



# Huddled

## EXECUTIVE SUMMARY 2024-2025

### ★ ABOUT THE BUSINESS

#### COMPANY OVERVIEW

Huddled, Inc. ("Huddled") was formed as a C-Corporation, 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 online 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 against another team.

#### ORGANIZATIONAL STRUCTURE

Huddled prides itself on its collaborative organizational structure. At Huddled's core is the administrative team, comprised of the CEO, COO and 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, each working directly with administration, each led by a chief, with a manager and employees, including: Marketing, Finance, Human Resources and Creative. Some employees have unique roles, such as social media manager, game designers, newsletter manager, etc. In addition, our company has a number of mentors including our VE Coordinator, a CPA, corporate attorney and other professionals, who support and help guide the direction of the 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.

### ★ BUSINESS RATIONALE

#### PROBLEM STATEMENT

The problem is that Gen Z suffers from poor time management, active listening skills, decision-making skills, and struggles to relate to older managers. According to Yahoo Finance, 6 in 10 companies fired recent college graduates in early 2024 due to "poor communication skills" and "lack of motivation"<sup>1</sup>. Additionally, Forbes cited that 49% of employees said that poor communication greatly impacted their productivity.<sup>2</sup> This shows that the root cause of Gen Z's difficulties comes from a lack of communication within their office. With Gen Z's reliance on online platforms and losing critical development years to the COVID-19 Pandemic, it's no surprise that they're facing these challenges. Referring to a Gen Z's experience during Covid 19, Vancouver Sun says, "pandemic restrictions have disrupted his age group's "most formative years."<sup>3</sup> This highlights a contributing factor to Gen Z's workplace failures.

#### SOLUTION STATEMENT

Huddled recognizes that developing interpersonal communication and marketable office skills is essential to improving workplace productivity and keeping Gen Z employed. Huddled provides virtual experiences designed to build communication, relationships and teamwork within an office setting. The 'Huddled Experiences', consists of five, 10-minute team-building activities, facilitated by a live host through on our web-based platform. Some Huddled experiences are modeled after traditional game shows, such as: The Price is Right, Jeopardy, and Let's Make a deal, which allows us to advertise other companies within our games.

1. Orianna Rosa Royle, "Bosses Are Firing Gen Z Grads Just Months after Hiring Them—Here's What They Say Needs to Change." Yahoo.com, Yahoo Finance, 26 Sept. 2024, [finance.yahoo.com/news/bosses-firing-gen-z-grads-111719818.html](https://finance.yahoo.com/news/bosses-firing-gen-z-grads-111719818.html).

2. Hoory, Leeron. "The State of Workplace Communication in 2023 - Forbes Advisor." Www.forbes.com, 8 Mar. 2023, [www.forbes.com/advisor/business/digital-communication-workplace/](https://www.forbes.com/advisor/business/digital-communication-workplace/).

3. Todd, Douglas. "COVID-19: Generation Z's Growth Held Back by Pandemic Isolation." Vancouversun, 28 Jan. 2022, [vancouversun.com/opinion/columnists/covid-19-generation-zs-growth-held-back-by-pandemic-isolation](https://vancouversun.com/opinion/columnists/covid-19-generation-zs-growth-held-back-by-pandemic-isolation).





Huddled Experiences challenge players to compete in teams towards a common goal. According to Forbes, competitiveness has been shown to “enhance motivation, pleasure, and bonding” and “effective communication improves productivity by 25%.”<sup>4</sup>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.

GOALS

SHORT TERM GOALS	STRATEGY
<b>Complete the Huddled Web-Based Platform</b> Jan 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.
<b>Achieve Profitability</b> 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 our accounts, which will drive sales.
LONG TERM GOALS	STRATEGY
<b>Expand to Hybrid Experiences</b> Jan 1, 2027	Develop physical creative challenges to pair with our online platform to enhance our offerings to customers. (ex. Lego building; card house making)
<b>Expansion</b> Jan 1, 2030	Strategically expand our presence to major metropolitan areas and hire additional facilitators (hosts) enabling us to operate in multiple different time zones at once and include additional language options.

★ **MARKETING PLAN**

TARGET MARKET

Huddled has two primary target markets: the Human Resources Departments and other company leaders in New York-based corporations, as well as their employees. Human Resource Departments and company leaders ensure team cohesion and workplace productivity by hiring people with the right skills for the right positions. In addition, we designed our games so that Gen Z employees enjoy them and want to engage in the team-building activities. Our secondary target market includes educational institutions and their leaders, who Huddled plans to sell in bulk to so they can better prepare students for office environments. Our service is primarily designed to foster communication within professional settings but can also be used to facilitate student collaboration since we’ve created activities that their age group can enjoy.



**Meet Dani,**  
**CHRO of Acme, Inc.**  
**Demographics:** Gen X,  
CHRO for consulting  
company, English speaking

**Geographics:** Based out of NYC,  
but lives in the suburbs  
**Psychographics:** Values effective  
collaboration, desires productivity  
and wants a healthy work  
environment; Struggling with their  
new Gen Z employees who  
communicate within the office, and  
it’s affecting their effectiveness.



**Also, meet Oskar,**  
**Employee at Acme,**  
**Inc.**  
**Demographics:**  
Gen Z, New  
employee at a firm,  
English speaking

**Geographics:** Lives in NYC  
**Psychographics:** Values a  
healthy workplace, wants to  
have fun with their  
coworkers; Struggling to  
connect with peers and  
adjust to corporate culture.



**Meet Mr. Barge, Principal**  
**of Edward R. Murrow High**  
**School, Brooklyn, NY**  
**Demographics:** Gen Z,  
New employee at a firm,  
English speaking

**Geographics:** High school in NYC  
**Psychographics:** Values real-world  
education and collaboration  
between students, wants to  
prepare their students for  
business settings; Struggling with  
student communication.

4. Ballard, Jason. “Council Post: Mastering the Art of Effective Communication: Building Productivity and Collaboration.” Forbes, 2024, [www.forbes.com/councils/forbescoachescouncil/2024/05/20/mastering-the-art-of-effective-communication-building-productivity-and-collaboration/](https://www.forbes.com/councils/forbescoachescouncil/2024/05/20/mastering-the-art-of-effective-communication-building-productivity-and-collaboration/).





## MARKETING MIX

### PLACEMENT:

The Huddled experience is accessible through the Huddled website, active social media, virtual and in-person tradeshow, and direct telephone sales.

### PRODUCT:

Huddled is a web-based, game show-themed experience that promotes team communication among professionals. Each experience will be offered in **hour-long** sessions, with pricing varied **according to the number of** participants. Huddled experiences feature a **live virtual host** that guides clients as they collaborate on unique team-building games.

### GAME EXAMPLE:



### PROMOTION:

To engage with Huddled's primary and secondary target audiences, Huddled plans to use digital marketing strategies on **Instagram and LinkedIn**, and our **Huddled.com** e-commerce website to post **sales, promotions** and other Huddled events. We will utilize **post engagements** as an invitation to **directly target** and contact interested consumers through **email, private messages, and calls**. Our sales and marketing team will implement direct sales techniques to interact with members of other firms during trade shows and VE events.

### POSITIONING:

Huddled positions itself as a tool that supports ambitious teams to improve communication between members and bring out the best of a team's capabilities. Huddled uses its online platform and curated gaming experiences to engage users and improve and maintain a well-connected and communicating team.

### PRICE:

The **flat rate** prices range from \$275-\$975 to host 5-25 participants in a Huddled Experience. Huddled incorporates bundle pricing strategies which make it more affordable to play with larger audiences which encourages customers to play with more people within the company. The **yearly subscription** offers convenient access to a variety of team-building games at a reduced rate. Huddled uses **bundle pricing** strategies at a reduced cost to provide customers with a mix of experiences and advertising opportunities.

## BUSINESS RISKS

RISK	PROBLEM	SOLUTION
Retention/ Engagement	After the initial excitement, users may lose interest in the platform or find that their staff is uninterested in 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 sudden growth, we may not be able to keep up with demand, hire and train quality live hosts, or maintain a website capable of handling increased traffic.	In addition to creating a platform which can support a large player base, we'll also have a sufficient pool of hosts and employees to withstand sudden surges in our player base.
Issues with our online platform	Since Huddled is a digital business, there is a possibility of having technological failures.	Our platform will be developed utilizing up-to-date NSA-approved encryption and hashing to prevent cybersecurity threats or data leaks.

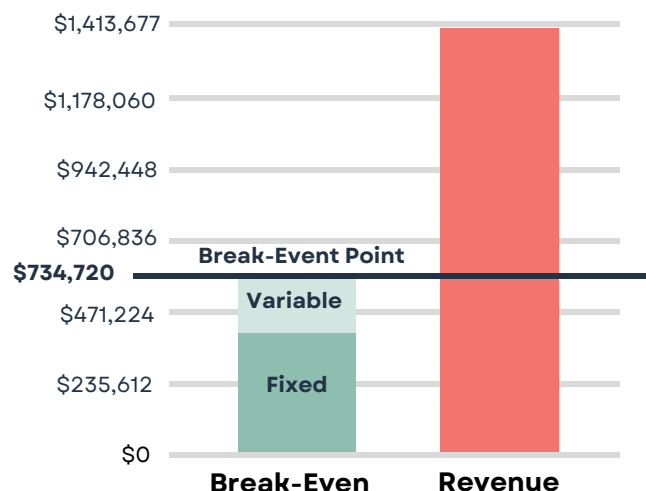




# FINANCIAL HIGHLIGHTS & PROJECTIONS

**BREAK EVEN** Huddled has an annual fixed cost of \$651,270.81, including salaries, advertising, insurance, rent, payroll tax, utilities, depreciation, and supplies. The variable expenses are **\$79,704**. The company must sell 41 units at an average selling price of **\$17,920** per unit to make **\$734,720** to break even and begin making a profit. With a low cost of goods sold of only **\$1,944**, the company has a high gross profit margin of **89.15%**.

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



## PROFIT & LOSS

As of November 2024, the company had a loss of \$4,112.01. Although this number may seem concerning, in months to come Huddled will increase sales by participating in additional trade shows and a large direct contract sale. By the end of Huddled's fiscal year, April 30, 2025, Huddled projects a Total Sales Revenue of **\$1,413,677.35** consisting of Total Online Sales of **\$731,340** through the website, total tradeshow sales of

### HUDDLED PROJECTED PROFIT & LOSS FY 2024-2025

	Nov Proj	Dec Proj	Jan Proj	Feb Proj	Mar Proj	April Proj	Total Proj
<b>Sales Revenue</b>							
Online Sales		\$ 108,800.00	\$ 129,660.00	\$ 147,420.00	\$ 162,960.00	\$ 182,500.00	\$ 731,340.00
Tradeshow Sales	\$ 124,000.00	\$ -	\$ -	\$ -	\$ -	\$ 148,800.00	\$ 272,800.00
Direct Contracted Sales		\$ 409,537.35	\$ -	\$ -	\$ -	\$ -	\$ 409,537.35
<b>Total Sales Revenue</b>	<b>\$ 124,000.00</b>	<b>\$ 518,337.35</b>	<b>\$ 129,660.00</b>	<b>\$ 147,420.00</b>	<b>\$ 162,960.00</b>	<b>\$ 331,300.00</b>	<b>\$ 1,413,677.35</b>
<b>Cost of Goods Sold</b>	<b>\$ 16,200.00</b>	<b>\$ 14,175.00</b>	<b>\$ 16,335.00</b>	<b>\$ 18,495.00</b>	<b>\$ 20,385.00</b>	<b>\$ 42,390.00</b>	<b>\$ 127,980.00</b>
<b>Gross Profit</b>	<b>\$ 107,800.00</b>	<b>\$ 504,162.35</b>	<b>\$ 113,325.00</b>	<b>\$ 128,925.00</b>	<b>\$ 142,575.00</b>	<b>\$ 288,910.00</b>	<b>\$ 1,285,697.35</b>
<b>Gross Profit Margin %</b>	<b>86.94%</b>	<b>97.27%</b>	<b>87.40%</b>	<b>87.45%</b>	<b>87.49%</b>	<b>87.20%</b>	<b>90.95%</b>
<b>Operating Expenses</b>							
Salaries	\$ 91,008.30	\$ 91,008.30	\$ 91,008.30	\$ 91,008.30	\$ 91,008.30	\$ 91,008.30	\$ 546,049.80
Payroll Tax	\$ 6,962.14	\$ 6,962.14	\$ 6,962.14	\$ 6,962.14	\$ 6,962.14	\$ 6,962.14	\$ 41,772.84
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	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 1,800.00
Advertising	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 12,000.00
Depreciation	\$ 919.58	\$ 919.58	\$ 919.58	\$ 919.58	\$ 919.58	\$ 919.58	\$ 5,517.45
<b>Total Operating Expenses</b>	<b>\$ 108,545.14</b>	<b>\$ 108,545.14</b>	<b>\$ 108,545.14</b>	<b>\$ 108,545.14</b>	<b>\$ 108,545.14</b>	<b>\$ 108,545.14</b>	<b>\$ 651,270.81</b>
<b>Income from Operations</b>	<b>\$ (745.13)</b>	<b>\$ 395,617.22</b>	<b>\$ 4,779.87</b>	<b>\$ 20,379.87</b>	<b>\$ 34,029.87</b>	<b>\$ 180,364.87</b>	<b>\$ 634,426.54</b>
<b>Net Income Before Tax</b>	<b>\$ (745.13)</b>	<b>\$ 395,617.22</b>	<b>\$ 4,779.87</b>	<b>\$ 20,379.87</b>	<b>\$ 34,029.87</b>	<b>\$ 180,364.87</b>	<b>\$ 634,426.54</b>
<b>Corporate Tax</b>	<b>\$ -</b>	<b>\$ 83,079.62</b>	<b>\$ 1,003.77</b>	<b>\$ 4,279.77</b>	<b>\$ 7,146.27</b>	<b>\$ 37,876.62</b>	<b>\$ 133,229.57</b>
<b>Net Income After Tax</b>	<b>\$ (745.13)</b>	<b>\$ 312,537.60</b>	<b>\$ 3,776.09</b>	<b>\$ 16,100.09</b>	<b>\$ 26,883.59</b>	<b>\$ 142,488.24</b>	<b>\$ 501,196.97</b>

**\$272,800** and **\$409,537.35** from Direct Contract Sales with Allen Barge. The company's cost of goods sold is **\$127,980**. Huddled projects to generate a Gross Profit of **\$1,285,697.35** with a Gross Profit Margin of **90.95%**. After deducting Huddled's Total Operating Expenses of **\$651,270.81** and **\$133,229.57** of corporate income tax, the company has a net income after taxes of **\$501,196.97**.

### HUDDLED BALANCE SHEET AS OF NOV. 30, 2024

Current Assets	Amount	Current Liabilities	Amount
Cash	\$ 188,352.15	Accounts payable	\$ -
Investments (stocks)	\$ 150,000.00	Salaries payable	\$ 91,008.30
Accounts Receivable	\$ -	Payroll tax payable	\$ 6,962.13
Supplies	\$ 300.00	Utilities payable	\$ 550.00
		Rent payable	\$ 5,425.12
		Insurance payable	\$ 1,380.00
<b>Total Current Assets</b>	<b>\$ 338,652.15</b>	<b>Total Current Liabilities</b>	<b>\$ 105,325.55</b>
Fixed Assets	Amount		
Computers	\$ 24,192.00	<b>Stockholders' Equity</b>	
Less: accumulated depreciation	\$ 604.80	Common stock, \$10 par value, *	
		17000 shares issued	\$ 170,000.00
Furniture and fixtures	\$ 8,280.00	In excess of par value	
Office equipment	\$ 4,311.00	Retained Earning	\$ 99,190.03
Less: accumulated depreciation	\$ 107.78	<b>Total Stockholders' Equity</b>	<b>\$ 269,190.03</b>
<b>Total Fixed Assets</b>	<b>\$ 35,863.43</b>	<b>Total Liabilities and Stockholders' Equity</b>	<b>\$ 374,515.58</b>
<b>Total Assets</b>	<b>\$ 374,515.58</b>		

## BALANCE SHEET

As of November 30, 2024, Huddled's Total Current Assets are **\$338,652.15**, and the company has a Total Assets of **\$374,515.58**. Huddled's Total Fixed Assets are **\$35,863.43**, including computers, furniture and office equipment. The company's total current liabilities are **\$105,325.55**, including salaries, payroll tax, utilities, rent, and insurance payable. Huddled has total liabilities and stockholder's equity of **\$374,515.58** and has issued 17,000 of common stock at \$10 per share, with retained earnings of **\$99,190.03**.

