to enhance communication, relationships and teamwork within an office setting. Each hour-long session includes five activities and is led by a live host to increase engagement and participation for each game. To play, customers will reserve a time slot through the Huddled website, where they can either compete internally or against another team.

Huddled Experiences utilize friendly competition for participants to play fun, team-work focused games, designed to foster productive collaboration between colleagues. According to Forbes, lighthearted competition has been shown to “enhance motivation, pleasure and bonding.” As a result, Huddled’s games help to support employee retention rates by fostering a sense of community, which helps productivity by upwards of 25%. Given that companies spend roughly \$4,500 onboarding new hires, Huddled offers a cost-effective solution to retain talent and reduce turnover rates.

GOAL STATEMENT

Huddled is committed to achieving clear, measurable goals and to ensure that all employees contribute to the Company’s vision. Huddled has set short-term goals to help execute the Company’s long-term expectations and overall growth. Huddled’s short-term objectives include launching the Huddled web-based platform and generating \$1.4M in revenue by April 1, 2025. To achieve this, Huddled will utilize its in-house creative team and web-designers to complete the coding and design of the platform, then engage in Beta testing to ensure full functionality of the website. The company will use social media and direct marketing strategies to effectively reach its target audience. Looking forward, Huddled’s long-term goals include introducing physical creative challenges (e.g. Lego building and card house making team challenges) to pair with the online platform. Additionally, Huddled aims to expand operations into major metropolitan areas, and hire additional facilitators, enabling Huddled to operate in multiple time zones at once. As the company scales, it will invest in incorporating AI hosts to lower costs, enhance accessibility for multilingual customers, and allow customers to use Huddled outside of dedicated operational hours and to personalize their Huddled Experiences.

FINANCIAL HIGHLIGHTS

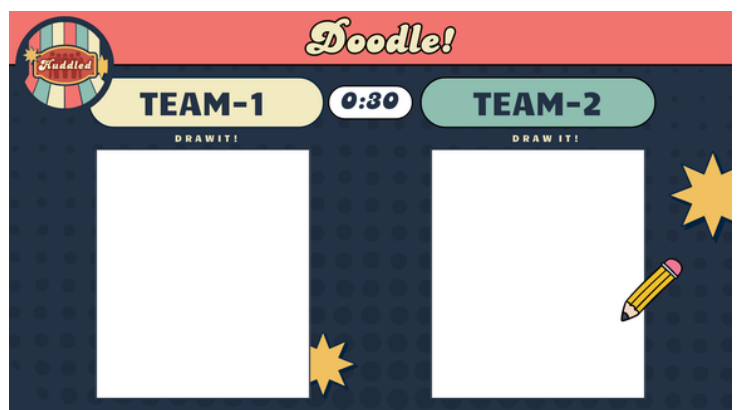
Huddled launched the company with a strong foundation by securing initial seed funding of \$50,000 and \$150,000 respectively from three angel investors. Additionally, by participating in and winning the LIU NYC Student Leadership Conference, the company was awarded an additional sum of \$20,000. In the month of December, Huddled was able to make a large direct contract sale of \$409,000 offering Edward R. Murrow High School a discounted bulk purchase of the Huddled experience equated to approximately 1,600 packages. Huddled was also awarded an additional \$10,000 for winning the tradeshow social media post competition in mid-December.

THE HUDDLED EXPERIENCE

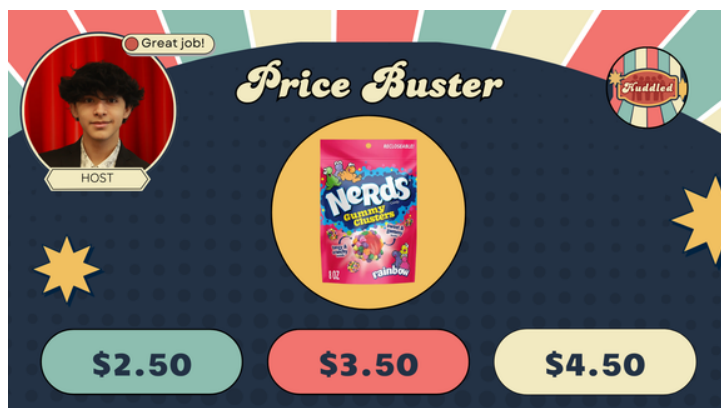
The Huddled Experience and the team-building effects are applied through games which are played within the offices that purchase the experiences. Our games are engineered by Huddled's own game design team, to incorporate themes and elements from classic, well-known game shows, with unique spins and features.



TRIVIA DISTORT



DOODLE



PRICE BUSTER



CHOOSE 'EM

BUSINESS RATIONALE

CUSTOMER EMPATHY

Gen Z is in the midst of a crisis: they suffer from substantial anxiety and stress about jobs, long-term financial stability and their futures. The core skill that Gen Z lacks, and which is at the center of Gen Z's worries, is perceived as a 'communication crisis', characterized by challenges in expressing themselves effectively through verbal and non-verbal means. The lack of communication skills, most likely caused by the pandemic lockdowns and heavy reliance on digital communication, serves to hinder in-person social interaction and has caused Gen Z to be viewed as undesirable hires.

By nearly all measures, Gen Z is struggling in the workplace, due to their reputation for poor and unprofessional communication skills. Huddled, operated primarily by members of Gen Z, has an acute understanding of the struggles that Gen Z is facing, through extensive research including surveys, workplace feedback, and statements from employers, Huddled identified a pattern where hiring managers cite communication difficulties as a major barrier to Gen Z's career advancement. Numerous studies and articles from major news organizations raise serious concerns about Gen Z's ability to be successful in the workplace. Intelligent found that "1 in 7 companies may refrain from hiring recent college graduates next year"[1]. These issues that Gen Z is facing demonstrate that they're the demographic Huddled needs to target, as they need Huddled's services the most. Huddled addresses these challenges offering solutions tailored to the unique ways that Gen Z thinks, learns and communicates.

PROBLEM STATEMENT

The problem is that Gen Z suffers from poor time management, active listening and decision-making skills, and struggles to relate to older managers in the workplace. According to *Yahoo Finance*, 6 in 10 companies fired recent college graduates in early 2024 due to "poor communication skills" [2]. Additionally, *Forbes* reports that 49% of employees said that poor communication greatly impacted their productivity [3]. This shows that the root cause of Gen Z's difficulties comes from poor communication within their office and highlights the importance of effective communication. The London School of Economics found that the COVID-19 pandemic has negatively impacted workplace productivity, stating, "total factor productivity (TFP) fell by up to 5% during 2020-21" [4]. This decrease in productivity illustrates that workers are still recovering from COVID-19 struggles, unable to adjust to in-person office functions. This data points to the primary issue being a lack of connection and communication within the office environment.

EMPATHY SURVEY

Huddled conducted an empathy survey, regarding the effectiveness of traditional icebreakers, with 96% of respondents being within the company's target age group. 91% of respondents said that traditional icebreakers fail to foster communication with their team, demonstrating a need for more effective and fun ice breakers.

How old are you?	13-17	18-35	35	50
Response	58%	38%	2%	2%
Do traditional icebreakers fail to foster communication.	Disagree		Agree	
Response	9%		91%	

HUDDLED EMPATHY SURVEY DATA

SOLUTION STATEMENT

Huddled recognizes that developing interpersonal communication and marketable office skills is essential to improving workplace productivity, and keeping Gen Z employed. To solve the problems Gen Z experiences, Huddled provides virtual experiences designed to build communication, relationships and teamwork within an office setting through Huddled’s 60-minute “Huddled Experience”, consisting of five, 10-minute team-building activities, facilitated by a live host on Huddled’s web-based platform.

Some Huddled experiences are modeled after classic game shows, such as, The Price is Right, Family Feud, Jeopardy, and Let’s Make a Deal, which is infused with the company’s proprietary designs and questions. Other games offer Huddled’s take on traditional games including Pictionary, memory, and Scrabble, among numerous others. These game designs allow Huddled not only to connect with the company’s target audience of Gen Z but also to instill a sense of nostalgia and fun within Huddled’s older demographic, allowing Huddled to bridge the gap between Gen Z and their older coworkers and superiors. Additionally, many of Huddled’s experiences, such as those like the Price is Right and Let's Make a Deal, allow Huddled to directly advertise other companies within Huddled’s games.

Huddled Experiences challenge players to cooperate in a competitive environment towards a common goal. According to Forbes, competitiveness has been shown to “enhance motivation, pleasure, and bonding” and “effective communication improves productivity by 25% when team members feel connected and aligned” [5 and 6]. Implementing fun competition in a workplace allows employees to connect at work on a personal level, providing a more comfortable and efficient working experience for everyone involved.

COMPANY GOALS

Huddled is committed to achieving clear, measurable goals and utilizes a strategy to ensure that all employees can contribute to the Company’s vision. Huddled has set short-term goals to help execute the Company’s long-term expectations and overall growth.

GOALS		SHORT TERM GOALS	STRATEGY
		Finish beta testing the Huddled Web-Based Platform April 1, 2025	Utilize Huddle’s creative team and in-house web designer to complete the coding and design of Huddled’s platform and engage in beta testing to ensure full functionality of the site.
		Achieve profitability and generate \$1.41M April 1, 2025	Engage in a strategic marketing plan and participate in VE trade shows, make direct contract and online sales. Huddled’s Finance department will regularly monitor the company’s accounts, which will drive sales.

GOALS

LONG TERM GOALS

Expand services to include hybrid experiences

Jan 1, 2027

Expansion
Jan 1, 2030

STRATEGY

Develop physical creative challenges to pair with the company's online platform to enhance Huddled's offerings to customers. (ex. Lego building; card house making)

Strategically expand Huddled's presence to major metropolitan areas and hire additional facilitators (hosts) enabling the company to operate in multiple different time zones at once and include additional language options.

EXTENSION STRATEGIES

After onboarding and expanding the company's team of game designers, Huddled plans to introduce an AI-host to Huddled's experiences as a cost-effective option for clients. By reducing the need for live hosts, AI integration will lower costs while enhancing accessibility through the inclusion of a variety of languages and allowing customers to use huddled outside of the dedicated operational hours, ultimately allowing Huddled to be introduced into a wider range of corporate environments worldwide.

Huddled plans to introduce a generated team report after a team plays a Huddled Experience, which would provide companies with insights into team dynamics, strengths, and potential weaknesses, with tailored solutions to any shortcomings a team may have.

ABOUT THE BUSINESS

COMPANY OVERVIEW

Huddled, Inc. was formed as a C-Corporation, headquartered in Brooklyn, NY, at Edward R. Murrow High School. Huddled is an HR Tech company that hosts live game show-style team-building experiences to help newly employed Gen Z connect with their office environments. The 'Huddled Experience' is a 60-minute activity hosted through a web-based platform that offices will use to play fun, teamwork-focused games, designed to foster productive collaboration and friendly competition between colleagues. All experiences are facilitated by a live host to increase engagement and participation for each game. To play, customers will reserve a time slot through the Huddled website, where they can either compete internally or play against another company.

MISSION STATEMENT

To inspire teamwork and connections through live, game-driven experiences.
We strive to strengthen bonds and grow together in trust and productivity.

ORGANIZATION

Huddled prides itself on its collaborative organizational structure. At Huddled's core is the administrative team, comprised of the Chief Executive Officer ("CEO"), Chief Operational Officer ("COO") and Operations Manager ("OM"). While the CEO leads the company and holds the vision for its future, he actively collaborates with the COO and OM to make decisions for Huddled. Huddled is divided into four departments who work directly with administration, including: Marketing, Finance, Human Resources and Creative. Each department is led by a chief, with a manager and employees. Some employees have unique roles, such as social media manager, game designers, and newsletter manager. In addition, the Company has several mentors including the company's VE Coordinator, a CPA, corporate attorney and other professionals, who support and help guide the direction of the company.



COMPANY CULTURE

Huddled encourages a positive company culture by prioritizing open communication and collaboration among employees. These commitments are reflected in the company's circular organizational structure, which replaces the typical hierarchical structure, to emphasize Huddled's value on equality and contribution from every team member. By taking this inclusive approach, Huddled's employees understand that everyone is equally valuable to the Company, boosting morale, improving the quality of work produced, and promoting a respectful and ethically driven workplace.

Huddled's corporate culture follows the 3 C's: **Communication**; **Connection**; and **Collaboration**. To reinforce these values for Huddled's employees, and reward them for their work, the Human Resources team organizes celebratory parties and hosts events in the office, as well as recognizing an employee of the month for exceptional work. Additionally, Huddled understands that valuing employees as individuals is crucial to the success of the workplace as a whole, which is why Huddled celebrates birthdays and employees' other personal accomplishments. Promoting productivity in a cheerful environment is one of Huddled's most important priorities.

CORPORATE SOCIAL RESPONSIBILITY

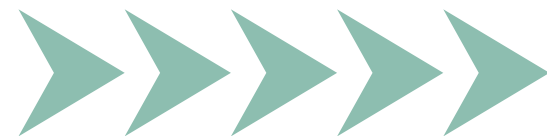
Huddled's corporate social responsibility plan ("CSR") is focused on helping Gen Z and future generations succeed in the future, by providing them with the necessary office skills to increase productivity in the workforce. Because of this, the company will offer heavily discounted subscription plans to high need schools, so that Gen Z can develop professional communication skills early in their academic careers. Huddled's interactive game show style experience is accessible for kids who are already familiar with games. It should be noted that, since the company operates exclusively online, it contributes less to environmental issues such as global warming and carbon footprints.

SWOT

Huddled regularly conducts a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats), to evaluate internal and external factors that impact the Company's success and effectiveness. Conducting these analyses help Huddled to strengthen its operations, identifying where to allocate resources, exercise caution, and allows Huddled to operate mindfully and successfully for optimum growth.

STRENGTHS

- Highly engaging experiences and games
- Able to be personalized and customized
- Ability to adapt to various industries



WEAKNESSES

- Difficulty designing experiences and games to solve communication problem
- Limited brand recognition



OPPORTUNITIES

- Growing Gen Z target market
- Currently high onboarding costs



THREATS

- Cyber-attacks on website or platform
- Data leaks of client information



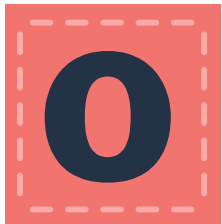


STRENGTHS

Huddled's experiences are highly engaging, which allow for the employees that play the games to have fun and truly connect with their colleagues. This fosters stronger communication skills, which, when applied to everyday work, boosts productivity and creates a more cohesive team. This incentivizes companies to return, since they are confident that Huddled promotes and teaches healthy communication for their employees. Additionally, Huddled can be fully personalized to fit the unique needs of its customers' offices providing a targeted and thus, meaningful experience for all companies. Huddled offers convenience to companies that want to use Huddled to better their team, alleviating concerns about set-up or adaptability as Huddled Experiences can be played on various platforms and on different distances to remote offices.

WEAKNESSES

Huddled's games are effective, however, they are difficult to design. Designing an effective experience requires a team of professionals to construct a procedure which encapsulates the team-building properties of friendly competition and teamwork. As Huddled gains market share, the company will combat this difficulty by onboarding more game designers to ensure quality and effectiveness. Additionally, Huddled struggles with a lack of brand recognition, as it's a first-year startup. To establish Huddled as a brand, it uses an aggressive marketing strategy on Instagram, LinkedIn, and Facebook to establish itself with companies and other potential customers.

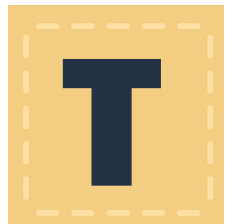


OPPORTUNITIES

Huddled's primary target market (Gen Z employees) is growing rapidly and is predicted to make up around 30% of the workforce by 2030. This ensures that Huddled's demand will grow, because the companies hiring these new members of the workforce will need Huddled's help. Additionally, the typical onboarding cost that companies spend is roughly \$4500. This high cost to onboard provides incentives for companies to retain their employees rather than hire new ones, which is Huddled's primary effect, thus making the company a desirable and recession-proof asset to a company.

THREATS

Huddled, which operates through an online platform, faces the risk of cyber-attacks to the platform and the company's web servers. To combat this threat, the company has designed Huddled's server's frontend (website and experience platform) and backend (server, database, and APIs) to utilize NSA-approved encryption and hashing algorithms (AES-256, SHA-256, and BCrypt) to ensure security for Huddled's customers' data. Additionally, huddled abides by the General Data Protection Regulation ("GDPR"), and all other privacy laws to ensure that Huddled's customers' data is protected.



EXTERNAL ENVIRONMENT

COMPETITIVE ANALYSIS





REAL WORLD:

Huddled has identified Go Game as its only direct competitor in the real world, offering similar teambuilding events such as Networking Bingo, Classic Adventure, Jeopardy, and Calm During Chaos. While these games promote connection, the lack of a live host, resulting in lower engagement, less focused communication, and reduced enjoyment. Additionally, Go Game is not designed to address Gen Z's workplace communication challenges, giving Huddled a competitive advantage.

Huddled's indirect competitors include Kahoot and Virtual Enterprise ("VE"). Kahoot offers a hybrid platform for education and interactive learning, but is primarily designed for classroom use rather than workplace collaboration. VE helps students develop business skills and an entrepreneurial mindset through competitive experiences, but does not focus on team-building activities or lighthearted competition. This further strengthens Huddled's unique position in the market.

VIRTUAL WORLD:

Huddled has no direct competitors in the virtual world however, Huddled does face indirect competition from Hive, an interactive community app aimed at high school students. While Hive offers some engagement features, it lacks Huddled's key differentiators, including a live host, interactive games, and a strong focus on team communication. Given its unique and high-quality service, Huddled is well-positioned for success in the Virtual Enterprise market. Huddled is driven by the mission to help VE students to connect in a fun and engaging way.

	VE WORLD	REAL WORLD		
				
CATERED TO GEN Z	✓	✗	✗	✓
UNIQUE GAMES	✗	✓	✓	✓
PROMOTES TEAM COMMUNICATION	✗	✓	✓	✓
HAS A LIVE HOST	✗	✗	✓	✓

CURRENT ECONOMIC CONDITIONS

INFLATION RATES

The Consumer Price Index (CPI) annual inflation rate increased from 2.6% in Q3 2024 to 3.0% in Q4 2024 [1]. This rise indicates that the cost of goods and services is increasing, reducing consumers' purchasing power and willingness to spend. The 3.0% inflation rate is 1% higher than the Federal Reserve's target rate of 2%, suggesting that interest rates may be raised in the coming months if it doesn't decrease [2]. These elevated rates can be attributed to the lingering effects of Covid 19, during which large amounts of money were injected into the economy. While businesses may have reduced spending, Huddled remains a cost-effective alternative to its main competitor, Go Game, reducing the impact of inflation on sales of the Huddled experience.

REAL GDP

In Q4 2024, the U.S. Real GDP (RGDP) growth rate declined to 2.3%, down 0.8 percentage points from 3.1% in Q3 2024 [3]. While this decrease may seem alarming, the growth rate remains within a healthy range of 2-3%, indicating steady economic expansion. The slowdown in the Real GDP growth rate can be largely attributed to reduced consumer spending due to the increase in inflation heading into 2025 [4]. Although a decrease in RGDP growth suggests that businesses are spending less money than they did previously, companies are seeking cost-effective solutions to boost productivity. As a result, affordable employee engagement tools like Huddled are in high demand among businesses striving for efficiency.

INFLATION



3.0%

REAL GDP



2.3%

UNEMPLOYMENT

GEN Z



8.1%

UNEMPLOYMENT RATES

As of January 2025, the U.S. civilian unemployment rate is 4.0 [5]. This number is a 0.3% percentage point increase from January 2024's rate of 3.7%. This slight increase means fewer people are earning wages and contributing to consumer spending. However, it also indicates an expanding labor pool, allowing businesses to be more selective with their hires. With higher expectations for employee performance, communication and collaboration skills - enhanced by Huddled - become even more essential in the current economy. Additionally, during uncertain economic times, companies may

prioritize employee retention, making engagement tools like Huddled valuable in fostering workplace satisfaction and productivity. As of February 2025, Gen Z's core age group (20-24), had an unemployment rate of 8.3% [6]. This rate is 4.3 percentage points higher than the national unemployment rate, signaling that there is a significant gap between older generations and Gen Z, highlighting the importance of Huddled services with its assistance in Gen Z job retention.

INTEREST RATES

In January 2025, the Federal Reserve lowered the Federal Interest rate to 4.33%, a 0.15 percentage point decrease from December 2024’s rate of 4.48% [7]. This reduction aims to encourage households and businesses to borrow and spend, to counter rising unemployment rates. Additionally, the U.S. Prime Rate has dropped to 7.50% which is in line with the decrease in Federal Interest rates [8]. With a lower cost of borrowing, businesses may be more willing to invest in employee engagement tools like Huddled to strengthen workplace communication and collaboration.

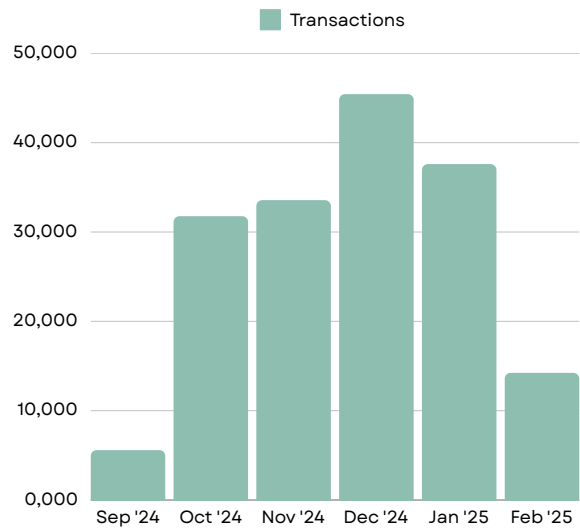


INDUSTRY ANALYSIS

REAL WORLD INDUSTRY ANALYSIS

Huddled has significant growth potential within the HR Technology Industry, which boasts a large market size, strong profitability, and projected expansion over the next decade. The global HR Tech market size was valued at \$37.66 billion in 2023 and is projected to grow from \$40.45 billion in 2024 to \$81.84 billion by 2032, reflecting a compound annual growth rate (CAGR) of 9.2% over this period [9]. Additionally, with nearly one million HR professionals in the United States in 2023, and a recent B2B Review found that over half of HR professionals seek tech solutions for training and employee retention, Huddled’s opportunities for expansion are significant. Moreover, 55% of companies are increasing their HR tech budget this year, signaling strong industry momentum [10]. As the HR tech industry continues to flourish, Huddled is well-positioned to grow along with it.

VE MARKET TRANSACTIONS



VIRTUAL INDUSTRY ANALYSIS

Within the Virtual Enterprise market, Huddled operates in the business service industry. Data from October 10, 2024, to March 5, 2025, including trade show sales, student purchases and B2B transactions, indicate strong growth potential for Huddled. The average transaction income for all virtual enterprise firms is \$2.52k, significantly lower than the business services industry’s average rate of \$20,485, an increase from last year's \$17,271. The rising customer-perceived value of technology, as reflected in the increased transactions, demonstrates that Huddled is part of a profitable and in-demand industry.

MARKETING PLAN

TARGET MARKET & MARKET SEGMENTATION

Huddled targets two primary markets: **HR Departments and company leaders** in New York-based corporations; and **their employees**, particularly Gen Z professionals.

Huddled designs games catered to the issues facing Gen Z employees, while incorporating a nostalgic game show theme and format to foster bonding with their older employees. According to Yahoo Finance, “between 2021 and 2022, more than 42% of people moving to New York City were Gen Z” [1]. Due to this surge in Gen Z’s population, Huddled will initially target NYC-based companies to align with its target audience. Additionally, many of these new young professionals relocating to New York struggle to adapt to the corporate and social culture, making Huddled a valuable tool for workplace integration.

Huddled’s games specifically focus on both improving and enhancing communication between management and employees, promoting a healthy and productive work environment. Huddled is designed as a tool to complement the efforts of the HR team by fostering better communication and thus, collaboration, through engaging team-building activities. While HR professionals make purchasing decisions, the games must appeal to Gen Z employees to ensure engagement and effectiveness. In assessing Huddled’s target market, it utilizes a method called **Ideal Customer Profiling (“ICP”)**, to refine the Company’s marketing efforts. This allows Huddled to better visualize its potential customers, optimize marketing efforts and assist Huddled in reaching its primary targets.

PRIMARY TARGET MARKET #1



Meet Dani,
CHRO of Acme, Inc.

Demographics: Gen X, CHRO for consulting firm, English speaking

Geographics: Works in NYC; resides in the suburbs

Psychographics: Values collaboration, productivity and a strong workplace culture. Struggles with integrating Gen Z employees, affecting team effectiveness.

Socio Economics: College educated, likely obtained a bachelor's and master's degree, earning a median yearly salary of \$319,000 [2], Dani has been with Acme, Inc. for a while and is always looking for ways to improve the office environment while dealing with the onboarding of the new working generation.

PRIMARY TARGET MARKET #2



Also, meet Oskar,
Employee at Acme, Inc.

Demographics: Gen Z, new hire at a consulting firm, English speaking

Geographics: Lives in NYC

Psychographics: Excited about work but struggles with corporate communication and integration with older colleagues. Values a healthy workplace and social connection.

Socio Economics: Recent college graduate, earning an average salary of \$34,462, managing student loans and focused on keeping his job [3].

Huddled's secondary target market includes educational institutions and their leaders. Huddled offers bulk sales of its Huddled Experiences to schools and universities, to better prepare students for real world office environments and help them develop communication skills for professional settings. Huddled Experiences can also be used to facilitate student collaboration, as Huddled Experiences include activities that younger age groups can enjoy. By bridging the gap between academic and professional life, Huddled helps students transition seamlessly into the workforce.

Huddled's tertiary target market includes businesses who are interested in promoting their products and services. These businesses can integrate their offerings into Huddled's games, as a simple, yet effective way to increase visibility and engagement.

SECONDARY TARGET MARKET



Meet Principal Allen Barge,
Principal of Edward R. Murrow High School
Demographics: Experienced high school principal of Gen Z students; English speaking

Geographics: Based in Brooklyn, NY

Psychographics: Values real-world education and fostering student collaboration wants to best prepare their students for business settings.

Socio Economics: College educated with a bachelor's and master's degree, earning the median yearly salary for a principal of \$297,000, enjoys long-term job security [4].

TERTIARY TARGET MARKET



Meet Brisny, CMO of Acme Inc.
Demographics: Gen X, CMO of a consulting firm, English-speaking

Geographics: Based in New York

Psychographics: Interested innovative marketing strategies to increase brand exposure of Acme Inc.

Socio Economics: College educated, likely earned a bachelor's and master's degree, earning a median yearly salary of \$327,000, Brisny has been with Acme, Inc. for a long time and is interested in increasing the visibility of Acme, Inc. to other companies to advertise Acme's consulting services [5].

MARKETING MIX

PRODUCT

Huddled is a web-based, game show-themed experience designed to promote workplace communication and collaboration. The Huddled Experience features a live virtual host that guides participants as they collaborate on a series of unique team-building games and challenges. The experience uses questions engineered to foster collaboration in friendly competition which raises team spirit. Additionally, Huddled offers advertising services, allowing brands to feature their products or services in Huddled's games, similar to traditional game shows like Family Feud and The Price is Right. In addition to Huddled's traditional games the company has two signature games, "Code Red" and "Corporate Crash," which were specifically designed to help Gen Z.



PRICE

Huddled operates with low costs (**12% of each game's revenue**), putting Huddled in a position to have high-profit margins. Pricing is structured on a per-person model with volume discounts encouraging larger purchases (bookings). This approach was used because of Huddled's marketing team's analysis of the pricing strategy for its nearest real-world competitor, 'Go Game'. The Go Game's pricing approach is similar to Huddled's per-person model; however, on average, Huddled's pricing is **48% lower** than Go Game's.

COMPARISON BETWEEN GO GAME AND HUDDLED'S PRICES

People	5	15	20	25
Go Game	\$900.00	\$1200.00	\$1200.00	\$1200.00
Huddled	\$250.00	\$600.00	\$720.00	\$825.00
Discount	72.22%	50%	40%	31.25%

One-Time Purchases

Bronze

5 person experience

- Six, ten minute 'experiences' per month
- Live game host
- Technical support

\$275

Huddle Now

Silver

15 person experience

- Six, ten minute 'experiences' per month
- Live game host
- Technical support
- Set-up assistance

\$630

Huddle Now

Gold

20 person experience

- Six, ten minute 'experiences' per month
- Live game host
- Technical support
- Set-up assistance
- Game Customization

\$800

Huddle Now

Platinum

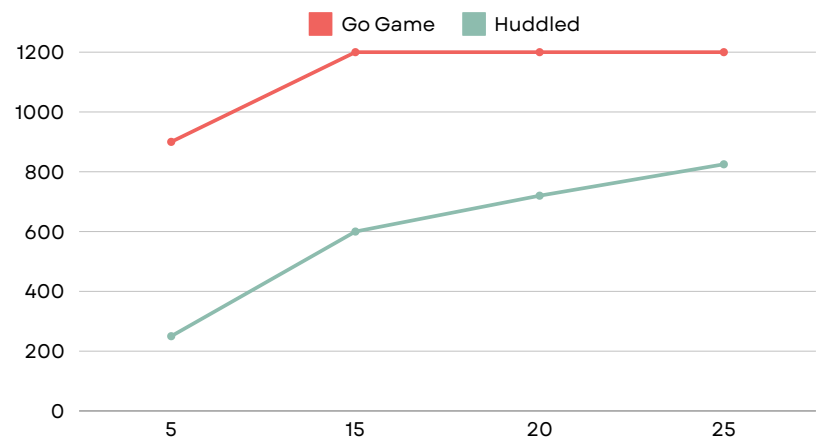
25 person experience

- Six, ten minute 'experiences' per month
- Live game host
- Technical support
- Set-up assistance
- Game Customization
- Event Planning

\$925

Huddle Now

HUDDLED VS. GO GAME PRICES



Huddled offers a significant discount compared to Go Game's prices, incentivizing customers to buy Huddled's products with a strategy called **Penetration Pricing**, in order to establish Huddled in the industry. With a **72% discount** on 5-person experiences, Huddled has increased accessibility and affordability for smaller groups with smaller budgets, which is commonly found in the company's target markets.

In addition, Huddled incorporates an **Anchor Pricing** strategy to increase customer retention and revenue. Huddled offers both one-time experiences and subscription plans, with the subscription packages yielding an average discount of **8.67%** for the customer. This pricing difference has a minor impact on revenue, however, provides the viewer with a psychological incentive to buy the subscription plan. To encourage customers to buy the subscription plan, huddled uses the one-time experience price as the "anchor point," and then shows the rate of the subscription plans to highlight the discount they'd receive. This effect benefits Huddled because the subscription plan, while being less expensive up front, ensures the customer will be billed again next month for their monthly experience, driving up revenue and customer retention.

Further, Huddled applies a Bundle Pricing strategy within its per-person pricing model, by decreasing the cost per person as participant group sizes increase. Huddled's rates start at **\$50** per person for a 5-person experience and decreases to **\$33** per person for 25-person experience. By providing a discount on larger and bundled experiences, Huddled incentivizes customers to include more players in their experiences, increasing the amount of money customers would spend with Huddled.

HUDDLED'S COST PER PERSON

Number of people playing	5	15	20	25
Cost per person	\$50	\$40	\$36	\$33

In addition to experiences, Huddled offers **advertising packages**. Huddled offers companies the opportunity to purchase banner advertisements on the Huddled website, implement product placement in the experiences, or both.

Product Placement

- One month of having your product, service, or company within our games and prize pool

\$3000 / Month

[Huddle Now](#)

Banner & Product Placement

- One month of banner advertisements on our website
- One month of having your product, service, or company within our games and prize pool

\$4500 / Month

[Huddle Now](#)

Subscription Plans

Bronze

5 person experience

- Six, ten minute 'experiences' per month
- Live game host
- Technical support

\$250 / Month

[Huddle Now](#)

Silver

15 person experience

- Six, ten minute 'experiences' per month
- Live game host
- Technical support
- Set-up assistance

\$600 / Month

[Huddle Now](#)

Gold

20 person experience

- Six, ten minute 'experiences' per month
- Live game host
- Technical support
- Set-up assistance
- Game Customization

\$720 / Month

[Huddle Now](#)

Platinum

25 person experience

- Six, ten minute 'experiences' per month
- Live game host
- Technical support
- Set-up assistance
- Game Customization
- Event Planning

\$825 / Month

[Huddle Now](#)



Huddled provides numerous product placement and other advertising opportunities to corporate clients who want to reach a similar target audience, in a less traditional way. This style of placement is like the way traditional game shows such as Family Feud, the price is right, let's make a deal embeds products as part of their game. This allows for the advertising of products and services to become part of the gaming experience, allowing players to discover products organically.

ZOOMIES, SLEEP EASY, EASE, AND PATCH-EASE ARE ALL VE COMPANIES

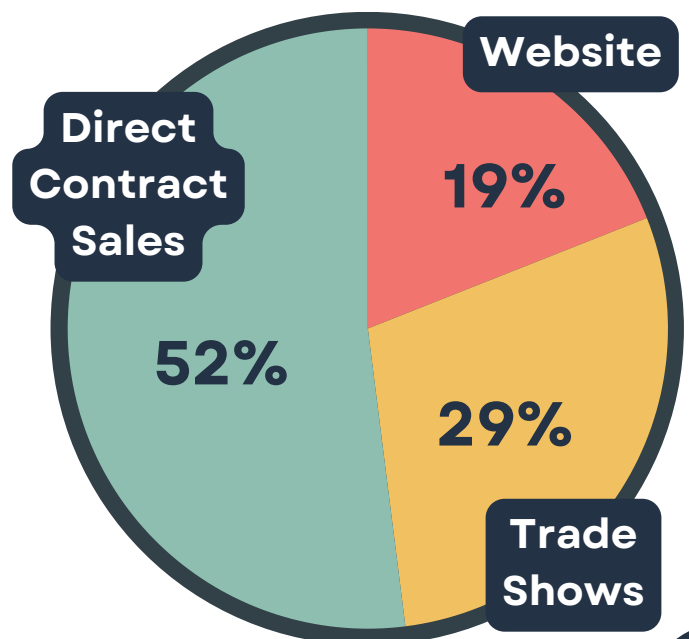
PROMOTION

Huddled engages its primary and secondary target audiences through the use of digital marketing strategies on **Instagram and LinkedIn, and through the Huddled.com e-commerce website to post sales, promotions, and other Huddled events.** LinkedIn is designed for professional networking, which is why it is Huddled's primary platform to find HR professionals willing to buy a Huddled Experience. Based on Huddled's research, LinkedIn reports having more than **55,800 accounts** identified as an HR professional. Gen Z aged 18-24 are the largest demographic on Instagram, making up **31.7% of all users on the platform** [6]. Huddled will use post engagement (likes, comments, or reposts) on social media from marketing and HR professionals as an invite to contact them through email, direct messages, and calls. Additionally, Huddled promotes and sells its services in the virtual world during trade shows, allowing direct connection to other VE businesses. Huddled posts discount codes for Huddled services for holidays on Instagram to drive up awareness about the discount periods.

Huddled spends a total of **\$2,000 a month** on promotion to meet sales goals of the marketing and sales team. Huddled's primary target market includes HR managers and Gen Z, so the company invests **\$1500** towards social media marketing targeting primary websites most HR departments and HR utilize often like LinkedIn. LinkedIn charges on average between **\$5.01-\$8.00 per 1000 impressions** (views), meaning huddled can reach approximately **185,000-300,000 people** [7]. Huddled allocates **\$500** to Instagram advertisements, which cost on average **\$0.01-\$4.00 per 1000 impressions**, which allows **50,000,000-125,000 people** to be reached [8].

PLACEMENT

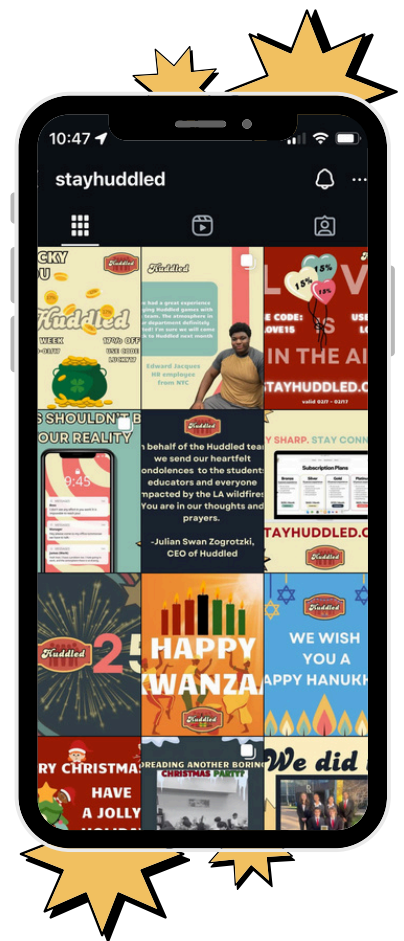
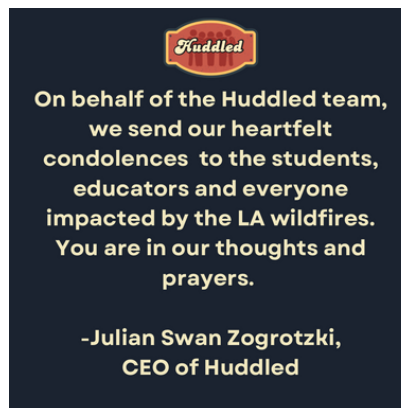
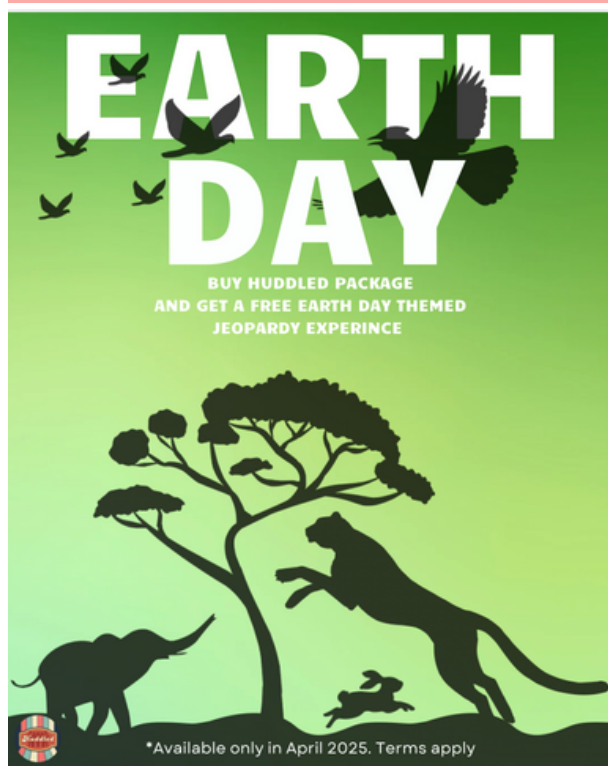
Huddled's services are easily accessible through its user-friendly e-commerce website, **stayhuddled.com**, where customers can quickly browse and schedule Huddled Experiences. The company promotes its website through targeted advertisements across various platforms. Additionally, customers can connect with Huddled through the Virtual Enterprise Hub ("VE Hub") and participate in virtual sales meetings during online trade shows. Online sales account for approximately **19%** of Huddled's total sales revenue, while trade show sales contribute 29%. The remaining 52% comes from a large direct contract sale with Principal Allen Barge.



POSITIONING:

Huddled is more than just a game; it's a powerful tool designed to help ambitious teams enhance communication and bring out the best of their capabilities. Through its interactive online platform and curated gaming experiences, Huddled engages users and encourages stronger connections and improved collaboration. Huddled's marketing reinforces this mission, highlighting for customers its role in boosting productivity, teamwork and employee retention. Additionally, Huddled actively demonstrates its commitment to social responsibility, sharing messages of support for causes such as the LA Wildfires, Earth Day, and Holidays throughout the year - extending its impact beyond the workplace and into daily life.

HUDDLED'S INSTAGRAM POSTS



TRADEMARK AND BRANDING



Huddled is a resource that professional teams can use to have fun, connect with one another, and feel comfort in knowing that Huddled will leave a positive impact on workflow, retention and collaboration on their team. The Huddled logo features a team in a huddle, which signifies connections, active listening and coming together as a team with a plan of action. Huddled wants customers to understand that communication is the root of success, and its services are a way to improve and maintain a well-connected and communicating team.

DISCUSSION OF BUSINESS RISKS

PRODUCT

Risk	Problem	Solution
Retention/ Engagement	After the initial excitement, users may lose interest in the platform or find that their staff is uninterested in engaging in further Huddled Experiences, leading to low retention rates.	Regularly introduce new games and features to keep the experience fresh and use data analytics to understand disengagement trends and personalize outreach to re-engage users.
Scalability Challenges	If Huddled experiences a sudden growth, Huddled may not be able to keep up with demand, hire and train quality live hosts, or maintain a website capable of handling the increased traffic.	In addition to creating a platform which can support a large player base, we'll also have a large enough pool of hosts and employees which can withstand sudden surges in Huddled's player base.
Issues with Huddled's Online Platform	Since Huddled is a digital business, there are the possibilities of having issues such as technological failures, cybersecurity threats, or data leaks.	To resist these issues, Huddled's platform will be developed utilizing up-to-date, NSA-approved encryption and hashing, which ensures application security.

CUSTOMER RETENTION PLAN

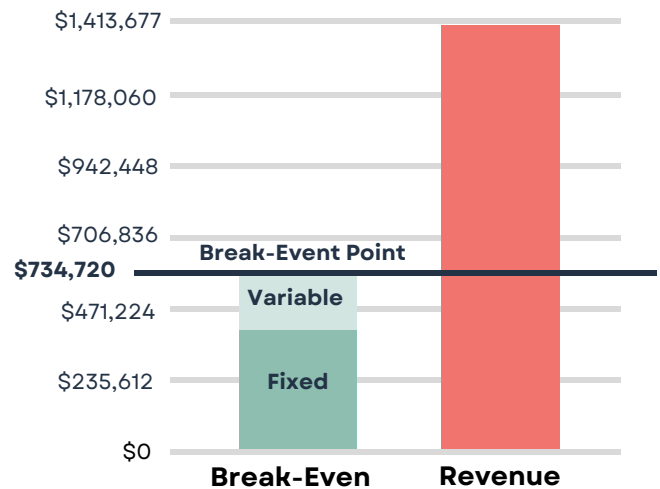
Huddled's online platform provides seamless access for repeat and returning customers, subscription incentives for cost savings and discounts, and automated billing for continuous engagement. As a result, X% of Huddled's customers in February were returning users, ensuring steady retention and minimizing customer turnover.

FINANCIAL PLANNING

BREAK EVEN ANALYSIS

The break-even analysis is a key financial tool used by Huddled to set prices and maximize profitability. To break even by late March 2025, Huddled must sell 41 units, in the amount of \$17,920 per unit, generating a total sales revenue of \$734,720. The average cost of services sold per unit is \$1,944.00. Huddled's fixed costs total of \$651,270.81, including salaries, advertising, insurance, rent, payroll tax, utilities, depreciation, and supplies. With these figures, Huddled is positioned to achieve a profit margin of 89.15%. Determining the break-even point, provides Huddled with valuable insights enabling it to refine marketing strategies, pricing models, and trade show performance, improving overall business operations.

Fixed Cost:	\$651,270.81	
Variable Cost:	+	\$79,704.00
<hr/>		
Break-Even:	\$730,974.81	41 units (40.77 units)



DETAILED PROFIT & LOSS STATEMENT

Huddled's Profit and Loss Statement reports actual figures from October through February projections for March through April. Although incorporated in late October 2024, Huddled began generating sales in November 2024. That month, a successful trade show brought in \$119,352.15, followed by a substantial direct contract sale with Allen Barge in December totaling \$409,537.35. By fiscal year-end on April 30, 2025, Huddled expects total sales revenue of \$1,093,516.63 from trade shows, online sales and direct contracts. With cost of services at \$137,682.08, projected gross profit stands at \$955,834.55, reflecting a gross profit margin of 87.41%. After deducting \$643,070.83 in operating expenses, including, salaries, payroll tax, rent, utilities, insurance, supplies advertising and depreciation, and corporate income tax, Huddled projects a Net Income After Taxes of \$247,083.34.



PROFIT & LOSS PROJECTED FOR THE YEAR ENDING IN APRIL 30, 2025

	Actual October	Actual November	Actual December	Actual January	Actual February	Projected March	Projected April	Total
Sales Revenue								
Online Sales	\$ -		\$ 10,092.75	\$ 17,898.40	\$ 42,375.98	\$ 162,960.00	\$ 182,500.00	\$ 415,827.13
Tradeshow Sales	\$ -	\$ 119,352.15		\$ -	\$ -	\$ -	\$ 148,800.00	\$ 268,152.15
Direct Contracted Sales	\$ -	\$ -			\$ -	\$ -	\$ -	\$ -
Accounts Receivable	\$ -		\$ 409,537.35					\$ 409,537.35
Total Sales Revenue	\$ -	\$ 119,352.15	\$ 419,630.10	\$ 17,898.40	\$ 42,375.98	\$ 162,960.00	\$ 331,300.00	\$ 1,093,516.63
Cost of Services Sold	\$ -	\$ 14,919.02	\$ 52,453.76	\$ 2,237.30	\$ 5,297.00	\$ 20,385.00	\$ 42,390.00	\$ 137,682.08
Gross Profit	\$ -	\$ 104,433.13	\$ 367,176.34	\$ 15,661.10	\$ 37,078.98	\$ 142,575.00	\$ 288,910.00	\$ 955,834.55
Gross Profit Margin %	0.00%	87.50%	87.50%	87.50%	87.50%	87.49%	87.20%	87.41%
Operating Expenses								
Salaries	\$ -	\$ 91,008.32	\$ 91,008.32	\$ 91,008.30	\$ 91,008.30	\$ 91,008.30	\$ 91,008.30	\$ 546,049.84
Payroll Tax	\$ -	\$ 6,962.13	\$ 6,962.13	\$ 6,962.14	\$ 6,962.14	\$ 6,962.14	\$ 6,962.14	\$ 41,772.82
Rent	\$ -	\$ 5,425.12	\$ 5,425.12	\$ 5,425.12	\$ 5,425.12	\$ 5,425.12	\$ 5,425.12	\$ 32,550.72
Utilities	\$ -	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 3,300.00
Insurance	\$ -	\$ 1,380.00	\$ 1,380.00	\$ 1,380.00	\$ 1,380.00	\$ 1,380.00	\$ 1,380.00	\$ 8,280.00
Supplies	\$ -			\$ 999.99		\$ 300.00	\$ 300.00	\$ 1,599.99
Advertising	\$ -	\$ -	\$ -	\$ -		\$ 2,000.00	\$ 2,000.00	\$ 4,000.00
Depreciation	\$ -	\$ 919.58	\$ 919.58	\$ 919.58	\$ 919.58	\$ 919.58	\$ 919.58	\$ 5,517.46
Total Operating Expenses	\$ -	\$ 106,245.15	\$ 106,245.15	\$ 107,245.13	\$ 106,245.14	\$ 108,545.14	\$ 108,545.14	\$ 643,070.83
Income from Operations	\$ -	\$ (1,812.02)	\$ 260,931.19	\$ (91,584.03)	\$ (69,166.15)	\$ 34,029.87	\$ 180,364.87	\$ 312,763.73
Net Income Before Tax	\$ -	\$ (1,812.02)	\$ 260,931.19	\$ (91,584.03)	\$ (69,166.15)	\$ 34,029.87	\$ 180,364.87	\$ 312,763.73
Corporate Tax			\$ 54,795.55			\$ 7,146.27	\$ 37,876.62	\$ 65,680.38
Net Income After Tax	\$ -	\$ (1,812.02)	\$ 206,135.64	\$ (91,584.03)	\$ (69,166.15)	\$ 26,883.59	\$ 142,488.24	\$ 247,083.34

BALANCE SHEET

Huddled, a startup in the HR tech industry, was founded with \$150,000 in angel investments and venture seed funding. As of February 28, 2025, Huddled's balance sheet reflects:

Total Current Assets: \$508,899.95

Total Assets: \$541,172.16

Total Current Liabilities: \$97,970.44

Stockholder's Equity: \$443,201.72

Total Liabilities & Stockholders' Equity: \$541,172.16

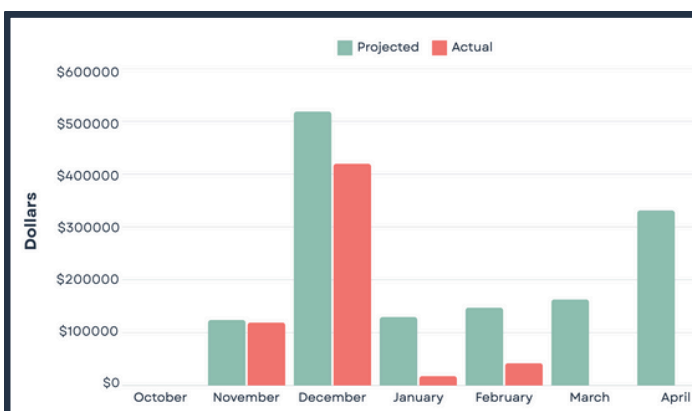
Huddled's equity structure includes \$170,000 in common stock and \$273,201.72 in retained earnings, as of February 2025. This equity position represents approximately 81.9% of Huddled's total capitalization. Huddled has stockholders' equity of \$443,201.72 and total liabilities and stockholder's equity of \$541,172.16. With a current ratio of 5.19:1, and quick ratio of 4.11:1, Huddled is well positioned to meet short-term financial obligation. Fixed assets include computers, furniture, and other office equipment, subject to depreciation.

BALANCE SHEET AS OF FEBRUARY 28, 2025

Current Assets		Amount	Current Liabilities		Amount
Cash		\$505,899.95	Accounts payable		
Investments (stocks)		\$0.00	Salaries payable		\$91,008.30
Accounts Receivable		\$3,000.00	Payroll tax payable		\$6,962.14
Supplies		\$0.00	Utilities payable		\$0.00
			Rent payable		\$0.00
			Insurance payable		\$0.00
Total Current Assets		\$508,899.95	Total Current Liabilities		\$97,970.44
Fixed Assets		Amount	Stockholders' Equity		Amount
Computers		\$24,192.00	Shares issued		\$170,000.00
Less: accumulated depreciation		\$2,419.20	Additional paid-in-capital		
Furniture and fixtures		\$8,280.00	In excess of par value		
Less: accumulated depreciation		\$828.00	Retained Earning		\$273,201.72
Office equipment		\$3,386.01	Total Stockholders' Equity		\$443,201.72
Less: accumulated depreciation		\$338.60	Total Liabilities and Stockholders' Equity		\$541,172.16
Total Fixed Assets		\$32,272.21			
Total Assets		\$541,172.16			

SALES PROJECTION SUMMARY

By the end of the 2024-2025 fiscal year, Huddled projects \$1.1 million in sales. As of February, actual revenue totaled \$598,962.38 from online sales, direct contract sales and participation in trade shows. Projected revenue from March and April is \$494,260, driven by online sales and trade show participation. Although



Huddled was established in October, sales began in November, following an initial month dedicated to development and planning. December through February saw lower sales due to limited trade shows and school breaks. To mitigate this, Huddled secured a \$409,537.35 direct contract with Principal Allen Barge, finalized in December with payments beginning in January. Additionally, Huddled closed a direct contract with Evy in January, with payment expected in March, placing it in accounts receivable. Looking ahead, Huddled expects to regain momentum with an upcoming trade show in March, 2025. With low average cost of services sold at \$1,944 and a strong profit margin of 87.5%, Huddled is well positioned to recover from earlier revenue shortfalls.

	Actual November	Actual December	Actual January	Actual February	Projected March	Projected April	Projected Total
Trade Show	\$ 119,352.15	\$ -	\$ -	\$ -	\$ -	\$ 148,800.00	\$ 268,152.15
Direct Contract Sales	\$ -	\$ 409,537.35	\$ -	\$ -	\$ -	\$ -	\$ 409,537.35
Online Sales	\$ -	\$ 10,092.75	\$ 17,898.40	\$ 42,081.73	\$ 162,960.00	\$ 182,500.00	\$ 415,532.88
Total Revenue	\$ 119,352.15	\$ 419,630.10	\$ 17,898.40	\$ 42,081.73	\$ 162,960.00	\$ 331,300.00	\$ 1,093,222.38

FINANCIAL SUMMARY




Huddled began operations in October 2024 with a strong financial foundation, back by a \$150,000 angel investment, \$50,000 in seed funding, and \$30,000 from competitions. This initial capital enabled a fast startup, covering early expenses and establishing a solid operational base. Huddled developed detailed sales projections using its break-even analysis, factoring in revenue from trade shows, competitions, direct contract and online sales. Operating expenses are projected to total \$643,070.83 by the end of the fiscal year. In December, Huddled secured a \$409,537.35 direct contract with Principal Allen Barge, ensuring stable foundation for payroll and operating costs. Additionally, Huddled earned \$119,352 in sales at the November Virtual Enterprise trade show, reinforcing revenue targets. As of February 28, 2025, Huddled's sales had improved compared to January. With the sales to date and projected revenue, total sales are expected to reach \$1,093,516.63. After production costs, Huddled anticipates a gross profit of \$955,834.55 reflecting a solid 87.41% gross profit margin. Huddled maintains a strong financial position, with a current ratio of 5.19:1 and a quick ratio of 4.11:1, ensuring it can manage additional expenses or unexpected challenges. This financial stability reinforces Huddled's commitment to maintaining trust with its customers and stakeholders.

APPENDIX


DIRECT CONTRACT SALE

 Huddled 1600 Avenue L Brooklyn, New York 11230	 Huddled 1600 Avenue L Brooklyn, New York 11230
December 13, 2024	CORPORATE COMMITMENT. By signing this agreement, Huddled hereby agrees to offer its services and the expertise of its offices as advisors to Barge to assist in the successful operations of Edward R. Murrow, thus protecting your valued investment in Huddled.
Allen Barge, Principal Edward R. Murrow High School 1600 Avenue L Brooklyn, NY 11230	By signing below, you represent that you have the authority to fully execute this agreement.
Dear Mr. Barge:	Signature _____ Signature 
This Agreement is effective as of the date listed above, by and between Huddled, Inc. ("Huddled") and Mr. Allen Barge ("Barge") for the services listed below, individually a "Party", and collectively, the "Parties". The Parties hereby agree to the following terms and conditions:	Julian Swan Zogrotzki, CEO Huddled, Inc.
SERVICES AND PURCHASE PRICE. Barge agrees to make a virtual purchase of 1,638 virtual Huddled packages, for the total price of \$409,537.35 in virtual dollars. The Parties agree that the packages shall be used within a period of three (3) years from the date of full execution of this Agreement.	Mr. Allen Barge, Principal, Edward R. Murrow High School
TERMS AND CONDITIONS. This contract is a one-time purchase, unless terminated earlier by either party. This agreement's ownership is not transferable to the party. Any efforts to assign the obligations and or rights under this agreement shall be void.	Date: <u>12/13/24</u> Date: <u>12/13/24</u>
Huddled guarantees the delivery of the quantities of items stated above in accordance with the terms and conditions stated in this agreement. Huddled hereby agrees to honor the firm-fixed prices stated above. During the period of the contract there will be no consideration for economic adjustments of prices.	
CANCELLATION. The duration of the final period of this agreement, either party is authorized to negotiate options years.	
WWW.HUDDLED.COM HUDDLEDINC.NY@VEINTERNATIONAL.ORG (718) 377-2871	WWW.HUDDLED.COM HUDDLEDINC.NY@VEINTERNATIONAL.ORG (718) 377-2871

ANGEL INVESTORS

The New York City Department Of Education Edward R. Murrow High School <small>EDWARD R. MURROW HIGH SCHOOL IS A SCHOOLS OF EXCELLENCE BY THE UNITED STATES DEPARTMENT OF EDUCATION</small> Roy Norstrom, Assistant Principal of Fine Arts, Business & CTE Allen Barge, Principal	The New York City Department Of Education Edward R. Murrow High School <small>EDWARD R. MURROW HIGH SCHOOL IS A SCHOOLS OF EXCELLENCE BY THE UNITED STATES DEPARTMENT OF EDUCATION</small> Roy Norstrom, Assistant Principal of Fine Arts, Business & CTE Allen Barge, Principal	The New York City Department Of Education Edward R. Murrow High School <small>EDWARD R. MURROW HIGH SCHOOL IS A SCHOOLS OF EXCELLENCE BY THE UNITED STATES DEPARTMENT OF EDUCATION</small> Roy Norstrom, Assistant Principal of Fine Arts, Business & CTE Allen Barge, Principal
October 29, 2024	October 29, 2024	October 29, 2024
Dear Huddled,	Dear Huddled,	Dear Huddled,
Please accept this letter of support as my intention to invest \$50,000 in Huddled, Inc. In exchange for this investment of funds, I understand that I will be taking an equity stake in the business by receiving a commensurate number of shares of stock in the company. I understand the number of shares awarded is based on a \$10 Par Value.	Please accept this letter of support as my intention to invest \$50,000 in Huddled, Inc. In exchange for this investment of funds, I understand that I will be taking an equity stake in the business by receiving a commensurate number of shares of stock in the company. I understand the number of shares awarded is based on a \$10 Par Value.	Please accept this letter of support as my intention to invest \$50,000 in Huddled, Inc. In exchange for this investment of funds, I understand that I will be taking an equity stake in the business by receiving a commensurate number of shares of stock in the company. I understand the number of shares awarded is based on a \$10 Par Value.
I affirm that on October 29, 2024, I engaged in the following with the above firm: 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 affirm that on October 29, 2024, I engaged in the following with the above firm: 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 affirm that on October 29, 2024, I engaged in the following with the above firm: 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.
Sincerely,  Brianna Ordover CTE VE Program Educator Edward R. Murrow High School	Sincerely,  Benjamin Rosenburg CTE VE Program Educator Edward R. Murrow High School	Sincerely,  David Thewissen CTE VE Program Educator Edward R. Murrow High School
1600 Avenue L, Brooklyn, New York 11230 (718) 258-8283 ext. 143/FAX (718) 252-2611	1600 Avenue L, Brooklyn, New York 11230 (718) 258-8283 ext. 143/FAX (718) 252-2611	1600 Avenue L, Brooklyn, New York 11230 (718) 258-8283 ext. 143/FAX (718) 252-2611

FIRM'S BANK ACCOUNT

Account details				
Account:	Huddled Inc. (Budget Checking) - 631392041 			
Period:	from 03/01/2024	until 02/28/2025	<input type="button" value="Show"/>	Download account details (Excel)
Date	Name/Description/Acct#	Ref#	Amount	Balance
Feb. 28, 2025	Alimusa Gadimli (US016733), Brooklyn, NY VE Checkout transaction #966199 02/28/2025 09:45 AM CT Acct #631396225	8109095	\$294.25	\$505,899.95

PROOF OF FINANCIAL HIGHLIGHTS

Good evening,

Thank you for your outstanding presentation at the Kumble Theater during the 2024 NYC Student Leadership Conference. As a recognition of your participation, we have deposited a **\$15,000** stipend into your firm's bank account. The funds will be available by tomorrow morning.



To ensure accurate record-keeping, please log this deposit in your accounting records as follows:

- Debit: Bank Account - \$15,000 (to reflect the increase in cash).
- Credit: Stipend Income or Event Income - \$15,000 (to recognize the income from the NYC Student Leadership Conference).

Please let me know if you have any questions.

Enjoy your long weekend,
Lindsay Dewey
Regional Manager - NYC & Mid-Atlantic
Virtual Enterprises International, Inc.

linktr.ee/veinternational
Visit our [website](#) and connect with VE on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).
Creating a Talent Pipeline for Tomorrow's Workforce.



Good evening,

Thank you for attending the NYC Student Leadership Conference and participating in the leadership sessions. We've deposited a **\$5,000** stipend into your firm's bank account as part of our commitment to supporting your professional development.



To ensure accurate record-keeping, please log this deposit in your accounting records as follows:

- Debit: Bank Account - \$5,000 (to reflect the increase in cash).
- Credit: Stipend Income or Event Income - \$5,000 (to recognize the income from the NYC Student Leadership Conference).

Please let me know if you have any questions.

Enjoy your long weekend,
Lindsay Dewey
Regional Manager - NYC & Mid-Atlantic
Virtual Enterprises International, Inc.

linktr.ee/veinternational
Visit our [website](#) and connect with VE on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).
Creating a Talent Pipeline for Tomorrow's Workforce.



BREAK EVEN ANALYSIS

X	Y	Y	Y	Y					
Units Sold	Revenue	Variable Cost	Fixed Cost	Total Cost					
1	\$17,920.00	\$17.00	\$651,270.81	\$651,287.81	22	\$394,240.00	\$42,768.00	\$651,270.81	\$694,038.81
2	\$35,840.00	\$3,888.00	\$651,270.81	\$655,158.81	23	\$412,160.00	\$44,712.00	\$651,270.81	\$695,982.81
3	\$53,760.00	\$5,832.00	\$651,270.81	\$657,102.81	24	\$430,080.00	\$46,656.00	\$651,270.81	\$697,926.81
4	\$71,680.00	\$7,776.00	\$651,270.81	\$659,046.81	25	\$448,000.00	\$48,600.00	\$651,270.81	\$699,870.81
5	\$89,600.00	\$9,720.00	\$651,270.81	\$660,990.81	26	\$465,920.00	\$50,544.00	\$651,270.81	\$701,814.81
6	\$107,520.00	\$11,664.00	\$651,270.81	\$662,934.81	27	\$483,840.00	\$52,488.00	\$651,270.81	\$703,758.81
7	\$125,440.00	\$13,608.00	\$651,270.81	\$664,878.81	28	\$501,760.00	\$54,432.00	\$651,270.81	\$705,702.81
8	\$143,360.00	\$15,552.00	\$651,270.81	\$666,822.81	29	\$519,680.00	\$56,376.00	\$651,270.81	\$707,646.81
9	\$161,280.00	\$17,496.00	\$651,270.81	\$668,766.81	30	\$537,600.00	\$58,320.00	\$651,270.81	\$709,590.81
10	\$179,200.00	\$19,440.00	\$651,270.81	\$670,710.81	31	\$555,520.00	\$60,264.00	\$651,270.81	\$711,534.81
11	\$197,120.00	\$21,384.00	\$651,270.81	\$672,654.81	32	\$573,440.00	\$62,208.00	\$651,270.81	\$713,478.81
12	\$215,040.00	\$23,328.00	\$651,270.81	\$674,598.81	33	\$591,360.00	\$64,152.00	\$651,270.81	\$715,422.81
13	\$232,960.00	\$25,272.00	\$651,270.81	\$676,542.81	34	\$609,280.00	\$66,096.00	\$651,270.81	\$717,366.81
14	\$250,880.00	\$27,216.00	\$651,270.81	\$678,486.81	35	\$627,200.00	\$68,040.00	\$651,270.81	\$719,310.81
15	\$268,800.00	\$29,160.00	\$651,270.81	\$680,430.81	36	\$645,120.00	\$69,984.00	\$651,270.81	\$721,254.81
16	\$286,720.00	\$31,104.00	\$651,270.81	\$682,374.81	37	\$663,040.00	\$71,928.00	\$651,270.81	\$723,198.81
17	\$304,640.00	\$33,048.00	\$651,270.81	\$684,318.81	38	\$680,960.00	\$73,872.00	\$651,270.81	\$725,142.81
18	\$322,560.00	\$34,992.00	\$651,270.81	\$686,262.81	39	\$698,880.00	\$75,816.00	\$651,270.81	\$727,086.81
19	\$340,480.00	\$36,936.00	\$651,270.81	\$688,206.81	40	\$716,800.00	\$77,760.00	\$651,270.81	\$729,030.81
20	\$358,400.00	\$38,880.00	\$651,270.81	\$690,150.81	41	\$734,720.00	\$79,704.00	\$651,270.81	\$730,974.81
21	\$376,320.00	\$40,824.00	\$651,270.81	\$692,094.81	42	\$752,640.00	\$81,648.00	\$651,270.81	\$732,918.81
					43	\$770,560.00	\$83,592.00	\$651,270.81	\$734,862.81
					44	\$788,480.00	\$85,536.00	\$651,270.81	\$736,806.81

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