



TRACK YOUR REST,
SLEEP YOUR BEST.

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EXECUTIVE SUMMARY

Business Rationale

The most common phrases heard from students in a classroom are, “I’m tired,” “I didn’t get enough sleep last night,” and “I wanna go home.” Students are not coming into class well-rested and ready to learn. According to the CDC, teenagers should get 8 hours of sleep per night, but **77% of teens do not meet this on an average night**. The adolescent years are demanding with college applications, sports, rigorous academics, and for some, part-time jobs. As a result, eight hours of sleep doesn’t seem possible for many students. Between busy schedules and endless scrolling on phones, the next generation of professionals is facing a universal problem: getting enough sleep. Recent studies from the Child Mind Institute indicate that students who **do not meet the recommended amount** of sleep are at a **higher risk for severe mental illness, substance abuse problems, injuries in sports, poor academic performance, and a loss of self-control**. It's no wonder most teenagers are moody; they aren't sleeping enough. The next generation of professionals needs REMedy.

REMedy offers a **sleep mask** and **tracking band** that provides personalized information about sleep quality and helpful insights on REM cycles. REMedy’s app shows data collected through the mask and band with a simple display that customers can easily digest to allow them to make informed sleep decisions. The REMedy app encourages consumers to incorporate healthier habits, such as better sleep, regular exercise, appropriate supplements, and other lifestyle adjustments. With its tailored approach and diverse plans, REMedy empowers individuals to prioritize better sleep, enhancing their personal well-being and professional performance.

Business Overview

REMedy was founded in September 2024 in Elmhurst, IL. Functioning as an S Corporation, REMedy utilizes the benefits of pass-through taxation to maximize revenue while still having shareholders and liability protection. REMedy specializes in both the health and technology industry.

Mission Statement

REMedy empowers customers to achieve better sleep through advanced sleep monitoring technology and personalized insights, unlocking a healthier, more fulfilling lifestyle.

Company Goals

REMedy has several goals that it is striving to reach both this year and beyond:

By March 2025, REMedy will develop a promotional campaign that is focused on emphasizing the essential need of its products.

By March 2025, all employees will have attended a cyber security workshop and passed its respective assessment, demonstrating their knowledge of the matter.

By 2026, REMedy plans to partner with schools and make monthly visits to encourage the use of its products while educating students on the importance of healthy sleep habits. These visits will also include seminars to provide valuable insights.

EXECUTIVE SUMMARY

Marketing Plan

Target Market - REMedy primarily targets **Generation Z (ages 13-24)**, focusing on health-conscious individuals who are willing to invest in improving their sleep quality.

Product - REMedy provides two top-of-the-line technologies: its **sleep tracking band and sleep mask**. The REM band is designed for both daily use and for gathering basic sleep data. Its sleep mask is specifically for the purpose of tracking sleep patterns using Functional Near-Infrared Spectroscopy (fNIRS) which measures changes in the blood oxygenation of the brain. This technology is commonly used to measure the effects of sleep deprivation on both brain activity and cognitive function.

Price - REMedy utilizes a **value-based pricing strategy**. The firm's unique sleep mask and bands provide innovative features that its competitors do not. The average price of a sleep tracker ranges from \$200 to \$400, and the average price for a fitness tracker ranges from \$150 to \$350.

Place - REMedy is accessible at any time through its **online website**, enabling purchases at customers' convenience. The firm will also be present at **three face-to-face trade shows and three online trade shows** throughout the year.

Promotion - REMedy is using a variety of promotions to reach its target market such as an **influencer campaign, email marketing to current customers, and social media**.

Financial Highlights

REMedy has projected to earn **more than \$1.9 million in sales revenue** through online sales and trade shows by the end of the fiscal year in April 2025. Although the firm ended its first month of operations with a loss of \$193,427, it was able to make a quick return thanks to its sales contract with Pfizer. **\$1.48 million in REMedy product bundles were purchased**, allowing the firm to cover **75% of its salary expenses**. This enabled REMedy to concentrate its efforts on the development of its website and the creation of promotional campaigns. The firm's sales revenue was off to a slow start with \$403,876 earned through both its website and trade shows compared to the projected sales value of \$745,000. As a result, REMedy's finance department analyzed its financial statements to determine the problem: a lower average selling price than originally projected due to customers' ability to buy supplemental projects individually. In other words, instead of the projected average selling price of \$400, it hovered around \$200. The firm immediately took action and created product bundles with higher prices instead. This would prevent customers from simply buying REMedy's cheapest products such as its pillows but purchasing the more expensive eye mask or sleep band instead and experiencing the firm's mission in improving sleep quality. REMedy has already seen the positive effects of this change with **February trade show sales revenue at more than \$70,000 over the projected value**. REMedy expects both website and trade show sales to display this trend and is excited to dedicate its increased sales revenue to its long-term growth and operations. As of February 28th, 2025, REMedy **has sold 2,672 units**.

BUSINESS RATIONALE

CUSTOMER EMPATHY

The long-standing problem for teenagers is the issue of not getting a good night's sleep. From sports practices to screen time, the schedule seems to fill up for teenagers, leaving no time for a whole night of rest. A study by the National Institute of Health (NIH) reports that, **on average, high schoolers spend eight hours on extracurricular activities per week.** That's over an hour after school each day! Furthermore, high school students spend nine hours a week completing homework assignments. Not only do school-related activities prohibit students from getting enough sleep at night, but the rise in cell phone usage has also contributed to this issue. A study conducted in 2023 by Statista revealed that **the average teenager spends 5 hours a day on social media alone.**

In REMedy's venture to combat this issue, its team of committed innovators has developed a product that **tracks sleep** and **educates customers on how to improve their sleep quality and quantity.** Its signature sleep mask and band **tracks customers' sleep and relays their data to a free app** that the customer can view. With the power of AI, the app gives customers personalized suggestions on improving their sleep and offers a variety of supplemental products, such as essential oils and pillows. REMedy's app considers both an individual's lifestyle and schedule to make their sleep goals realistic and achievable.

REMedy's human resources and marketing departments hold quarterly customer empathy meetings. Seeing the company **through a customer perspective** is an integral part of business analysis. The human resources department sends out quarterly surveys to long-term customers to see what their current needs and pain points are. These include customer opinions on product quality, customer service, and purchasing efficiency. REMedy employees also learn the **four A's of customer empathy: Awareness, Acknowledgement, Action, and Advocacy.** Customer empathy is something that REMedy prioritizes and is continuing to strengthen among its employees.



Awareness



Acknowledgement



Action



Advocacy

PROBLEM STATEMENT

In the United States, there is currently a growing issue of sleep deprivation. The CDC has reported that **7 out of 10 teenagers** do not get the recommended 8 hours of sleep per night and that **1 in 3 adults** report insufficient sleep. In addition, the CDC reports that **teenage sleep deprivation is at an all-time high of 77%**. Researchers claim that these statistics are due to homework, phone use, and sports practices, all of which prevent teens from getting enough sleep. Additionally, adults have to balance their career and family responsibilities, hindering adequate sleep. The CDC reports that the repercussions of sleep deprivation are mental health issues, obesity, headaches, brain fog, and more. A study by Pearl Strategy and Innovation Design states that **52% of Gen X** (45-60) and **63% of Gen Z** (13-24) prioritize sleep improvement, proving the issue of sleep deprivation is a primary concern of REMedy's target market. REMedy recognizes the national sleep deprivation epidemic among teenagers and emphasizes the importance of educating teens on its possibly detrimental effects.

REMedy is dedicated to improving sleep monitoring technology and creating outreach programs to address topics such as sleep deprivation and poor sleep quality. Using our research and customers' sleep data, the firm ensures that its customers are adequately informed and equipped to tackle their lack of sleep, with the most up-to-date information presented in a convenient way that creates a user-friendly experience. Research showcases the rapid growth of individuals who are prioritizing their health post-pandemic: **56% of Gen Z consumers** in the United States say fitness is a "very high priority," compared with 40% of U.S. consumers.

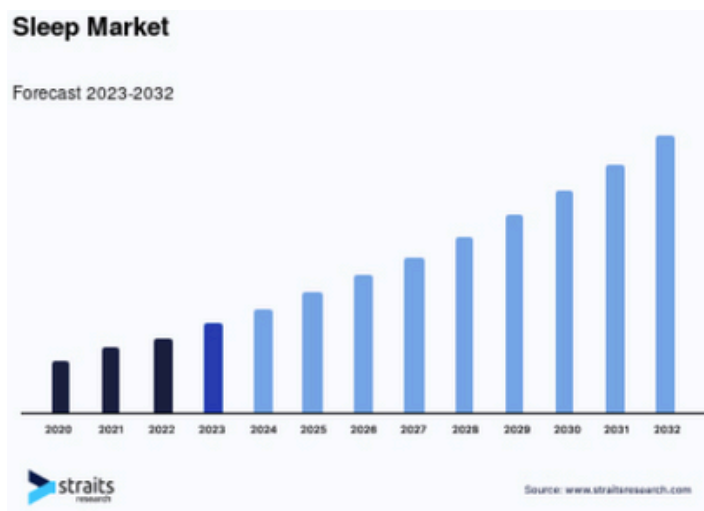
The fitness industry is booming as awareness increases, leading to more health-minded individuals looking to improve their health and fitness levels. These numbers directly correlate to the rapid growth of the sleep industry, as the global sleep market was valued at **\$63.98 billion** in 2023. It is **estimated to reach \$108.21 billion by 2032**, growing at a CAGR* of 5.91% during the forecast period (2024–2032). Overall, Gen Z wants to improve their health, and here at REMedy, the most critical step is **improving and refining their sleep habits**. REMedy is dedicated to making this as easy and convenient as possible while reaching the maximum number of customers with its top-of-the-line products and services.

*Compound Annual Growth Rate

Market Size in 2023
USD 63.98 Billion

CAGR (2023-2032)
5.91%

Market Size in 2032
USD 108.21 Billion



SOLUTION STATEMENT

To address the widespread problem of sleep deprivation and poor sleep quality, REMedy offers a comprehensive suite of products that empower individuals to make informed sleep decisions. By integrating smart wearable technology with personalized insights, REMedy empowers individuals to prioritize better sleep, enhancing their well-being and professional performance.

The **REMedy S.M.A.R.T. Sleep Mask** is specifically engineered to **monitor sleep patterns and enhance sleep quality**. It utilizes functional **Near-Infrared Spectroscopy (fNIRS) technology**, to measure brain activity and oxygenation levels in the prefrontal cortex. This allows for precise REM cycle tracking and a deeper understanding of cognitive function during sleep.



Equipped with advanced sensors, the mask collects data on REM cycles, sleep duration, disturbances, and brain activity levels. Additionally, it features a built-in eye mask sensor system to track eye movement and micro-awakenings, providing unparalleled accuracy in sleep analysis. By pairing with the REMedy app via Bluetooth, the mask delivers detailed insights and personalized sleep improvement recommendations based on neural and physiological patterns.

The **REMedy Sleep Tracking Band (REM Band)** is **designed for daily use, offering continuous health and sleep monitoring**. It tracks basic sleep data, heart rate, respiratory rate, and stress levels throughout the day and night. This information is displayed in the free mobile app. The lightweight, comfortable band ensures that users can seamlessly integrate sleep tracking into their routine without disruption.



The **REMedy app** serves as the **central hub for sleep data**, offering users an easily digestible analysis of their sleep quality. The app tracks factors such as caffeine intake, calorie consumption, and stress levels, generating a comprehensive daily wellness score that reflects overall health. Using AI integration, sleep patterns are identified, and recommendations are made about habits such as bedtimes and environment changes. The app is free to download and also include daily facts about the necessity of sleep optimization. Consumers are also encouraged to purchase products in the app to unlock more sleep data by completing their REMedy ecosystem with both the mask and band. Users receive personalized recommendations on how to enhance their sleep through healthier habits like exercise, better nutrition, and lifestyle adjustments.

COMPANY GOALS



March 2025
Promotional Campaign
Emphasizing Essential Need



March 2025
Cyber Security Training and
Workshop



2026
Educational Promotions
with 5 Local High Schools



2026
5 Business Collaborations in
Health & Fitness Industry

SHORT TERM GOALS

By March 2025, REMedy will develop a promotional campaign that is focused on emphasizing the essential need of its products.

Since sleep trackers are not a necessity, REMedy could see a decrease in sales during an economic downturn. REMedy's marketing department will develop a promotional campaign to emphasize the importance of the product to a person's overall health and well-being.

By March 2025, all employees will have attended a cyber security workshop and passed the assessment.

Due to the increase in cyberattacks and the amount of personalized data REMedy possesses, the firm will hire a third-party organization to train employees on cyber security to better protect company and customer data. REMedy provides precise information based on sleep data gathered, and each of its affordable products can be paired with other products to help enhance sleep even further.

LONG TERM GOALS

By 2026, REMedy plans to partner with schools and make monthly visits to encourage the use of its products while educating students on the importance of healthy sleep habits.

These visits will include seminars to provide valuable insights. These programs will be promoted through social media and other digital platforms to expand their overall reach. REMedy's goal is to raise awareness among high school students about the critical connection between sleep, mental health, and productivity, helping to improve their lifestyles during this formative stage of development. REMedy's strategy integrates in-person engagement, digital promotion, and educational efforts to promote our products and effectively emphasize the importance of sleep.

By 2026, REMedy will establish five business partnerships with other firms in the health and fitness industry to cross-promote.

The firm will also partner with gyms, health food companies, mental health apps or services, travel companies, and many more. REMedy will develop lasting relationships with other companies and individuals in the health and fitness industry to create better brand recognition and extend its market reach. As a result, REMedy would see an increase in its overall market share.

ABOUT THE BUSINESS

COMPANY OVERVIEW

Located in Elmhurst, Illinois and founded in October of 2024, REMedy is a company that strives to help individuals improve their quality of sleep through sleep monitoring technology. REMedy brings an individuals' sleep to the next level through sleep masks and bands, paired with an app that provides deep insight into sleep patterns. Functioning as an S Corporation, REMedy uses the benefits of pass-through taxation to maximize revenue while still having shareholders and liability protection. REMedy specializes in both the health and technology industry.

MISSION STATEMENT

REMedy empowers customers to achieve better sleep through advanced sleep monitoring technology and personalized insights, unlocking a healthier, more fulfilling lifestyle.

ORGANIZATIONAL STRUCTURE

REMedy implements a **functional organizational structure** to provide all

employees with an understanding of roles and responsibilities.

REMedy **emphasizes a culture of leadership, fostering a sense of ownership and promoting innovation by creating departments with chiefs as their leaders.** REMedy

focuses on building community through monthly team building

activities to improve collaboration as well as daily team meetings to ensure productivity. Chief meetings allow for departments to be clear on deadlines while collaborating with other departments. Spreadsheets are used to keep the company organized and to set a clear timeline for all. The C-Suite is at the head of the company. They are in charge of their respective departments and collaborate with fellow chiefs to ensure common goals are met within each other's departments as well. They gather resources for the department, delegate tasks to employees, ensure proper quality and quantity of work is completed, and maintain the company's vision and values. This department allows REMedy to operate both successfully and efficiently as a whole.



SWOT ANALYSIS

It is key for every organization to complete a SWOT analysis.

Based on REMedy's SWOT analysis below, the firm developed strategies to ensure that REMedy can grow due to its strengths, can take full advantage of its opportunities, and can minimize the impact of weaknesses and threats.

STRENGTHS

Employee's Strong Leadership:

REMedy fosters a strong community with frequent company team-building days and daily team meetings.

Innovation Skills:

All employees underwent a thorough hiring process and training to ensure that the firm's innovative community is maintained.

WEAKNESSES

Knowledge of Product Line:

REMedy emphasizes the importance of communication within the company by training employees and hosting meetings to provide new product information.

Understanding of the Sales Process:

All employees are responsible for selling at trade shows. To ensure all employees understand the process, the sales department provides sales training and practice sessions prior to these events.

Strengths

- Strong Leadership
- Innovative Skills

Weaknesses

- Knowledge of Product Line
- Understanding of the Sales Process

Opportunities

- Data Accuracy
- Product Popularity & Demand

Threats

- Data Breach
- Market Competition
- Reputation Risks

OPPORTUNITIES

Data Accuracy: As technology continues to improve, the data provided by trackers will continue to get more accurate and REMedy will be able to provide more specific information on improving sleep quality. Specifically, REMedy hopes to create more compact masks as technology becomes more advanced.

Popularity: As the media continues to draw attention to the correlation of sleep and mental health, more individuals will see the need for optimizing their sleep. REMedy is currently trying to integrate the latest technology.

THREATS

Data Breach: REMedy holds personal customer data and is working with a third-party organization to ensure data security.

Market Competition: As technology advances, there will be more competitors in the market. REMedy will need to stay up-to-date on the most recent research to provide the best product possible. Its content team is monitoring updates in the market and writing reports on improvements within the technology and health industries.

Reputation Risks: REMedy must ensure that the partner companies maintain a positive reputation and fall in line with REMedy's values.

EXTERNAL ENVIRONMENT

COMPETITIVE ANALYSIS

	REMedy	Apple Watch	Bia Sleep Mask	Knocked Out <small>ve</small>	Snooze <small>ve</small>	Illumilight <small>ve</small>
Free App	✓	✓	✗	✗	✗	✗
Personalized Suggestions	✓	✗	✓	✗	✗	✗
Sound Integration	✓	✗	✓	✗	✓	✗
Supplemental Products	✓	✗	✗	✓	✓	✓

Apple Watch - Tracks time spent in each sleep stage. Apple watches are priced at \$400, and Apple is based in Cupertino, California. One advantage for Apple is their unique brand recognition. A disadvantage is the decreased durability of their products.

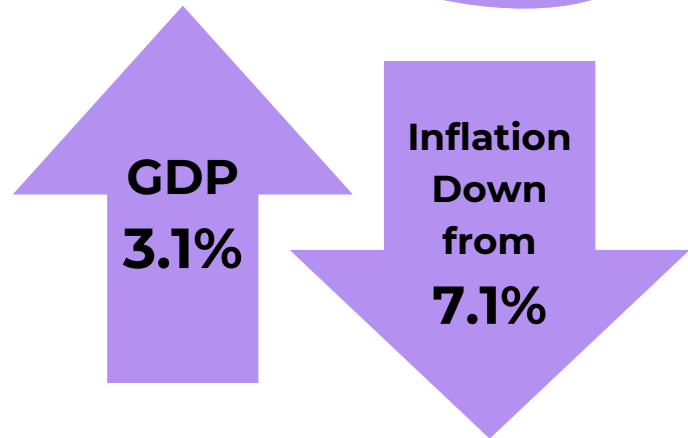
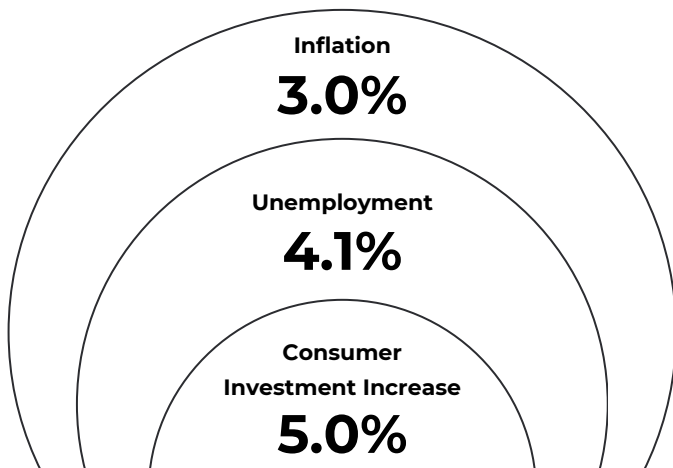
Bia Sleep Mask - Implements sound integration as well as a blackout mode and provides personalized data analysis from sleep experts. The Bia Sleep Mask is priced at anywhere from \$780-\$2400. Bia operates out of Canada and stands out for having an extremely luxurious product in the sleep industry. A disadvantage that Bia has is that they are not yet a functioning company, and are expected to begin shipping in the 2nd Quarter of 2025.

Knocked Out - Provides a sleep band along with essential oils and is based in Port Washington, New York. A sleep band from Knocked Out costs \$60. One weakness that Knocked Out has is a lack of social media presence.

Snooze - Offers a sleep mask with heating/cooling technology and red light therapy, along with supplemental products such as blankets and neck pillows. Their sleep mask costs \$280 and Snooze is based in Lynbrook, New York. An advantage for Snooze is a strong social media presence. One weakness is that their mask does not provide any data regarding REM cycles.

Illumilight - Offers light alarm clocks and essential oils. Their light alarm clocks range from \$250-\$300, and Illumilight is based in San Antonio, Texas. One weakness for Illumilight is a shallow product line.

REMedy's **competitive advantage** is AI Driven PERSONALIZED recommendations from its app that take customers' sleep data and provide recommendations on how to enhance both daily performance and sleep quality. A REMedy sleep mask costs \$600, and the firm is based in Elmhurst, Illinois.



Real Gross Domestic Product

The U.S. Bureau of Economic Analysis reported that the real GDP is steadily increasing. The real GDP **rose from 3% to 3.1%** in the second and third quarters of 2024. This indicates that the overall economic health of the United States is increasing and will be promising to the future of REMedy. As the value of goods and services produced in the U.S. rises, the market will continue to flourish. This indicates that consumer spending is projected to increase. With that in mind, the market will continue to be able to support REMedy. Furthermore, to be proactive, REMedy has put a plan in place for a decrease in the value of the GDP. If the GDP were to drop, REMedy's marketing team is building an alternative marketing strategy to adjust to such conditions.

Unemployment

With REMedy's products being non-essential, unemployment could negatively impact our sales. If unemployment rates were to increase, that would mean that consumers have less money to spend. With a decrease in sales, REMedy would bring in less revenue and be less likely to break-even. Overall, REMedy is currently in a good place with **unemployment rates at 4.1%** which means consumers have money to spend.

Inflation Rates

REMedy is also secure in terms of inflation rates. The **current inflation rate is 2.6%** which is down from 7.1% in 2022 and 3.2% in 2023. An increase in inflation rates can increase REMedy's overhead costs which can lead to an increase in the price of our products. The fortunate factor about the current economy is that consumer investment in health and wellness products is growing at more than 5% annually. As a result, we believe that the market will continue to support our business.

REAL INDUSTRY ANALYSIS

REMedy is categorized as a part of the health and wellness industry. The Global Wellness Institute reports that the health and wellness industry has grown by 9% from 2022 to 2023. The industry brought in \$4.5 trillion dollars in 2017 alone, and more recently, in 2023, brought in \$6.3 trillion dollars in revenue. Even more surprisingly, the industry is expected to hit a value of \$9 trillion by 2028. These numbers are very promising for the future of REMedy. Our firm will be able to accomplish long-term goals because revenue is expected to increase beyond breaking even. More revenue earned will make it possible to expand REMedy's endeavors by creating a number of business partnerships and community outreach initiatives.

VIRTUAL INDUSTRY ANALYSIS

Health and Personal Wellbeing Industry January-February 2025

Transactions	Incoming	Incoming Volume (\$)	Average Sale (\$)	Outgoing	Net (\$)
18,030	12,325	24,175,297	1,961	5,705	5,814,490

International VEI Economy

Date	Transactions	Average	Volume
January 2025	37,603	2,189	82,313,671
February 2025	11,626	2,113	24,566,715

Illinois January to February 2025

Transactions	Incoming	Incoming Volume (\$)	Outgoing	Outgoing Volume(\$)	Net (\$)
2,891	1,604	2,474,637	1,287	3,016,452	-541,815

VEI's current monthly transaction volume decreased by 16% in the past month with transactions decreasing from \$33.6k to \$28.3k. The year to date transaction volume is \$105k and monthly volume has grown to \$71.8M (previous: \$70.8M, increased by 1%). REMedy is currently in a less fortunate position with the Illinois state transactions at \$174.5M incoming, \$198.2M outgoing, resulting in a deficit of \$23.7M. Fortunately, REMedy is in the Health and Wellness category which has seen sales in the VE Economy of \$91.4 million since October 1, 2024.

The Health and Wellness Industry is currently booming. Of 134,594 total transactions, 84,655 are incoming and 49,929 are outgoing, amounting to \$403 million in transactions. In addition, the net volume is +\$29.75M. This means that although the global economy has experienced a small decline, the psychographics of our target market prove that consumers will continue to support REMedy because of their continued interest in buying health and wellness products.

REMedy's finance and marketing team are designing budget-mindful advertisement strategies to market new bundles as essential products. As a VE business in the Health and Wellness Industry, REMedy remains in a very profitable position.

MARKETING PLAN

TARGET MARKET AND MARKET SEGMENTATION

REMedy primarily targets Generation Z (ages 13-24), focusing on health-conscious individuals who are willing to invest in improving their sleep quality. The secondary market includes adults, with a potential tertiary audience of children. The brand appeals to middle-to-high-income individuals in urban and suburban areas across North America, who prioritize their well-being and understand the negative effects of sleep deprivation. Customers are primarily focused on enhancing their health and sleep quality, and are willing to spend on products that contribute to better rest.

DEMOGRAPHIC

Age: All
Gender: All
Income: Middle to High
Socio-Economic: White, Gold, Gray, Pink and Open Collar Workers

GEOGRAPHIC

Urban and Suburban
North America

BUYER BEHAVIOR

Monthly spend
\$200 to \$400 on sleep trackers and supplementary products

PSYCHOGRAPHIC

Athletic Lifestyle
Sleep Prioritization
Exercise Oriented
Health Conscious



Sarah Smith
17 years old
College Essays,
Varsity Volleyball,
2 AP classes,
Works 12 hours a
Week

PRODUCT

REMedy offers a multitude of products that aid in improving sleep, as well as track customers' sleep habits and daily performance. REMedy provides two top of the line technologies: our sleep tracking band and sleep mask. The REM band is designed for both daily use and tracks basic sleep data whereas our mask is specifically for the purpose of tracking sleep patterns. Both devices pair with our newly developed app via Bluetooth to share helpful insights on both sleep patterns and activity gathered through the sensors within its eye mask. Through REMedy, customers can adapt their experience to align with their lifestyle and personalized goals. REMedy also has bundles: the family pack, essentials, and sleep sound bundles. These bundle products to help better your sleep productivity overall. REMedy's team hand picked these products based on the improvements and recommendations that our app provided. As a company, we wanted to not only inform consumers of what their sleep meant but actually aid them in improving their rest and achieving their sleep goals.

FAMILY TRIO PACK

ONLY
\$2,150.00



SOUND SLEEP

ONLY
\$670.00



THE ESSENTIALS

ONLY
\$255.00



PRICE

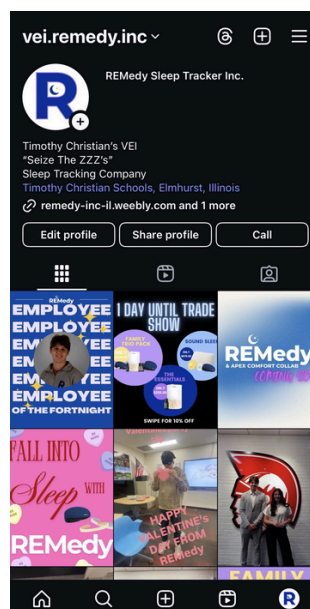
REMedy utilizes a value-based pricing strategy. The firm's unique sleep mask and band provides innovative features that its competitors do not. The average price of a sleep tracker ranges from \$200 to \$400 and the average price for a fitness tracker ranges from \$150 to \$350. When determining our pricing, we kept the average market prices in mind while recognizing our unique incentives. Though the pricing is slightly higher, customers will realize that they are receiving higher value for the price. REMedy works with its manufacturer to create new ways of tracking and improving sleep that align with industry trends while maintaining a competitive edge. With this in mind, the firm has a one time purchase price of \$599 for its sleep mask and \$199 for the sleep band.

PLACEMENT

REMedy is accessible at any time through its online website, enabling purchases at customers' convenience. REMedy is expecting to make nearly 20% of its sales through its website. To develop relationships through networking, REMedy will be present at three in-person trade shows throughout the country, as well as multiple online trade shows, and is projected to generate 32% or \$975,000 of total sales through these interactions.

PROMOTION

To reach an ideal target market, REMedy will implement an influencer program to promote on social media platforms, such as Instagram and TikTok, that appeal greatly to Gen Z (13-24). Forbes reported that influencers sway the purchasing decisions of Gen Z by 44% and that 74% of consumers have bought a product recommended by an influencer. The influencers will document their use of REMedy's sleep products and the impact it makes on their lives and will be provided a promotional code to easily track the effectiveness of the program. REMedy is confident that this program will be effective as teens are spending nearly 4 hours on social media platforms according to Gallup News. Since REMedy's target market places a priority on health and wellness, it will develop partnerships with various companies that align with its core values to expand its market presence. To encourage repeat sales, REMedy will send monthly emails relaying information about new products, promotions, and improvements to REMedy's technology or product base. The company's newsletters will contain up-to-date information about the latest news in the sleep industry allowing customers to achieve the best possible results and experience with REMedy.



POSITIONING

REMedy offers innovative high-quality sleep technology that empowers health-conscious individuals to achieve optimal rest and productivity. With a focus on both functionality and customization, REMedy's solutions blend advanced but user-friendly technology to assist customers in turning their sleep goals into a reality. Our mission is to combat these issues by empowering people to take back and optimize the most important, natural remedy known to mankind, sleep.

BUSINESS RISKS

Compliance & Regulatory Risk: As a company that gathers data through an app, REMedy must take protective measures to prevent company and customer data leaks such as through hiring cyber security support and employees completing cyber security training.

Reputation Risk: By partnering with other health and fitness companies or influencers, there is a risk of negative publicity. Therefore, background research will be conducted to ensure the respective organization(s) have similar business values.

Economic Risk: REMedy has a risk of its products being considered nonessential. To overcome this, the firm will create monthly reports on product purchase data. Furthermore, REMedy must promote in such a way that consumers believe this is an essential product.



Compliance & Regulatory Risk

Risks:

- Personal Customer Data
- Data Breach

Our Initiatives:

- Cyber Security Training
- Cyber Security Consultant



Non-Essential Products Risk

Risks:

- Downturn in Economy
- Lower Sales

Our Initiatives:

- Marketing Promotional Campaign



Reputation Risk

Risks:

- Negative Connotation
- Lower Sales

Our Initiatives:

- Background Checks
- Thorough Research

CORPORATE SOCIAL RESPONSIBILITY GOALS

REMedy is committed to both environmental sustainability and ethical labor practices. We focus on reducing packaging waste by using eco-friendly, recycled, and compostable materials. REMedy uses recycled cardboard and uses minimal packaging. We also use biodegradable packing peanuts. Additionally, we prioritize fair pay and responsible sourcing of materials, ensuring that all labor practices align with our values of fairness and integrity. Our Human Resources Department spends time completing thorough research about where our products are sourced. Employees regularly visit manufacturing sites to ensure labor laws are being met. We require our employees to do 5 hours of community service and provide opportunities for our employees to work with our high school partnerships to inform students about sleep, volunteer with the homeless, and work with mental health facilities.

FINANCIAL PLANNING

BREAK EVEN ANALYSIS

In October, REMedy projected the average selling price for its products to be **\$400**. This was determined by the two projected top-selling products, the REMedy Sleep Monitor Bracelet and Sleep Mask. The firm's average cost of goods sold is **\$240**. REMedy's projected annual fixed cost in October was **\$1,218,896** which includes expenses such as salaries, rent, depreciation, payroll tax, and advertising. This results in a **gross profit margin of 40%** which aligns with other firms in the technology industry. Based on the data, REMedy is projected to **break even in April 2025, with 7,606 units sold, or \$3,042,400 in profit.**

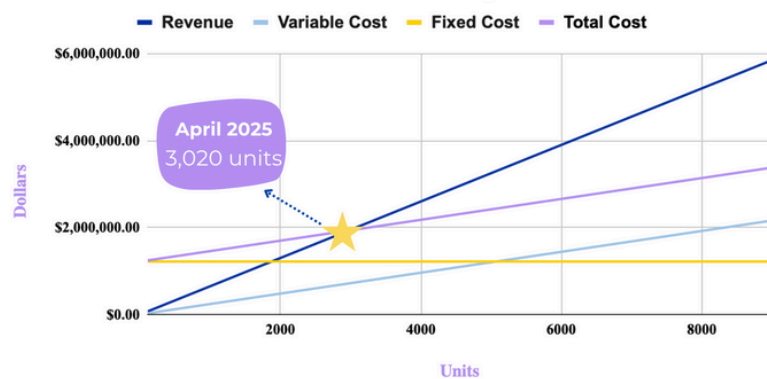
Rather than being at the projected value of **\$400**, REMedy's average selling price had been around **\$200**. Although this was much lower, REMedy's out-of-network sales contract with Pfizer has allowed it to sell products in bundles. Pfizer purchased **1,000 bundles, each consisting of 6 products at a unit price of \$1,000**. This has been crucial in bringing the firm closer to its break even point although REMedy had been short on sales goals in both November and December. Sales were not as frequent due to the late launch of its website as well as the holidays. As a result, REMedy is still set to **break even in April with a possibly earlier date** due to multiple upcoming trade shows and the addition of bundles to its product line. Thanks to key information about its average selling price, the firm has been able to reevaluate both its products and prices. Supplemental products that were much cheaper and were purchased more frequently are now only available in the form of a bundle at a higher price. Due to REMedy's decision to bundle products in response, its **average selling price is now at \$750**.

Break-Even Analysis



Original break even analysis prior to product bundles

Break-Even Analysis



New possible break even point at the increased average selling price of \$750 due to product bundles

DETAILED PROFIT & LOSS STATEMENT

In October, REMedy incurred a loss of \$137,654. It **received \$150,000** through an equity investment as well as angel investors.

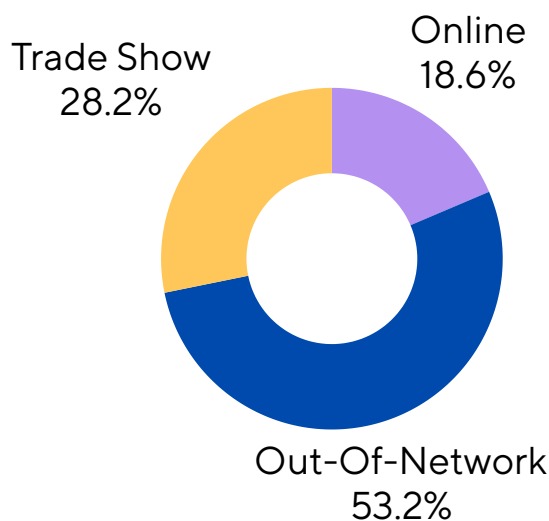
This amount was only enough to cover half of the month's payroll. The firm did not make any sales as discussions concerning its product line were prolonged and therefore delayed its official launch. However, REMedy was able to make an astonishing start in November with **two large out-of-network sales contracts totaling \$1,480,000**. This allowed REMedy to **cover 75% of its salary expenses** while focusing on its website and its first trade show of the year which took place online. As the firm began to focus on strengthening marketing efforts, website sales were able to take off in December with \$14,915 in total sales. Looking ahead, the firm expects to generate an **additional \$465,000 in online sales through April 30, 2025**. REMedy is also excited to take part in two more trade shows which are projected to earn \$500,000 in profit. The salary and advertising expenses along with payroll taxes are projected to be REMedy's three largest operating expenses. However, with the salary expense largely covered, operating expenses have been able to hover at an **average of \$150,000**. Keeping operating expenses low is crucial to REMedy's growth as a new firm and has allowed it to project a **net profit of \$31,019** by the end of the fiscal year.

REMedy Profit and Loss Statement For the Year Ending in April 30, 2025								
	Actuals					Projected		
Revenue	October	November	December	January	February	March	April	TOTAL
Trade Shows	\$0.00	\$41,999.78	\$68,827.37	\$139,676.37	\$398,425.04	\$150,000.00	\$350,000.00	\$1,148,928.56
Contractual Sales to Non-VE Entities	\$0.00	\$1,480,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,480,000.00
Online	\$0.00	\$37,514.20	\$14,963.71	\$100,894.81	\$20,350.84	\$125,000.00	\$150,000.00	\$448,723.56
Total Sales Revenues	\$0.00	\$1,559,513.98	\$83,791.08	\$240,571.18	\$418,775.88	\$275,000.00	\$500,000.00	\$3,077,652.12
Cost of Goods Sold								
Trade Shows COGS	\$0.00	\$25,199.87	\$41,296.42	\$83,805.82	\$239,055.02	\$90,000.00	\$210,000.00	\$689,357.14
Contractual Sales COGS	\$0.00	\$888,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$888,000.00
Online COGS	\$0.00	\$22,508.52	\$8,978.23	\$60,536.89	\$12,210.50	\$75,000.00	\$90,000.00	\$269,234.14
TOTAL COGS	\$0.00	\$935,708.39	\$50,274.65	\$144,342.71	\$251,265.53	\$165,000.00	\$300,000.00	\$1,846,591.27
Gross Profit	\$0.00	\$623,805.59	\$33,516.43	\$96,228.47	\$167,510.35	\$110,000.00	\$200,000.00	\$1,231,060.85
Gross Profit Margin Percentage	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	
Operating Expenses								
Salary Expense	\$173,166.00	\$164,052.00	\$109,368.00	\$113,022.00	\$156,492.00	\$182,280.00	\$154,938.00	\$1,053,318.00
Rent Expense	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$14,000.00
Depreciation Expense	\$609.00	\$609.00	\$609.00	\$609.00	\$609.00	\$609.00	\$609.00	\$4,263.00
Payroll Tax	\$12,711.70	\$12,081.42	\$8,366.65	\$8,646.18	\$10,177.71	\$13,275.05	\$11,183.38	\$76,442.09
Advertising	\$500.00	\$5,500.00	\$4,300.00	\$5,500.00	\$4,500.00	\$5,500.00	\$2,500.00	\$28,300.00
Insurance	\$0.00	\$57.00	\$57.00	\$57.00	\$57.00	\$57.00	\$57.00	\$342.00
Workman's Comp	\$3,463.32	\$3,281.04	\$2,187.36	\$2,260.44	\$3,129.84	\$3,645.60	\$3,098.76	\$21,066.36
Utilities	\$0.00	\$385.00	\$385.00	\$385.00	\$385.00	\$385.00	\$385.00	\$2,310.00
Total Operating Expenses	\$192,450.02	\$187,965.46	\$127,273.01	\$132,479.62	\$177,350.55	\$207,751.65	\$174,771.14	\$1,200,041.45
Income from Operations	-\$192,450.02	\$435,840.13	-\$93,756.58	-\$36,251.15	-\$9,840.20	-\$97,751.65	\$25,228.86	\$31,019.40
Interest Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Revenues								
Net Income before Taxes	-\$192,450.02	\$435,840.13	-\$93,756.58	-\$36,251.15	-\$9,840.20	-\$97,751.65	\$25,228.86	\$31,019.40
Corporate Income Tax								\$0.00
Net Income after Taxes	-\$192,450.02	\$435,840.13	-\$93,756.58	-\$36,251.15	-\$9,840.20	-\$97,751.65	\$25,228.86	\$31,019.40

REMedy's balance sheet depicts the firm's assets, liabilities, and stockholders' equity. As of February 28th, REMedy has **\$508,585 in total assets**, **\$35,471 in liabilities**, and **\$473,114 in stockholders' equity**. The firm's **fixed assets of \$50,755** include computers, furniture, and office equipment used by employees. REMedy does not have any long-term liabilities as the firm chose not to acquire a loan. However, the firm has payroll taxes as its only short-term liability. Additionally, REMedy has a **current ratio of 14.3** indicating that the firm is able to quickly pay off any outstanding debt, allowing it to remain debt-free while maintaining a promising outlook for investors. REMedy chose not to acquire a loan, eliminating any long-term liabilities. The firm's decision to acquire three angel investor contracts amounting to \$150,000 alongside a **\$50,000 equity investment** brings its **common stock** to **\$200,000**. These investments were crucial to REMedy's first operations as a new firm and have allowed for continued growth and expansion. REMedy's incredible **retained earnings amount of \$273,114** signals its profitability to investors as well as the potential for expansion by reinvesting into other incentives such as its marketing strategies. Additionally, as technology continues to advance, REMedy is a part of a growing industry that has established itself at the forefront of consumers' buying behavior.

REMedy Balance Sheet As of February 28, 2025	
Assets	
Current Assets	
Cash	\$457,330
Investments in stocks	\$0
Accounts receivable	\$0
Merchandise inventory	\$0
Supplies	\$500
Total Current Assets	\$457,830
Fixed Assets	
Computers	\$30,000
Less: accumulated depreciation	\$2,000
Furniture and fixtures	\$19,200
Less: accumulated depreciation	\$700
Office equipment	\$4,600
Less: accumulated depreciation	\$345
Total Fixed Assets	\$50,755
Total Assets	\$508,585

Liabilities and Stockholders' Equity	
Current Liabilities	
Accounts payable	\$0
Sales tax payable	\$26,173
Salaries payable	\$0
Payroll tax payable	\$0
401(k) payable	\$9,298
Other payable	\$0
Corporate tax payable	\$0
Total Current Liabilities	\$35,471
Long Term Liabilities	
Loan payable	\$0
Total Liabilities	\$35,471
Stockholders' Equity	
Common stock, \$10 par value, * # shares issued	\$200,000
Additional paid-in-capital	\$0
In excess of par value	\$0
Retained earnings	\$273,114
Total Stockholders' Equity	\$473,114
Total Liabilities and Stockholders' Equity	\$508,585



In terms of sales, the majority come from both trade shows and out-of-network sales contracts. The other 18.6% of sales are derived from the firm's online website. Therefore, a large portion of REMedy's income is due to the firm's appealing nature to investors as well as its ability to establish repeat customers at trade shows.

SALES PROJECTIONS

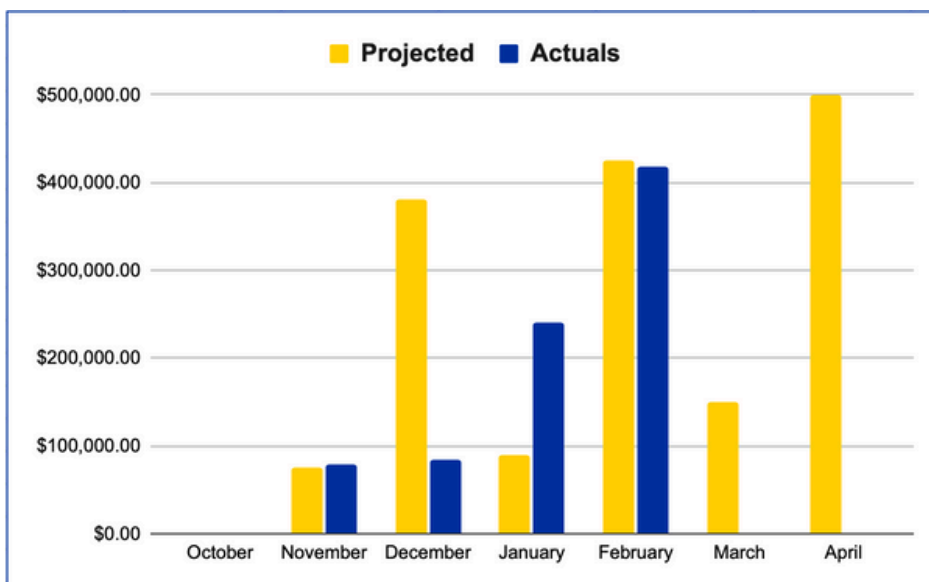
REMedy's sales projections continue to increase towards the end of the fiscal year. Its most profitable months (December, February, March, April) coincide with its attendance at trade shows which allow for the creation of partnerships with other companies as well as face-to-face customer interactions. The firm has already seen a substantial increase in sales with \$398,425 in trade show revenue for February compared to only \$139,676 in January, prior to adding bundles. These bundles prevent customers from simply purchasing REMedy's cheapest products and encourages them to instead focus on the products' main purpose of improving sleep quality. REMedy's website and trade show sales are likely to exceed projections every month moving forward. The firm is projected to earn a net income of \$31,019 by the end of the fiscal year.



CUSTOMERS BY STATE

ALABAMA - 4	NEW YORK - 81
CALIFORNIA - 62	TENNESSEE - 1
FLORIDA - 1	TEXAS - 2
ILLINOIS - 535	MICHIGAN - 66
	ARGENTINA - 1

	Actuals					Projected	
Type of Sale	October	November	December	January	February	March	April
Trade Show	\$0.00	\$41,999.78	\$68,827.37	\$139,676.37	\$398,425.04	\$150,000.00	\$350,000.00
Out-of-Network	\$0.00	\$1,480,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Online	\$0.00	\$37,514.20	\$14,963.71	\$100,894.81	\$20,350.84	\$125,000.00	\$150,000.00
Total	\$0.00	\$1,559,513.98	\$83,791.08	\$240,571.18	\$418,775.88	\$275,000	\$500,000



**2,672
UNITS SOLD**

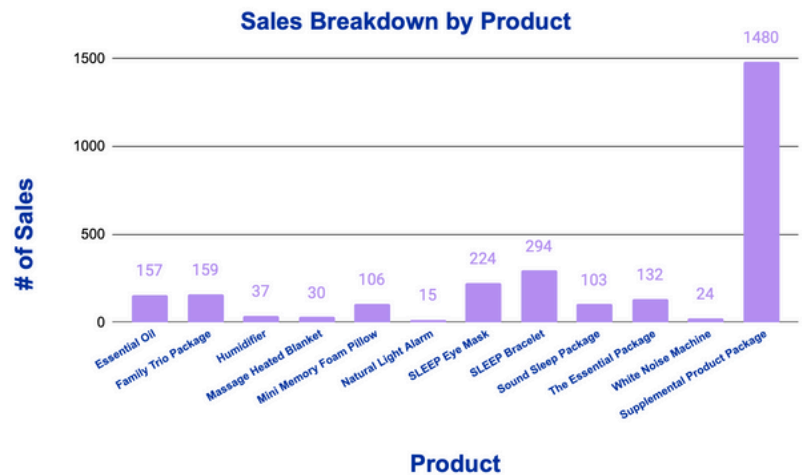
**TOTAL
REVENUE:
\$3,077,652**

**104 REPEAT
CUSTOMERS**

SALES BREAKDOWN

The finance team has been in close collaboration with the sales department in order to effectively analyze and classify its sales. This enables REMedy to understand the buyer behavior of its target market alongside other segmentations such as geographics. By analyzing its customer records, REMedy has been found to have 104 repeat customers! This is an indication of the firm's ability to respond to its target market's needs and wants as well as a high customer satisfaction. After every sale, REMedy sends out a personalized email thanking the customer for their purchase. This allows for the development of close relationships with customers and shows that they are always at the forefront of REMedy's operations.

As REMedy continues to conduct research to possibly create new products and bundles, both past and potentially new customers will be notified which may allow for even more repeat customers to make purchases. In total, the firm has counted 679 sales thus far, all of which have allowed REMedy to continue expanding even as a new firm.



FINANCIAL HIGHLIGHTS

REMedy officially began its operations in October 2024. To allow for initial operations, the firm obtained initial funding through sales contracts, angel investors, and seed money. In October, REMedy secured two out-of-network sales contracts worth a total of \$1,480,000, or 75% of its salary expenses. With one of its greatest expenses largely covered, the firm has been able to concentrate its efforts on trade shows, increasing online sales, marketing initiatives, and continued research concerning the sleep industry. Furthermore, REMedy was able to acquire three angel investor contracts amounting to \$150,000.

Aside from exceptional funding, in November, REMedy had an incredible start to the fiscal year as its participation in an online trade show earned \$41,999 in sales. Combined with online sales totaling \$36,658, the firm was able to exceed its sales goal of \$75,000. This outstanding initial performance began REMedy's path of continued growth. As of February 28th, REMedy has surpassed its trade show sales goal by \$73,425, demonstrating the effectiveness of its decision to eliminate individual supplemental products. Looking ahead, the firm expects sales to reach \$1.4 million by the end of the fiscal year. Its stellar financial performance thus far and strong financial standing enables REMedy to continue to grow and thrive as a new firm.

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APPENDIX A - OUT OF NETWORK SALES CONTRACT



prices stated above during the period of the contract agreement with no consideration for economic price adjustments. (unless other terms are agreed upon)

CANCELLATION – The Contract may not be canceled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.

RENEWABLE OPTIONS – During the final period of this agreement, either party may offer to negotiate optional years.

REMedy – By signing this agreement, **Timothy Christian**, hereby agrees to offer the expertise of its officers as advisors to **REMedy**. This mentoring will assist in the successful operations of **REMedy**, thus protecting your valued investment in our product.



CANCELLATION – The Contract may not be canceled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.

RENEWABLE OPTIONS – During the final period of this agreement, either party may offer to negotiate optional years.

REMedy – By signing this agreement, **Pfizer**, hereby agrees to offer the expertise of its officers as advisors to **REMedy**. This mentoring will assist in the successful operations of **REMedy**, thus protecting your valued investment in our product.

APPENDIX B - ANGEL INVESTOR CONTRACTS

October 15th, 2024

VE Central Office

122 Amsterdam Avenue

New York, NY 10023


Dear Mr. Romano

Please accept this letter of support as my intention to invest \$ 50,000 in REMedy. 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, REMedy 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.



October 15th, 2024

VE Central Office

122 Amsterdam Avenue

New York, NY 10023

Dear REMedy,

Please accept this letter of support as my intention to invest \$ 50,000 in REMedy. 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.

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10/15/2024

VE Central Office

122 Amsterdam Avenue

New York, NY 10023


Dear Mrs. Kendra Lee:

Please accept this letter of support as my intention to invest \$50,000 in REMedy. 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.

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APPENDIX C - SHAREHOLDER AGREEMENTS



3/12/25

REMedy
1061 S. Prospect Avenue
Elmhurst, IL 60126

Dear REMedy,

Please accept this letter of support as my intention to invest \$10,000 in REMedy. In exchange for this investment of funds, I understand that I will be taking an equity stake of 1.5% 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, REMedy 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 agree to be taxed on the firm's profits.



3/12/25

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6. Engaged in Q&A or discussion to clarify and guide the firm's direction.

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3/12/25

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Elmhurst, IL 60126

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

7. 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
8. Reviewed company projections and assumptions.
9. 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, REMedy 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 agree to be taxed on the firm's profits.



REMedy
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Elmhurst, IL 60126

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Please accept this letter of support as my intention to invest \$10,000 in REMedy. In exchange for this investment of funds, I understand that I will be taking an equity stake of 1.5% 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:

10. 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
11. Reviewed company projections and assumptions.
12. 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, REMedy 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 agree to be taxed on the firm's profits.

APPENDIX

APPENDIX D - BANK BALANCE

Feb. 28, 2025			8111298	\$213.99	\$457,330.53
Feb. 28, 2025	VE Sales Tax, New York, NY Sales Tax - February Acct #630907099		8107953	-\$43,963.49	\$457,116.54

As of February 28, 2025, REMedy has a cash balance of \$457,330.53. As previously shown in the firm's balance sheet, the cash balance reconciles throughout all financial reports. The firm's finance department continuously cross-references all financial statements to ensure their accuracy at all times.